BARB Establishment Survey
Annual Data Report: Volume 3
ITV Areas

Jan 2018 to Dec 2018

BARB

Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 2018

Contents Page

Introduction 2

Annual Data Tables: Volume 3 - ITV areas

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

See also

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

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

Introduction

This reports contains the weighted data results from the Establishment survey for the period Jan - Dec 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.

Contents Page

Household

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

Sets

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

Individuals

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
AB	1609	1492	517	316	920	322	598	1580
%V	*28.7%*	*29.1%*	*29.0%*	*33.5%*	*28.2%*	*31.0%*	*27.0%*	*31.2%*
%H (All HH)		*92.7%*	*32.1%*	*19.6%*	*57.2%*	*20.0%*	*37.2%*	*98.2%*
%H (TV HH)			*34.7%*	*21.2%*	*61.7%*	*21.6%*	*40.1%*	
C1	1679	1526	532	300	972	330	642	1558
%V	*29.9%*	*29.8%*	*29.9%*	*31.8%*	*29.8%*	*31.7%*	*28.9%*	*30.7%*
%H (All HH)		*90.9%*	*31.7%*	*17.9%*	*57.9%*	*19.7%*	*38.2%*	*92.8%*
%H (TV HH)			*34.9%*	*19.7%*	*63.7%*	*21.6%*	*42.1%*	
C2	901	825	325	149	529	197	332	820
%V	*16.1%*	*16.1%*	*18.2%*	*15.8%*	*16.2%*	*18.9%*	*15.0%*	*16.2%*
%H (All HH)		*91.6%*	*36.1%*	*16.5%*	*58.7%*	*21.9%*	*36.8%*	*91.0%*
%H (TV HH)			*39.4%*	*18.1%*	*64.1%*	*23.9%*	*40.2%*	
D	880	769	270	117	453	111	342	768
%V	*15.7%*	*15.0%*	*15.2%*	*12.4%*	*13.9%*	*10.7%*	*15.4%*	*15.2%*
%H (All HH)		*87.4%*	*30.7%*	*13.3%*	*51.5%*	*12.6%*	*38.9%*	*87.3%*
%H (TV HH)			*35.1%*	*15.2%*	*58.9%*	*14.4%*	*44.5%*	
E	543	513	139	59	386	80	305	343
%V	*9.7%*	*10.0%*	*7.8%*	*6.3%*	*11.8%*	*7.7%*	*13.8%*	*6.8%*
%H (All HH)		*94.5%*	*25.6%*	*10.9%*	*71.1%*	*14.7%*	*56.2%*	*63.2%*
%H (TV HH)			*27.1%*	*11.5%*	*75.2%*	*15.6%*	*59.5%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Under 25	255	163	43	34	95	24	71	243
%V	*4.5%*	*3.2%*	*2.4%*	*3.6%*	*2.9%*	*2.3%*	*3.2%*	*4.8%*
%H (All HH)		*63.9%*	*16.9%*	*13.3%*	*37.3%*	*9.4%*	*27.8%*	*95.3%*
%H (TV HH)			*26.4%*	*20.9%*	*58.3%*	*14.7%*	*43.6%*	
25 - 34	1084	905	300	153	479	132	346	1066
%V	*19.3%*	*17.7%*	*16.8%*	*16.2%*	*14.7%*	*12.7%*	*15.6%*	*21.0%*
%H (All HH)		*83.5%*	*27.7%*	*14.1%*	*44.2%*	*12.2%*	*31.9%*	*98.3%*
%H (TV HH)			*33.1%*	*16.9%*	*52.9%*	*14.6%*	*38.2%*	
35 - 44	1128	1029	414	200	554	193	362	1114
%V	*20.1%*	*20.1%*	*23.2%*	*21.2%*	*17.0%*	*18.6%*	*16.3%*	*22.0%*
%H (All HH)		*91.2%*	*36.7%*	*17.7%*	*49.1%*	*17.1%*	*32.1%*	*98.8%*
%H (TV HH)			*40.2%*	*19.4%*	*53.8%*	*18.8%*	*35.2%*	
45 - 54	1074	1012	417	222	617	253	364	1041
%V	*19.1%*	*19.8%*	*23.4%*	*23.6%*	*18.9%*	*24.3%*	*16.4%*	*20.5%*
%H (All HH)		*94.2%*	*38.8%*	*20.7%*	*57.4%*	*23.6%*	*33.9%*	*96.9%*
%H (TV HH)			*41.2%*	*21.9%*	*61.0%*	*25.0%*	*36.0%*	
55 - 64	854	823	285	173	572	210	362	776
%V	*15.2%*	*16.1%*	*16.0%*	*18.4%*	*17.6%*	*20.2%*	*16.3%*	*15.3%*
%H (All HH)		*96.4%*	*33.4%*	*20.3%*	*67.0%*	*24.6%*	*42.4%*	*90.9%*
%H (TV HH)			*34.6%*	*21.0%*	*69.5%*	*25.5%*	*44.0%*	
65 +	1217	1192	324	161	940	228	713	827
%V	*21.7%*	*23.3%*	*18.2%*	*17.1%*	*28.9%*	*21.9%*	*32.1%*	*16.3%*
%H (All HH)		*97.9%*	*26.6%*	*13.2%*	*77.2%*	*18.7%*	*58.6%*	*68.0%*
%H (TV HH)			*27.2%*	*13.5%*	*78.9%*	*19.1%*	*59.8%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
1	1668	1450	331	181	1073	189	884	1262
%V	*29.7%*	*28.3%*	*18.6%*	*19.2%*	*32.9%*	*18.2%*	*39.9%*	*24.9%*
%H (All HH)		*86.9%*	*19.8%*	*10.9%*	*64.3%*	*11.3%*	*53.0%*	*75.7%*
%H (TV HH)			*22.8%*	*12.5%*	*74.0%*	*13.0%*	*61.0%*	
2	1792	1673	595	311	1091	374	717	1678
%V	*31.9%*	*32.7%*	*33.4%*	*33.0%*	*33.5%*	*36.0%*	*32.3%*	*33.1%*
%H (All HH)		*93.4%*	*33.2%*	*17.4%*	*60.9%*	*20.9%*	*40.0%*	*93.6%*
%H (TV HH)			*35.6%*	*18.6%*	*65.2%*	*22.4%*	*42.9%*	
3	937	865	356	204	484	204	280	923
%V	*16.7%*	*16.9%*	*20.0%*	*21.7%*	*14.9%*	*19.6%*	*12.6%*	*18.2%*
%H (All HH)		*92.3%*	*38.0%*	*21.8%*	*51.7%*	*21.8%*	*29.9%*	*98.5%*
%H (TV HH)			*41.2%*	*23.6%*	*56.0%*	*23.6%*	*32.4%*	
4	834	789	341	172	424	186	237	828
%V	*14.9%*	*15.4%*	*19.1%*	*18.3%*	*13.0%*	*17.9%*	*10.7%*	*16.3%*
%H (All HH)		*94.6%*	*40.9%*	*20.6%*	*50.8%*	*22.3%*	*28.4%*	*99.3%*
%H (TV HH)			*43.2%*	*21.8%*	*53.7%*	*23.6%*	*30.0%*	
5+	382	346	159	74	187	87	100	376
%V	*6.8%*	*6.8%*	*8.9%*	*7.9%*	*5.7%*	*8.4%*	*4.5%*	*7.4%*
%H (All HH)		*90.6%*	*41.6%*	*19.4%*	*49.0%*	*22.8%*	*26.2%*	*98.4%*
%H (TV HH)			*46.0%*	*21.4%*	*54.0%*	*25.1%*	*28.9%*	
Average HH size	2.39	2.42	2.70	2.65	2.27	2.65	2.09	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

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Without	4012	3613	1135	619	2457	716	1742	3488
%V	*71.5%*	*70.5%*	*63.7%*	*65.7%*	*75.4%*	*68.8%*	*78.5%*	*68.8%*
%H (All HH)		*90.1%*	*28.3%*	*15.4%*	*61.2%*	*17.8%*	*43.4%*	*86.9%*
%H (TV HH)			*31.4%*	*17.1%*	*68.0%*	*19.8%*	*48.2%*	
With	1600	1511	648	323	801	325	476	1580
%V	*28.5%*	*29.5%*	*36.4%*	*34.3%*	*24.6%*	*31.3%*	*21.5%*	*31.2%*
%H (All HH)		*94.4%*	*40.5%*	*20.2%*	*50.1%*	*20.3%*	*29.8%*	*98.8%*
%H (TV HH)			*42.9%*	*21.4%*	*53.0%*	*21.5%*	*31.5%*	
0 - 3	612	562	240	112	292	115	177	604
%V	*10.9%*	*11.0%*	*13.5%*	*11.9%*	*9.0%*	*11.1%*	*8.0%*	*11.9%*
%H (All HH)		*91.8%*	*39.2%*	*18.3%*	*47.7%*	*18.8%*	*28.9%*	*98.7%*
%H (TV HH)			*42.7%*	*19.9%*	*52.0%*	*20.5%*	*31.5%*	
4 - 9	826	785	338	153	424	164	260	816
%V	*14.7%*	*15.3%*	*19.0%*	*16.2%*	*13.0%*	*15.8%*	*11.7%*	*16.1%*
%H (All HH)		*95.0%*	*40.9%*	*18.5%*	*51.3%*	*19.9%*	*31.5%*	*98.8%*
%H (TV HH)			*43.1%*	*19.5%*	*54.0%*	*20.9%*	*33.1%*	
10 - 15	720	696	308	162	374	167	207	712
%V	*12.8%*	*13.6%*	*17.3%*	*17.2%*	*11.5%*	*16.1%*	*9.3%*	*14.0%*
%H (All HH)		*96.7%*	*42.8%*	*22.5%*	*51.9%*	*23.2%*	*28.8%*	*98.9%*
%H (TV HH)			*44.3%*	*23.3%*	*53.7%*	*24.0%*	*29.7%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
1	2704	2704	761	404	1593	232	1361	2368
%V	*48.2%*	*52.8%*	*42.7%*	*42.9%*	*48.9%*	*22.3%*	*61.4%*	*46.7%*
%H (All HH)		*100.0%*	*28.1%*	*14.9%*	*58.9%*	*8.6%*	*50.3%*	*87.6%*
%H (TV HH)			*28.1%*	*14.9%*	*58.9%*	*8.6%*	*50.3%*	
2	1504	1504	584	321	989	404	585	1377
%V	*26.8%*	*29.4%*	*32.8%*	*34.1%*	*30.4%*	*38.8%*	*26.4%*	*27.2%*
%H (All HH)		*100.0%*	*38.8%*	*21.3%*	*65.8%*	*26.9%*	*38.9%*	*91.6%*
%H (TV HH)			*38.8%*	*21.3%*	*65.8%*	*26.9%*	*38.9%*	
3	595	595	274	138	428	239	190	569
%V	*10.6%*	*11.6%*	*15.4%*	*14.6%*	*13.1%*	*23.0%*	*8.6%*	*11.2%*
%H (All HH)		*100.0%*	*46.1%*	*23.2%*	*71.9%*	*40.2%*	*31.9%*	*95.6%*
%H (TV HH)			*46.1%*	*23.2%*	*71.9%*	*40.2%*	*31.9%*	
4	229	229	111	55	176	112	65	223
%V	*4.1%*	*4.5%*	*6.2%*	*5.8%*	*5.4%*	*10.8%*	*2.9%*	*4.4%*
%H (All HH)		*100.0%*	*48.5%*	*24.0%*	*76.9%*	*48.9%*	*28.4%*	*97.4%*
%H (TV HH)			*48.5%*	*24.0%*	*76.9%*	*48.9%*	*28.4%*	
5+	92	92	52	24	72	54	18	90
%V	*1.6%*	*1.8%*	*2.9%*	*2.5%*	*2.2%*	*5.2%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*56.5%*	*26.1%*	*78.3%*	*58.7%*	*19.6%*	*97.8%*
%H (TV HH)			*56.5%*	*26.1%*	*78.3%*	*58.7%*	*19.6%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Under 20"	437	437	131	81	358	137	222	376
%V	*7.8%*	*8.5%*	*7.4%*	*8.6%*	*11.0%*	*13.2%*	*10.0%*	*7.4%*
%H (All HH)		*100.0%*	*30.0%*	*18.5%*	*81.9%*	*31.4%*	*50.8%*	*86.0%*
%H (TV HH)			*30.0%*	*18.5%*	*81.9%*	*31.4%*	*50.8%*	
20" - 29"	1238	1238	412	227	939	354	584	1078
%V	*22.1%*	*24.2%*	*23.1%*	*24.1%*	*28.8%*	*34.0%*	*26.3%*	*21.3%*
%H (All HH)		*100.0%*	*33.3%*	*18.3%*	*75.8%*	*28.6%*	*47.2%*	*87.1%*
%H (TV HH)			*33.3%*	*18.3%*	*75.8%*	*28.6%*	*47.2%*	
30" - 39"	2221	2221	737	420	1532	518	1014	2005
%V	*39.6%*	*43.3%*	*41.4%*	*44.6%*	*47.0%*	*49.8%*	*45.7%*	*39.6%*
%H (All HH)		*100.0%*	*33.2%*	*18.9%*	*69.0%*	*23.3%*	*45.7%*	*90.3%*
%H (TV HH)			*33.2%*	*18.9%*	*69.0%*	*23.3%*	*45.7%*	
40" - 49"	2357	2357	990	487	1433	616	817	2217
%V	*42.0%*	*46.0%*	*55.6%*	*51.7%*	*44.0%*	*59.2%*	*36.8%*	*43.7%*
%H (All HH)		*100.0%*	*42.0%*	*20.7%*	*60.8%*	*26.1%*	*34.7%*	*94.1%*
%H (TV HH)			*42.0%*	*20.7%*	*60.8%*	*26.1%*	*34.7%*	
50" - 59"	893	893	445	202	474	253	221	872
%V	*15.9%*	*17.4%*	*25.0%*	*21.4%*	*14.5%*	*24.3%*	*10.0%*	*17.2%*
%H (All HH)		*100.0%*	*49.8%*	*22.6%*	*53.1%*	*28.3%*	*24.7%*	*97.6%*
%H (TV HH)			*49.8%*	*22.6%*	*53.1%*	*28.3%*	*24.7%*	
60"+	122	122	67	28	61	35	26	120
%V	*2.2%*	*2.4%*	*3.8%*	*3.0%*	*1.9%*	*3.4%*	*1.2%*	*2.4%*
%H (All HH)		*100.0%*	*54.9%*	*23.0%*	*50.0%*	*28.7%*	*21.3%*	*98.4%*
%H (TV HH)			*54.9%*	*23.0%*	*50.0%*	*28.7%*	*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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Main living room	5040	5040	1763	936	3201	1029	2172	4554
%V	*89.8%*	*98.4%*	*98.9%*	*99.4%*	*98.3%*	*98.9%*	*97.9%*	*89.9%*
%H (All HH)		*100.0%*	*35.0%*	*18.6%*	*63.5%*	*20.4%*	*43.1%*	*90.4%*
%H (TV HH)			*35.0%*	*18.6%*	*63.5%*	*20.4%*	*43.1%*	
Kitchen	462	462	204	98	356	188	167	433
%V	*8.2%*	*9.0%*	*11.4%*	*10.4%*	*10.9%*	*18.1%*	*7.5%*	*8.5%*
%H (All HH)		*100.0%*	*44.2%*	*21.2%*	*77.1%*	*40.7%*	*36.1%*	*93.7%*
%H (TV HH)			*44.2%*	*21.2%*	*77.1%*	*40.7%*	*36.1%*	
Adult's bedroom	1904	1904	809	416	1325	656	670	1773
%V	*33.9%*	*37.2%*	*45.4%*	*44.2%*	*40.7%*	*63.1%*	*30.2%*	*35.0%*
%H (All HH)		*100.0%*	*42.5%*	*21.8%*	*69.6%*	*34.5%*	*35.2%*	*93.1%*
%H (TV HH)			*42.5%*	*21.8%*	*69.6%*	*34.5%*	*35.2%*	
Child's bedroom	244	244	124	61	145	86	59	241
%V	*4.3%*	*4.8%*	*7.0%*	*6.5%*	*4.5%*	*8.3%*	*2.7%*	*4.8%*
%H (All HH)		*100.0%*	*50.8%*	*25.0%*	*59.4%*	*35.2%*	*24.2%*	*98.8%*
%H (TV HH)			*50.8%*	*25.0%*	*59.4%*	*35.2%*	*24.2%*	
Other bedroom	185	185	89	42	140	83	56	178
%V	*3.3%*	*3.6%*	*5.0%*	*4.5%*	*4.3%*	*8.0%*	*2.5%*	*3.5%*
%H (All HH)		*100.0%*	*48.1%*	*22.7%*	*75.7%*	*44.9%*	*30.3%*	*96.2%*
%H (TV HH)			*48.1%*	*22.7%*	*75.7%*	*44.9%*	*30.3%*	
Second living/dining room	335	335	144	76	245	127	118	316
%V	*6.0%*	*6.5%*	*8.1%*	*8.1%*	*7.5%*	*12.2%*	*5.3%*	*6.2%*
%H (All HH)		*100.0%*	*43.0%*	*22.7%*	*73.1%*	*37.9%*	*35.2%*	*94.3%*
%H (TV HH)			*43.0%*	*22.7%*	*73.1%*	*37.9%*	*35.2%*	
Study/office	64	64	31	11	46	25	21	62
%V	*1.1%*	*1.2%*	*1.7%*	*1.2%*	*1.4%*	*2.4%*	*0.9%*	*1.2%*
%H (All HH)		*100.0%*	*48.4%*	*17.2%*	*71.9%*	*39.1%*	*32.8%*	*96.9%*
%H (TV HH)			*48.4%*	*17.2%*	*71.9%*	*39.1%*	*32.8%*	
TV room	29	29	15	6	16	9	7	27
%V	*0.5%*	*0.6%*	*0.8%*	*0.6%*	*0.5%*	*0.9%*	*0.3%*	*0.5%*
%H (All HH)		*100.0%*	*51.7%*	*20.7%*	*55.2%*	*31.0%*	*24.1%*	*93.1%*
%H (TV HH)			*51.7%*	*20.7%*	*55.2%*	*31.0%*	*24.1%*	
Conservatory	39	39	20	12	30	23	7	37
%V	*0.7%*	*0.8%*	*1.1%*	*1.3%*	*0.9%*	*2.2%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*51.3%*	*30.8%*	*76.9%*	*59.0%*	*17.9%*	*94.9%*
%H (TV HH)			*51.3%*	*30.8%*	*76.9%*	*59.0%*	*17.9%*	
Attic or loft room	11	11	3	3	9	4	4	10
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*27.3%*	*27.3%*	*81.8%*	*36.4%*	*36.4%*	*90.9%*
%H (TV HH)			*27.3%*	*27.3%*	*81.8%*	*36.4%*	*36.4%*	
No specific location	3	3	1	1	2	1	1	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*	
Other	47	47	21	11	31	16	14	46
%V	*0.8%*	*0.9%*	*1.2%*	*1.2%*	*1.0%*	*1.5%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*44.7%*	*23.4%*	*66.0%*	*34.0%*	*29.8%*	*97.9%*
%H (TV HH)			*44.7%*	*23.4%*	*66.0%*	*34.0%*	*29.8%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Household level data

Table 1.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Any DSAT provider	1782	1782	1782	49	680	680	0	1706
%V	*31.8%*	*34.8%*	*100.0%*	*5.2%*	*20.9%*	*65.4%*	*0.0%*	*33.7%*
%H (All HH)			*100.0%*	*2.7%*	*38.2%*	*38.2%*	*0.0%*	*95.7%*
%H (TV HH)			*100.0%*	*2.7%*	*38.2%*	*38.2%*	*0.0%*	
Sky with subcription	1516	1516	1516	29	574	574	0	1456
%V	*27.0%*	*29.6%*	*85.1%*	*3.1%*	*17.6%*	*55.2%*	*0.0%*	*28.7%*
%H (All HH)			*100.0%*	*1.9%*	*37.9%*	*37.9%*	*0.0%*	*96.0%*
%H (TV HH)			*100.0%*	*1.9%*	*37.9%*	*37.9%*	*0.0%*	
Sky without subscription	81	81	81	4	26	26	0	73
%V	*1.4%*	*1.6%*	*4.5%*	*0.4%*	*0.8%*	*2.5%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*4.9%*	*32.1%*	*32.1%*	*0.0%*	*90.1%*
%H (TV HH)			*100.0%*	*4.9%*	*32.1%*	*32.1%*	*0.0%*	
Freesat	113	113	113	9	55	55	0	109
%V	*2.0%*	*2.2%*	*6.3%*	*1.0%*	*1.7%*	*5.3%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*8.0%*	*48.7%*	*48.7%*	*0.0%*	*96.5%*
%H (TV HH)			*100.0%*	*8.0%*	*48.7%*	*48.7%*	*0.0%*	
Other satellite provider	124	124	124	12	45	45	0	118
%V	*2.2%*	*2.4%*	*7.0%*	*1.3%*	*1.4%*	*4.3%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*9.7%*	*36.3%*	*36.3%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*9.7%*	*36.3%*	*36.3%*	*0.0%*	
DCAB	942	942	49	942	386	386	0	911
%V	*16.8%*	*18.4%*	*2.7%*	*100.0%*	*11.8%*	*37.1%*	*0.0%*	*18.0%*
%H (All HH)			*5.2%*	*100.0%*	*41.0%*	*41.0%*	*0.0%*	*96.7%*
%H (TV HH)			*5.2%*	*100.0%*	*41.0%*	*41.0%*	*0.0%*	
DTT	3258	3258	680	386	3258	1040	2218	2837
%V	*58.1%*	*63.6%*	*38.2%*	*41.0%*	*100.0%*	*100.0%*	*100.0%*	*56.0%*
%H (All HH)		*100.0%*	*20.9%*	*11.8%*	*100.0%*	*31.9%*	*68.1%*	*87.1%*
%H (TV HH)			*20.9%*	*11.8%*	*100.0%*	*31.9%*	*68.1%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Household level data

Table 1.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
PVR	3001	3001	1602	869	1534	960	574	2862
%V	*53.5%*	*58.6%*	*89.9%*	*92.3%*	*47.1%*	*92.3%*	*25.9%*	*56.5%*
%H (All HH)		*100.0%*	*53.4%*	*29.0%*	*51.1%*	*32.0%*	*19.1%*	*95.4%*
%H (TV HH)			*53.4%*	*29.0%*	*51.1%*	*32.0%*	*19.1%*	
DVDR	65	65	22	15	46	17	29	57
%V	*1.2%*	*1.3%*	*1.2%*	*1.6%*	*1.4%*	*1.6%*	*1.3%*	*1.1%*
%H (All HH)		*100.0%*	*33.8%*	*23.1%*	*70.8%*	*26.2%*	*44.6%*	*87.7%*
%H (TV HH)			*33.8%*	*23.1%*	*70.8%*	*26.2%*	*44.6%*	
VCR	47	47	12	6	40	12	28	33
%V	*0.8%*	*0.9%*	*0.7%*	*0.6%*	*1.2%*	*1.2%*	*1.3%*	*0.7%*
%H (All HH)		*100.0%*	*25.5%*	*12.8%*	*85.1%*	*25.5%*	*59.6%*	*70.2%*
%H (TV HH)			*25.5%*	*12.8%*	*85.1%*	*25.5%*	*59.6%*	
Any recorder	3044	3044	1606	869	1573	962	611	2890
%V	*54.2%*	*59.4%*	*90.1%*	*92.3%*	*48.3%*	*92.5%*	*27.5%*	*57.0%*
%H (All HH)		*100.0%*	*52.8%*	*28.5%*	*51.7%*	*31.6%*	*20.1%*	*94.9%*
%H (TV HH)			*52.8%*	*28.5%*	*51.7%*	*31.6%*	*20.1%*	
Receives HDTV (via STB or built-in reception)	3651	3651	1467	835	2339	945	1394	3450
%V	*65.1%*	*71.3%*	*82.3%*	*88.6%*	*71.8%*	*90.9%*	*62.8%*	*68.1%*
%H (All HH)		*100.0%*	*40.2%*	*22.9%*	*64.1%*	*25.9%*	*38.2%*	*94.5%*
%H (TV HH)			*40.2%*	*22.9%*	*64.1%*	*25.9%*	*38.2%*	
DVD/Blu-ray player or recorder	2910	2910	1058	584	1899	691	1208	2670
%V	*51.9%*	*56.8%*	*59.4%*	*62.0%*	*58.3%*	*66.4%*	*54.5%*	*52.7%*
%H (All HH)		*100.0%*	*36.4%*	*20.1%*	*65.3%*	*23.7%*	*41.5%*	*91.8%*
%H (TV HH)			*36.4%*	*20.1%*	*65.3%*	*23.7%*	*41.5%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Household level data

Table 1.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5612	5124	1782	942	3258	1040	2218	5068
%H (All HH)		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*
%H (TV HH)			*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	
Has broadband internet	5068	4627	1706	911	2837	1002	1835	5068
%V	*90.3%*	*90.3%*	*95.7%*	*96.7%*	*87.1%*	*96.3%*	*82.7%*	*100.0%*
%H (All HH)		*91.3%*	*33.7%*	*18.0%*	*56.0%*	*19.8%*	*36.2%*	*100.0%*
%H (TV HH)			*36.9%*	*19.7%*	*61.3%*	*21.7%*	*39.7%*	
Number of computers (PCs and laptops)								
0	811	722	165	62	549	74	475	319
%V	*14.5%*	*14.1%*	*9.3%*	*6.6%*	*16.9%*	*7.1%*	*21.4%*	*6.3%*
%H (All HH)		*89.0%*	*20.3%*	*7.6%*	*67.7%*	*9.1%*	*58.6%*	*39.3%*
%H (TV HH)			*22.9%*	*8.6%*	*76.0%*	*10.2%*	*65.8%*	
1	1713	1531	513	250	967	260	707	1672
%V	*30.5%*	*29.9%*	*28.8%*	*26.5%*	*29.7%*	*25.0%*	*31.9%*	*33.0%*
%H (All HH)		*89.4%*	*29.9%*	*14.6%*	*56.5%*	*15.2%*	*41.3%*	*97.6%*
%H (TV HH)			*33.5%*	*16.3%*	*63.2%*	*17.0%*	*46.2%*	
2	1408	1300	480	260	809	297	512	1403
%V	*25.1%*	*25.4%*	*26.9%*	*27.6%*	*24.8%*	*28.6%*	*23.1%*	*27.7%*
%H (All HH)		*92.3%*	*34.1%*	*18.5%*	*57.5%*	*21.1%*	*36.4%*	*99.6%*
%H (TV HH)			*36.9%*	*20.0%*	*62.2%*	*22.8%*	*39.4%*	
3	783	729	267	170	440	173	267	781
%V	*14.0%*	*14.2%*	*15.0%*	*18.0%*	*13.5%*	*16.6%*	*12.0%*	*15.4%*
%H (All HH)		*93.1%*	*34.1%*	*21.7%*	*56.2%*	*22.1%*	*34.1%*	*99.7%*
%H (TV HH)			*36.6%*	*23.3%*	*60.4%*	*23.7%*	*36.6%*	
4	467	437	180	100	253	114	139	466
%V	*8.3%*	*8.5%*	*10.1%*	*10.6%*	*7.8%*	*11.0%*	*6.3%*	*9.2%*
%H (All HH)		*93.6%*	*38.5%*	*21.4%*	*54.2%*	*24.4%*	*29.8%*	*99.8%*
%H (TV HH)			*41.2%*	*22.9%*	*57.9%*	*26.1%*	*31.8%*	
5+	429	405	176	100	240	122	118	428
%V	*7.6%*	*7.9%*	*9.9%*	*10.6%*	*7.4%*	*11.7%*	*5.3%*	*8.4%*
%H (All HH)		*94.4%*	*41.0%*	*23.3%*	*55.9%*	*28.4%*	*27.5%*	*99.8%*
%H (TV HH)			*43.5%*	*24.7%*	*59.3%*	*30.1%*	*29.1%*	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Set level data

Table 1.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8911	3481	1808	5955	2501	3454	8210
%H		*39.1%*	*20.3%*	*66.8%*	*28.1%*	*38.8%*	*92.1%*
Under 20"	522	153	97	432	162	270	450
%V	*5.9%*	*4.4%*	*5.4%*	*7.3%*	*6.5%*	*7.8%*	*5.5%*
%H		*29.3%*	*18.6%*	*82.8%*	*31.0%*	*51.7%*	*86.2%*
20" - 29"	1518	512	292	1169	473	696	1335
%V	*17.0%*	*14.7%*	*16.2%*	*19.6%*	*18.9%*	*20.2%*	*16.3%*
%H		*33.7%*	*19.2%*	*77.0%*	*31.2%*	*45.8%*	*87.9%*
30" - 39"	2659	926	521	1846	681	1165	2425
%V	*29.8%*	*26.6%*	*28.8%*	*31.0%*	*27.2%*	*33.7%*	*29.5%*
%H		*34.8%*	*19.6%*	*69.4%*	*25.6%*	*43.8%*	*91.2%*
40" - 49"	2746	1199	583	1681	781	900	2595
%V	*30.8%*	*34.4%*	*32.2%*	*28.2%*	*31.2%*	*26.1%*	*31.6%*
%H		*43.7%*	*21.2%*	*61.2%*	*28.4%*	*32.8%*	*94.5%*
50" - 59"	984	493	222	526	283	242	963
%V	*11.0%*	*14.2%*	*12.3%*	*8.8%*	*11.3%*	*7.0%*	*11.7%*
%H		*50.1%*	*22.6%*	*53.5%*	*28.8%*	*24.6%*	*97.9%*
60"+	130	72	31	66	39	27	127
%V	*1.5%*	*2.1%*	*1.7%*	*1.1%*	*1.6%*	*0.8%*	*1.5%*
%H		*55.4%*	*23.8%*	*50.8%*	*30.0%*	*20.8%*	*97.7%*
Don't know	352	126	63	235	81	154	314
%V	*4.0%*	*3.6%*	*3.5%*	*3.9%*	*3.2%*	*4.5%*	*3.8%*
%H		*35.8%*	*17.9%*	*66.8%*	*23.0%*	*43.8%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Set level data

Table 1.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	8911	3481	1808	5955	2501	3454	8210
%H		*39.1%*	*20.3%*	*66.8%*	*28.1%*	*38.8%*	*92.1%*
Main living room	5058	1770	938	3213	1034	2180	4571
%V	*56.8%*	*50.8%*	*51.9%*	*54.0%*	*41.3%*	*63.1%*	*55.7%*
%H		*35.0%*	*18.5%*	*63.5%*	*20.4%*	*43.1%*	*90.4%*
Kitchen	463	205	98	357	189	168	434
%V	*5.2%*	*5.9%*	*5.4%*	*6.0%*	*7.6%*	*4.9%*	*5.3%*
%H		*44.3%*	*21.2%*	*77.1%*	*40.8%*	*36.3%*	*93.7%*
Adult's bedroom	2331	1005	521	1654	857	796	2187
%V	*26.2%*	*28.9%*	*28.8%*	*27.8%*	*34.3%*	*23.0%*	*26.6%*
%H		*43.1%*	*22.4%*	*71.0%*	*36.8%*	*34.1%*	*93.8%*
Child's bedroom	295	147	78	178	108	70	293
%V	*3.3%*	*4.2%*	*4.3%*	*3.0%*	*4.3%*	*2.0%*	*3.6%*
%H		*49.8%*	*26.4%*	*60.3%*	*36.6%*	*23.7%*	*99.3%*
Other bedroom	224	110	52	168	103	64	213
%V	*2.5%*	*3.2%*	*2.9%*	*2.8%*	*4.1%*	*1.9%*	*2.6%*
%H		*49.1%*	*23.2%*	*75.0%*	*46.0%*	*28.6%*	*95.1%*
Second living/dining room	341	147	77	249	130	119	322
%V	*3.8%*	*4.2%*	*4.3%*	*4.2%*	*5.2%*	*3.4%*	*3.9%*
%H		*43.1%*	*22.6%*	*73.0%*	*38.1%*	*34.9%*	*94.4%*
Study/office	64	31	11	46	25	21	63
%V	*0.7%*	*0.9%*	*0.6%*	*0.8%*	*1.0%*	*0.6%*	*0.8%*
%H		*48.4%*	*17.2%*	*71.9%*	*39.1%*	*32.8%*	*98.4%*
TV room	29	15	6	16	9	7	27
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H		*51.7%*	*20.7%*	*55.2%*	*31.0%*	*24.1%*	*93.1%*
Conservatory	39	20	12	30	23	7	37
%V	*0.4%*	*0.6%*	*0.7%*	*0.5%*	*0.9%*	*0.2%*	*0.5%*
%H		*51.3%*	*30.8%*	*76.9%*	*59.0%*	*17.9%*	*94.9%*
Attic or loft room	11	4	3	9	5	4	11
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*36.4%*	*27.3%*	*81.8%*	*45.5%*	*36.4%*	*100.0%*
No specific location	3	1	1	2	1	1	3
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*33.3%*	*33.3%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Other	51	24	11	33	17	16	50
%V	*0.6%*	*0.7%*	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*47.1%*	*21.6%*	*64.7%*	*33.3%*	*31.4%*	*98.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	8911	3481	1808	5955	2501	3454	8210
%H		*39.1%*	*20.3%*	*66.8%*	*28.1%*	*38.8%*	*92.1%*
PVR	4153	2378	1207	1978	1335	643	3988
%V	*46.6%*	*68.3%*	*66.8%*	*33.2%*	*53.4%*	*18.6%*	*48.6%*
%H		*57.3%*	*29.1%*	*47.6%*	*32.1%*	*15.5%*	*96.0%*
DVDR	68	24	16	46	17	30	60
%V	*0.8%*	*0.7%*	*0.9%*	*0.8%*	*0.7%*	*0.9%*	*0.7%*
%H		*35.3%*	*23.5%*	*67.6%*	*25.0%*	*44.1%*	*88.2%*
VCR	49	13	6	41	12	29	34
%V	*0.5%*	*0.4%*	*0.3%*	*0.7%*	*0.5%*	*0.8%*	*0.4%*
%H		*26.5%*	*12.2%*	*83.7%*	*24.5%*	*59.2%*	*69.4%*
Any recorder	4211	2386	1210	2031	1343	688	4030
%V	*47.3%*	*68.5%*	*66.9%*	*34.1%*	*53.7%*	*19.9%*	*49.1%*
%H		*56.7%*	*28.7%*	*48.2%*	*31.9%*	*16.3%*	*95.7%*

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	8911	3481	1808	5955	2501	3454	8210
%H		*39.1%*	*20.3%*	*66.8%*	*28.1%*	*38.8%*	*92.1%*
Receives HDTV (via STB or built-in reception)	5425	2402	1261	3492	1646	1846	5178
%V	*60.9%*	*69.0%*	*69.7%*	*58.6%*	*65.8%*	*53.4%*	*63.1%*
%H		*44.3%*	*23.2%*	*64.4%*	*30.3%*	*34.0%*	*95.4%*
DVD/Blu-ray player or recorder	3760	1455	795	2470	1022	1449	3491
%V	*42.2%*	*41.8%*	*44.0%*	*41.5%*	*40.9%*	*42.0%*	*42.5%*
%H		*38.7%*	*21.1%*	*65.7%*	*27.2%*	*38.5%*	*92.8%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	5123	1782	942	3258	1040	2218	4626
%H		*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	*90.3%*
Under 20"	59	5	7	49	4	45	41
%V	*1.2%*	*0.3%*	*0.7%*	*1.5%*	*0.4%*	*2.0%*	*0.9%*
%H		*8.5%*	*11.9%*	*83.1%*	*6.8%*	*76.3%*	*69.5%*
20" - 29"	432	67	50	342	44	298	327
%V	*8.4%*	*3.8%*	*5.3%*	*10.5%*	*4.2%*	*13.4%*	*7.1%*
%H		*15.5%*	*11.6%*	*79.2%*	*10.2%*	*69.0%*	*75.7%*
30" - 39"	1438	343	235	1017	215	802	1246
%V	*28.1%*	*19.2%*	*24.9%*	*31.2%*	*20.7%*	*36.2%*	*26.9%*
%H		*23.9%*	*16.3%*	*70.7%*	*15.0%*	*55.8%*	*86.6%*
40" - 49"	2064	842	409	1249	501	748	1930
%V	*40.3%*	*47.3%*	*43.4%*	*38.3%*	*48.2%*	*33.7%*	*41.7%*
%H		*40.8%*	*19.8%*	*60.5%*	*24.3%*	*36.2%*	*93.5%*
50" - 59"	823	408	183	430	225	205	802
%V	*16.1%*	*22.9%*	*19.4%*	*13.2%*	*21.6%*	*9.2%*	*17.3%*
%H		*49.6%*	*22.2%*	*52.2%*	*27.3%*	*24.9%*	*97.4%*
60"+	110	59	27	52	29	22	108
%V	*2.1%*	*3.3%*	*2.9%*	*1.6%*	*2.8%*	*1.0%*	*2.3%*
%H		*53.6%*	*24.5%*	*47.3%*	*26.4%*	*20.0%*	*98.2%*
Don't know	197	59	31	120	23	97	172
%V	*3.8%*	*3.3%*	*3.3%*	*3.7%*	*2.2%*	*4.4%*	*3.7%*
%H		*29.9%*	*15.7%*	*60.9%*	*11.7%*	*49.2%*	*87.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	5123	1782	942	3258	1040	2218	4626
%H		*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	*90.3%*
PVR	2956	1583	857	1497	940	557	2820
%V	*57.7%*	*88.8%*	*91.0%*	*45.9%*	*90.4%*	*25.1%*	*61.0%*
%H		*53.6%*	*29.0%*	*50.6%*	*31.8%*	*18.8%*	*95.4%*
DVDR	54	18	12	39	13	25	47
%V	*1.1%*	*1.0%*	*1.3%*	*1.2%*	*1.3%*	*1.1%*	*1.0%*
%H		*33.3%*	*22.2%*	*72.2%*	*24.1%*	*46.3%*	*87.0%*
VCR	40	10	5	35	10	25	26
%V	*0.8%*	*0.6%*	*0.5%*	*1.1%*	*1.0%*	*1.1%*	*0.6%*
%H		*25.0%*	*12.5%*	*87.5%*	*25.0%*	*62.5%*	*65.0%*
Any recorder	2997	1586	858	1535	942	594	2845
%V	*58.5%*	*89.0%*	*91.1%*	*47.1%*	*90.6%*	*26.8%*	*61.5%*
%H		*52.9%*	*28.6%*	*51.2%*	*31.4%*	*19.8%*	*94.9%*

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

Set level data

Table 1.17: 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	5123	1782	942	3258	1040	2218	4626
%H		*34.8%*	*18.4%*	*63.6%*	*20.3%*	*43.3%*	*90.3%*
Receives HDTV (via STB or built-in reception)	3580	1437	822	2283	918	1364	3385
%V	*69.9%*	*80.6%*	*87.3%*	*70.1%*	*88.3%*	*61.5%*	*73.2%*
%H		*40.1%*	*23.0%*	*63.8%*	*25.6%*	*38.1%*	*94.6%*
DVD/Blu-ray player or recorder	2621	933	517	1716	601	1115	2393
%V	*51.2%*	*52.4%*	*54.9%*	*52.7%*	*57.8%*	*50.3%*	*51.7%*
%H		*35.6%*	*19.7%*	*65.5%*	*22.9%*	*42.5%*	*91.3%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3788	1698	867	2696	1461	1236	3585
%H		*44.8%*	*22.9%*	*71.2%*	*38.6%*	*32.6%*	*94.6%*
Under 20"	463	148	90	384	158	225	409
%V	*12.2%*	*8.7%*	*10.4%*	*14.2%*	*10.8%*	*18.2%*	*11.4%*
%H		*32.0%*	*19.4%*	*82.9%*	*34.1%*	*48.6%*	*88.3%*
20" - 29"	1087	445	242	827	429	398	1008
%V	*28.7%*	*26.2%*	*27.9%*	*30.7%*	*29.4%*	*32.2%*	*28.1%*
%H		*40.9%*	*22.3%*	*76.1%*	*39.5%*	*36.6%*	*92.7%*
30" - 39"	1221	583	286	829	466	362	1179
%V	*32.2%*	*34.3%*	*33.0%*	*30.7%*	*31.9%*	*29.3%*	*32.9%*
%H		*47.7%*	*23.4%*	*67.9%*	*38.2%*	*29.6%*	*96.6%*
40" - 49"	682	357	174	432	280	152	665
%V	*18.0%*	*21.0%*	*20.1%*	*16.0%*	*19.2%*	*12.3%*	*18.5%*
%H		*52.3%*	*25.5%*	*63.3%*	*41.1%*	*22.3%*	*97.5%*
50" - 59"	161	85	39	95	59	37	161
%V	*4.3%*	*5.0%*	*4.5%*	*3.5%*	*4.0%*	*3.0%*	*4.5%*
%H		*52.8%*	*24.2%*	*59.0%*	*36.6%*	*23.0%*	*100.0%*
60"+	19	13	4	14	10	4	19
%V	*0.5%*	*0.8%*	*0.5%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*
%H		*68.4%*	*21.1%*	*73.7%*	*52.6%*	*21.1%*	*100.0%*
Don't know	155	67	31	115	58	57	142
%V	*4.1%*	*3.9%*	*3.6%*	*4.3%*	*4.0%*	*4.6%*	*4.0%*
%H		*43.2%*	*20.0%*	*74.2%*	*37.4%*	*36.8%*	*91.6%*

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	3788	1698	867	2696	1461	1236	3585
%H		*44.8%*	*22.9%*	*71.2%*	*38.6%*	*32.6%*	*94.6%*
PVR	1196	794	349	481	395	86	1169
%V	*31.6%*	*46.8%*	*40.3%*	*17.8%*	*27.0%*	*7.0%*	*32.6%*
%H		*66.4%*	*29.2%*	*40.2%*	*33.0%*	*7.2%*	*97.7%*
DVDR	14	6	4	8	4	4	13
%V	*0.4%*	*0.4%*	*0.5%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*
%H		*42.9%*	*28.6%*	*57.1%*	*28.6%*	*28.6%*	*92.9%*
VCR	9	4	1	6	2	4	8
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*44.4%*	*11.1%*	*66.7%*	*22.2%*	*44.4%*	*88.9%*
Any recorder	1214	800	352	496	401	95	1185
%V	*32.0%*	*47.1%*	*40.6%*	*18.4%*	*27.4%*	*7.7%*	*33.1%*
%H		*65.9%*	*29.0%*	*40.9%*	*33.0%*	*7.8%*	*97.6%*

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	3788	1698	867	2696	1461	1236	3585
%H		*44.8%*	*22.9%*	*71.2%*	*38.6%*	*32.6%*	*94.6%*
Receives HDTV (via STB or built-in reception)	1845	965	438	1209	727	482	1793
%V	*48.7%*	*56.8%*	*50.5%*	*44.8%*	*49.8%*	*39.0%*	*50.0%*
%H		*52.3%*	*23.7%*	*65.5%*	*39.4%*	*26.1%*	*97.2%*
DVD/Blu-ray player or recorder	1140	522	277	755	421	334	1098
%V	*30.1%*	*30.7%*	*31.9%*	*28.0%*	*28.8%*	*27.0%*	*30.6%*
%H		*45.8%*	*24.3%*	*66.2%*	*36.9%*	*29.3%*	*96.3%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	13440	12399	4812	2496	7395	2759	4636	12716
%H		*92.3%*	*35.8%*	*18.6%*	*55.0%*	*20.5%*	*34.5%*	*94.6%*
Total Children	2755	2604	1127	547	1389	567	822	2720
%V	*20.5%*	*21.0%*	*23.4%*	*21.9%*	*18.8%*	*20.6%*	*17.7%*	*21.4%*
%H		*94.5%*	*40.9%*	*19.9%*	*50.4%*	*20.6%*	*29.8%*	*98.7%*
0 - 3	724	665	278	134	346	133	213	713
%V	*5.4%*	*5.4%*	*5.8%*	*5.4%*	*4.7%*	*4.8%*	*4.6%*	*5.6%*
%H		*91.9%*	*38.4%*	*18.5%*	*47.8%*	*18.4%*	*29.4%*	*98.5%*
4 - 15	2030	1939	849	412	1043	434	609	2007
%V	*15.1%*	*15.6%*	*17.6%*	*16.5%*	*14.1%*	*15.7%*	*13.1%*	*15.8%*
%H		*95.5%*	*41.8%*	*20.3%*	*51.4%*	*21.4%*	*30.0%*	*98.9%*
4 - 9	1094	1031	448	198	559	217	342	1079
%V	*8.1%*	*8.3%*	*9.3%*	*7.9%*	*7.6%*	*7.9%*	*7.4%*	*8.5%*
%H		*94.2%*	*41.0%*	*18.1%*	*51.1%*	*19.8%*	*31.3%*	*98.6%*
10 - 15	937	908	401	214	484	217	267	928
%V	*7.0%*	*7.3%*	*8.3%*	*8.6%*	*6.5%*	*7.9%*	*5.8%*	*7.3%*
%H		*96.9%*	*42.8%*	*22.8%*	*51.7%*	*23.2%*	*28.5%*	*99.0%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Individual level data

Table 1.22: Adults - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	13440	12399	4812	2496	7395	2759	4636	12716
%H		*92.3%*	*35.8%*	*18.6%*	*55.0%*	*20.5%*	*34.5%*	*94.6%*
Total Adults (16+)	10685	9795	3685	1949	6006	2193	3813	9995
%V	*79.5%*	*79.0%*	*76.6%*	*78.1%*	*81.2%*	*79.5%*	*82.2%*	*78.6%*
%H		*91.7%*	*34.5%*	*18.2%*	*56.2%*	*20.5%*	*35.7%*	*93.5%*
16 - 19	481	445	200	103	257	125	132	473
%V	*3.6%*	*3.6%*	*4.2%*	*4.1%*	*3.5%*	*4.5%*	*2.8%*	*3.7%*
%H		*92.5%*	*41.6%*	*21.4%*	*53.4%*	*26.0%*	*27.4%*	*98.3%*
20 - 24	823	634	229	140	366	143	223	808
%V	*6.1%*	*5.1%*	*4.8%*	*5.6%*	*4.9%*	*5.2%*	*4.8%*	*6.4%*
%H		*77.0%*	*27.8%*	*17.0%*	*44.5%*	*17.4%*	*27.1%*	*98.2%*
25 - 34	2233	1888	666	363	1013	343	669	2200
%V	*16.6%*	*15.2%*	*13.8%*	*14.5%*	*13.7%*	*12.4%*	*14.4%*	*17.3%*
%H		*84.5%*	*29.8%*	*16.3%*	*45.4%*	*15.4%*	*30.0%*	*98.5%*
35 - 44	2067	1900	775	388	1006	365	641	2042
%V	*15.4%*	*15.3%*	*16.1%*	*15.5%*	*13.6%*	*13.2%*	*13.8%*	*16.1%*
%H		*91.9%*	*37.5%*	*18.8%*	*48.7%*	*17.7%*	*31.0%*	*98.8%*
45 - 54	1847	1760	756	388	1059	459	600	1802
%V	*13.7%*	*14.2%*	*15.7%*	*15.5%*	*14.3%*	*16.6%*	*12.9%*	*14.2%*
%H		*95.3%*	*40.9%*	*21.0%*	*57.3%*	*24.9%*	*32.5%*	*97.6%*
55 - 64	1403	1365	503	305	924	369	555	1309
%V	*10.4%*	*11.0%*	*10.5%*	*12.2%*	*12.5%*	*13.4%*	*12.0%*	*10.3%*
%H		*97.3%*	*35.9%*	*21.7%*	*65.9%*	*26.3%*	*39.6%*	*93.3%*
65+	1832	1802	556	263	1381	388	993	1362
%V	*13.6%*	*14.5%*	*11.6%*	*10.5%*	*18.7%*	*14.1%*	*21.4%*	*10.7%*
%H		*98.4%*	*30.3%*	*14.4%*	*75.4%*	*21.2%*	*54.2%*	*74.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	10685	9795	3685	1949	6006	2193	3813	9995
%H		*91.7%*	*34.5%*	*18.2%*	*56.2%*	*20.5%*	*35.7%*	*93.5%*
AB	3198	2988	1088	667	1814	693	1121	3155
%V	*29.9%*	*30.5%*	*29.5%*	*34.2%*	*30.2%*	*31.6%*	*29.4%*	*31.6%*
%H		*93.4%*	*34.0%*	*20.9%*	*56.7%*	*21.7%*	*35.1%*	*98.7%*
C1	3226	2941	1103	629	1816	713	1103	3066
%V	*30.2%*	*30.0%*	*29.9%*	*32.3%*	*30.2%*	*32.5%*	*28.9%*	*30.7%*
%H		*91.2%*	*34.2%*	*19.5%*	*56.3%*	*22.1%*	*34.2%*	*95.0%*
C2	1860	1703	717	334	1046	433	613	1746
%V	*17.4%*	*17.4%*	*19.5%*	*17.1%*	*17.4%*	*19.7%*	*16.1%*	*17.5%*
%H		*91.6%*	*38.5%*	*18.0%*	*56.2%*	*23.3%*	*33.0%*	*93.9%*
D	1662	1458	564	229	823	235	588	1519
%V	*15.6%*	*14.9%*	*15.3%*	*11.7%*	*13.7%*	*10.7%*	*15.4%*	*15.2%*
%H		*87.7%*	*33.9%*	*13.8%*	*49.5%*	*14.1%*	*35.4%*	*91.4%*
E	740	705	212	90	508	119	389	510
%V	*6.9%*	*7.2%*	*5.8%*	*4.6%*	*8.5%*	*5.4%*	*10.2%*	*5.1%*
%H		*95.3%*	*28.6%*	*12.2%*	*68.6%*	*16.1%*	*52.6%*	*68.9%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	10685	9795	3685	1949	6006	2193	3813	9995
%H		*91.7%*	*34.5%*	*18.2%*	*56.2%*	*20.5%*	*35.7%*	*93.5%*
Working full time	5844	5289	2065	1142	3008	1182	1826	5748
%V	*54.7%*	*54.0%*	*56.0%*	*58.6%*	*50.1%*	*53.9%*	*47.9%*	*57.5%*
%H		*90.5%*	*35.3%*	*19.5%*	*51.5%*	*20.2%*	*31.2%*	*98.4%*
Working part time	1027	962	379	198	594	229	365	999
%V	*9.6%*	*9.8%*	*10.3%*	*10.2%*	*9.9%*	*10.4%*	*9.6%*	*10.0%*
%H		*93.7%*	*36.9%*	*19.3%*	*57.8%*	*22.3%*	*35.5%*	*97.3%*
Not working	3814	3544	1241	608	2404	782	1622	3248
%V	*35.7%*	*36.2%*	*33.7%*	*31.2%*	*40.0%*	*35.7%*	*42.5%*	*32.5%*
%H		*92.9%*	*32.5%*	*15.9%*	*63.0%*	*20.5%*	*42.5%*	*85.2%*
Houseperson	5612	5124	1782	942	3258	1040	2218	5068
%V	*52.5%*	*52.3%*	*48.4%*	*48.3%*	*54.2%*	*47.4%*	*58.2%*	*50.7%*
%H		*91.3%*	*31.8%*	*16.8%*	*58.1%*	*18.5%*	*39.5%*	*90.3%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5265	4768	1823	950	2870	1068	1802	4952
%H		*90.6%*	*34.6%*	*18.0%*	*54.5%*	*20.3%*	*34.2%*	*94.1%*
16 - 19	262	250	113	61	142	72	70	257
%V	*5.0%*	*5.2%*	*6.2%*	*6.4%*	*4.9%*	*6.7%*	*3.9%*	*5.2%*
%H		*95.4%*	*43.1%*	*23.3%*	*54.2%*	*27.5%*	*26.7%*	*98.1%*
20 - 24	397	304	112	73	164	65	99	388
%V	*7.5%*	*6.4%*	*6.1%*	*7.7%*	*5.7%*	*6.1%*	*5.5%*	*7.8%*
%H		*76.6%*	*28.2%*	*18.4%*	*41.3%*	*16.4%*	*24.9%*	*97.7%*
25 - 34	1116	921	327	168	487	163	324	1103
%V	*21.2%*	*19.3%*	*17.9%*	*17.7%*	*17.0%*	*15.3%*	*18.0%*	*22.3%*
%H		*82.5%*	*29.3%*	*15.1%*	*43.6%*	*14.6%*	*29.0%*	*98.8%*
35 - 44	1039	938	374	186	494	175	319	1026
%V	*19.7%*	*19.7%*	*20.5%*	*19.6%*	*17.2%*	*16.4%*	*17.7%*	*20.7%*
%H		*90.3%*	*36.0%*	*17.9%*	*47.5%*	*16.8%*	*30.7%*	*98.7%*
45 - 54	924	866	377	184	515	218	297	893
%V	*17.5%*	*18.2%*	*20.7%*	*19.4%*	*17.9%*	*20.4%*	*16.5%*	*18.0%*
%H		*93.7%*	*40.8%*	*19.9%*	*55.7%*	*23.6%*	*32.1%*	*96.6%*
55 - 64	694	672	247	148	453	180	273	638
%V	*13.2%*	*14.1%*	*13.5%*	*15.6%*	*15.8%*	*16.9%*	*15.1%*	*12.9%*
%H		*96.8%*	*35.6%*	*21.3%*	*65.3%*	*25.9%*	*39.3%*	*91.9%*
65+	833	817	272	130	615	196	420	647
%V	*15.8%*	*17.1%*	*14.9%*	*13.7%*	*21.4%*	*18.4%*	*23.3%*	*13.1%*
%H		*98.1%*	*32.7%*	*15.6%*	*73.8%*	*23.5%*	*50.4%*	*77.7%*

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+)	5265	4768	1823	950	2870	1068	1802	4952
%H		*90.6%*	*34.6%*	*18.0%*	*54.5%*	*20.3%*	*34.2%*	*94.1%*
AB	1604	1488	548	325	887	342	545	1585
%V	*30.5%*	*31.2%*	*30.1%*	*34.2%*	*30.9%*	*32.0%*	*30.2%*	*32.0%*
%H		*92.8%*	*34.2%*	*20.3%*	*55.3%*	*21.3%*	*34.0%*	*98.8%*
C1	1517	1372	533	293	824	336	488	1459
%V	*28.8%*	*28.8%*	*29.2%*	*30.8%*	*28.7%*	*31.5%*	*27.1%*	*29.5%*
%H		*90.4%*	*35.1%*	*19.3%*	*54.3%*	*22.1%*	*32.2%*	*96.2%*
C2	1013	907	386	176	556	233	323	945
%V	*19.2%*	*19.0%*	*21.2%*	*18.5%*	*19.4%*	*21.8%*	*17.9%*	*19.1%*
%H		*89.5%*	*38.1%*	*17.4%*	*54.9%*	*23.0%*	*31.9%*	*93.3%*
D	822	714	271	118	400	111	289	761
%V	*15.6%*	*15.0%*	*14.9%*	*12.4%*	*13.9%*	*10.4%*	*16.0%*	*15.4%*
%H		*86.9%*	*33.0%*	*14.4%*	*48.7%*	*13.5%*	*35.2%*	*92.6%*
E	309	286	85	38	203	46	157	202
%V	*5.9%*	*6.0%*	*4.7%*	*4.0%*	*7.1%*	*4.3%*	*8.7%*	*4.1%*
%H		*92.6%*	*27.5%*	*12.3%*	*65.7%*	*14.9%*	*50.8%*	*65.4%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV London

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	5265	4768	1823	950	2870	1068	1802	4952
%H		*90.6%*	*34.6%*	*18.0%*	*54.5%*	*20.3%*	*34.2%*	*94.1%*
Working full time	3478	3130	1246	648	1754	686	1069	3421
%V	*66.1%*	*65.6%*	*68.3%*	*68.2%*	*61.1%*	*64.2%*	*59.3%*	*69.1%*
%H		*90.0%*	*35.8%*	*18.6%*	*50.4%*	*19.7%*	*30.7%*	*98.4%*
Working part time	256	227	83	44	145	51	94	243
%V	*4.9%*	*4.8%*	*4.6%*	*4.6%*	*5.1%*	*4.8%*	*5.2%*	*4.9%*
%H		*88.7%*	*32.4%*	*17.2%*	*56.6%*	*19.9%*	*36.7%*	*94.9%*
Not working	1531	1411	493	258	970	331	639	1288
%V	*29.1%*	*29.6%*	*27.0%*	*27.2%*	*33.8%*	*31.0%*	*35.5%*	*26.0%*
%H		*92.2%*	*32.2%*	*16.9%*	*63.4%*	*21.6%*	*41.7%*	*84.1%*
Houseperson	1370	1165	349	187	773	206	566	1171
%V	*26.0%*	*24.4%*	*19.1%*	*19.7%*	*26.9%*	*19.3%*	*31.4%*	*23.6%*
%H		*85.0%*	*25.5%*	*13.6%*	*56.4%*	*15.0%*	*41.3%*	*85.5%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	5420	5027	1862	999	3136	1125	2011	5044
%H		*92.7%*	*34.4%*	*18.4%*	*57.9%*	*20.8%*	*37.1%*	*93.1%*
16 - 19	219	195	87	43	115	54	62	215
%V	*4.0%*	*3.9%*	*4.7%*	*4.3%*	*3.7%*	*4.8%*	*3.1%*	*4.3%*
%H		*89.0%*	*39.7%*	*19.6%*	*52.5%*	*24.7%*	*28.3%*	*98.2%*
20 - 24	426	330	117	67	202	78	124	420
%V	*7.9%*	*6.6%*	*6.3%*	*6.7%*	*6.4%*	*6.9%*	*6.2%*	*8.3%*
%H		*77.5%*	*27.5%*	*15.7%*	*47.4%*	*18.3%*	*29.1%*	*98.6%*
25 - 34	1117	967	339	195	526	181	345	1097
%V	*20.6%*	*19.2%*	*18.2%*	*19.5%*	*16.8%*	*16.1%*	*17.2%*	*21.7%*
%H		*86.6%*	*30.3%*	*17.5%*	*47.1%*	*16.2%*	*30.9%*	*98.2%*
35 - 44	1028	962	401	201	511	190	322	1016
%V	*19.0%*	*19.1%*	*21.5%*	*20.1%*	*16.3%*	*16.9%*	*16.0%*	*20.1%*
%H		*93.6%*	*39.0%*	*19.6%*	*49.7%*	*18.5%*	*31.3%*	*98.8%*
45 - 54	923	894	379	204	544	242	303	909
%V	*17.0%*	*17.8%*	*20.4%*	*20.4%*	*17.3%*	*21.5%*	*15.1%*	*18.0%*
%H		*96.9%*	*41.1%*	*22.1%*	*58.9%*	*26.2%*	*32.8%*	*98.5%*
55 - 64	709	693	256	157	472	190	282	672
%V	*13.1%*	*13.8%*	*13.7%*	*15.7%*	*15.1%*	*16.9%*	*14.0%*	*13.3%*
%H		*97.7%*	*36.1%*	*22.1%*	*66.6%*	*26.8%*	*39.8%*	*94.8%*
65+	998	985	284	133	766	193	573	715
%V	*18.4%*	*19.6%*	*15.3%*	*13.3%*	*24.4%*	*17.2%*	*28.5%*	*14.2%*
%H		*98.7%*	*28.5%*	*13.3%*	*76.8%*	*19.3%*	*57.4%*	*71.6%*

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+)	5420	5027	1862	999	3136	1125	2011	5044
%H		*92.7%*	*34.4%*	*18.4%*	*57.9%*	*20.8%*	*37.1%*	*93.1%*
AB	1594	1499	540	342	927	351	575	1571
%V	*29.4%*	*29.8%*	*29.0%*	*34.2%*	*29.6%*	*31.2%*	*28.6%*	*31.1%*
%H		*94.0%*	*33.9%*	*21.5%*	*58.2%*	*22.0%*	*36.1%*	*98.6%*
C1	1709	1569	570	336	992	377	615	1606
%V	*31.5%*	*31.2%*	*30.6%*	*33.6%*	*31.6%*	*33.5%*	*30.6%*	*31.8%*
%H		*91.8%*	*33.4%*	*19.7%*	*58.0%*	*22.1%*	*36.0%*	*94.0%*
C2	847	795	332	159	490	200	290	801
%V	*15.6%*	*15.8%*	*17.8%*	*15.9%*	*15.6%*	*17.8%*	*14.4%*	*15.9%*
%H		*93.9%*	*39.2%*	*18.8%*	*57.9%*	*23.6%*	*34.2%*	*94.6%*
D	840	744	293	111	423	124	299	758
%V	*15.5%*	*14.8%*	*15.7%*	*11.1%*	*13.5%*	*11.0%*	*14.9%*	*15.0%*
%H		*88.6%*	*34.9%*	*13.2%*	*50.4%*	*14.8%*	*35.6%*	*90.2%*
E	431	419	127	52	305	73	232	308
%V	*8.0%*	*8.3%*	*6.8%*	*5.2%*	*9.7%*	*6.5%*	*11.5%*	*6.1%*
%H		*97.2%*	*29.5%*	*12.1%*	*70.8%*	*16.9%*	*53.8%*	*71.5%*

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+)	5420	5027	1862	999	3136	1125	2011	5044
%H		*92.7%*	*34.4%*	*18.4%*	*57.9%*	*20.8%*	*37.1%*	*93.1%*
Working full time	2365	2159	819	494	1253	496	757	2328
%V	*43.6%*	*42.9%*	*44.0%*	*49.4%*	*40.0%*	*44.1%*	*37.6%*	*46.2%*
%H		*91.3%*	*34.6%*	*20.9%*	*53.0%*	*21.0%*	*32.0%*	*98.4%*
Working part time	772	735	295	155	449	178	271	755
%V	*14.2%*	*14.6%*	*15.8%*	*15.5%*	*14.3%*	*15.8%*	*13.5%*	*15.0%*
%H		*95.2%*	*38.2%*	*20.1%*	*58.2%*	*23.1%*	*35.1%*	*97.8%*
Not working	2283	2132	747	350	1434	451	983	1961
%V	*42.1%*	*42.4%*	*40.1%*	*35.0%*	*45.7%*	*40.1%*	*48.9%*	*38.9%*
%H		*93.4%*	*32.7%*	*15.3%*	*62.8%*	*19.8%*	*43.1%*	*85.9%*
Houseperson	4242	3958	1434	755	2486	834	1652	3897
%V	*78.3%*	*78.7%*	*77.0%*	*75.6%*	*79.3%*	*74.1%*	*82.1%*	*77.3%*
%H		*93.3%*	*33.8%*	*17.8%*	*58.6%*	*19.7%*	*38.9%*	*91.9%*

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Midlands

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Midlands

Household level data

Table 2.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
AB	862	837	327	157	585	254	331	838
%V	*23.0%*	*23.2%*	*26.1%*	*23.4%*	*22.3%*	*24.9%*	*20.7%*	*26.3%*
%H (All HH)		*97.1%*	*37.9%*	*18.2%*	*67.9%*	*29.5%*	*38.4%*	*97.2%*
%H (TV HH)			*39.1%*	*18.8%*	*69.9%*	*30.3%*	*39.5%*	
C1	992	952	321	195	693	277	416	900
%V	*26.4%*	*26.4%*	*25.6%*	*29.1%*	*26.4%*	*27.1%*	*26.0%*	*28.3%*
%H (All HH)		*96.0%*	*32.4%*	*19.7%*	*69.9%*	*27.9%*	*41.9%*	*90.7%*
%H (TV HH)			*33.7%*	*20.5%*	*72.8%*	*29.1%*	*43.7%*	
C2	818	794	282	157	596	253	342	695
%V	*21.8%*	*22.0%*	*22.5%*	*23.4%*	*22.7%*	*24.8%*	*21.3%*	*21.8%*
%H (All HH)		*97.1%*	*34.5%*	*19.2%*	*72.9%*	*30.9%*	*41.8%*	*85.0%*
%H (TV HH)			*35.5%*	*19.8%*	*75.1%*	*31.9%*	*43.1%*	
D	637	603	212	108	429	164	265	498
%V	*17.0%*	*16.7%*	*16.9%*	*16.1%*	*16.4%*	*16.1%*	*16.5%*	*15.6%*
%H (All HH)		*94.7%*	*33.3%*	*17.0%*	*67.3%*	*25.7%*	*41.6%*	*78.2%*
%H (TV HH)			*35.2%*	*17.9%*	*71.1%*	*27.2%*	*43.9%*	
E	443	420	112	53	320	72	248	254
%V	*11.8%*	*11.6%*	*8.9%*	*7.9%*	*12.2%*	*7.1%*	*15.5%*	*8.0%*
%H (All HH)		*94.8%*	*25.3%*	*12.0%*	*72.2%*	*16.3%*	*56.0%*	*57.3%*
%H (TV HH)			*26.7%*	*12.6%*	*76.2%*	*17.1%*	*59.0%*	

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 2.2: 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Under 25	176	146	41	26	93	28	65	167
%V	*4.7%*	*4.0%*	*3.3%*	*3.9%*	*3.5%*	*2.7%*	*4.1%*	*5.2%*
%H (All HH)		*83.0%*	*23.3%*	*14.8%*	*52.8%*	*15.9%*	*36.9%*	*94.9%*
%H (TV HH)			*28.1%*	*17.8%*	*63.7%*	*19.2%*	*44.5%*	
25 - 34	567	532	188	105	333	133	200	544
%V	*15.1%*	*14.8%*	*15.0%*	*15.7%*	*12.7%*	*13.0%*	*12.5%*	*17.1%*
%H (All HH)		*93.8%*	*33.2%*	*18.5%*	*58.7%*	*23.5%*	*35.3%*	*95.9%*
%H (TV HH)			*35.3%*	*19.7%*	*62.6%*	*25.0%*	*37.6%*	
35 - 44	612	579	242	120	375	179	196	586
%V	*16.3%*	*16.1%*	*19.3%*	*17.9%*	*14.3%*	*17.5%*	*12.2%*	*18.4%*
%H (All HH)		*94.6%*	*39.5%*	*19.6%*	*61.3%*	*29.2%*	*32.0%*	*95.8%*
%H (TV HH)			*41.8%*	*20.7%*	*64.8%*	*30.9%*	*33.9%*	
45 - 54	695	675	275	135	475	220	254	658
%V	*18.5%*	*18.7%*	*21.9%*	*20.1%*	*18.1%*	*21.5%*	*15.9%*	*20.7%*
%H (All HH)		*97.1%*	*39.6%*	*19.4%*	*68.3%*	*31.7%*	*36.5%*	*94.7%*
%H (TV HH)			*40.7%*	*20.0%*	*70.4%*	*32.6%*	*37.6%*	
55 - 64	636	620	212	137	477	206	271	574
%V	*16.9%*	*17.2%*	*16.9%*	*20.4%*	*18.2%*	*20.2%*	*16.9%*	*18.0%*
%H (All HH)		*97.5%*	*33.3%*	*21.5%*	*75.0%*	*32.4%*	*42.6%*	*90.3%*
%H (TV HH)			*34.2%*	*22.1%*	*76.9%*	*33.2%*	*43.7%*	
65 +	1067	1055	296	147	870	254	616	655
%V	*28.4%*	*29.3%*	*23.6%*	*21.9%*	*33.2%*	*24.9%*	*38.5%*	*20.6%*
%H (All HH)		*98.9%*	*27.7%*	*13.8%*	*81.5%*	*23.8%*	*57.7%*	*61.4%*
%H (TV HH)			*28.1%*	*13.9%*	*82.5%*	*24.1%*	*58.4%*	

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
Jan - Dec 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
1	1124	1056	254	130	832	179	653	719
%V	*29.9%*	*29.3%*	*20.2%*	*19.4%*	*31.7%*	*17.5%*	*40.8%*	*22.6%*
%H (All HH)		*94.0%*	*22.6%*	*11.6%*	*74.0%*	*15.9%*	*58.1%*	*64.0%*
%H (TV HH)			*24.1%*	*12.3%*	*78.8%*	*17.0%*	*61.8%*	
2	1291	1260	451	243	934	393	540	1158
%V	*34.4%*	*34.9%*	*35.9%*	*36.3%*	*35.6%*	*38.5%*	*33.7%*	*36.4%*
%H (All HH)		*97.6%*	*34.9%*	*18.8%*	*72.3%*	*30.4%*	*41.8%*	*89.7%*
%H (TV HH)			*35.8%*	*19.3%*	*74.1%*	*31.2%*	*42.9%*	
3	595	575	242	135	388	207	181	579
%V	*15.9%*	*15.9%*	*19.3%*	*20.1%*	*14.8%*	*20.3%*	*11.3%*	*18.2%*
%H (All HH)		*96.6%*	*40.7%*	*22.7%*	*65.2%*	*34.8%*	*30.4%*	*97.3%*
%H (TV HH)			*42.1%*	*23.5%*	*67.5%*	*36.0%*	*31.5%*	
4	495	476	199	114	318	163	155	486
%V	*13.2%*	*13.2%*	*15.9%*	*17.0%*	*12.1%*	*16.0%*	*9.7%*	*15.3%*
%H (All HH)		*96.2%*	*40.2%*	*23.0%*	*64.2%*	*32.9%*	*31.3%*	*98.2%*
%H (TV HH)			*41.8%*	*23.9%*	*66.8%*	*34.2%*	*32.6%*	
5+	248	237	109	49	152	78	74	242
%V	*6.6%*	*6.6%*	*8.7%*	*7.3%*	*5.8%*	*7.6%*	*4.6%*	*7.6%*
%H (All HH)		*95.6%*	*44.0%*	*19.8%*	*61.3%*	*31.5%*	*29.8%*	*97.6%*
%H (TV HH)			*46.0%*	*20.7%*	*64.1%*	*32.9%*	*31.2%*	
Average HH size	2.36	2.36	2.61	2.61	2.28	2.62	2.06	2.53

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
Jan - Dec 2018

ITV Midlands

Household level data

Table 2.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Without	2756	2636	840	468	1993	713	1280	2212
%V	*73.4%*	*73.1%*	*66.9%*	*69.9%*	*76.0%*	*69.8%*	*79.9%*	*69.5%*
%H (All HH)		*95.6%*	*30.5%*	*17.0%*	*72.3%*	*25.9%*	*46.4%*	*80.3%*
%H (TV HH)			*31.9%*	*17.8%*	*75.6%*	*27.0%*	*48.6%*	
With	997	970	415	202	630	308	322	972
%V	*26.6%*	*26.9%*	*33.1%*	*30.1%*	*24.0%*	*30.2%*	*20.1%*	*30.5%*
%H (All HH)		*97.3%*	*41.6%*	*20.3%*	*63.2%*	*30.9%*	*32.3%*	*97.5%*
%H (TV HH)			*42.8%*	*20.8%*	*64.9%*	*31.8%*	*33.2%*	
0 - 3	369	357	147	70	225	102	122	359
%V	*9.8%*	*9.9%*	*11.7%*	*10.4%*	*8.6%*	*10.0%*	*7.6%*	*11.3%*
%H (All HH)		*96.7%*	*39.8%*	*19.0%*	*61.0%*	*27.6%*	*33.1%*	*97.3%*
%H (TV HH)			*41.2%*	*19.6%*	*63.0%*	*28.6%*	*34.2%*	
4 - 9	521	502	226	99	313	153	160	505
%V	*13.9%*	*13.9%*	*18.0%*	*14.8%*	*11.9%*	*15.0%*	*10.0%*	*15.9%*
%H (All HH)		*96.4%*	*43.4%*	*19.0%*	*60.1%*	*29.4%*	*30.7%*	*96.9%*
%H (TV HH)			*45.0%*	*19.7%*	*62.4%*	*30.5%*	*31.9%*	
10 - 15	479	467	208	109	307	162	145	470
%V	*12.8%*	*13.0%*	*16.6%*	*16.3%*	*11.7%*	*15.9%*	*9.1%*	*14.8%*
%H (All HH)		*97.5%*	*43.4%*	*22.8%*	*64.1%*	*33.8%*	*30.3%*	*98.1%*
%H (TV HH)			*44.5%*	*23.3%*	*65.7%*	*34.7%*	*31.0%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
1	1503	1503	412	218	979	179	801	1161
%V	*40.0%*	*41.7%*	*32.8%*	*32.5%*	*37.3%*	*17.5%*	*50.0%*	*36.5%*
%H (All HH)		*100.0%*	*27.4%*	*14.5%*	*65.1%*	*11.9%*	*53.3%*	*77.2%*
%H (TV HH)			*27.4%*	*14.5%*	*65.1%*	*11.9%*	*53.3%*	
2	1207	1207	448	234	912	399	513	1058
%V	*32.2%*	*33.5%*	*35.7%*	*34.9%*	*34.8%*	*39.1%*	*32.0%*	*33.2%*
%H (All HH)		*100.0%*	*37.1%*	*19.4%*	*75.6%*	*33.1%*	*42.5%*	*87.7%*
%H (TV HH)			*37.1%*	*19.4%*	*75.6%*	*33.1%*	*42.5%*	
3	573	573	244	136	469	272	197	538
%V	*15.3%*	*15.9%*	*19.4%*	*20.3%*	*17.9%*	*26.6%*	*12.3%*	*16.9%*
%H (All HH)		*100.0%*	*42.6%*	*23.7%*	*81.8%*	*47.5%*	*34.4%*	*93.9%*
%H (TV HH)			*42.6%*	*23.7%*	*81.8%*	*47.5%*	*34.4%*	
4	211	211	95	55	171	109	62	204
%V	*5.6%*	*5.9%*	*7.6%*	*8.2%*	*6.5%*	*10.7%*	*3.9%*	*6.4%*
%H (All HH)		*100.0%*	*45.0%*	*26.1%*	*81.0%*	*51.7%*	*29.4%*	*96.7%*
%H (TV HH)			*45.0%*	*26.1%*	*81.0%*	*51.7%*	*29.4%*	
5+	112	112	56	27	91	62	29	110
%V	*3.0%*	*3.1%*	*4.5%*	*4.0%*	*3.5%*	*6.1%*	*1.8%*	*3.5%*
%H (All HH)		*100.0%*	*50.0%*	*24.1%*	*81.3%*	*55.4%*	*25.9%*	*98.2%*
%H (TV HH)			*50.0%*	*24.1%*	*81.3%*	*55.4%*	*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
Jan - Dec 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Under 20"	370	370	124	73	325	152	172	317
%V	*9.9%*	*10.3%*	*9.9%*	*10.9%*	*12.4%*	*14.9%*	*10.7%*	*10.0%*
%H (All HH)		*100.0%*	*33.5%*	*19.7%*	*87.8%*	*41.1%*	*46.5%*	*85.7%*
%H (TV HH)			*33.5%*	*19.7%*	*87.8%*	*41.1%*	*46.5%*	
20" - 29"	1005	1005	343	175	831	351	480	841
%V	*26.8%*	*27.9%*	*27.3%*	*26.1%*	*31.7%*	*34.4%*	*30.0%*	*26.4%*
%H (All HH)		*100.0%*	*34.1%*	*17.4%*	*82.7%*	*34.9%*	*47.8%*	*83.7%*
%H (TV HH)			*34.1%*	*17.4%*	*82.7%*	*34.9%*	*47.8%*	
30" - 39"	1775	1775	600	333	1373	556	817	1511
%V	*47.3%*	*49.2%*	*47.8%*	*49.7%*	*52.3%*	*54.5%*	*51.0%*	*47.4%*
%H (All HH)		*100.0%*	*33.8%*	*18.8%*	*77.4%*	*31.3%*	*46.0%*	*85.1%*
%H (TV HH)			*33.8%*	*18.8%*	*77.4%*	*31.3%*	*46.0%*	
40" - 49"	1769	1769	712	386	1238	603	635	1622
%V	*47.1%*	*49.1%*	*56.7%*	*57.6%*	*47.2%*	*59.1%*	*39.6%*	*50.9%*
%H (All HH)		*100.0%*	*40.2%*	*21.8%*	*70.0%*	*34.1%*	*35.9%*	*91.7%*
%H (TV HH)			*40.2%*	*21.8%*	*70.0%*	*34.1%*	*35.9%*	
50" - 59"	636	636	307	144	426	251	175	612
%V	*16.9%*	*17.6%*	*24.5%*	*21.5%*	*16.2%*	*24.6%*	*10.9%*	*19.2%*
%H (All HH)		*100.0%*	*48.3%*	*22.6%*	*67.0%*	*39.5%*	*27.5%*	*96.2%*
%H (TV HH)			*48.3%*	*22.6%*	*67.0%*	*39.5%*	*27.5%*	
60"+	62	62	37	14	37	26	11	62
%V	*1.7%*	*1.7%*	*2.9%*	*2.1%*	*1.4%*	*2.5%*	*0.7%*	*1.9%*
%H (All HH)		*100.0%*	*59.7%*	*22.6%*	*59.7%*	*41.9%*	*17.7%*	*100.0%*
%H (TV HH)			*59.7%*	*22.6%*	*59.7%*	*41.9%*	*17.7%*	

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
Jan - Dec 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Main living room	3571	3571	1245	666	2601	1014	1587	3041
%V	*95.2%*	*99.0%*	*99.2%*	*99.4%*	*99.2%*	*99.3%*	*99.1%*	*95.5%*
%H (All HH)		*100.0%*	*34.9%*	*18.7%*	*72.8%*	*28.4%*	*44.4%*	*85.2%*
%H (TV HH)			*34.9%*	*18.7%*	*72.8%*	*28.4%*	*44.4%*	
Kitchen	378	378	157	68	327	174	153	340
%V	*10.1%*	*10.5%*	*12.5%*	*10.1%*	*12.5%*	*17.0%*	*9.6%*	*10.7%*
%H (All HH)		*100.0%*	*41.5%*	*18.0%*	*86.5%*	*46.0%*	*40.5%*	*89.9%*
%H (TV HH)			*41.5%*	*18.0%*	*86.5%*	*46.0%*	*40.5%*	
Adult's bedroom	1620	1620	649	356	1277	668	608	1478
%V	*43.2%*	*44.9%*	*51.7%*	*53.1%*	*48.7%*	*65.4%*	*38.0%*	*46.4%*
%H (All HH)		*100.0%*	*40.1%*	*22.0%*	*78.8%*	*41.2%*	*37.5%*	*91.2%*
%H (TV HH)			*40.1%*	*22.0%*	*78.8%*	*41.2%*	*37.5%*	
Child's bedroom	307	307	140	79	227	136	91	302
%V	*8.2%*	*8.5%*	*11.2%*	*11.8%*	*8.7%*	*13.3%*	*5.7%*	*9.5%*
%H (All HH)		*100.0%*	*45.6%*	*25.7%*	*73.9%*	*44.3%*	*29.6%*	*98.4%*
%H (TV HH)			*45.6%*	*25.7%*	*73.9%*	*44.3%*	*29.6%*	
Other bedroom	180	180	79	41	145	86	59	172
%V	*4.8%*	*5.0%*	*6.3%*	*6.1%*	*5.5%*	*8.4%*	*3.7%*	*5.4%*
%H (All HH)		*100.0%*	*43.9%*	*22.8%*	*80.6%*	*47.8%*	*32.8%*	*95.6%*
%H (TV HH)			*43.9%*	*22.8%*	*80.6%*	*47.8%*	*32.8%*	
Second living/dining room	334	334	148	73	257	143	114	301
%V	*8.9%*	*9.3%*	*11.8%*	*10.9%*	*9.8%*	*14.0%*	*7.1%*	*9.5%*
%H (All HH)		*100.0%*	*44.3%*	*21.9%*	*76.9%*	*42.8%*	*34.1%*	*90.1%*
%H (TV HH)			*44.3%*	*21.9%*	*76.9%*	*42.8%*	*34.1%*	
Study/office	52	52	24	10	37	20	18	52
%V	*1.4%*	*1.4%*	*1.9%*	*1.5%*	*1.4%*	*2.0%*	*1.1%*	*1.6%*
%H (All HH)		*100.0%*	*46.2%*	*19.2%*	*71.2%*	*38.5%*	*34.6%*	*100.0%*
%H (TV HH)			*46.2%*	*19.2%*	*71.2%*	*38.5%*	*34.6%*	
TV room	23	23	16	2	18	12	5	22
%V	*0.6%*	*0.6%*	*1.3%*	*0.3%*	*0.7%*	*1.2%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*69.6%*	*8.7%*	*78.3%*	*52.2%*	*21.7%*	*95.7%*
%H (TV HH)			*69.6%*	*8.7%*	*78.3%*	*52.2%*	*21.7%*	
Conservatory	97	97	46	22	83	52	30	91
%V	*2.6%*	*2.7%*	*3.7%*	*3.3%*	*3.2%*	*5.1%*	*1.9%*	*2.9%*
%H (All HH)		*100.0%*	*47.4%*	*22.7%*	*85.6%*	*53.6%*	*30.9%*	*93.8%*
%H (TV HH)			*47.4%*	*22.7%*	*85.6%*	*53.6%*	*30.9%*	
Attic or loft room	9	9	4	2	7	5	3	9
%V	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*44.4%*	*22.2%*	*77.8%*	*55.6%*	*33.3%*	*100.0%*
%H (TV HH)			*44.4%*	*22.2%*	*77.8%*	*55.6%*	*33.3%*	
No specific location	2	2	1	1	1	1	0	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*50.0%*	*50.0%*	*0.0%*	
Other	34	34	18	4	25	14	12	32
%V	*0.9%*	*0.9%*	*1.4%*	*0.6%*	*1.0%*	*1.4%*	*0.7%*	*1.0%*
%H (All HH)		*100.0%*	*52.9%*	*11.8%*	*73.5%*	*41.2%*	*35.3%*	*94.1%*
%H (TV HH)			*52.9%*	*11.8%*	*73.5%*	*41.2%*	*35.3%*	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Midlands

Household level data

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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Any DSAT provider	1255	1255	1255	21	663	663	0	1161
%V	*33.4%*	*34.8%*	*100.0%*	*3.1%*	*25.3%*	*64.9%*	*0.0%*	*36.5%*
%H (All HH)			*100.0%*	*1.7%*	*52.8%*	*52.8%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.7%*	*52.8%*	*52.8%*	*0.0%*	
Sky with subcription	1052	1052	1052	13	555	555	0	987
%V	*28.0%*	*29.2%*	*83.8%*	*1.9%*	*21.2%*	*54.4%*	*0.0%*	*31.0%*
%H (All HH)			*100.0%*	*1.2%*	*52.8%*	*52.8%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*1.2%*	*52.8%*	*52.8%*	*0.0%*	
Sky without subscription	58	58	58	2	30	30	0	48
%V	*1.5%*	*1.6%*	*4.6%*	*0.3%*	*1.1%*	*2.9%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*3.4%*	*51.7%*	*51.7%*	*0.0%*	*82.8%*
%H (TV HH)			*100.0%*	*3.4%*	*51.7%*	*51.7%*	*0.0%*	
Freesat	123	123	123	5	71	71	0	109
%V	*3.3%*	*3.4%*	*9.8%*	*0.7%*	*2.7%*	*7.0%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*4.1%*	*57.7%*	*57.7%*	*0.0%*	*88.6%*
%H (TV HH)			*100.0%*	*4.1%*	*57.7%*	*57.7%*	*0.0%*	
Other satellite provider	64	64	64	2	31	31	0	59
%V	*1.7%*	*1.8%*	*5.1%*	*0.3%*	*1.2%*	*3.0%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*3.1%*	*48.4%*	*48.4%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*3.1%*	*48.4%*	*48.4%*	*0.0%*	
DCAB	670	670	21	670	369	369	0	634
%V	*17.9%*	*18.6%*	*1.7%*	*100.0%*	*14.1%*	*36.1%*	*0.0%*	*19.9%*
%H (All HH)			*3.1%*	*100.0%*	*55.1%*	*55.1%*	*0.0%*	*94.6%*
%H (TV HH)			*3.1%*	*100.0%*	*55.1%*	*55.1%*	*0.0%*	
DTT	2623	2623	663	369	2623	1021	1602	2158
%V	*69.9%*	*72.7%*	*52.8%*	*55.1%*	*100.0%*	*100.0%*	*100.0%*	*67.8%*
%H (All HH)		*100.0%*	*25.3%*	*14.1%*	*100.0%*	*38.9%*	*61.1%*	*82.3%*
%H (TV HH)			*25.3%*	*14.1%*	*100.0%*	*38.9%*	*61.1%*	

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
Jan - Dec 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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
PVR	2247	2247	1101	645	1459	939	520	2085
%V	*59.9%*	*62.3%*	*87.7%*	*96.3%*	*55.6%*	*92.0%*	*32.5%*	*65.5%*
%H (All HH)		*100.0%*	*49.0%*	*28.7%*	*64.9%*	*41.8%*	*23.1%*	*92.8%*
%H (TV HH)			*49.0%*	*28.7%*	*64.9%*	*41.8%*	*23.1%*	
DVDR	54	54	22	6	42	17	25	48
%V	*1.4%*	*1.5%*	*1.8%*	*0.9%*	*1.6%*	*1.7%*	*1.6%*	*1.5%*
%H (All HH)		*100.0%*	*40.7%*	*11.1%*	*77.8%*	*31.5%*	*46.3%*	*88.9%*
%H (TV HH)			*40.7%*	*11.1%*	*77.8%*	*31.5%*	*46.3%*	
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	2281	2281	1105	645	1492	942	550	2108
%V	*60.8%*	*63.3%*	*88.0%*	*96.3%*	*56.9%*	*92.3%*	*34.3%*	*66.2%*
%H (All HH)		*100.0%*	*48.4%*	*28.3%*	*65.4%*	*41.3%*	*24.1%*	*92.4%*
%H (TV HH)			*48.4%*	*28.3%*	*65.4%*	*41.3%*	*24.1%*	
Receives HDTV (via STB or built-in reception)	2577	2577	1027	609	1871	910	962	2373
%V	*68.7%*	*71.5%*	*81.8%*	*90.9%*	*71.3%*	*89.1%*	*60.0%*	*74.5%*
%H (All HH)		*100.0%*	*39.9%*	*23.6%*	*72.6%*	*35.3%*	*37.3%*	*92.1%*
%H (TV HH)			*39.9%*	*23.6%*	*72.6%*	*35.3%*	*37.3%*	
DVD/Blu-ray player or recorder	2203	2203	802	435	1637	706	930	1971
%V	*58.7%*	*61.1%*	*63.9%*	*64.9%*	*62.4%*	*69.1%*	*58.1%*	*61.9%*
%H (All HH)		*100.0%*	*36.4%*	*19.7%*	*74.3%*	*32.0%*	*42.2%*	*89.5%*
%H (TV HH)			*36.4%*	*19.7%*	*74.3%*	*32.0%*	*42.2%*	

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

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	3753	3606	1255	670	2623	1021	1602	3185
%H (All HH)		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*
%H (TV HH)			*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	
Has broadband internet	3185	3071	1161	634	2158	956	1202	3185
%V	*84.9%*	*85.2%*	*92.5%*	*94.6%*	*82.3%*	*93.6%*	*75.0%*	*100.0%*
%H (All HH)		*96.4%*	*36.5%*	*19.9%*	*67.8%*	*30.0%*	*37.7%*	*100.0%*
%H (TV HH)			*37.8%*	*20.6%*	*70.3%*	*31.1%*	*39.1%*	
Number of computers (PCs and laptops)								
0	802	752	163	79	605	109	495	265
%V	*21.4%*	*20.9%*	*13.0%*	*11.8%*	*23.1%*	*10.7%*	*30.9%*	*8.3%*
%H (All HH)		*93.8%*	*20.3%*	*9.9%*	*75.4%*	*13.6%*	*61.7%*	*33.0%*
%H (TV HH)			*21.7%*	*10.5%*	*80.5%*	*14.5%*	*65.8%*	
1	1013	975	324	173	685	235	450	989
%V	*27.0%*	*27.0%*	*25.8%*	*25.8%*	*26.1%*	*23.0%*	*28.1%*	*31.1%*
%H (All HH)		*96.2%*	*32.0%*	*17.1%*	*67.6%*	*23.2%*	*44.4%*	*97.6%*
%H (TV HH)			*33.2%*	*17.7%*	*70.3%*	*24.1%*	*46.2%*	
2	845	821	314	175	592	273	319	839
%V	*22.5%*	*22.8%*	*25.0%*	*26.1%*	*22.6%*	*26.7%*	*19.9%*	*26.3%*
%H (All HH)		*97.2%*	*37.2%*	*20.7%*	*70.1%*	*32.3%*	*37.8%*	*99.3%*
%H (TV HH)			*38.2%*	*21.3%*	*72.1%*	*33.3%*	*38.9%*	
3	516	498	211	116	352	193	159	515
%V	*13.7%*	*13.8%*	*16.8%*	*17.3%*	*13.4%*	*18.9%*	*9.9%*	*16.2%*
%H (All HH)		*96.5%*	*40.9%*	*22.5%*	*68.2%*	*37.4%*	*30.8%*	*99.8%*
%H (TV HH)			*42.4%*	*23.3%*	*70.7%*	*38.8%*	*31.9%*	
4	277	267	118	62	185	100	84	277
%V	*7.4%*	*7.4%*	*9.4%*	*9.3%*	*7.1%*	*9.8%*	*5.2%*	*8.7%*
%H (All HH)		*96.4%*	*42.6%*	*22.4%*	*66.8%*	*36.1%*	*30.3%*	*100.0%*
%H (TV HH)			*44.2%*	*23.2%*	*69.3%*	*37.5%*	*31.5%*	
5+	300	292	125	66	204	110	94	300
%V	*8.0%*	*8.1%*	*10.0%*	*9.9%*	*7.8%*	*10.8%*	*5.9%*	*9.4%*
%H (All HH)		*97.3%*	*41.7%*	*22.0%*	*68.0%*	*36.7%*	*31.3%*	*100.0%*
%H (TV HH)			*42.8%*	*22.6%*	*69.9%*	*37.7%*	*32.2%*	

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
Jan - Dec 2018

ITV Midlands

Set level data

Table 2.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7088	2729	1461	5394	2570	2824	6306
%H		*38.5%*	*20.6%*	*76.1%*	*36.3%*	*39.8%*	*89.0%*
Under 20"	447	152	90	395	189	206	387
%V	*6.3%*	*5.6%*	*6.2%*	*7.3%*	*7.4%*	*7.3%*	*6.1%*
%H		*34.0%*	*20.1%*	*88.4%*	*42.3%*	*46.1%*	*86.6%*
20" - 29"	1272	440	238	1068	480	589	1083
%V	*17.9%*	*16.1%*	*16.3%*	*19.8%*	*18.7%*	*20.9%*	*17.2%*
%H		*34.6%*	*18.7%*	*84.0%*	*37.7%*	*46.3%*	*85.1%*
30" - 39"	2217	797	439	1724	764	960	1930
%V	*31.3%*	*29.2%*	*30.0%*	*32.0%*	*29.7%*	*34.0%*	*30.6%*
%H		*35.9%*	*19.8%*	*77.8%*	*34.5%*	*43.3%*	*87.1%*
40" - 49"	2108	870	475	1485	758	728	1951
%V	*29.7%*	*31.9%*	*32.5%*	*27.5%*	*29.5%*	*25.8%*	*30.9%*
%H		*41.3%*	*22.5%*	*70.4%*	*36.0%*	*34.5%*	*92.6%*
50" - 59"	708	350	157	482	289	193	681
%V	*10.0%*	*12.8%*	*10.7%*	*8.9%*	*11.2%*	*6.8%*	*10.8%*
%H		*49.4%*	*22.2%*	*68.1%*	*40.8%*	*27.3%*	*96.2%*
60"+	67	40	15	39	28	11	66
%V	*0.9%*	*1.5%*	*1.0%*	*0.7%*	*1.1%*	*0.4%*	*1.0%*
%H		*59.7%*	*22.4%*	*58.2%*	*41.8%*	*16.4%*	*98.5%*
Don't know	270	80	46	201	63	137	209
%V	*3.8%*	*2.9%*	*3.1%*	*3.7%*	*2.5%*	*4.9%*	*3.3%*
%H		*29.6%*	*17.0%*	*74.4%*	*23.3%*	*50.7%*	*77.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Midlands

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7088	2729	1461	5394	2570	2824	6306
%H		*38.5%*	*20.6%*	*76.1%*	*36.3%*	*39.8%*	*89.0%*
Main living room	3592	1251	672	2617	1021	1595	3060
%V	*50.7%*	*45.8%*	*46.0%*	*48.5%*	*39.7%*	*56.5%*	*48.5%*
%H		*34.8%*	*18.7%*	*72.9%*	*28.4%*	*44.4%*	*85.2%*
Kitchen	379	157	68	327	174	153	341
%V	*5.3%*	*5.8%*	*4.7%*	*6.1%*	*6.8%*	*5.4%*	*5.4%*
%H		*41.4%*	*17.9%*	*86.3%*	*45.9%*	*40.4%*	*90.0%*
Adult's bedroom	1959	787	455	1558	847	710	1804
%V	*27.6%*	*28.8%*	*31.1%*	*28.9%*	*33.0%*	*25.1%*	*28.6%*
%H		*40.2%*	*23.2%*	*79.5%*	*43.2%*	*36.2%*	*92.1%*
Child's bedroom	390	179	101	289	173	115	385
%V	*5.5%*	*6.6%*	*6.9%*	*5.4%*	*6.7%*	*4.1%*	*6.1%*
%H		*45.9%*	*25.9%*	*74.1%*	*44.4%*	*29.5%*	*98.7%*
Other bedroom	214	94	50	172	104	69	205
%V	*3.0%*	*3.4%*	*3.4%*	*3.2%*	*4.0%*	*2.4%*	*3.3%*
%H		*43.9%*	*23.4%*	*80.4%*	*48.6%*	*32.2%*	*95.8%*
Second living/dining room	335	149	73	258	144	114	302
%V	*4.7%*	*5.5%*	*5.0%*	*4.8%*	*5.6%*	*4.0%*	*4.8%*
%H		*44.5%*	*21.8%*	*77.0%*	*43.0%*	*34.0%*	*90.1%*
Study/office	53	24	11	38	20	18	53
%V	*0.7%*	*0.9%*	*0.8%*	*0.7%*	*0.8%*	*0.6%*	*0.8%*
%H		*45.3%*	*20.8%*	*71.7%*	*37.7%*	*34.0%*	*100.0%*
TV room	23	16	2	18	13	5	22
%V	*0.3%*	*0.6%*	*0.1%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*69.6%*	*8.7%*	*78.3%*	*56.5%*	*21.7%*	*95.7%*
Conservatory	97	46	22	83	52	30	91
%V	*1.4%*	*1.7%*	*1.5%*	*1.5%*	*2.0%*	*1.1%*	*1.4%*
%H		*47.4%*	*22.7%*	*85.6%*	*53.6%*	*30.9%*	*93.8%*
Attic or loft room	9	4	2	7	5	3	9
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*44.4%*	*22.2%*	*77.8%*	*55.6%*	*33.3%*	*100.0%*
No specific location	2	1	1	1	1	0	2
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*50.0%*	*50.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Other	34	18	4	26	14	12	33
%V	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*
%H		*52.9%*	*11.8%*	*76.5%*	*41.2%*	*35.3%*	*97.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Midlands

Set level data

Table 2.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7088	2729	1461	5394	2570	2824	6306
%H		*38.5%*	*20.6%*	*76.1%*	*36.3%*	*39.8%*	*89.0%*
PVR	3113	1643	918	1884	1295	588	2927
%V	*43.9%*	*60.2%*	*62.8%*	*34.9%*	*50.4%*	*20.8%*	*46.4%*
%H		*52.8%*	*29.5%*	*60.5%*	*41.6%*	*18.9%*	*94.0%*
DVDR	58	23	7	46	19	27	51
%V	*0.8%*	*0.8%*	*0.5%*	*0.9%*	*0.7%*	*1.0%*	*0.8%*
%H		*39.7%*	*12.1%*	*79.3%*	*32.8%*	*46.6%*	*87.9%*
VCR	21	5	2	21	6	14	14
%V	*0.3%*	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.5%*	*0.2%*
%H		*23.8%*	*9.5%*	*100.0%*	*28.6%*	*66.7%*	*66.7%*
Any recorder	3162	1651	920	1929	1304	626	2962
%V	*44.6%*	*60.5%*	*63.0%*	*35.8%*	*50.7%*	*22.2%*	*47.0%*
%H		*52.2%*	*29.1%*	*61.0%*	*41.2%*	*19.8%*	*93.7%*

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	7088	2729	1461	5394	2570	2824	6306
%H		*38.5%*	*20.6%*	*76.1%*	*36.3%*	*39.8%*	*89.0%*
Receives HDTV (via STB or built-in reception)	4043	1731	995	2943	1586	1356	3789
%V	*57.0%*	*63.4%*	*68.1%*	*54.6%*	*61.7%*	*48.0%*	*60.1%*
%H		*42.8%*	*24.6%*	*72.8%*	*39.2%*	*33.5%*	*93.7%*
DVD/Blu-ray player or recorder	3067	1190	640	2320	1112	1208	2796
%V	*43.3%*	*43.6%*	*43.8%*	*43.0%*	*43.3%*	*42.8%*	*44.3%*
%H		*38.8%*	*20.9%*	*75.6%*	*36.3%*	*39.4%*	*91.2%*

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	3606	1255	670	2623	1021	1602	3071
%H		*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	*85.2%*
Under 20"	27	5	3	24	5	18	21
%V	*0.7%*	*0.4%*	*0.4%*	*0.9%*	*0.5%*	*1.1%*	*0.7%*
%H		*18.5%*	*11.1%*	*88.9%*	*18.5%*	*66.7%*	*77.8%*
20" - 29"	235	37	23	193	27	166	145
%V	*6.5%*	*2.9%*	*3.4%*	*7.4%*	*2.6%*	*10.4%*	*4.7%*
%H		*15.7%*	*9.8%*	*82.1%*	*11.5%*	*70.6%*	*61.7%*
30" - 39"	1037	268	161	815	227	588	802
%V	*28.8%*	*21.4%*	*24.0%*	*31.1%*	*22.2%*	*36.7%*	*26.1%*
%H		*25.8%*	*15.5%*	*78.6%*	*21.9%*	*56.7%*	*77.3%*
40" - 49"	1559	606	332	1083	497	586	1418
%V	*43.2%*	*48.3%*	*49.6%*	*41.3%*	*48.7%*	*36.6%*	*46.2%*
%H		*38.9%*	*21.3%*	*69.5%*	*31.9%*	*37.6%*	*91.0%*
50" - 59"	576	278	126	384	224	160	552
%V	*16.0%*	*22.2%*	*18.8%*	*14.6%*	*21.9%*	*10.0%*	*18.0%*
%H		*48.3%*	*21.9%*	*66.7%*	*38.9%*	*27.8%*	*95.8%*
60"+	53	31	13	31	21	10	52
%V	*1.5%*	*2.5%*	*1.9%*	*1.2%*	*2.1%*	*0.6%*	*1.7%*
%H		*58.5%*	*24.5%*	*58.5%*	*39.6%*	*18.9%*	*98.1%*
Don't know	118	30	12	93	18	75	81
%V	*3.3%*	*2.4%*	*1.8%*	*3.5%*	*1.8%*	*4.7%*	*2.6%*
%H		*25.4%*	*10.2%*	*78.8%*	*15.3%*	*63.6%*	*68.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Midlands

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	3606	1255	670	2623	1021	1602	3071
%H		*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	*85.2%*
PVR	2202	1088	637	1418	922	496	2046
%V	*61.1%*	*86.7%*	*95.1%*	*54.1%*	*90.3%*	*31.0%*	*66.6%*
%H		*49.4%*	*28.9%*	*64.4%*	*41.9%*	*22.5%*	*92.9%*
DVDR	45	18	4	34	12	22	39
%V	*1.2%*	*1.4%*	*0.6%*	*1.3%*	*1.2%*	*1.4%*	*1.3%*
%H		*40.0%*	*8.9%*	*75.6%*	*26.7%*	*48.9%*	*86.7%*
VCR	16	3	2	16	4	12	10
%V	*0.4%*	*0.2%*	*0.3%*	*0.6%*	*0.4%*	*0.7%*	*0.3%*
%H		*18.8%*	*12.5%*	*100.0%*	*25.0%*	*75.0%*	*62.5%*
Any recorder	2237	1091	637	1451	925	526	2069
%V	*62.0%*	*86.9%*	*95.1%*	*55.3%*	*90.6%*	*32.8%*	*67.4%*
%H		*48.8%*	*28.5%*	*64.9%*	*41.4%*	*23.5%*	*92.5%*

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	3606	1255	670	2623	1021	1602	3071
%H		*34.8%*	*18.6%*	*72.7%*	*28.3%*	*44.4%*	*85.2%*
Receives HDTV (via STB or built-in reception)	2517	1002	598	1818	881	937	2319
%V	*69.8%*	*79.8%*	*89.3%*	*69.3%*	*86.3%*	*58.5%*	*75.5%*
%H		*39.8%*	*23.8%*	*72.2%*	*35.0%*	*37.2%*	*92.1%*
DVD/Blu-ray player or recorder	1911	681	366	1411	583	829	1686
%V	*53.0%*	*54.3%*	*54.6%*	*53.8%*	*57.1%*	*51.7%*	*54.9%*
%H		*35.6%*	*19.2%*	*73.8%*	*30.5%*	*43.4%*	*88.2%*

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

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3483	1475	790	2771	1549	1221	3235
%H		*42.3%*	*22.7%*	*79.6%*	*44.5%*	*35.1%*	*92.9%*
Under 20"	420	147	87	371	184	187	366
%V	*12.1%*	*10.0%*	*11.0%*	*13.4%*	*11.9%*	*15.3%*	*11.3%*
%H		*35.0%*	*20.7%*	*88.3%*	*43.8%*	*44.5%*	*87.1%*
20" - 29"	1037	403	215	875	452	423	939
%V	*29.8%*	*27.3%*	*27.2%*	*31.6%*	*29.2%*	*34.6%*	*29.0%*
%H		*38.9%*	*20.7%*	*84.4%*	*43.6%*	*40.8%*	*90.5%*
30" - 39"	1180	529	279	909	537	372	1128
%V	*33.9%*	*35.9%*	*35.3%*	*32.8%*	*34.7%*	*30.5%*	*34.9%*
%H		*44.8%*	*23.6%*	*77.0%*	*45.5%*	*31.5%*	*95.6%*
40" - 49"	549	264	143	402	260	142	533
%V	*15.8%*	*17.9%*	*18.1%*	*14.5%*	*16.8%*	*11.6%*	*16.5%*
%H		*48.1%*	*26.0%*	*73.2%*	*47.4%*	*25.9%*	*97.1%*
50" - 59"	132	72	31	98	65	33	128
%V	*3.8%*	*4.9%*	*3.9%*	*3.5%*	*4.2%*	*2.7%*	*4.0%*
%H		*54.5%*	*23.5%*	*74.2%*	*49.2%*	*25.0%*	*97.0%*
60"+	14	9	3	8	6	2	14
%V	*0.4%*	*0.6%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*	*0.4%*
%H		*64.3%*	*21.4%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
Don't know	151	50	33	108	45	63	128
%V	*4.3%*	*3.4%*	*4.2%*	*3.9%*	*2.9%*	*5.2%*	*4.0%*
%H		*33.1%*	*21.9%*	*71.5%*	*29.8%*	*41.7%*	*84.8%*

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	3483	1475	790	2771	1549	1221	3235
%H		*42.3%*	*22.7%*	*79.6%*	*44.5%*	*35.1%*	*92.9%*
PVR	912	556	281	466	373	93	881
%V	*26.2%*	*37.7%*	*35.6%*	*16.8%*	*24.1%*	*7.6%*	*27.2%*
%H		*61.0%*	*30.8%*	*51.1%*	*40.9%*	*10.2%*	*96.6%*
DVDR	13	5	3	12	7	5	12
%V	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.5%*	*0.4%*	*0.4%*
%H		*38.5%*	*23.1%*	*92.3%*	*53.8%*	*38.5%*	*92.3%*
VCR	5	2	0	5	3	2	4
%V	*0.1%*	*0.1%*	*0.0%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*40.0%*	*0.0%*	*100.0%*	*60.0%*	*40.0%*	*80.0%*
Any recorder	925	560	283	479	379	100	893
%V	*26.6%*	*38.0%*	*35.8%*	*17.3%*	*24.5%*	*8.2%*	*27.6%*
%H		*60.5%*	*30.6%*	*51.8%*	*41.0%*	*10.8%*	*96.5%*

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	3483	1475	790	2771	1549	1221	3235
%H		*42.3%*	*22.7%*	*79.6%*	*44.5%*	*35.1%*	*92.9%*
Receives HDTV (via STB or built-in reception)	1525	729	398	1125	705	420	1470
%V	*43.8%*	*49.4%*	*50.4%*	*40.6%*	*45.5%*	*34.4%*	*45.4%*
%H		*47.8%*	*26.1%*	*73.8%*	*46.2%*	*27.5%*	*96.4%*
DVD/Blu-ray player or recorder	1157	509	274	909	530	379	1109
%V	*33.2%*	*34.5%*	*34.7%*	*32.8%*	*34.2%*	*31.0%*	*34.3%*
%H		*44.0%*	*23.7%*	*78.6%*	*45.8%*	*32.8%*	*95.9%*

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	8842	8519	3278	1747	5970	2673	3297	8054
%H		*96.3%*	*37.1%*	*19.8%*	*67.5%*	*30.2%*	*37.3%*	*91.1%*
Total Children	1741	1682	733	350	1075	524	551	1698
%V	*19.7%*	*19.7%*	*22.4%*	*20.0%*	*18.0%*	*19.6%*	*16.7%*	*21.1%*
%H		*96.6%*	*42.1%*	*20.1%*	*61.7%*	*30.1%*	*31.6%*	*97.5%*
0 - 3	427	413	167	80	259	114	145	416
%V	*4.8%*	*4.8%*	*5.1%*	*4.6%*	*4.3%*	*4.3%*	*4.4%*	*5.2%*
%H		*96.7%*	*39.1%*	*18.7%*	*60.7%*	*26.7%*	*34.0%*	*97.4%*
4 - 15	1314	1270	565	270	816	410	406	1282
%V	*14.9%*	*14.9%*	*17.2%*	*15.5%*	*13.7%*	*15.3%*	*12.3%*	*15.9%*
%H		*96.7%*	*43.0%*	*20.5%*	*62.1%*	*31.2%*	*30.9%*	*97.6%*
4 - 9	690	663	294	130	417	198	219	670
%V	*7.8%*	*7.8%*	*9.0%*	*7.4%*	*7.0%*	*7.4%*	*6.6%*	*8.3%*
%H		*96.1%*	*42.6%*	*18.8%*	*60.4%*	*28.7%*	*31.7%*	*97.1%*
10 - 15	623	607	272	140	399	211	187	613
%V	*7.0%*	*7.1%*	*8.3%*	*8.0%*	*6.7%*	*7.9%*	*5.7%*	*7.6%*
%H		*97.4%*	*43.7%*	*22.5%*	*64.0%*	*33.9%*	*30.0%*	*98.4%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 2.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	8842	8519	3278	1747	5970	2673	3297	8054
%H		*96.3%*	*37.1%*	*19.8%*	*67.5%*	*30.2%*	*37.3%*	*91.1%*
Total Adults (16+)	7100	6837	2545	1397	4896	2149	2746	6356
%V	*80.3%*	*80.3%*	*77.6%*	*80.0%*	*82.0%*	*80.4%*	*83.3%*	*78.9%*
%H		*96.3%*	*35.8%*	*19.7%*	*69.0%*	*30.3%*	*38.7%*	*89.5%*
16 - 19	378	366	156	78	254	130	124	371
%V	*4.3%*	*4.3%*	*4.8%*	*4.5%*	*4.3%*	*4.9%*	*3.8%*	*4.6%*
%H		*96.8%*	*41.3%*	*20.6%*	*67.2%*	*34.4%*	*32.8%*	*98.1%*
20 - 24	585	516	176	102	352	151	202	571
%V	*6.6%*	*6.1%*	*5.4%*	*5.8%*	*5.9%*	*5.6%*	*6.1%*	*7.1%*
%H		*88.2%*	*30.1%*	*17.4%*	*60.2%*	*25.8%*	*34.5%*	*97.6%*
25 - 34	1162	1095	406	251	689	315	374	1123
%V	*13.1%*	*12.9%*	*12.4%*	*14.4%*	*11.5%*	*11.8%*	*11.3%*	*13.9%*
%H		*94.2%*	*34.9%*	*21.6%*	*59.3%*	*27.1%*	*32.2%*	*96.6%*
35 - 44	1093	1046	450	221	672	334	338	1056
%V	*12.4%*	*12.3%*	*13.7%*	*12.7%*	*11.3%*	*12.5%*	*10.3%*	*13.1%*
%H		*95.7%*	*41.2%*	*20.2%*	*61.5%*	*30.6%*	*30.9%*	*96.6%*
45 - 54	1197	1168	490	254	821	409	412	1141
%V	*13.5%*	*13.7%*	*14.9%*	*14.5%*	*13.8%*	*15.3%*	*12.5%*	*14.2%*
%H		*97.6%*	*40.9%*	*21.2%*	*68.6%*	*34.2%*	*34.4%*	*95.3%*
55 - 64	1059	1036	370	245	792	370	423	980
%V	*12.0%*	*12.2%*	*11.3%*	*14.0%*	*13.3%*	*13.8%*	*12.8%*	*12.2%*
%H		*97.8%*	*34.9%*	*23.1%*	*74.8%*	*34.9%*	*39.9%*	*92.5%*
65+	1626	1610	497	245	1316	442	874	1114
%V	*18.4%*	*18.9%*	*15.2%*	*14.0%*	*22.0%*	*16.5%*	*26.5%*	*13.8%*
%H		*99.0%*	*30.6%*	*15.1%*	*80.9%*	*27.2%*	*53.8%*	*68.5%*

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+)	7100	6837	2545	1397	4896	2149	2746	6356
%H		*96.3%*	*35.8%*	*19.7%*	*69.0%*	*30.3%*	*38.7%*	*89.5%*
AB	1733	1687	692	336	1168	548	620	1700
%V	*24.4%*	*24.7%*	*27.2%*	*24.1%*	*23.9%*	*25.5%*	*22.6%*	*26.7%*
%H		*97.3%*	*39.9%*	*19.4%*	*67.4%*	*31.6%*	*35.8%*	*98.1%*
C1	1933	1850	656	422	1320	587	733	1817
%V	*27.2%*	*27.1%*	*25.8%*	*30.2%*	*27.0%*	*27.3%*	*26.7%*	*28.6%*
%H		*95.7%*	*33.9%*	*21.8%*	*68.3%*	*30.4%*	*37.9%*	*94.0%*
C2	1614	1572	597	331	1174	556	618	1437
%V	*22.7%*	*23.0%*	*23.5%*	*23.7%*	*24.0%*	*25.9%*	*22.5%*	*22.6%*
%H		*97.4%*	*37.0%*	*20.5%*	*72.7%*	*34.4%*	*38.3%*	*89.0%*
D	1185	1124	429	227	772	341	431	999
%V	*16.7%*	*16.4%*	*16.9%*	*16.2%*	*15.8%*	*15.9%*	*15.7%*	*15.7%*
%H		*94.9%*	*36.2%*	*19.2%*	*65.1%*	*28.8%*	*36.4%*	*84.3%*
E	636	604	172	81	461	117	344	401
%V	*9.0%*	*8.8%*	*6.8%*	*5.8%*	*9.4%*	*5.4%*	*12.5%*	*6.3%*
%H		*95.0%*	*27.0%*	*12.7%*	*72.5%*	*18.4%*	*54.1%*	*63.1%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	7100	6837	2545	1397	4896	2149	2746	6356
%H		*96.3%*	*35.8%*	*19.7%*	*69.0%*	*30.3%*	*38.7%*	*89.5%*
Working full time	3319	3202	1286	729	2179	1087	1091	3231
%V	*46.7%*	*46.8%*	*50.5%*	*52.2%*	*44.5%*	*50.6%*	*39.7%*	*50.8%*
%H		*96.5%*	*38.7%*	*22.0%*	*65.7%*	*32.8%*	*32.9%*	*97.3%*
Working part time	673	657	253	144	465	220	245	646
%V	*9.5%*	*9.6%*	*9.9%*	*10.3%*	*9.5%*	*10.2%*	*8.9%*	*10.2%*
%H		*97.6%*	*37.6%*	*21.4%*	*69.1%*	*32.7%*	*36.4%*	*96.0%*
Not working	3109	2978	1007	524	2252	842	1410	2479
%V	*43.8%*	*43.6%*	*39.6%*	*37.5%*	*46.0%*	*39.2%*	*51.3%*	*39.0%*
%H		*95.8%*	*32.4%*	*16.9%*	*72.4%*	*27.1%*	*45.4%*	*79.7%*
Houseperson	3753	3606	1255	670	2623	1021	1602	3185
%V	*52.9%*	*52.7%*	*49.3%*	*48.0%*	*53.6%*	*47.5%*	*58.3%*	*50.1%*
%H		*96.1%*	*33.4%*	*17.9%*	*69.9%*	*27.2%*	*42.7%*	*84.9%*

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+)	3480	3327	1256	704	2356	1066	1290	3141
%H		*95.6%*	*36.1%*	*20.2%*	*67.7%*	*30.6%*	*37.1%*	*90.3%*
16 - 19	199	193	84	40	129	61	68	197
%V	*5.7%*	*5.8%*	*6.7%*	*5.7%*	*5.5%*	*5.7%*	*5.3%*	*6.3%*
%H		*97.0%*	*42.2%*	*20.1%*	*64.8%*	*30.7%*	*34.2%*	*99.0%*
20 - 24	286	251	90	47	173	78	96	279
%V	*8.2%*	*7.5%*	*7.2%*	*6.7%*	*7.3%*	*7.3%*	*7.4%*	*8.9%*
%H		*87.8%*	*31.5%*	*16.4%*	*60.5%*	*27.3%*	*33.6%*	*97.6%*
25 - 34	587	543	196	134	339	160	179	562
%V	*16.9%*	*16.3%*	*15.6%*	*19.0%*	*14.4%*	*15.0%*	*13.9%*	*17.9%*
%H		*92.5%*	*33.4%*	*22.8%*	*57.8%*	*27.3%*	*30.5%*	*95.7%*
35 - 44	537	510	218	108	322	158	164	512
%V	*15.4%*	*15.3%*	*17.4%*	*15.3%*	*13.7%*	*14.8%*	*12.7%*	*16.3%*
%H		*95.0%*	*40.6%*	*20.1%*	*60.0%*	*29.4%*	*30.5%*	*95.3%*
45 - 54	591	575	237	126	406	200	206	559
%V	*17.0%*	*17.3%*	*18.9%*	*17.9%*	*17.2%*	*18.8%*	*16.0%*	*17.8%*
%H		*97.3%*	*40.1%*	*21.3%*	*68.7%*	*33.8%*	*34.9%*	*94.6%*
55 - 64	521	505	182	124	386	188	198	482
%V	*15.0%*	*15.2%*	*14.5%*	*17.6%*	*16.4%*	*17.6%*	*15.3%*	*15.3%*
%H		*96.9%*	*34.9%*	*23.8%*	*74.1%*	*36.1%*	*38.0%*	*92.5%*
65+	760	749	248	124	602	222	380	550
%V	*21.8%*	*22.5%*	*19.7%*	*17.6%*	*25.6%*	*20.8%*	*29.5%*	*17.5%*
%H		*98.6%*	*32.6%*	*16.3%*	*79.2%*	*29.2%*	*50.0%*	*72.4%*

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+)	3480	3327	1256	704	2356	1066	1290	3141
%H		*95.6%*	*36.1%*	*20.2%*	*67.7%*	*30.6%*	*37.1%*	*90.3%*
AB	880	856	349	176	588	279	309	865
%V	*25.3%*	*25.7%*	*27.8%*	*25.0%*	*25.0%*	*26.2%*	*24.0%*	*27.5%*
%H		*97.3%*	*39.7%*	*20.0%*	*66.8%*	*31.7%*	*35.1%*	*98.3%*
C1	897	851	300	212	595	275	320	855
%V	*25.8%*	*25.6%*	*23.9%*	*30.1%*	*25.3%*	*25.8%*	*24.8%*	*27.2%*
%H		*94.9%*	*33.4%*	*23.6%*	*66.3%*	*30.7%*	*35.7%*	*95.3%*
C2	862	837	320	177	626	299	327	757
%V	*24.8%*	*25.2%*	*25.5%*	*25.1%*	*26.6%*	*28.0%*	*25.3%*	*24.1%*
%H		*97.1%*	*37.1%*	*20.5%*	*72.6%*	*34.7%*	*37.9%*	*87.8%*
D	574	536	213	109	360	163	197	498
%V	*16.5%*	*16.1%*	*17.0%*	*15.5%*	*15.3%*	*15.3%*	*15.3%*	*15.9%*
%H		*93.4%*	*37.1%*	*19.0%*	*62.7%*	*28.4%*	*34.3%*	*86.8%*
E	267	247	74	31	187	51	137	166
%V	*7.7%*	*7.4%*	*5.9%*	*4.4%*	*7.9%*	*4.8%*	*10.6%*	*5.3%*
%H		*92.5%*	*27.7%*	*11.6%*	*70.0%*	*19.1%*	*51.3%*	*62.2%*

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+)	3480	3327	1256	704	2356	1066	1290	3141
%H		*95.6%*	*36.1%*	*20.2%*	*67.7%*	*30.6%*	*37.1%*	*90.3%*
Working full time	2031	1948	779	453	1316	661	655	1970
%V	*58.4%*	*58.6%*	*62.0%*	*64.3%*	*55.9%*	*62.0%*	*50.8%*	*62.7%*
%H		*95.9%*	*38.4%*	*22.3%*	*64.8%*	*32.5%*	*32.3%*	*97.0%*
Working part time	140	133	49	25	94	40	54	129
%V	*4.0%*	*4.0%*	*3.9%*	*3.6%*	*4.0%*	*3.8%*	*4.2%*	*4.1%*
%H		*95.0%*	*35.0%*	*17.9%*	*67.1%*	*28.6%*	*38.6%*	*92.1%*
Not working	1309	1246	427	226	947	365	581	1043
%V	*37.6%*	*37.5%*	*34.0%*	*32.1%*	*40.2%*	*34.2%*	*45.0%*	*33.2%*
%H		*95.2%*	*32.6%*	*17.3%*	*72.3%*	*27.9%*	*44.4%*	*79.7%*
Houseperson	778	714	197	122	531	160	370	585
%V	*22.4%*	*21.5%*	*15.7%*	*17.3%*	*22.5%*	*15.0%*	*28.7%*	*18.6%*
%H		*91.8%*	*25.3%*	*15.7%*	*68.3%*	*20.6%*	*47.6%*	*75.2%*

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+)	3620	3510	1290	693	2539	1083	1456	3215
%H		*97.0%*	*35.6%*	*19.1%*	*70.1%*	*29.9%*	*40.2%*	*88.8%*
16 - 19	178	173	72	38	125	68	56	174
%V	*4.9%*	*4.9%*	*5.6%*	*5.5%*	*4.9%*	*6.3%*	*3.8%*	*5.4%*
%H		*97.2%*	*40.4%*	*21.3%*	*70.2%*	*38.2%*	*31.5%*	*97.8%*
20 - 24	299	265	86	55	179	73	106	292
%V	*8.3%*	*7.5%*	*6.7%*	*7.9%*	*7.1%*	*6.7%*	*7.3%*	*9.1%*
%H		*88.6%*	*28.8%*	*18.4%*	*59.9%*	*24.4%*	*35.5%*	*97.7%*
25 - 34	576	552	210	117	351	155	195	561
%V	*15.9%*	*15.7%*	*16.3%*	*16.9%*	*13.8%*	*14.3%*	*13.4%*	*17.4%*
%H		*95.8%*	*36.5%*	*20.3%*	*60.9%*	*26.9%*	*33.9%*	*97.4%*
35 - 44	556	536	232	114	350	176	173	544
%V	*15.4%*	*15.3%*	*18.0%*	*16.5%*	*13.8%*	*16.3%*	*11.9%*	*16.9%*
%H		*96.4%*	*41.7%*	*20.5%*	*62.9%*	*31.7%*	*31.1%*	*97.8%*
45 - 54	606	593	253	128	415	209	206	582
%V	*16.7%*	*16.9%*	*19.6%*	*18.5%*	*16.3%*	*19.3%*	*14.1%*	*18.1%*
%H		*97.9%*	*41.7%*	*21.1%*	*68.5%*	*34.5%*	*34.0%*	*96.0%*
55 - 64	539	531	188	120	407	182	225	498
%V	*14.9%*	*15.1%*	*14.6%*	*17.3%*	*16.0%*	*16.8%*	*15.5%*	*15.5%*
%H		*98.5%*	*34.9%*	*22.3%*	*75.5%*	*33.8%*	*41.7%*	*92.4%*
65+	866	861	250	121	714	220	494	565
%V	*23.9%*	*24.5%*	*19.4%*	*17.5%*	*28.1%*	*20.3%*	*33.9%*	*17.6%*
%H		*99.4%*	*28.9%*	*14.0%*	*82.4%*	*25.4%*	*57.0%*	*65.2%*

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+)	3620	3510	1290	693	2539	1083	1456	3215
%H		*97.0%*	*35.6%*	*19.1%*	*70.1%*	*29.9%*	*40.2%*	*88.8%*
AB	853	830	343	159	580	269	311	835
%V	*23.6%*	*23.6%*	*26.6%*	*22.9%*	*22.8%*	*24.8%*	*21.4%*	*26.0%*
%H		*97.3%*	*40.2%*	*18.6%*	*68.0%*	*31.5%*	*36.5%*	*97.9%*
C1	1036	999	355	210	725	312	413	963
%V	*28.6%*	*28.5%*	*27.5%*	*30.3%*	*28.6%*	*28.8%*	*28.4%*	*30.0%*
%H		*96.4%*	*34.3%*	*20.3%*	*70.0%*	*30.1%*	*39.9%*	*93.0%*
C2	752	735	278	154	548	258	291	681
%V	*20.8%*	*20.9%*	*21.6%*	*22.2%*	*21.6%*	*23.8%*	*20.0%*	*21.2%*
%H		*97.7%*	*37.0%*	*20.5%*	*72.9%*	*34.3%*	*38.7%*	*90.6%*
D	611	588	216	119	412	178	234	501
%V	*16.9%*	*16.8%*	*16.7%*	*17.2%*	*16.2%*	*16.4%*	*16.1%*	*15.6%*
%H		*96.2%*	*35.4%*	*19.5%*	*67.4%*	*29.1%*	*38.3%*	*82.0%*
E	369	358	98	51	274	67	207	235
%V	*10.2%*	*10.2%*	*7.6%*	*7.4%*	*10.8%*	*6.2%*	*14.2%*	*7.3%*
%H		*97.0%*	*26.6%*	*13.8%*	*74.3%*	*18.2%*	*56.1%*	*63.7%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	3620	3510	1290	693	2539	1083	1456	3215
%H		*97.0%*	*35.6%*	*19.1%*	*70.1%*	*29.9%*	*40.2%*	*88.8%*
Working full time	1287	1254	507	276	863	427	436	1261
%V	*35.6%*	*35.7%*	*39.3%*	*39.8%*	*34.0%*	*39.4%*	*29.9%*	*39.2%*
%H		*97.4%*	*39.4%*	*21.4%*	*67.1%*	*33.2%*	*33.9%*	*98.0%*
Working part time	533	524	203	119	371	180	191	517
%V	*14.7%*	*14.9%*	*15.7%*	*17.2%*	*14.6%*	*16.6%*	*13.1%*	*16.1%*
%H		*98.3%*	*38.1%*	*22.3%*	*69.6%*	*33.8%*	*35.8%*	*97.0%*
Not working	1800	1732	580	298	1306	477	829	1437
%V	*49.7%*	*49.3%*	*45.0%*	*43.0%*	*51.4%*	*44.0%*	*56.9%*	*44.7%*
%H		*96.2%*	*32.2%*	*16.6%*	*72.6%*	*26.5%*	*46.1%*	*79.8%*
Houseperson	2975	2892	1057	548	2092	860	1232	2599
%V	*82.2%*	*82.4%*	*81.9%*	*79.1%*	*82.4%*	*79.4%*	*84.6%*	*80.8%*
%H		*97.2%*	*35.5%*	*18.4%*	*70.3%*	*28.9%*	*41.4%*	*87.4%*

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Household level data

Table 3.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
AB	579	565	232	86	393	166	227	561
%V	*18.6%*	*18.9%*	*22.4%*	*17.4%*	*19.0%*	*23.6%*	*16.7%*	*21.4%*
%H (All HH)		*97.6%*	*40.1%*	*14.9%*	*67.9%*	*28.7%*	*39.2%*	*96.9%*
%H (TV HH)			*41.1%*	*15.2%*	*69.6%*	*29.4%*	*40.2%*	
C1	852	818	303	137	559	210	350	780
%V	*27.4%*	*27.4%*	*29.2%*	*27.8%*	*27.1%*	*29.9%*	*25.7%*	*29.8%*
%H (All HH)		*96.0%*	*35.6%*	*16.1%*	*65.6%*	*24.6%*	*41.1%*	*91.5%*
%H (TV HH)			*37.0%*	*16.7%*	*68.3%*	*25.7%*	*42.8%*	
C2	608	590	207	116	409	157	252	536
%V	*19.6%*	*19.8%*	*20.0%*	*23.5%*	*19.8%*	*22.3%*	*18.5%*	*20.5%*
%H (All HH)		*97.0%*	*34.0%*	*19.1%*	*67.3%*	*25.8%*	*41.4%*	*88.2%*
%H (TV HH)			*35.1%*	*19.7%*	*69.3%*	*26.6%*	*42.7%*	
D	515	487	170	75	323	101	221	415
%V	*16.6%*	*16.3%*	*16.4%*	*15.2%*	*15.6%*	*14.4%*	*16.2%*	*15.8%*
%H (All HH)		*94.6%*	*33.0%*	*14.6%*	*62.7%*	*19.6%*	*42.9%*	*80.6%*
%H (TV HH)			*34.9%*	*15.4%*	*66.3%*	*20.7%*	*45.4%*	
E	554	525	123	78	382	69	313	328
%V	*17.8%*	*17.6%*	*11.9%*	*15.8%*	*18.5%*	*9.8%*	*23.0%*	*12.5%*
%H (All HH)		*94.8%*	*22.2%*	*14.1%*	*69.0%*	*12.5%*	*56.5%*	*59.2%*
%H (TV HH)			*23.4%*	*14.9%*	*72.8%*	*13.1%*	*59.6%*	

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
Jan - Dec 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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Under 25	139	120	23	16	78	15	63	129
%V	*4.5%*	*4.0%*	*2.2%*	*3.2%*	*3.8%*	*2.1%*	*4.6%*	*4.9%*
%H (All HH)		*86.3%*	*16.5%*	*11.5%*	*56.1%*	*10.8%*	*45.3%*	*92.8%*
%H (TV HH)			*19.2%*	*13.3%*	*65.0%*	*12.5%*	*52.5%*	
25 - 34	467	430	160	55	245	75	170	441
%V	*15.0%*	*14.4%*	*15.4%*	*11.2%*	*11.9%*	*10.7%*	*12.5%*	*16.8%*
%H (All HH)		*92.1%*	*34.3%*	*11.8%*	*52.5%*	*16.1%*	*36.4%*	*94.4%*
%H (TV HH)			*37.2%*	*12.8%*	*57.0%*	*17.4%*	*39.5%*	
35 - 44	483	454	188	87	272	111	161	459
%V	*15.5%*	*15.2%*	*18.1%*	*17.6%*	*13.2%*	*15.8%*	*11.8%*	*17.5%*
%H (All HH)		*94.0%*	*38.9%*	*18.0%*	*56.3%*	*23.0%*	*33.3%*	*95.0%*
%H (TV HH)			*41.4%*	*19.2%*	*59.9%*	*24.4%*	*35.5%*	
45 - 54	604	590	237	118	409	182	226	567
%V	*19.4%*	*19.8%*	*22.9%*	*23.9%*	*19.8%*	*25.9%*	*16.6%*	*21.6%*
%H (All HH)		*97.7%*	*39.2%*	*19.5%*	*67.7%*	*30.1%*	*37.4%*	*93.9%*
%H (TV HH)			*40.2%*	*20.0%*	*69.3%*	*30.8%*	*38.3%*	
55 - 64	532	520	186	103	369	141	228	468
%V	*17.1%*	*17.4%*	*18.0%*	*20.9%*	*17.9%*	*20.1%*	*16.7%*	*17.9%*
%H (All HH)		*97.7%*	*35.0%*	*19.4%*	*69.4%*	*26.5%*	*42.9%*	*88.0%*
%H (TV HH)			*35.8%*	*19.8%*	*71.0%*	*27.1%*	*43.8%*	
65 +	883	872	242	115	693	179	514	556
%V	*28.4%*	*29.2%*	*23.4%*	*23.3%*	*33.5%*	*25.5%*	*37.7%*	*21.2%*
%H (All HH)		*98.8%*	*27.4%*	*13.0%*	*78.5%*	*20.3%*	*58.2%*	*63.0%*
%H (TV HH)			*27.8%*	*13.2%*	*79.5%*	*20.5%*	*58.9%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
1	998	939	230	111	712	138	575	648
%V	*32.1%*	*31.4%*	*22.2%*	*22.5%*	*34.5%*	*19.6%*	*42.2%*	*24.7%*
%H (All HH)		*94.1%*	*23.0%*	*11.1%*	*71.3%*	*13.8%*	*57.6%*	*64.9%*
%H (TV HH)			*24.5%*	*11.8%*	*75.8%*	*14.7%*	*61.2%*	
2	1086	1054	364	180	738	268	471	978
%V	*35.0%*	*35.3%*	*35.1%*	*36.5%*	*35.7%*	*38.1%*	*34.6%*	*37.3%*
%H (All HH)		*97.1%*	*33.5%*	*16.6%*	*68.0%*	*24.7%*	*43.4%*	*90.1%*
%H (TV HH)			*34.5%*	*17.1%*	*70.0%*	*25.4%*	*44.7%*	
3	471	459	190	97	295	136	159	453
%V	*15.2%*	*15.4%*	*18.3%*	*19.7%*	*14.3%*	*19.3%*	*11.7%*	*17.3%*
%H (All HH)		*97.5%*	*40.3%*	*20.6%*	*62.6%*	*28.9%*	*33.8%*	*96.2%*
%H (TV HH)			*41.4%*	*21.1%*	*64.3%*	*29.6%*	*34.6%*	
4	367	355	161	70	224	108	116	360
%V	*11.8%*	*11.9%*	*15.5%*	*14.2%*	*10.8%*	*15.4%*	*8.5%*	*13.7%*
%H (All HH)		*96.7%*	*43.9%*	*19.1%*	*61.0%*	*29.4%*	*31.6%*	*98.1%*
%H (TV HH)			*45.4%*	*19.7%*	*63.1%*	*30.4%*	*32.7%*	
5+	185	178	92	35	97	53	43	180
%V	*6.0%*	*6.0%*	*8.9%*	*7.1%*	*4.7%*	*7.5%*	*3.2%*	*6.9%*
%H (All HH)		*96.2%*	*49.7%*	*18.9%*	*52.4%*	*28.6%*	*23.2%*	*97.3%*
%H (TV HH)			*51.7%*	*19.7%*	*54.5%*	*29.8%*	*24.2%*	
Average HH size	2.27	2.28	2.57	2.50	2.17	2.56	1.97	2.44

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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Without	2343	2242	709	355	1621	506	1116	1882
%V	*75.4%*	*75.1%*	*68.4%*	*72.0%*	*78.5%*	*72.0%*	*81.9%*	*71.8%*
%H (All HH)		*95.7%*	*30.3%*	*15.2%*	*69.2%*	*21.6%*	*47.6%*	*80.3%*
%H (TV HH)			*31.6%*	*15.8%*	*72.3%*	*22.6%*	*49.8%*	
With	765	744	327	138	445	197	247	738
%V	*24.6%*	*24.9%*	*31.6%*	*28.0%*	*21.5%*	*28.0%*	*18.1%*	*28.2%*
%H (All HH)		*97.3%*	*42.7%*	*18.0%*	*58.2%*	*25.8%*	*32.3%*	*96.5%*
%H (TV HH)			*44.0%*	*18.5%*	*59.8%*	*26.5%*	*33.2%*	
0 - 3	289	280	119	43	162	62	100	275
%V	*9.3%*	*9.4%*	*11.5%*	*8.7%*	*7.8%*	*8.8%*	*7.3%*	*10.5%*
%H (All HH)		*96.9%*	*41.2%*	*14.9%*	*56.1%*	*21.5%*	*34.6%*	*95.2%*
%H (TV HH)			*42.5%*	*15.4%*	*57.9%*	*22.1%*	*35.7%*	
4 - 9	405	393	178	68	228	101	128	391
%V	*13.0%*	*13.2%*	*17.2%*	*13.8%*	*11.0%*	*14.4%*	*9.4%*	*14.9%*
%H (All HH)		*97.0%*	*44.0%*	*16.8%*	*56.3%*	*24.9%*	*31.6%*	*96.5%*
%H (TV HH)			*45.3%*	*17.3%*	*58.0%*	*25.7%*	*32.6%*	
10 - 15	366	357	165	76	213	108	105	355
%V	*11.8%*	*12.0%*	*15.9%*	*15.4%*	*10.3%*	*15.4%*	*7.7%*	*13.5%*
%H (All HH)		*97.5%*	*45.1%*	*20.8%*	*58.2%*	*29.5%*	*28.7%*	*97.0%*
%H (TV HH)			*46.2%*	*21.3%*	*59.7%*	*30.3%*	*29.4%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
1	1203	1203	314	145	762	90	673	915
%V	*38.7%*	*40.3%*	*30.3%*	*29.4%*	*36.9%*	*12.8%*	*49.4%*	*34.9%*
%H (All HH)		*100.0%*	*26.1%*	*12.1%*	*63.3%*	*7.5%*	*55.9%*	*76.1%*
%H (TV HH)			*26.1%*	*12.1%*	*63.3%*	*7.5%*	*55.9%*	
2	1006	1006	362	175	711	264	447	876
%V	*32.4%*	*33.7%*	*34.9%*	*35.5%*	*34.4%*	*37.6%*	*32.8%*	*33.4%*
%H (All HH)		*100.0%*	*36.0%*	*17.4%*	*70.7%*	*26.2%*	*44.4%*	*87.1%*
%H (TV HH)			*36.0%*	*17.4%*	*70.7%*	*26.2%*	*44.4%*	
3	488	488	207	108	370	199	171	457
%V	*15.7%*	*16.3%*	*20.0%*	*21.9%*	*17.9%*	*28.3%*	*12.5%*	*17.4%*
%H (All HH)		*100.0%*	*42.4%*	*22.1%*	*75.8%*	*40.8%*	*35.0%*	*93.6%*
%H (TV HH)			*42.4%*	*22.1%*	*75.8%*	*40.8%*	*35.0%*	
4	194	194	100	47	146	98	48	188
%V	*6.2%*	*6.5%*	*9.7%*	*9.5%*	*7.1%*	*13.9%*	*3.5%*	*7.2%*
%H (All HH)		*100.0%*	*51.5%*	*24.2%*	*75.3%*	*50.5%*	*24.7%*	*96.9%*
%H (TV HH)			*51.5%*	*24.2%*	*75.3%*	*50.5%*	*24.7%*	
5+	95	95	53	17	76	52	24	93
%V	*3.1%*	*3.2%*	*5.1%*	*3.4%*	*3.7%*	*7.4%*	*1.8%*	*3.5%*
%H (All HH)		*100.0%*	*55.8%*	*17.9%*	*80.0%*	*54.7%*	*25.3%*	*97.9%*
%H (TV HH)			*55.8%*	*17.9%*	*80.0%*	*54.7%*	*25.3%*	

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
Jan - Dec 2018

ITV North West

Household level data

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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Under 20"	236	236	74	37	196	77	119	198
%V	*7.6%*	*7.9%*	*7.1%*	*7.5%*	*9.5%*	*11.0%*	*8.7%*	*7.6%*
%H (All HH)		*100.0%*	*31.4%*	*15.7%*	*83.1%*	*32.6%*	*50.4%*	*83.9%*
%H (TV HH)			*31.4%*	*15.7%*	*83.1%*	*32.6%*	*50.4%*	
20" - 29"	760	760	257	124	618	251	367	640
%V	*24.5%*	*25.5%*	*24.8%*	*25.2%*	*29.9%*	*35.7%*	*26.9%*	*24.4%*
%H (All HH)		*100.0%*	*33.8%*	*16.3%*	*81.3%*	*33.0%*	*48.3%*	*84.2%*
%H (TV HH)			*33.8%*	*16.3%*	*81.3%*	*33.0%*	*48.3%*	
30" - 39"	1525	1525	525	259	1115	406	709	1296
%V	*49.1%*	*51.1%*	*50.7%*	*52.5%*	*54.0%*	*57.8%*	*52.0%*	*49.5%*
%H (All HH)		*100.0%*	*34.4%*	*17.0%*	*73.1%*	*26.6%*	*46.5%*	*85.0%*
%H (TV HH)			*34.4%*	*17.0%*	*73.1%*	*26.6%*	*46.5%*	
40" - 49"	1486	1486	602	289	996	440	556	1358
%V	*47.8%*	*49.8%*	*58.1%*	*58.6%*	*48.2%*	*62.6%*	*40.8%*	*51.8%*
%H (All HH)		*100.0%*	*40.5%*	*19.4%*	*67.0%*	*29.6%*	*37.4%*	*91.4%*
%H (TV HH)			*40.5%*	*19.4%*	*67.0%*	*29.6%*	*37.4%*	
50" - 59"	532	532	256	101	337	179	159	503
%V	*17.1%*	*17.8%*	*24.7%*	*20.5%*	*16.3%*	*25.5%*	*11.7%*	*19.2%*
%H (All HH)		*100.0%*	*48.1%*	*19.0%*	*63.3%*	*33.6%*	*29.9%*	*94.5%*
%H (TV HH)			*48.1%*	*19.0%*	*63.3%*	*33.6%*	*29.9%*	
60"+	58	58	32	10	37	23	14	56
%V	*1.9%*	*1.9%*	*3.1%*	*2.0%*	*1.8%*	*3.3%*	*1.0%*	*2.1%*
%H (All HH)		*100.0%*	*55.2%*	*17.2%*	*63.8%*	*39.7%*	*24.1%*	*96.6%*
%H (TV HH)			*55.2%*	*17.2%*	*63.8%*	*39.7%*	*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
Jan - Dec 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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Main living room	2967	2967	1031	492	2052	701	1351	2513
%V	*95.5%*	*99.4%*	*99.5%*	*99.8%*	*99.3%*	*99.7%*	*99.1%*	*95.9%*
%H (All HH)		*100.0%*	*34.7%*	*16.6%*	*69.2%*	*23.6%*	*45.5%*	*84.7%*
%H (TV HH)			*34.7%*	*16.6%*	*69.2%*	*23.6%*	*45.5%*	
Kitchen	255	255	110	39	205	101	104	231
%V	*8.2%*	*8.5%*	*10.6%*	*7.9%*	*9.9%*	*14.4%*	*7.6%*	*8.8%*
%H (All HH)		*100.0%*	*43.1%*	*15.3%*	*80.4%*	*39.6%*	*40.8%*	*90.6%*
%H (TV HH)			*43.1%*	*15.3%*	*80.4%*	*39.6%*	*40.8%*	
Adult's bedroom	1344	1344	546	273	996	486	510	1215
%V	*43.3%*	*45.0%*	*52.7%*	*55.4%*	*48.2%*	*69.1%*	*37.4%*	*46.4%*
%H (All HH)		*100.0%*	*40.6%*	*20.3%*	*74.1%*	*36.2%*	*37.9%*	*90.4%*
%H (TV HH)			*40.6%*	*20.3%*	*74.1%*	*36.2%*	*37.9%*	
Child's bedroom	246	246	117	50	172	98	73	243
%V	*7.9%*	*8.2%*	*11.3%*	*10.1%*	*8.3%*	*13.9%*	*5.4%*	*9.3%*
%H (All HH)		*100.0%*	*47.6%*	*20.3%*	*69.9%*	*39.8%*	*29.7%*	*98.8%*
%H (TV HH)			*47.6%*	*20.3%*	*69.9%*	*39.8%*	*29.7%*	
Other bedroom	246	246	110	62	171	98	73	235
%V	*7.9%*	*8.2%*	*10.6%*	*12.6%*	*8.3%*	*13.9%*	*5.4%*	*9.0%*
%H (All HH)		*100.0%*	*44.7%*	*25.2%*	*69.5%*	*39.8%*	*29.7%*	*95.5%*
%H (TV HH)			*44.7%*	*25.2%*	*69.5%*	*39.8%*	*29.7%*	
Second living/dining room	379	379	167	74	292	157	135	350
%V	*12.2%*	*12.7%*	*16.1%*	*15.0%*	*14.1%*	*22.3%*	*9.9%*	*13.4%*
%H (All HH)		*100.0%*	*44.1%*	*19.5%*	*77.0%*	*41.4%*	*35.6%*	*92.3%*
%H (TV HH)			*44.1%*	*19.5%*	*77.0%*	*41.4%*	*35.6%*	
Study/office	32	32	20	4	24	16	8	31
%V	*1.0%*	*1.1%*	*1.9%*	*0.8%*	*1.2%*	*2.3%*	*0.6%*	*1.2%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*75.0%*	*50.0%*	*25.0%*	*96.9%*
%H (TV HH)			*62.5%*	*12.5%*	*75.0%*	*50.0%*	*25.0%*	
TV room	20	20	9	4	15	8	7	20
%V	*0.6%*	*0.7%*	*0.9%*	*0.8%*	*0.7%*	*1.1%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*45.0%*	*20.0%*	*75.0%*	*40.0%*	*35.0%*	*100.0%*
%H (TV HH)			*45.0%*	*20.0%*	*75.0%*	*40.0%*	*35.0%*	
Conservatory	74	74	32	15	56	30	27	68
%V	*2.4%*	*2.5%*	*3.1%*	*3.0%*	*2.7%*	*4.3%*	*2.0%*	*2.6%*
%H (All HH)		*100.0%*	*43.2%*	*20.3%*	*75.7%*	*40.5%*	*36.5%*	*91.9%*
%H (TV HH)			*43.2%*	*20.3%*	*75.7%*	*40.5%*	*36.5%*	
Attic or loft room	6	6	4	1	5	3	1	6
%V	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*66.7%*	*16.7%*	*83.3%*	*50.0%*	*16.7%*	*100.0%*
%H (TV HH)			*66.7%*	*16.7%*	*83.3%*	*50.0%*	*16.7%*	
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	10	2	13	7	6	18
%V	*0.6%*	*0.6%*	*1.0%*	*0.4%*	*0.6%*	*1.0%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*52.6%*	*10.5%*	*68.4%*	*36.8%*	*31.6%*	*94.7%*
%H (TV HH)			*52.6%*	*10.5%*	*68.4%*	*36.8%*	*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
Jan - Dec 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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Any DSAT provider	1036	1036	1036	11	470	470	0	960
%V	*33.3%*	*34.7%*	*100.0%*	*2.2%*	*22.7%*	*66.9%*	*0.0%*	*36.6%*
%H (All HH)			*100.0%*	*1.1%*	*45.4%*	*45.4%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*1.1%*	*45.4%*	*45.4%*	*0.0%*	
Sky with subcription	903	903	903	4	405	405	0	845
%V	*29.1%*	*30.2%*	*87.2%*	*0.8%*	*19.6%*	*57.6%*	*0.0%*	*32.3%*
%H (All HH)			*100.0%*	*0.4%*	*44.9%*	*44.9%*	*0.0%*	*93.6%*
%H (TV HH)			*100.0%*	*0.4%*	*44.9%*	*44.9%*	*0.0%*	
Sky without subscription	52	52	52	4	19	19	0	41
%V	*1.7%*	*1.7%*	*5.0%*	*0.8%*	*0.9%*	*2.7%*	*0.0%*	*1.6%*
%H (All HH)			*100.0%*	*7.7%*	*36.5%*	*36.5%*	*0.0%*	*78.8%*
%H (TV HH)			*100.0%*	*7.7%*	*36.5%*	*36.5%*	*0.0%*	
Freesat	69	69	69	4	43	43	0	67
%V	*2.2%*	*2.3%*	*6.7%*	*0.8%*	*2.1%*	*6.1%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*5.8%*	*62.3%*	*62.3%*	*0.0%*	*97.1%*
%H (TV HH)			*100.0%*	*5.8%*	*62.3%*	*62.3%*	*0.0%*	
Other satellite provider	45	45	45	2	24	24	0	39
%V	*1.4%*	*1.5%*	*4.3%*	*0.4%*	*1.2%*	*3.4%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*4.4%*	*53.3%*	*53.3%*	*0.0%*	*86.7%*
%H (TV HH)			*100.0%*	*4.4%*	*53.3%*	*53.3%*	*0.0%*	
DCAB	493	493	11	493	238	238	0	461
%V	*15.9%*	*16.5%*	*1.1%*	*100.0%*	*11.5%*	*33.9%*	*0.0%*	*17.6%*
%H (All HH)			*2.2%*	*100.0%*	*48.3%*	*48.3%*	*0.0%*	*93.5%*
%H (TV HH)			*2.2%*	*100.0%*	*48.3%*	*48.3%*	*0.0%*	
DTT	2066	2066	470	238	2066	703	1363	1679
%V	*66.5%*	*69.2%*	*45.4%*	*48.3%*	*100.0%*	*100.0%*	*100.0%*	*64.1%*
%H (All HH)		*100.0%*	*22.7%*	*11.5%*	*100.0%*	*34.0%*	*66.0%*	*81.3%*
%H (TV HH)			*22.7%*	*11.5%*	*100.0%*	*34.0%*	*66.0%*	

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 3.9: 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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
PVR	1796	1796	952	474	1040	660	380	1665
%V	*57.8%*	*60.1%*	*91.9%*	*96.1%*	*50.3%*	*93.9%*	*27.9%*	*63.5%*
%H (All HH)		*100.0%*	*53.0%*	*26.4%*	*57.9%*	*36.7%*	*21.2%*	*92.7%*
%H (TV HH)			*53.0%*	*26.4%*	*57.9%*	*36.7%*	*21.2%*	
DVDR	29	29	11	4	27	12	15	26
%V	*0.9%*	*1.0%*	*1.1%*	*0.8%*	*1.3%*	*1.7%*	*1.1%*	*1.0%*
%H (All HH)		*100.0%*	*37.9%*	*13.8%*	*93.1%*	*41.4%*	*51.7%*	*89.7%*
%H (TV HH)			*37.9%*	*13.8%*	*93.1%*	*41.4%*	*51.7%*	
VCR	23	23	7	2	19	6	14	14
%V	*0.7%*	*0.8%*	*0.7%*	*0.4%*	*0.9%*	*0.9%*	*1.0%*	*0.5%*
%H (All HH)		*100.0%*	*30.4%*	*8.7%*	*82.6%*	*26.1%*	*60.9%*	*60.9%*
%H (TV HH)			*30.4%*	*8.7%*	*82.6%*	*26.1%*	*60.9%*	
Any recorder	1821	1821	954	474	1064	662	402	1683
%V	*58.6%*	*61.0%*	*92.1%*	*96.1%*	*51.5%*	*94.2%*	*29.5%*	*64.2%*
%H (All HH)		*100.0%*	*52.4%*	*26.0%*	*58.4%*	*36.4%*	*22.1%*	*92.4%*
%H (TV HH)			*52.4%*	*26.0%*	*58.4%*	*36.4%*	*22.1%*	
Receives HDTV (via STB or built-in reception)	2078	2078	907	404	1410	631	779	1885
%V	*66.9%*	*69.6%*	*87.5%*	*81.9%*	*68.2%*	*89.8%*	*57.2%*	*71.9%*
%H (All HH)		*100.0%*	*43.6%*	*19.4%*	*67.9%*	*30.4%*	*37.5%*	*90.7%*
%H (TV HH)			*43.6%*	*19.4%*	*67.9%*	*30.4%*	*37.5%*	
DVD/Blu-ray player or recorder	1635	1635	603	278	1161	457	704	1457
%V	*52.6%*	*54.8%*	*58.2%*	*56.4%*	*56.2%*	*65.0%*	*51.7%*	*55.6%*
%H (All HH)		*100.0%*	*36.9%*	*17.0%*	*71.0%*	*28.0%*	*43.1%*	*89.1%*
%H (TV HH)			*36.9%*	*17.0%*	*71.0%*	*28.0%*	*43.1%*	

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

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	3107	2986	1036	493	2066	703	1363	2620
%H (All HH)		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*
%H (TV HH)			*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.6%*	
Has broadband internet	2620	2530	960	461	1679	661	1018	2620
%V	*84.3%*	*84.7%*	*92.7%*	*93.5%*	*81.3%*	*94.0%*	*74.7%*	*100.0%*
%H (All HH)		*96.6%*	*36.6%*	*17.6%*	*64.1%*	*25.2%*	*38.9%*	*100.0%*
%H (TV HH)			*37.9%*	*18.2%*	*66.4%*	*26.1%*	*40.2%*	
Number of computers (PCs and laptops)								
0	708	664	148	67	517	81	436	255
%V	*22.8%*	*22.2%*	*14.3%*	*13.6%*	*25.0%*	*11.5%*	*32.0%*	*9.7%*
%H (All HH)		*93.8%*	*20.9%*	*9.5%*	*73.0%*	*11.4%*	*61.6%*	*36.0%*
%H (TV HH)			*22.3%*	*10.1%*	*77.9%*	*12.2%*	*65.7%*	
1	889	852	278	140	564	163	401	862
%V	*28.6%*	*28.5%*	*26.8%*	*28.4%*	*27.3%*	*23.2%*	*29.4%*	*32.9%*
%H (All HH)		*95.8%*	*31.3%*	*15.7%*	*63.4%*	*18.3%*	*45.1%*	*97.0%*
%H (TV HH)			*32.6%*	*16.4%*	*66.2%*	*19.1%*	*47.1%*	
2	682	660	249	125	437	167	269	677
%V	*22.0%*	*22.1%*	*24.0%*	*25.4%*	*21.2%*	*23.8%*	*19.7%*	*25.8%*
%H (All HH)		*96.8%*	*36.5%*	*18.3%*	*64.1%*	*24.5%*	*39.4%*	*99.3%*
%H (TV HH)			*37.7%*	*18.9%*	*66.2%*	*25.3%*	*40.8%*	
3	390	379	164	72	252	127	125	387
%V	*12.6%*	*12.7%*	*15.8%*	*14.6%*	*12.2%*	*18.1%*	*9.2%*	*14.8%*
%H (All HH)		*97.2%*	*42.1%*	*18.5%*	*64.6%*	*32.6%*	*32.1%*	*99.2%*
%H (TV HH)			*43.3%*	*19.0%*	*66.5%*	*33.5%*	*33.0%*	
4	210	205	94	40	140	75	64	210
%V	*6.8%*	*6.9%*	*9.1%*	*8.1%*	*6.8%*	*10.7%*	*4.7%*	*8.0%*
%H (All HH)		*97.6%*	*44.8%*	*19.0%*	*66.7%*	*35.7%*	*30.5%*	*100.0%*
%H (TV HH)			*45.9%*	*19.5%*	*68.3%*	*36.6%*	*31.2%*	
5+	229	225	103	48	157	90	67	229
%V	*7.4%*	*7.5%*	*9.9%*	*9.7%*	*7.6%*	*12.8%*	*4.9%*	*8.7%*
%H (All HH)		*98.3%*	*45.0%*	*21.0%*	*68.6%*	*39.3%*	*29.3%*	*100.0%*
%H (TV HH)			*45.8%*	*21.3%*	*69.8%*	*40.0%*	*29.8%*	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5965	2341	1098	4289	1885	2404	5291
%H		*39.2%*	*18.4%*	*71.9%*	*31.6%*	*40.3%*	*88.7%*
Under 20"	287	93	47	237	98	139	245
%V	*4.8%*	*4.0%*	*4.3%*	*5.5%*	*5.2%*	*5.8%*	*4.6%*
%H		*32.4%*	*16.4%*	*82.6%*	*34.1%*	*48.4%*	*85.4%*
20" - 29"	971	353	162	793	349	444	824
%V	*16.3%*	*15.1%*	*14.8%*	*18.5%*	*18.5%*	*18.5%*	*15.6%*
%H		*36.4%*	*16.7%*	*81.7%*	*35.9%*	*45.7%*	*84.9%*
30" - 39"	1992	722	359	1457	581	877	1730
%V	*33.4%*	*30.8%*	*32.7%*	*34.0%*	*30.8%*	*36.5%*	*32.7%*
%H		*36.2%*	*18.0%*	*73.1%*	*29.2%*	*44.0%*	*86.8%*
40" - 49"	1840	778	373	1236	590	646	1703
%V	*30.8%*	*33.2%*	*34.0%*	*28.8%*	*31.3%*	*26.9%*	*32.2%*
%H		*42.3%*	*20.3%*	*67.2%*	*32.1%*	*35.1%*	*92.6%*
50" - 59"	599	292	115	377	203	174	570
%V	*10.0%*	*12.5%*	*10.5%*	*8.8%*	*10.8%*	*7.2%*	*10.8%*
%H		*48.7%*	*19.2%*	*62.9%*	*33.9%*	*29.0%*	*95.2%*
60"+	61	34	10	39	25	15	59
%V	*1.0%*	*1.5%*	*0.9%*	*0.9%*	*1.3%*	*0.6%*	*1.1%*
%H		*55.7%*	*16.4%*	*63.9%*	*41.0%*	*24.6%*	*96.7%*
Don't know	216	71	31	150	40	110	161
%V	*3.6%*	*3.0%*	*2.8%*	*3.5%*	*2.1%*	*4.6%*	*3.0%*
%H		*32.9%*	*14.4%*	*69.4%*	*18.5%*	*50.9%*	*74.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Set level data

Table 3.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5965	2341	1098	4289	1885	2404	5291
%H		*39.2%*	*18.4%*	*71.9%*	*31.6%*	*40.3%*	*88.7%*
Main living room	2984	1035	494	2063	704	1359	2525
%V	*50.0%*	*44.2%*	*45.0%*	*48.1%*	*37.3%*	*56.5%*	*47.7%*
%H		*34.7%*	*16.6%*	*69.1%*	*23.6%*	*45.5%*	*84.6%*
Kitchen	255	110	39	206	101	105	231
%V	*4.3%*	*4.7%*	*3.6%*	*4.8%*	*5.4%*	*4.4%*	*4.4%*
%H		*43.1%*	*15.3%*	*80.8%*	*39.6%*	*41.2%*	*90.6%*
Adult's bedroom	1570	651	325	1179	599	581	1431
%V	*26.3%*	*27.8%*	*29.6%*	*27.5%*	*31.8%*	*24.2%*	*27.0%*
%H		*41.5%*	*20.7%*	*75.1%*	*38.2%*	*37.0%*	*91.1%*
Child's bedroom	315	157	62	221	133	88	312
%V	*5.3%*	*6.7%*	*5.6%*	*5.2%*	*7.1%*	*3.7%*	*5.9%*
%H		*49.8%*	*19.7%*	*70.2%*	*42.2%*	*27.9%*	*99.0%*
Other bedroom	300	140	75	207	123	84	287
%V	*5.0%*	*6.0%*	*6.8%*	*4.8%*	*6.5%*	*3.5%*	*5.4%*
%H		*46.7%*	*25.0%*	*69.0%*	*41.0%*	*28.0%*	*95.7%*
Second living/dining room	385	170	76	296	160	136	356
%V	*6.5%*	*7.3%*	*6.9%*	*6.9%*	*8.5%*	*5.7%*	*6.7%*
%H		*44.2%*	*19.7%*	*76.9%*	*41.6%*	*35.3%*	*92.5%*
Study/office	33	21	4	24	16	8	33
%V	*0.6%*	*0.9%*	*0.4%*	*0.6%*	*0.8%*	*0.3%*	*0.6%*
%H		*63.6%*	*12.1%*	*72.7%*	*48.5%*	*24.2%*	*100.0%*
TV room	20	9	4	15	8	7	20
%V	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*45.0%*	*20.0%*	*75.0%*	*40.0%*	*35.0%*	*100.0%*
Conservatory	74	32	15	56	30	27	68
%V	*1.2%*	*1.4%*	*1.4%*	*1.3%*	*1.6%*	*1.1%*	*1.3%*
%H		*43.2%*	*20.3%*	*75.7%*	*40.5%*	*36.5%*	*91.9%*
Attic or loft room	6	4	1	5	4	1	6
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*66.7%*	*16.7%*	*83.3%*	*66.7%*	*16.7%*	*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	10	2	16	8	8	21
%V	*0.4%*	*0.4%*	*0.2%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*45.5%*	*9.1%*	*72.7%*	*36.4%*	*36.4%*	*95.5%*

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

DATA PERIOD: ANNUAL
Jan - Dec 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	5965	2341	1098	4289	1885	2404	5291
%H		*39.2%*	*18.4%*	*71.9%*	*31.6%*	*40.3%*	*88.7%*
PVR	2647	1503	721	1403	962	441	2486
%V	*44.4%*	*64.2%*	*65.7%*	*32.7%*	*51.0%*	*18.3%*	*47.0%*
%H		*56.8%*	*27.2%*	*53.0%*	*36.3%*	*16.7%*	*93.9%*
DVDR	31	11	4	28	12	16	27
%V	*0.5%*	*0.5%*	*0.4%*	*0.7%*	*0.6%*	*0.7%*	*0.5%*
%H		*35.5%*	*12.9%*	*90.3%*	*38.7%*	*51.6%*	*87.1%*
VCR	24	7	3	21	6	15	15
%V	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.6%*	*0.3%*
%H		*29.2%*	*12.5%*	*87.5%*	*25.0%*	*62.5%*	*62.5%*
Any recorder	2681	1508	725	1434	968	466	2511
%V	*44.9%*	*64.4%*	*66.0%*	*33.4%*	*51.4%*	*19.4%*	*47.5%*
%H		*56.2%*	*27.0%*	*53.5%*	*36.1%*	*17.4%*	*93.7%*

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

Set level data

Table 3.14: 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	5965	2341	1098	4289	1885	2404	5291
%H		*39.2%*	*18.4%*	*71.9%*	*31.6%*	*40.3%*	*88.7%*
Receives HDTV (via STB or built-in reception)	3341	1563	699	2251	1154	1097	3090
%V	*56.0%*	*66.8%*	*63.7%*	*52.5%*	*61.2%*	*45.6%*	*58.4%*
%H		*46.8%*	*20.9%*	*67.4%*	*34.5%*	*32.8%*	*92.5%*
DVD/Blu-ray player or recorder	2269	914	395	1630	736	894	2069
%V	*38.0%*	*39.0%*	*36.0%*	*38.0%*	*39.0%*	*37.2%*	*39.1%*
%H		*40.3%*	*17.4%*	*71.8%*	*32.4%*	*39.4%*	*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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2985	1035	493	2065	702	1363	2529
%H		*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.7%*	*84.7%*
Under 20"	18	2	1	14	1	13	12
%V	*0.6%*	*0.2%*	*0.2%*	*0.7%*	*0.1%*	*1.0%*	*0.5%*
%H		*11.1%*	*5.6%*	*77.8%*	*5.6%*	*72.2%*	*66.7%*
20" - 29"	168	22	15	140	16	124	104
%V	*5.6%*	*2.1%*	*3.0%*	*6.8%*	*2.3%*	*9.1%*	*4.1%*
%H		*13.1%*	*8.9%*	*83.3%*	*9.5%*	*73.8%*	*61.9%*
30" - 39"	886	236	117	650	143	507	689
%V	*29.7%*	*22.8%*	*23.7%*	*31.5%*	*20.4%*	*37.2%*	*27.2%*
%H		*26.6%*	*13.2%*	*73.4%*	*16.1%*	*57.2%*	*77.8%*
40" - 49"	1277	492	248	853	352	501	1155
%V	*42.8%*	*47.5%*	*50.3%*	*41.3%*	*50.1%*	*36.8%*	*45.7%*
%H		*38.5%*	*19.4%*	*66.8%*	*27.6%*	*39.2%*	*90.4%*
50" - 59"	479	228	91	304	160	144	452
%V	*16.0%*	*22.0%*	*18.5%*	*14.7%*	*22.8%*	*10.6%*	*17.9%*
%H		*47.6%*	*19.0%*	*63.5%*	*33.4%*	*30.1%*	*94.4%*
60"+	52	27	10	32	20	12	49
%V	*1.7%*	*2.6%*	*2.0%*	*1.5%*	*2.8%*	*0.9%*	*1.9%*
%H		*51.9%*	*19.2%*	*61.5%*	*38.5%*	*23.1%*	*94.2%*
Don't know	105	28	11	74	11	63	69
%V	*3.5%*	*2.7%*	*2.2%*	*3.6%*	*1.6%*	*4.6%*	*2.7%*
%H		*26.7%*	*10.5%*	*70.5%*	*10.5%*	*60.0%*	*65.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Set level data

Table 3.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1035	493	2065	702	1363	2529
%H		*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.7%*	*84.7%*
PVR	1767	942	469	1013	649	365	1637
%V	*59.2%*	*91.0%*	*95.1%*	*49.1%*	*92.5%*	*26.8%*	*64.7%*
%H		*53.3%*	*26.5%*	*57.3%*	*36.7%*	*20.7%*	*92.6%*
DVDR	26	10	3	24	11	13	23
%V	*0.9%*	*1.0%*	*0.6%*	*1.2%*	*1.6%*	*1.0%*	*0.9%*
%H		*38.5%*	*11.5%*	*92.3%*	*42.3%*	*50.0%*	*88.5%*
VCR	18	5	1	15	3	12	10
%V	*0.6%*	*0.5%*	*0.2%*	*0.7%*	*0.4%*	*0.9%*	*0.4%*
%H		*27.8%*	*5.6%*	*83.3%*	*16.7%*	*66.7%*	*55.6%*
Any recorder	1790	945	470	1036	651	385	1653
%V	*60.0%*	*91.3%*	*95.3%*	*50.2%*	*92.7%*	*28.2%*	*65.4%*
%H		*52.8%*	*26.3%*	*57.9%*	*36.4%*	*21.5%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2985	1035	493	2065	702	1363	2529
%H		*34.7%*	*16.5%*	*69.2%*	*23.5%*	*45.7%*	*84.7%*
Receives HDTV (via STB or built-in reception)	2035	887	398	1372	613	759	1843
%V	*68.2%*	*85.7%*	*80.7%*	*66.4%*	*87.3%*	*55.7%*	*72.9%*
%H		*43.6%*	*19.6%*	*67.4%*	*30.1%*	*37.3%*	*90.6%*
DVD/Blu-ray player or recorder	1395	493	235	986	369	617	1229
%V	*46.7%*	*47.6%*	*47.7%*	*47.7%*	*52.6%*	*45.3%*	*48.6%*
%H		*35.3%*	*16.8%*	*70.7%*	*26.5%*	*44.2%*	*88.1%*

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	2980	1306	605	2224	1183	1041	2762
%H		*43.8%*	*20.3%*	*74.6%*	*39.7%*	*34.9%*	*92.7%*
Under 20"	269	91	47	223	97	126	233
%V	*9.0%*	*7.0%*	*7.8%*	*10.0%*	*8.2%*	*12.1%*	*8.4%*
%H		*33.8%*	*17.5%*	*82.9%*	*36.1%*	*46.8%*	*86.6%*
20" - 29"	803	331	147	653	333	321	720
%V	*26.9%*	*25.3%*	*24.3%*	*29.4%*	*28.1%*	*30.8%*	*26.1%*
%H		*41.2%*	*18.3%*	*81.3%*	*41.5%*	*40.0%*	*89.7%*
30" - 39"	1106	486	242	808	438	370	1042
%V	*37.1%*	*37.2%*	*40.0%*	*36.3%*	*37.0%*	*35.5%*	*37.7%*
%H		*43.9%*	*21.9%*	*73.1%*	*39.6%*	*33.5%*	*94.2%*
40" - 49"	563	286	125	384	239	145	548
%V	*18.9%*	*21.9%*	*20.7%*	*17.3%*	*20.2%*	*13.9%*	*19.8%*
%H		*50.8%*	*22.2%*	*68.2%*	*42.5%*	*25.8%*	*97.3%*
50" - 59"	120	64	24	73	43	30	118
%V	*4.0%*	*4.9%*	*4.0%*	*3.3%*	*3.6%*	*2.9%*	*4.3%*
%H		*53.3%*	*20.0%*	*60.8%*	*35.8%*	*25.0%*	*98.3%*
60"+	9	6	0	7	4	3	9
%V	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.3%*	*0.3%*	*0.3%*
%H		*66.7%*	*0.0%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
Don't know	111	42	20	76	29	47	92
%V	*3.7%*	*3.2%*	*3.3%*	*3.4%*	*2.5%*	*4.5%*	*3.3%*
%H		*37.8%*	*18.0%*	*68.5%*	*26.1%*	*42.3%*	*82.9%*

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	2980	1306	605	2224	1183	1041	2762
%H		*43.8%*	*20.3%*	*74.6%*	*39.7%*	*34.9%*	*92.7%*
PVR	881	561	251	390	313	77	849
%V	*29.6%*	*43.0%*	*41.5%*	*17.5%*	*26.5%*	*7.4%*	*30.7%*
%H		*63.7%*	*28.5%*	*44.3%*	*35.5%*	*8.7%*	*96.4%*
DVDR	5	1	1	4	1	3	5
%V	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.2%*
%H		*20.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*100.0%*
VCR	6	2	1	6	3	3	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*
%H		*33.3%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	*83.3%*
Any recorder	891	563	255	398	317	81	859
%V	*29.9%*	*43.1%*	*42.1%*	*17.9%*	*26.8%*	*7.8%*	*31.1%*
%H		*63.2%*	*28.6%*	*44.7%*	*35.6%*	*9.1%*	*96.4%*

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	2980	1306	605	2224	1183	1041	2762
%H		*43.8%*	*20.3%*	*74.6%*	*39.7%*	*34.9%*	*92.7%*
Receives HDTV (via STB or built-in reception)	1307	676	301	880	542	338	1248
%V	*43.9%*	*51.8%*	*49.8%*	*39.6%*	*45.8%*	*32.5%*	*45.2%*
%H		*51.7%*	*23.0%*	*67.3%*	*41.5%*	*25.9%*	*95.5%*
DVD/Blu-ray player or recorder	874	421	159	644	367	277	840
%V	*29.3%*	*32.2%*	*26.3%*	*29.0%*	*31.0%*	*26.6%*	*30.4%*
%H		*48.2%*	*18.2%*	*73.7%*	*42.0%*	*31.7%*	*96.1%*

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	7053	6806	2660	1230	4492	1802	2691	6383
%H		*96.5%*	*37.7%*	*17.4%*	*63.7%*	*25.5%*	*38.2%*	*90.5%*
Total Children	1355	1314	599	231	764	343	421	1311
%V	*19.2%*	*19.3%*	*22.5%*	*18.8%*	*17.0%*	*19.0%*	*15.6%*	*20.5%*
%H		*97.0%*	*44.2%*	*17.0%*	*56.4%*	*25.3%*	*31.1%*	*96.8%*
0 - 3	338	326	139	52	186	72	114	324
%V	*4.8%*	*4.8%*	*5.2%*	*4.2%*	*4.1%*	*4.0%*	*4.2%*	*5.1%*
%H		*96.4%*	*41.1%*	*15.4%*	*55.0%*	*21.3%*	*33.7%*	*95.9%*
4 - 15	1017	988	460	180	578	271	307	987
%V	*14.4%*	*14.5%*	*17.3%*	*14.6%*	*12.9%*	*15.0%*	*11.4%*	*15.5%*
%H		*97.1%*	*45.2%*	*17.7%*	*56.8%*	*26.6%*	*30.2%*	*97.1%*
4 - 9	532	515	236	83	301	131	170	516
%V	*7.5%*	*7.6%*	*8.9%*	*6.7%*	*6.7%*	*7.3%*	*6.3%*	*8.1%*
%H		*96.8%*	*44.4%*	*15.6%*	*56.6%*	*24.6%*	*32.0%*	*97.0%*
10 - 15	484	473	225	97	277	140	137	471
%V	*6.9%*	*6.9%*	*8.5%*	*7.9%*	*6.2%*	*7.8%*	*5.1%*	*7.4%*
%H		*97.7%*	*46.5%*	*20.0%*	*57.2%*	*28.9%*	*28.3%*	*97.3%*

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	7053	6806	2660	1230	4492	1802	2691	6383
%H		*96.5%*	*37.7%*	*17.4%*	*63.7%*	*25.5%*	*38.2%*	*90.5%*
Total Adults (16+)	5698	5492	2061	999	3728	1459	2269	5073
%V	*80.8%*	*80.7%*	*77.5%*	*81.2%*	*83.0%*	*81.0%*	*84.3%*	*79.5%*
%H		*96.4%*	*36.2%*	*17.5%*	*65.4%*	*25.6%*	*39.8%*	*89.0%*
16 - 19	268	262	115	58	177	90	87	265
%V	*3.8%*	*3.8%*	*4.3%*	*4.7%*	*3.9%*	*5.0%*	*3.2%*	*4.2%*
%H		*97.8%*	*42.9%*	*21.6%*	*66.0%*	*33.6%*	*32.5%*	*98.9%*
20 - 24	468	422	129	98	271	112	160	449
%V	*6.6%*	*6.2%*	*4.8%*	*8.0%*	*6.0%*	*6.2%*	*5.9%*	*7.0%*
%H		*90.2%*	*27.6%*	*20.9%*	*57.9%*	*23.9%*	*34.2%*	*95.9%*
25 - 34	947	885	351	127	511	184	328	902
%V	*13.4%*	*13.0%*	*13.2%*	*10.3%*	*11.4%*	*10.2%*	*12.2%*	*14.1%*
%H		*93.5%*	*37.1%*	*13.4%*	*54.0%*	*19.4%*	*34.6%*	*95.2%*
35 - 44	855	811	338	156	494	210	283	818
%V	*12.1%*	*11.9%*	*12.7%*	*12.7%*	*11.0%*	*11.7%*	*10.5%*	*12.8%*
%H		*94.9%*	*39.5%*	*18.2%*	*57.8%*	*24.6%*	*33.1%*	*95.7%*
45 - 54	988	968	413	194	660	307	353	937
%V	*14.0%*	*14.2%*	*15.5%*	*15.8%*	*14.7%*	*17.0%*	*13.1%*	*14.7%*
%H		*98.0%*	*41.8%*	*19.6%*	*66.8%*	*31.1%*	*35.7%*	*94.8%*
55 - 64	877	862	331	178	608	259	350	799
%V	*12.4%*	*12.7%*	*12.4%*	*14.5%*	*13.5%*	*14.4%*	*13.0%*	*12.5%*
%H		*98.3%*	*37.7%*	*20.3%*	*69.3%*	*29.5%*	*39.9%*	*91.1%*
65+	1296	1282	384	187	1007	298	710	903
%V	*18.4%*	*18.8%*	*14.4%*	*15.2%*	*22.4%*	*16.5%*	*26.4%*	*14.1%*
%H		*98.9%*	*29.6%*	*14.4%*	*77.7%*	*23.0%*	*54.8%*	*69.7%*

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+)	5698	5492	2061	999	3728	1459	2269	5073
%H		*96.4%*	*36.2%*	*17.5%*	*65.4%*	*25.6%*	*39.8%*	*89.0%*
AB	1141	1118	500	176	771	363	408	1117
%V	*20.0%*	*20.4%*	*24.3%*	*17.6%*	*20.7%*	*24.9%*	*18.0%*	*22.0%*
%H		*98.0%*	*43.8%*	*15.4%*	*67.6%*	*31.8%*	*35.8%*	*97.9%*
C1	1637	1566	593	299	1063	438	625	1546
%V	*28.7%*	*28.5%*	*28.8%*	*29.9%*	*28.5%*	*30.0%*	*27.5%*	*30.5%*
%H		*95.7%*	*36.2%*	*18.3%*	*64.9%*	*26.8%*	*38.2%*	*94.4%*
C2	1195	1165	446	238	791	341	450	1095
%V	*21.0%*	*21.2%*	*21.6%*	*23.8%*	*21.2%*	*23.4%*	*19.8%*	*21.6%*
%H		*97.5%*	*37.3%*	*19.9%*	*66.2%*	*28.5%*	*37.7%*	*91.6%*
D	932	886	332	155	568	203	364	802
%V	*16.4%*	*16.1%*	*16.1%*	*15.5%*	*15.2%*	*13.9%*	*16.0%*	*15.8%*
%H		*95.1%*	*35.6%*	*16.6%*	*60.9%*	*21.8%*	*39.1%*	*86.1%*
E	793	757	190	131	536	114	421	512
%V	*13.9%*	*13.8%*	*9.2%*	*13.1%*	*14.4%*	*7.8%*	*18.6%*	*10.1%*
%H		*95.5%*	*24.0%*	*16.5%*	*67.6%*	*14.4%*	*53.1%*	*64.6%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	5698	5492	2061	999	3728	1459	2269	5073
%H		*96.4%*	*36.2%*	*17.5%*	*65.4%*	*25.6%*	*39.8%*	*89.0%*
Working full time	2754	2671	1092	524	1690	741	949	2657
%V	*48.3%*	*48.6%*	*53.0%*	*52.5%*	*45.3%*	*50.8%*	*41.8%*	*52.4%*
%H		*97.0%*	*39.7%*	*19.0%*	*61.4%*	*26.9%*	*34.5%*	*96.5%*
Working part time	476	456	191	76	324	144	180	455
%V	*8.4%*	*8.3%*	*9.3%*	*7.6%*	*8.7%*	*9.9%*	*7.9%*	*9.0%*
%H		*95.8%*	*40.1%*	*16.0%*	*68.1%*	*30.3%*	*37.8%*	*95.6%*
Not working	2468	2365	779	399	1715	575	1140	1961
%V	*43.3%*	*43.1%*	*37.8%*	*39.9%*	*46.0%*	*39.4%*	*50.2%*	*38.7%*
%H		*95.8%*	*31.6%*	*16.2%*	*69.5%*	*23.3%*	*46.2%*	*79.5%*
Houseperson	3107	2986	1036	493	2066	703	1363	2620
%V	*54.5%*	*54.4%*	*50.3%*	*49.3%*	*55.4%*	*48.2%*	*60.1%*	*51.6%*
%H		*96.1%*	*33.3%*	*15.9%*	*66.5%*	*22.6%*	*43.9%*	*84.3%*

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+)	2785	2664	1006	493	1795	719	1075	2494
%H		*95.7%*	*36.1%*	*17.7%*	*64.5%*	*25.8%*	*38.6%*	*89.6%*
16 - 19	146	142	61	34	99	51	47	145
%V	*5.2%*	*5.3%*	*6.1%*	*6.9%*	*5.5%*	*7.1%*	*4.4%*	*5.8%*
%H		*97.3%*	*41.8%*	*23.3%*	*67.8%*	*34.9%*	*32.2%*	*99.3%*
20 - 24	228	206	65	54	128	58	70	218
%V	*8.2%*	*7.7%*	*6.5%*	*11.0%*	*7.1%*	*8.1%*	*6.5%*	*8.7%*
%H		*90.4%*	*28.5%*	*23.7%*	*56.1%*	*25.4%*	*30.7%*	*95.6%*
25 - 34	477	441	169	64	254	90	164	450
%V	*17.1%*	*16.6%*	*16.8%*	*13.0%*	*14.2%*	*12.5%*	*15.3%*	*18.0%*
%H		*92.5%*	*35.4%*	*13.4%*	*53.2%*	*18.9%*	*34.4%*	*94.3%*
35 - 44	422	395	160	74	247	104	143	403
%V	*15.2%*	*14.8%*	*15.9%*	*15.0%*	*13.8%*	*14.5%*	*13.3%*	*16.2%*
%H		*93.6%*	*37.9%*	*17.5%*	*58.5%*	*24.6%*	*33.9%*	*95.5%*
45 - 54	483	470	202	89	311	137	174	455
%V	*17.3%*	*17.6%*	*20.1%*	*18.1%*	*17.3%*	*19.1%*	*16.2%*	*18.2%*
%H		*97.3%*	*41.8%*	*18.4%*	*64.4%*	*28.4%*	*36.0%*	*94.2%*
55 - 64	427	417	160	86	298	129	169	382
%V	*15.3%*	*15.7%*	*15.9%*	*17.4%*	*16.6%*	*17.9%*	*15.7%*	*15.3%*
%H		*97.7%*	*37.5%*	*20.1%*	*69.8%*	*30.2%*	*39.6%*	*89.5%*
65+	603	592	190	92	458	149	309	441
%V	*21.7%*	*22.2%*	*18.9%*	*18.7%*	*25.5%*	*20.7%*	*28.7%*	*17.7%*
%H		*98.2%*	*31.5%*	*15.3%*	*76.0%*	*24.7%*	*51.2%*	*73.1%*

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+)	2785	2664	1006	493	1795	719	1075	2494
%H		*95.7%*	*36.1%*	*17.7%*	*64.5%*	*25.8%*	*38.6%*	*89.6%*
AB	568	555	246	87	384	180	204	557
%V	*20.4%*	*20.8%*	*24.5%*	*17.6%*	*21.4%*	*25.0%*	*19.0%*	*22.3%*
%H		*97.7%*	*43.3%*	*15.3%*	*67.6%*	*31.7%*	*35.9%*	*98.1%*
C1	767	731	280	147	483	204	280	730
%V	*27.5%*	*27.4%*	*27.8%*	*29.8%*	*26.9%*	*28.4%*	*26.0%*	*29.3%*
%H		*95.3%*	*36.5%*	*19.2%*	*63.0%*	*26.6%*	*36.5%*	*95.2%*
C2	640	622	235	127	424	185	239	580
%V	*23.0%*	*23.3%*	*23.4%*	*25.8%*	*23.6%*	*25.7%*	*22.2%*	*23.3%*
%H		*97.2%*	*36.7%*	*19.8%*	*66.3%*	*28.9%*	*37.3%*	*90.6%*
D	454	424	163	72	268	99	169	394
%V	*16.3%*	*15.9%*	*16.2%*	*14.6%*	*14.9%*	*13.8%*	*15.7%*	*15.8%*
%H		*93.4%*	*35.9%*	*15.9%*	*59.0%*	*21.8%*	*37.2%*	*86.8%*
E	356	332	83	59	235	52	184	232
%V	*12.8%*	*12.5%*	*8.3%*	*12.0%*	*13.1%*	*7.2%*	*17.1%*	*9.3%*
%H		*93.3%*	*23.3%*	*16.6%*	*66.0%*	*14.6%*	*51.7%*	*65.2%*

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+)	2785	2664	1006	493	1795	719	1075	2494
%H		*95.7%*	*36.1%*	*17.7%*	*64.5%*	*25.8%*	*38.6%*	*89.6%*
Working full time	1598	1538	632	294	974	426	548	1536
%V	*57.4%*	*57.7%*	*62.8%*	*59.6%*	*54.3%*	*59.2%*	*51.0%*	*61.6%*
%H		*96.2%*	*39.5%*	*18.4%*	*61.0%*	*26.7%*	*34.3%*	*96.1%*
Working part time	110	102	44	15	74	31	43	103
%V	*3.9%*	*3.8%*	*4.4%*	*3.0%*	*4.1%*	*4.3%*	*4.0%*	*4.1%*
%H		*92.7%*	*40.0%*	*13.6%*	*67.3%*	*28.2%*	*39.1%*	*93.6%*
Not working	1077	1023	330	183	747	263	484	855
%V	*38.7%*	*38.4%*	*32.8%*	*37.1%*	*41.6%*	*36.6%*	*45.0%*	*34.3%*
%H		*95.0%*	*30.6%*	*17.0%*	*69.4%*	*24.4%*	*44.9%*	*79.4%*
Houseperson	844	778	233	113	535	137	399	650
%V	*30.3%*	*29.2%*	*23.2%*	*22.9%*	*29.8%*	*19.1%*	*37.1%*	*26.1%*
%H		*92.2%*	*27.6%*	*13.4%*	*63.4%*	*16.2%*	*47.3%*	*77.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West

Individual level data

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+)	2913	2828	1055	506	1934	740	1194	2579
%H		*97.1%*	*36.2%*	*17.4%*	*66.4%*	*25.4%*	*41.0%*	*88.5%*
16 - 19	122	120	55	24	79	39	40	120
%V	*4.2%*	*4.2%*	*5.2%*	*4.7%*	*4.1%*	*5.3%*	*3.4%*	*4.7%*
%H		*98.4%*	*45.1%*	*19.7%*	*64.8%*	*32.0%*	*32.8%*	*98.4%*
20 - 24	240	216	64	45	143	53	90	231
%V	*8.2%*	*7.6%*	*6.1%*	*8.9%*	*7.4%*	*7.2%*	*7.5%*	*9.0%*
%H		*90.0%*	*26.7%*	*18.8%*	*59.6%*	*22.1%*	*37.5%*	*96.3%*
25 - 34	470	444	182	63	257	94	163	452
%V	*16.1%*	*15.7%*	*17.3%*	*12.5%*	*13.3%*	*12.7%*	*13.7%*	*17.5%*
%H		*94.5%*	*38.7%*	*13.4%*	*54.7%*	*20.0%*	*34.7%*	*96.2%*
35 - 44	434	416	179	82	247	106	141	415
%V	*14.9%*	*14.7%*	*17.0%*	*16.2%*	*12.8%*	*14.3%*	*11.8%*	*16.1%*
%H		*95.9%*	*41.2%*	*18.9%*	*56.9%*	*24.4%*	*32.5%*	*95.6%*
45 - 54	505	498	211	105	348	170	178	483
%V	*17.3%*	*17.6%*	*20.0%*	*20.8%*	*18.0%*	*23.0%*	*14.9%*	*18.7%*
%H		*98.6%*	*41.8%*	*20.8%*	*68.9%*	*33.7%*	*35.2%*	*95.6%*
55 - 64	450	445	171	92	310	130	181	417
%V	*15.4%*	*15.7%*	*16.2%*	*18.2%*	*16.0%*	*17.6%*	*15.2%*	*16.2%*
%H		*98.9%*	*38.0%*	*20.4%*	*68.9%*	*28.9%*	*40.2%*	*92.7%*
65+	693	690	194	95	550	148	401	462
%V	*23.8%*	*24.4%*	*18.4%*	*18.8%*	*28.4%*	*20.0%*	*33.6%*	*17.9%*
%H		*99.6%*	*28.0%*	*13.7%*	*79.4%*	*21.4%*	*57.9%*	*66.7%*

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+)	2913	2828	1055	506	1934	740	1194	2579
%H		*97.1%*	*36.2%*	*17.4%*	*66.4%*	*25.4%*	*41.0%*	*88.5%*
AB	573	563	254	89	387	183	204	560
%V	*19.7%*	*19.9%*	*24.1%*	*17.6%*	*20.0%*	*24.7%*	*17.1%*	*21.7%*
%H		*98.3%*	*44.3%*	*15.5%*	*67.5%*	*31.9%*	*35.6%*	*97.7%*
C1	870	835	313	151	580	234	346	816
%V	*29.9%*	*29.5%*	*29.7%*	*29.8%*	*30.0%*	*31.6%*	*29.0%*	*31.6%*
%H		*96.0%*	*36.0%*	*17.4%*	*66.7%*	*26.9%*	*39.8%*	*93.8%*
C2	555	544	211	111	367	156	211	515
%V	*19.1%*	*19.2%*	*20.0%*	*21.9%*	*19.0%*	*21.1%*	*17.7%*	*20.0%*
%H		*98.0%*	*38.0%*	*20.0%*	*66.1%*	*28.1%*	*38.0%*	*92.8%*
D	478	463	169	83	299	104	195	408
%V	*16.4%*	*16.4%*	*16.0%*	*16.4%*	*15.5%*	*14.1%*	*16.3%*	*15.8%*
%H		*96.9%*	*35.4%*	*17.4%*	*62.6%*	*21.8%*	*40.8%*	*85.4%*
E	437	425	107	72	300	63	238	280
%V	*15.0%*	*15.0%*	*10.1%*	*14.2%*	*15.5%*	*8.5%*	*19.9%*	*10.9%*
%H		*97.3%*	*24.5%*	*16.5%*	*68.6%*	*14.4%*	*54.5%*	*64.1%*

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+)	2913	2828	1055	506	1934	740	1194	2579
%H		*97.1%*	*36.2%*	*17.4%*	*66.4%*	*25.4%*	*41.0%*	*88.5%*
Working full time	1156	1133	459	230	716	315	401	1122
%V	*39.7%*	*40.1%*	*43.5%*	*45.5%*	*37.0%*	*42.6%*	*33.6%*	*43.5%*
%H		*98.0%*	*39.7%*	*19.9%*	*61.9%*	*27.2%*	*34.7%*	*97.1%*
Working part time	365	353	147	61	250	113	137	352
%V	*12.5%*	*12.5%*	*13.9%*	*12.1%*	*12.9%*	*15.3%*	*11.5%*	*13.6%*
%H		*96.7%*	*40.3%*	*16.7%*	*68.5%*	*31.0%*	*37.5%*	*96.4%*
Not working	1392	1342	449	216	968	312	656	1106
%V	*47.8%*	*47.5%*	*42.6%*	*42.7%*	*50.1%*	*42.2%*	*54.9%*	*42.9%*
%H		*96.4%*	*32.3%*	*15.5%*	*69.5%*	*22.4%*	*47.1%*	*79.5%*
Houseperson	2264	2207	803	379	1531	566	964	1970
%V	*77.7%*	*78.0%*	*76.1%*	*74.9%*	*79.2%*	*76.5%*	*80.7%*	*76.4%*
%H		*97.5%*	*35.5%*	*16.7%*	*67.6%*	*25.0%*	*42.6%*	*87.0%*

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Household level data

Table 4.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
AB	620	603	259	71	445	182	262	598
%V	*22.1%*	*22.3%*	*25.3%*	*22.6%*	*21.8%*	*24.6%*	*20.2%*	*25.2%*
%H (All HH)		*97.3%*	*41.8%*	*11.5%*	*71.8%*	*29.4%*	*42.3%*	*96.5%*
%H (TV HH)			*43.0%*	*11.8%*	*73.8%*	*30.2%*	*43.4%*	
C1	753	714	266	90	548	206	342	672
%V	*26.8%*	*26.5%*	*26.0%*	*28.7%*	*26.9%*	*27.8%*	*26.4%*	*28.3%*
%H (All HH)		*94.8%*	*35.3%*	*12.0%*	*72.8%*	*27.4%*	*45.4%*	*89.2%*
%H (TV HH)			*37.3%*	*12.6%*	*76.8%*	*28.9%*	*47.9%*	
C2	636	620	256	87	466	198	268	535
%V	*22.7%*	*23.0%*	*25.0%*	*27.7%*	*22.9%*	*26.7%*	*20.7%*	*22.6%*
%H (All HH)		*97.5%*	*40.3%*	*13.7%*	*73.3%*	*31.1%*	*42.1%*	*84.1%*
%H (TV HH)			*41.3%*	*14.0%*	*75.2%*	*31.9%*	*43.2%*	
D	476	460	164	46	335	107	228	375
%V	*17.0%*	*17.0%*	*16.0%*	*14.6%*	*16.4%*	*14.4%*	*17.6%*	*15.8%*
%H (All HH)		*96.6%*	*34.5%*	*9.7%*	*70.4%*	*22.5%*	*47.9%*	*78.8%*
%H (TV HH)			*35.7%*	*10.0%*	*72.8%*	*23.3%*	*49.6%*	
E	321	303	79	20	245	48	198	190
%V	*11.4%*	*11.2%*	*7.7%*	*6.4%*	*12.0%*	*6.5%*	*15.3%*	*8.0%*
%H (All HH)		*94.4%*	*24.6%*	*6.2%*	*76.3%*	*15.0%*	*61.7%*	*59.2%*
%H (TV HH)			*26.1%*	*6.6%*	*80.9%*	*15.8%*	*65.3%*	

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

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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Under 25	127	102	21	6	73	11	61	123
%V	*4.5%*	*3.8%*	*2.1%*	*1.9%*	*3.6%*	*1.5%*	*4.7%*	*5.2%*
%H (All HH)		*80.3%*	*16.5%*	*4.7%*	*57.5%*	*8.7%*	*48.0%*	*96.9%*
%H (TV HH)			*20.6%*	*5.9%*	*71.6%*	*10.8%*	*59.8%*	
25 - 34	430	402	181	50	235	98	137	423
%V	*15.3%*	*14.9%*	*17.7%*	*15.9%*	*11.5%*	*13.2%*	*10.6%*	*17.8%*
%H (All HH)		*93.5%*	*42.1%*	*11.6%*	*54.7%*	*22.8%*	*31.9%*	*98.4%*
%H (TV HH)			*45.0%*	*12.4%*	*58.5%*	*24.4%*	*34.1%*	
35 - 44	426	407	181	66	271	127	143	414
%V	*15.2%*	*15.1%*	*17.7%*	*21.0%*	*13.3%*	*17.1%*	*11.0%*	*17.5%*
%H (All HH)		*95.5%*	*42.5%*	*15.5%*	*63.6%*	*29.8%*	*33.6%*	*97.2%*
%H (TV HH)			*44.5%*	*16.2%*	*66.6%*	*31.2%*	*35.1%*	
45 - 54	515	493	219	63	376	169	207	489
%V	*18.4%*	*18.3%*	*21.4%*	*20.1%*	*18.4%*	*22.8%*	*16.0%*	*20.6%*
%H (All HH)		*95.7%*	*42.5%*	*12.2%*	*73.0%*	*32.8%*	*40.2%*	*95.0%*
%H (TV HH)			*44.4%*	*12.8%*	*76.3%*	*34.3%*	*42.0%*	
55 - 64	499	491	197	60	390	152	237	441
%V	*17.8%*	*18.2%*	*19.2%*	*19.1%*	*19.1%*	*20.5%*	*18.3%*	*18.6%*
%H (All HH)		*98.4%*	*39.5%*	*12.0%*	*78.2%*	*30.5%*	*47.5%*	*88.4%*
%H (TV HH)			*40.1%*	*12.2%*	*79.4%*	*31.0%*	*48.3%*	
65 +	809	804	225	69	695	184	511	480
%V	*28.8%*	*29.8%*	*22.0%*	*22.0%*	*34.1%*	*24.8%*	*39.4%*	*20.2%*
%H (All HH)		*99.4%*	*27.8%*	*8.5%*	*85.9%*	*22.7%*	*63.2%*	*59.3%*
%H (TV HH)			*28.0%*	*8.6%*	*86.4%*	*22.9%*	*63.6%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Household level data

Table 4.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
1	872	816	209	69	669	147	522	547
%V	*31.1%*	*30.2%*	*20.4%*	*22.0%*	*32.8%*	*19.8%*	*40.2%*	*23.1%*
%H (All HH)		*93.6%*	*24.0%*	*7.9%*	*76.7%*	*16.9%*	*59.9%*	*62.7%*
%H (TV HH)			*25.6%*	*8.5%*	*82.0%*	*18.0%*	*64.0%*	
2	1021	999	392	123	767	304	463	924
%V	*36.4%*	*37.0%*	*38.3%*	*39.2%*	*37.6%*	*41.0%*	*35.7%*	*39.0%*
%H (All HH)		*97.8%*	*38.4%*	*12.0%*	*75.1%*	*29.8%*	*45.3%*	*90.5%*
%H (TV HH)			*39.2%*	*12.3%*	*76.8%*	*30.4%*	*46.3%*	
3	400	391	170	53	278	124	154	392
%V	*14.3%*	*14.5%*	*16.6%*	*16.9%*	*13.6%*	*16.7%*	*11.9%*	*16.5%*
%H (All HH)		*97.8%*	*42.5%*	*13.3%*	*69.5%*	*31.0%*	*38.5%*	*98.0%*
%H (TV HH)			*43.5%*	*13.6%*	*71.1%*	*31.7%*	*39.4%*	
4	355	346	180	46	234	123	111	352
%V	*12.7%*	*12.8%*	*17.6%*	*14.6%*	*11.5%*	*16.6%*	*8.6%*	*14.8%*
%H (All HH)		*97.5%*	*50.7%*	*13.0%*	*65.9%*	*34.6%*	*31.3%*	*99.2%*
%H (TV HH)			*52.0%*	*13.3%*	*67.6%*	*35.5%*	*32.1%*	
5+	158	147	73	22	91	43	48	156
%V	*5.6%*	*5.4%*	*7.1%*	*7.0%*	*4.5%*	*5.8%*	*3.7%*	*6.6%*
%H (All HH)		*93.0%*	*46.2%*	*13.9%*	*57.6%*	*27.2%*	*30.4%*	*98.7%*
%H (TV HH)			*49.7%*	*15.0%*	*61.9%*	*29.3%*	*32.7%*	
Average HH size	2.28	2.28	2.55	2.48	2.19	2.49	2.02	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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Without	2101	2006	696	221	1566	523	1042	1675
%V	*74.9%*	*74.3%*	*68.0%*	*70.4%*	*76.8%*	*70.6%*	*80.3%*	*70.6%*
%H (All HH)		*95.5%*	*33.1%*	*10.5%*	*74.5%*	*24.9%*	*49.6%*	*79.7%*
%H (TV HH)			*34.7%*	*11.0%*	*78.1%*	*26.1%*	*51.9%*	
With	705	693	328	92	473	218	255	696
%V	*25.1%*	*25.7%*	*32.0%*	*29.3%*	*23.2%*	*29.4%*	*19.7%*	*29.4%*
%H (All HH)		*98.3%*	*46.5%*	*13.0%*	*67.1%*	*30.9%*	*36.2%*	*98.7%*
%H (TV HH)			*47.3%*	*13.3%*	*68.3%*	*31.5%*	*36.8%*	
0 - 3	256	247	110	28	161	64	97	252
%V	*9.1%*	*9.2%*	*10.7%*	*8.9%*	*7.9%*	*8.6%*	*7.5%*	*10.6%*
%H (All HH)		*96.5%*	*43.0%*	*10.9%*	*62.9%*	*25.0%*	*37.9%*	*98.4%*
%H (TV HH)			*44.5%*	*11.3%*	*65.2%*	*25.9%*	*39.3%*	
4 - 9	380	374	193	40	240	110	130	376
%V	*13.5%*	*13.9%*	*18.8%*	*12.7%*	*11.8%*	*14.8%*	*10.0%*	*15.9%*
%H (All HH)		*98.4%*	*50.8%*	*10.5%*	*63.2%*	*28.9%*	*34.2%*	*98.9%*
%H (TV HH)			*51.6%*	*10.7%*	*64.2%*	*29.4%*	*34.8%*	
10 - 15	333	331	156	53	236	118	119	326
%V	*11.9%*	*12.3%*	*15.2%*	*16.9%*	*11.6%*	*15.9%*	*9.2%*	*13.7%*
%H (All HH)		*99.4%*	*46.8%*	*15.9%*	*70.9%*	*35.4%*	*35.7%*	*97.9%*
%H (TV HH)			*47.1%*	*16.0%*	*71.3%*	*35.6%*	*36.0%*	

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
Jan - Dec 2018

ITV Yorkshire

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
1	1142	1142	323	109	793	144	649	871
%V	*40.7%*	*42.3%*	*31.5%*	*34.7%*	*38.9%*	*19.4%*	*50.0%*	*36.7%*
%H (All HH)		*100.0%*	*28.3%*	*9.5%*	*69.4%*	*12.6%*	*56.8%*	*76.3%*
%H (TV HH)			*28.3%*	*9.5%*	*69.4%*	*12.6%*	*56.8%*	
2	903	903	370	117	702	292	410	782
%V	*32.2%*	*33.5%*	*36.1%*	*37.3%*	*34.4%*	*39.4%*	*31.6%*	*33.0%*
%H (All HH)		*100.0%*	*41.0%*	*13.0%*	*77.7%*	*32.3%*	*45.4%*	*86.6%*
%H (TV HH)			*41.0%*	*13.0%*	*77.7%*	*32.3%*	*45.4%*	
3	388	388	178	55	325	167	157	365
%V	*13.8%*	*14.4%*	*17.4%*	*17.5%*	*15.9%*	*22.5%*	*12.1%*	*15.4%*
%H (All HH)		*100.0%*	*45.9%*	*14.2%*	*83.8%*	*43.0%*	*40.5%*	*94.1%*
%H (TV HH)			*45.9%*	*14.2%*	*83.8%*	*43.0%*	*40.5%*	
4	192	192	101	24	158	91	66	187
%V	*6.8%*	*7.1%*	*9.9%*	*7.6%*	*7.7%*	*12.3%*	*5.1%*	*7.9%*
%H (All HH)		*100.0%*	*52.6%*	*12.5%*	*82.3%*	*47.4%*	*34.4%*	*97.4%*
%H (TV HH)			*52.6%*	*12.5%*	*82.3%*	*47.4%*	*34.4%*	
5+	74	74	52	8	62	46	15	74
%V	*2.6%*	*2.7%*	*5.1%*	*2.5%*	*3.0%*	*6.2%*	*1.2%*	*3.1%*
%H (All HH)		*100.0%*	*70.3%*	*10.8%*	*83.8%*	*62.2%*	*20.3%*	*100.0%*
%H (TV HH)			*70.3%*	*10.8%*	*83.8%*	*62.2%*	*20.3%*	

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

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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Under 20"	273	273	107	23	235	94	140	243
%V	*9.7%*	*10.1%*	*10.4%*	*7.3%*	*11.5%*	*12.7%*	*10.8%*	*10.2%*
%H (All HH)		*100.0%*	*39.2%*	*8.4%*	*86.1%*	*34.4%*	*51.3%*	*89.0%*
%H (TV HH)			*39.2%*	*8.4%*	*86.1%*	*34.4%*	*51.3%*	
20" - 29"	653	653	255	80	542	232	309	569
%V	*23.3%*	*24.2%*	*24.9%*	*25.5%*	*26.6%*	*31.3%*	*23.8%*	*24.0%*
%H (All HH)		*100.0%*	*39.1%*	*12.3%*	*83.0%*	*35.5%*	*47.3%*	*87.1%*
%H (TV HH)			*39.1%*	*12.3%*	*83.0%*	*35.5%*	*47.3%*	
30" - 39"	1151	1151	450	159	898	365	533	995
%V	*41.0%*	*42.6%*	*43.9%*	*50.6%*	*44.0%*	*49.3%*	*41.1%*	*42.0%*
%H (All HH)		*100.0%*	*39.1%*	*13.8%*	*78.0%*	*31.7%*	*46.3%*	*86.4%*
%H (TV HH)			*39.1%*	*13.8%*	*78.0%*	*31.7%*	*46.3%*	
40" - 49"	1351	1351	600	187	978	442	536	1218
%V	*48.1%*	*50.1%*	*58.6%*	*59.6%*	*48.0%*	*59.6%*	*41.3%*	*51.4%*
%H (All HH)		*100.0%*	*44.4%*	*13.8%*	*72.4%*	*32.7%*	*39.7%*	*90.2%*
%H (TV HH)			*44.4%*	*13.8%*	*72.4%*	*32.7%*	*39.7%*	
50" - 59"	506	506	262	65	358	187	172	480
%V	*18.0%*	*18.7%*	*25.6%*	*20.7%*	*17.6%*	*25.2%*	*13.3%*	*20.2%*
%H (All HH)		*100.0%*	*51.8%*	*12.8%*	*70.8%*	*37.0%*	*34.0%*	*94.9%*
%H (TV HH)			*51.8%*	*12.8%*	*70.8%*	*37.0%*	*34.0%*	
60"+	61	61	37	5	38	21	17	58
%V	*2.2%*	*2.3%*	*3.6%*	*1.6%*	*1.9%*	*2.8%*	*1.3%*	*2.4%*
%H (All HH)		*100.0%*	*60.7%*	*8.2%*	*62.3%*	*34.4%*	*27.9%*	*95.1%*
%H (TV HH)			*60.7%*	*8.2%*	*62.3%*	*34.4%*	*27.9%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Main living room	2667	2667	1017	311	2016	737	1280	2252
%V	*95.0%*	*98.8%*	*99.3%*	*99.0%*	*98.9%*	*99.5%*	*98.7%*	*95.0%*
%H (All HH)		*100.0%*	*38.1%*	*11.7%*	*75.6%*	*27.6%*	*48.0%*	*84.4%*
%H (TV HH)			*38.1%*	*11.7%*	*75.6%*	*27.6%*	*48.0%*	
Kitchen	285	285	133	27	247	120	128	252
%V	*10.2%*	*10.6%*	*13.0%*	*8.6%*	*12.1%*	*16.2%*	*9.9%*	*10.6%*
%H (All HH)		*100.0%*	*46.7%*	*9.5%*	*86.7%*	*42.1%*	*44.9%*	*88.4%*
%H (TV HH)			*46.7%*	*9.5%*	*86.7%*	*42.1%*	*44.9%*	
Adult's bedroom	1138	1138	512	157	914	450	464	1035
%V	*40.6%*	*42.2%*	*50.0%*	*50.0%*	*44.8%*	*60.7%*	*35.8%*	*43.7%*
%H (All HH)		*100.0%*	*45.0%*	*13.8%*	*80.3%*	*39.5%*	*40.8%*	*90.9%*
%H (TV HH)			*45.0%*	*13.8%*	*80.3%*	*39.5%*	*40.8%*	
Child's bedroom	242	242	129	38	176	105	72	236
%V	*8.6%*	*9.0%*	*12.6%*	*12.1%*	*8.6%*	*14.2%*	*5.6%*	*10.0%*
%H (All HH)		*100.0%*	*53.3%*	*15.7%*	*72.7%*	*43.4%*	*29.8%*	*97.5%*
%H (TV HH)			*53.3%*	*15.7%*	*72.7%*	*43.4%*	*29.8%*	
Other bedroom	144	144	73	14	125	68	57	140
%V	*5.1%*	*5.3%*	*7.1%*	*4.5%*	*6.1%*	*9.2%*	*4.4%*	*5.9%*
%H (All HH)		*100.0%*	*50.7%*	*9.7%*	*86.8%*	*47.2%*	*39.6%*	*97.2%*
%H (TV HH)			*50.7%*	*9.7%*	*86.8%*	*47.2%*	*39.6%*	
Second living/dining room	308	308	153	40	252	135	117	282
%V	*11.0%*	*11.4%*	*14.9%*	*12.7%*	*12.4%*	*18.2%*	*9.0%*	*11.9%*
%H (All HH)		*100.0%*	*49.7%*	*13.0%*	*81.8%*	*43.8%*	*38.0%*	*91.6%*
%H (TV HH)			*49.7%*	*13.0%*	*81.8%*	*43.8%*	*38.0%*	
Study/office	41	41	17	5	34	15	19	40
%V	*1.5%*	*1.5%*	*1.7%*	*1.6%*	*1.7%*	*2.0%*	*1.5%*	*1.7%*
%H (All HH)		*100.0%*	*41.5%*	*12.2%*	*82.9%*	*36.6%*	*46.3%*	*97.6%*
%H (TV HH)			*41.5%*	*12.2%*	*82.9%*	*36.6%*	*46.3%*	
TV room	14	14	9	0	10	6	4	14
%V	*0.5%*	*0.5%*	*0.9%*	*0.0%*	*0.5%*	*0.8%*	*0.3%*	*0.6%*
%H (All HH)		*100.0%*	*64.3%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*100.0%*
%H (TV HH)			*64.3%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	
Conservatory	67	67	37	7	56	33	23	60
%V	*2.4%*	*2.5%*	*3.6%*	*2.2%*	*2.7%*	*4.5%*	*1.8%*	*2.5%*
%H (All HH)		*100.0%*	*55.2%*	*10.4%*	*83.6%*	*49.3%*	*34.3%*	*89.6%*
%H (TV HH)			*55.2%*	*10.4%*	*83.6%*	*49.3%*	*34.3%*	
Attic or loft room	12	12	4	1	11	4	7	12
%V	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H (All HH)		*100.0%*	*33.3%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	*100.0%*
%H (TV HH)			*33.3%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	
No specific location	2	2	1	0	2	1	1	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	
Other	29	29	17	1	23	12	11	28
%V	*1.0%*	*1.1%*	*1.7%*	*0.3%*	*1.1%*	*1.6%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*58.6%*	*3.4%*	*79.3%*	*41.4%*	*37.9%*	*96.6%*
%H (TV HH)			*58.6%*	*3.4%*	*79.3%*	*41.4%*	*37.9%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Any DSAT provider	1024	1024	1024	15	596	596	0	954
%V	*36.5%*	*37.9%*	*100.0%*	*4.8%*	*29.2%*	*80.4%*	*0.0%*	*40.2%*
%H (All HH)			*100.0%*	*1.5%*	*58.2%*	*58.2%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*1.5%*	*58.2%*	*58.2%*	*0.0%*	
Sky with subcription	822	822	822	5	488	488	0	773
%V	*29.3%*	*30.5%*	*80.3%*	*1.6%*	*23.9%*	*65.9%*	*0.0%*	*32.6%*
%H (All HH)			*100.0%*	*0.6%*	*59.4%*	*59.4%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*0.6%*	*59.4%*	*59.4%*	*0.0%*	
Sky without subscription	50	50	50	1	33	33	0	45
%V	*1.8%*	*1.9%*	*4.9%*	*0.3%*	*1.6%*	*4.5%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*2.0%*	*66.0%*	*66.0%*	*0.0%*	*90.0%*
%H (TV HH)			*100.0%*	*2.0%*	*66.0%*	*66.0%*	*0.0%*	
Freesat	135	135	135	6	76	76	0	120
%V	*4.8%*	*5.0%*	*13.2%*	*1.9%*	*3.7%*	*10.3%*	*0.0%*	*5.1%*
%H (All HH)			*100.0%*	*4.4%*	*56.3%*	*56.3%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*4.4%*	*56.3%*	*56.3%*	*0.0%*	
Other satellite provider	76	76	76	4	34	34	0	72
%V	*2.7%*	*2.8%*	*7.4%*	*1.3%*	*1.7%*	*4.6%*	*0.0%*	*3.0%*
%H (All HH)			*100.0%*	*5.3%*	*44.7%*	*44.7%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*5.3%*	*44.7%*	*44.7%*	*0.0%*	
DCAB	314	314	15	314	154	154	0	302
%V	*11.2%*	*11.6%*	*1.5%*	*100.0%*	*7.6%*	*20.8%*	*0.0%*	*12.7%*
%H (All HH)			*4.8%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	*96.2%*
%H (TV HH)			*4.8%*	*100.0%*	*49.0%*	*49.0%*	*0.0%*	
DTT	2039	2039	596	154	2039	741	1297	1655
%V	*72.7%*	*75.5%*	*58.2%*	*49.0%*	*100.0%*	*100.0%*	*100.0%*	*69.8%*
%H (All HH)		*100.0%*	*29.2%*	*7.6%*	*100.0%*	*36.3%*	*63.6%*	*81.2%*
%H (TV HH)			*29.2%*	*7.6%*	*100.0%*	*36.3%*	*63.6%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
PVR	1561	1561	884	295	1055	661	394	1439
%V	*55.6%*	*57.8%*	*86.3%*	*93.9%*	*51.7%*	*89.2%*	*30.4%*	*60.7%*
%H (All HH)		*100.0%*	*56.6%*	*18.9%*	*67.6%*	*42.3%*	*25.2%*	*92.2%*
%H (TV HH)			*56.6%*	*18.9%*	*67.6%*	*42.3%*	*25.2%*	
DVDR	32	32	12	3	24	9	15	30
%V	*1.1%*	*1.2%*	*1.2%*	*1.0%*	*1.2%*	*1.2%*	*1.2%*	*1.3%*
%H (All HH)		*100.0%*	*37.5%*	*9.4%*	*75.0%*	*28.1%*	*46.9%*	*93.8%*
%H (TV HH)			*37.5%*	*9.4%*	*75.0%*	*28.1%*	*46.9%*	
VCR	39	39	12	7	28	8	20	30
%V	*1.4%*	*1.4%*	*1.2%*	*2.2%*	*1.4%*	*1.1%*	*1.5%*	*1.3%*
%H (All HH)		*100.0%*	*30.8%*	*17.9%*	*71.8%*	*20.5%*	*51.3%*	*76.9%*
%H (TV HH)			*30.8%*	*17.9%*	*71.8%*	*20.5%*	*51.3%*	
Any recorder	1587	1587	886	296	1079	662	416	1457
%V	*56.6%*	*58.8%*	*86.5%*	*94.3%*	*52.9%*	*89.3%*	*32.1%*	*61.5%*
%H (All HH)		*100.0%*	*55.8%*	*18.7%*	*68.0%*	*41.7%*	*26.2%*	*91.8%*
%H (TV HH)			*55.8%*	*18.7%*	*68.0%*	*41.7%*	*26.2%*	
Receives HDTV (via STB or built-in reception)	1779	1779	819	269	1330	625	705	1636
%V	*63.4%*	*65.9%*	*80.0%*	*85.7%*	*65.2%*	*84.3%*	*54.4%*	*69.0%*
%H (All HH)		*100.0%*	*46.0%*	*15.1%*	*74.8%*	*35.1%*	*39.6%*	*92.0%*
%H (TV HH)			*46.0%*	*15.1%*	*74.8%*	*35.1%*	*39.6%*	
DVD/Blu-ray player or recorder	1713	1713	685	213	1336	547	789	1526
%V	*61.0%*	*63.5%*	*66.9%*	*67.8%*	*65.5%*	*73.8%*	*60.8%*	*64.4%*
%H (All HH)		*100.0%*	*40.0%*	*12.4%*	*78.0%*	*31.9%*	*46.1%*	*89.1%*
%H (TV HH)			*40.0%*	*12.4%*	*78.0%*	*31.9%*	*46.1%*	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

Table 4.10: 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	2806	2699	1024	314	2039	741	1297	2371
%H (All HH)		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*
%H (TV HH)			*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	
Has broadband internet	2371	2279	954	302	1655	695	960	2371
%V	*84.5%*	*84.4%*	*93.2%*	*96.2%*	*81.2%*	*93.8%*	*74.0%*	*100.0%*
%H (All HH)		*96.1%*	*40.2%*	*12.7%*	*69.8%*	*29.3%*	*40.5%*	*100.0%*
%H (TV HH)			*41.9%*	*13.3%*	*72.6%*	*30.5%*	*42.1%*	
Number of computers (PCs and laptops)								
0	619	582	128	26	501	81	419	206
%V	*22.1%*	*21.6%*	*12.5%*	*8.3%*	*24.6%*	*10.9%*	*32.3%*	*8.7%*
%H (All HH)		*94.0%*	*20.7%*	*4.2%*	*80.9%*	*13.1%*	*67.7%*	*33.3%*
%H (TV HH)			*22.0%*	*4.5%*	*86.1%*	*13.9%*	*72.0%*	
1	772	734	276	90	533	190	343	754
%V	*27.5%*	*27.2%*	*27.0%*	*28.7%*	*26.1%*	*25.6%*	*26.4%*	*31.8%*
%H (All HH)		*95.1%*	*35.8%*	*11.7%*	*69.0%*	*24.6%*	*44.4%*	*97.7%*
%H (TV HH)			*37.6%*	*12.3%*	*72.6%*	*25.9%*	*46.7%*	
2	643	628	262	74	468	190	278	641
%V	*22.9%*	*23.3%*	*25.6%*	*23.6%*	*23.0%*	*25.6%*	*21.4%*	*27.0%*
%H (All HH)		*97.7%*	*40.7%*	*11.5%*	*72.8%*	*29.5%*	*43.2%*	*99.7%*
%H (TV HH)			*41.7%*	*11.8%*	*74.5%*	*30.3%*	*44.3%*	
3	360	359	158	52	257	121	136	359
%V	*12.8%*	*13.3%*	*15.4%*	*16.6%*	*12.6%*	*16.3%*	*10.5%*	*15.1%*
%H (All HH)		*99.7%*	*43.9%*	*14.4%*	*71.4%*	*33.6%*	*37.8%*	*99.7%*
%H (TV HH)			*44.0%*	*14.5%*	*71.6%*	*33.7%*	*37.9%*	
4	194	189	103	36	128	77	51	194
%V	*6.9%*	*7.0%*	*10.1%*	*11.5%*	*6.3%*	*10.4%*	*3.9%*	*8.2%*
%H (All HH)		*97.4%*	*53.1%*	*18.6%*	*66.0%*	*39.7%*	*26.3%*	*100.0%*
%H (TV HH)			*54.5%*	*19.0%*	*67.7%*	*40.7%*	*27.0%*	
5+	218	208	97	37	152	81	71	217
%V	*7.8%*	*7.7%*	*9.5%*	*11.8%*	*7.5%*	*10.9%*	*5.5%*	*9.2%*
%H (All HH)		*95.4%*	*44.5%*	*17.0%*	*69.7%*	*37.2%*	*32.6%*	*99.5%*
%H (TV HH)			*46.6%*	*17.8%*	*73.1%*	*38.9%*	*34.1%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Set level data

Table 4.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5287	2289	651	4139	1854	2285	4683
%H		*43.3%*	*12.3%*	*78.3%*	*35.1%*	*43.2%*	*88.6%*
Under 20"	325	126	28	279	110	169	294
%V	*6.1%*	*5.5%*	*4.3%*	*6.7%*	*5.9%*	*7.4%*	*6.3%*
%H		*38.8%*	*8.6%*	*85.8%*	*33.8%*	*52.0%*	*90.5%*
20" - 29"	833	342	99	701	317	385	733
%V	*15.8%*	*14.9%*	*15.2%*	*16.9%*	*17.1%*	*16.8%*	*15.7%*
%H		*41.1%*	*11.9%*	*84.2%*	*38.1%*	*46.2%*	*88.0%*
30" - 39"	1434	591	194	1128	487	641	1258
%V	*27.1%*	*25.8%*	*29.8%*	*27.3%*	*26.3%*	*28.1%*	*26.9%*
%H		*41.2%*	*13.5%*	*78.7%*	*34.0%*	*44.7%*	*87.7%*
40" - 49"	1607	752	226	1160	559	601	1467
%V	*30.4%*	*32.9%*	*34.7%*	*28.0%*	*30.2%*	*26.3%*	*31.3%*
%H		*46.8%*	*14.1%*	*72.2%*	*34.8%*	*37.4%*	*91.3%*
50" - 59"	558	292	71	391	205	186	533
%V	*10.6%*	*12.8%*	*10.9%*	*9.4%*	*11.1%*	*8.1%*	*11.4%*
%H		*52.3%*	*12.7%*	*70.1%*	*36.7%*	*33.3%*	*95.5%*
60"+	67	42	6	40	23	17	64
%V	*1.3%*	*1.8%*	*0.9%*	*1.0%*	*1.2%*	*0.7%*	*1.4%*
%H		*62.7%*	*9.0%*	*59.7%*	*34.3%*	*25.4%*	*95.5%*
Don't know	462	143	26	439	154	286	334
%V	*8.7%*	*6.2%*	*4.0%*	*10.6%*	*8.3%*	*12.5%*	*7.1%*
%H		*31.0%*	*5.6%*	*95.0%*	*33.3%*	*61.9%*	*72.3%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5287	2289	651	4139	1854	2285	4683
%H		*43.3%*	*12.3%*	*78.3%*	*35.1%*	*43.2%*	*88.6%*
Main living room	2689	1026	313	2036	745	1291	2273
%V	*50.9%*	*44.8%*	*48.1%*	*49.2%*	*40.2%*	*56.5%*	*48.5%*
%H		*38.2%*	*11.6%*	*75.7%*	*27.7%*	*48.0%*	*84.5%*
Kitchen	286	133	28	248	121	128	252
%V	*5.4%*	*5.8%*	*4.3%*	*6.0%*	*6.5%*	*5.6%*	*5.4%*
%H		*46.5%*	*9.8%*	*86.7%*	*42.3%*	*44.8%*	*88.1%*
Adult's bedroom	1345	617	198	1083	555	529	1236
%V	*25.4%*	*27.0%*	*30.4%*	*26.2%*	*29.9%*	*23.2%*	*26.4%*
%H		*45.9%*	*14.7%*	*80.5%*	*41.3%*	*39.3%*	*91.9%*
Child's bedroom	309	175	44	223	135	88	303
%V	*5.8%*	*7.6%*	*6.8%*	*5.4%*	*7.3%*	*3.9%*	*6.5%*
%H		*56.6%*	*14.2%*	*72.2%*	*43.7%*	*28.5%*	*98.1%*
Other bedroom	176	95	15	153	88	65	172
%V	*3.3%*	*4.2%*	*2.3%*	*3.7%*	*4.7%*	*2.8%*	*3.7%*
%H		*54.0%*	*8.5%*	*86.9%*	*50.0%*	*36.9%*	*97.7%*
Second living/dining room	317	158	40	260	140	119	291
%V	*6.0%*	*6.9%*	*6.1%*	*6.3%*	*7.6%*	*5.2%*	*6.2%*
%H		*49.8%*	*12.6%*	*82.0%*	*44.2%*	*37.5%*	*91.8%*
Study/office	41	17	5	34	15	19	40
%V	*0.8%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*0.8%*	*0.9%*
%H		*41.5%*	*12.2%*	*82.9%*	*36.6%*	*46.3%*	*97.6%*
TV room	14	9	0	10	6	4	14
%V	*0.3%*	*0.4%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*
%H		*64.3%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*100.0%*
Conservatory	67	37	7	56	33	23	60
%V	*1.3%*	*1.6%*	*1.1%*	*1.4%*	*1.8%*	*1.0%*	*1.3%*
%H		*55.2%*	*10.4%*	*83.6%*	*49.3%*	*34.3%*	*89.6%*
Attic or loft room	12	4	1	11	4	7	12
%V	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*
%H		*33.3%*	*8.3%*	*91.7%*	*33.3%*	*58.3%*	*100.0%*
No specific location	2	1	0	2	1	1	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%*	*50.0%*	*100.0%*
Other	29	17	1	24	12	11	28
%V	*0.5%*	*0.7%*	*0.2%*	*0.6%*	*0.6%*	*0.5%*	*0.6%*
%H		*58.6%*	*3.4%*	*82.8%*	*41.4%*	*37.9%*	*96.6%*

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	5287	2289	651	4139	1854	2285	4683
%H		*43.3%*	*12.3%*	*78.3%*	*35.1%*	*43.2%*	*88.6%*
PVR	2134	1312	408	1360	926	434	2003
%V	*40.4%*	*57.3%*	*62.7%*	*32.9%*	*49.9%*	*19.0%*	*42.8%*
%H		*61.5%*	*19.1%*	*63.7%*	*43.4%*	*20.3%*	*93.9%*
DVDR	34	12	3	25	9	16	32
%V	*0.6%*	*0.5%*	*0.5%*	*0.6%*	*0.5%*	*0.7%*	*0.7%*
%H		*35.3%*	*8.8%*	*73.5%*	*26.5%*	*47.1%*	*94.1%*
VCR	44	13	8	32	10	23	33
%V	*0.8%*	*0.6%*	*1.2%*	*0.8%*	*0.5%*	*1.0%*	*0.7%*
%H		*29.5%*	*18.2%*	*72.7%*	*22.7%*	*52.3%*	*75.0%*
Any recorder	2173	1320	410	1394	932	462	2031
%V	*41.1%*	*57.7%*	*63.0%*	*33.7%*	*50.3%*	*20.2%*	*43.4%*
%H		*60.7%*	*18.9%*	*64.2%*	*42.9%*	*21.3%*	*93.5%*

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	5287	2289	651	4139	1854	2285	4683
%H		*43.3%*	*12.3%*	*78.3%*	*35.1%*	*43.2%*	*88.6%*
Receives HDTV (via STB or built-in reception)	2813	1403	424	2123	1113	1010	2642
%V	*53.2%*	*61.3%*	*65.1%*	*51.3%*	*60.0%*	*44.2%*	*56.4%*
%H		*49.9%*	*15.1%*	*75.5%*	*39.6%*	*35.9%*	*93.9%*
DVD/Blu-ray player or recorder	2339	1007	303	1835	837	998	2121
%V	*44.2%*	*44.0%*	*46.5%*	*44.3%*	*45.1%*	*43.7%*	*45.3%*
%H		*43.1%*	*13.0%*	*78.5%*	*35.8%*	*42.7%*	*90.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2699	1024	314	2039	741	1297	2279
%H		*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	*84.4%*
Under 20"	22	4	0	16	1	15	15
%V	*0.8%*	*0.4%*	*0.0%*	*0.8%*	*0.1%*	*1.2%*	*0.7%*
%H		*18.2%*	*0.0%*	*72.7%*	*4.5%*	*68.2%*	*68.2%*
20" - 29"	145	26	8	118	14	104	103
%V	*5.4%*	*2.5%*	*2.5%*	*5.8%*	*1.9%*	*8.0%*	*4.5%*
%H		*17.9%*	*5.5%*	*81.4%*	*9.7%*	*71.7%*	*71.0%*
30" - 39"	644	193	77	505	140	365	512
%V	*23.9%*	*18.8%*	*24.5%*	*24.8%*	*18.9%*	*28.1%*	*22.5%*
%H		*30.0%*	*12.0%*	*78.4%*	*21.7%*	*56.7%*	*79.5%*
40" - 49"	1151	487	155	836	358	478	1022
%V	*42.6%*	*47.6%*	*49.4%*	*41.0%*	*48.3%*	*36.9%*	*44.8%*
%H		*42.3%*	*13.5%*	*72.6%*	*31.1%*	*41.5%*	*88.8%*
50" - 59"	453	232	59	321	165	156	429
%V	*16.8%*	*22.7%*	*18.8%*	*15.7%*	*22.3%*	*12.0%*	*18.8%*
%H		*51.2%*	*13.0%*	*70.9%*	*36.4%*	*34.4%*	*94.7%*
60"+	54	33	4	31	16	15	51
%V	*2.0%*	*3.2%*	*1.3%*	*1.5%*	*2.2%*	*1.2%*	*2.2%*
%H		*61.1%*	*7.4%*	*57.4%*	*29.6%*	*27.8%*	*94.4%*
Don't know	231	50	9	213	48	165	148
%V	*8.6%*	*4.9%*	*2.9%*	*10.4%*	*6.5%*	*12.7%*	*6.5%*
%H		*21.6%*	*3.9%*	*92.2%*	*20.8%*	*71.4%*	*64.1%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2699	1024	314	2039	741	1297	2279
%H		*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	*84.4%*
PVR	1514	864	289	1016	642	374	1397
%V	*56.1%*	*84.4%*	*92.0%*	*49.8%*	*86.6%*	*28.8%*	*61.3%*
%H		*57.1%*	*19.1%*	*67.1%*	*42.4%*	*24.7%*	*92.3%*
DVDR	24	10	3	18	8	10	23
%V	*0.9%*	*1.0%*	*1.0%*	*0.9%*	*1.1%*	*0.8%*	*1.0%*
%H		*41.7%*	*12.5%*	*75.0%*	*33.3%*	*41.7%*	*95.8%*
VCR	31	9	7	22	6	16	23
%V	*1.1%*	*0.9%*	*2.2%*	*1.1%*	*0.8%*	*1.2%*	*1.0%*
%H		*29.0%*	*22.6%*	*71.0%*	*19.4%*	*51.6%*	*74.2%*
Any recorder	1538	867	290	1036	643	393	1413
%V	*57.0%*	*84.7%*	*92.4%*	*50.8%*	*86.8%*	*30.3%*	*62.0%*
%H		*56.4%*	*18.9%*	*67.4%*	*41.8%*	*25.6%*	*91.9%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2699	1024	314	2039	741	1297	2279
%H		*37.9%*	*11.6%*	*75.5%*	*27.5%*	*48.1%*	*84.4%*
Receives HDTV (via STB or built-in reception)	1739	798	267	1297	608	689	1600
%V	*64.4%*	*77.9%*	*85.0%*	*63.6%*	*82.1%*	*53.1%*	*70.2%*
%H		*45.9%*	*15.4%*	*74.6%*	*35.0%*	*39.6%*	*92.0%*
DVD/Blu-ray player or recorder	1493	563	185	1170	452	718	1321
%V	*55.3%*	*55.0%*	*58.9%*	*57.4%*	*61.0%*	*55.4%*	*58.0%*
%H		*37.7%*	*12.4%*	*78.4%*	*30.3%*	*48.1%*	*88.5%*

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	2587	1265	337	2101	1113	988	2404
%H		*48.9%*	*13.0%*	*81.2%*	*43.0%*	*38.2%*	*92.9%*
Under 20"	303	121	28	264	110	154	279
%V	*11.7%*	*9.6%*	*8.3%*	*12.6%*	*9.9%*	*15.6%*	*11.6%*
%H		*39.9%*	*9.2%*	*87.1%*	*36.3%*	*50.8%*	*92.1%*
20" - 29"	689	317	91	584	303	281	630
%V	*26.6%*	*25.1%*	*27.0%*	*27.8%*	*27.2%*	*28.4%*	*26.2%*
%H		*46.0%*	*13.2%*	*84.8%*	*44.0%*	*40.8%*	*91.4%*
30" - 39"	791	398	117	623	347	276	746
%V	*30.6%*	*31.5%*	*34.7%*	*29.7%*	*31.2%*	*27.9%*	*31.0%*
%H		*50.3%*	*14.8%*	*78.8%*	*43.9%*	*34.9%*	*94.3%*
40" - 49"	456	265	71	325	201	123	445
%V	*17.6%*	*20.9%*	*21.1%*	*15.5%*	*18.1%*	*12.4%*	*18.5%*
%H		*58.1%*	*15.6%*	*71.3%*	*44.1%*	*27.0%*	*97.6%*
50" - 59"	105	61	12	70	40	30	104
%V	*4.1%*	*4.8%*	*3.6%*	*3.3%*	*3.6%*	*3.0%*	*4.3%*
%H		*58.1%*	*11.4%*	*66.7%*	*38.1%*	*28.6%*	*99.0%*
60"+	13	9	2	9	7	2	13
%V	*0.5%*	*0.7%*	*0.6%*	*0.4%*	*0.6%*	*0.2%*	*0.5%*
%H		*69.2%*	*15.4%*	*69.2%*	*53.8%*	*15.4%*	*100.0%*
Don't know	232	93	17	227	106	121	186
%V	*9.0%*	*7.4%*	*5.0%*	*10.8%*	*9.5%*	*12.2%*	*7.7%*
%H		*40.1%*	*7.3%*	*97.8%*	*45.7%*	*52.2%*	*80.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2587	1265	337	2101	1113	988	2404
%H		*48.9%*	*13.0%*	*81.2%*	*43.0%*	*38.2%*	*92.9%*
PVR	620	448	119	344	284	60	606
%V	*24.0%*	*35.4%*	*35.3%*	*16.4%*	*25.5%*	*6.1%*	*25.2%*
%H		*72.3%*	*19.2%*	*55.5%*	*45.8%*	*9.7%*	*97.7%*
DVDR	10	3	0	7	1	6	9
%V	*0.4%*	*0.2%*	*0.0%*	*0.3%*	*0.1%*	*0.6%*	*0.4%*
%H		*30.0%*	*0.0%*	*70.0%*	*10.0%*	*60.0%*	*90.0%*
VCR	12	4	1	10	3	7	10
%V	*0.5%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.7%*	*0.4%*
%H		*33.3%*	*8.3%*	*83.3%*	*25.0%*	*58.3%*	*83.3%*
Any recorder	635	453	120	358	289	69	618
%V	*24.5%*	*35.8%*	*35.6%*	*17.0%*	*26.0%*	*7.0%*	*25.7%*
%H		*71.3%*	*18.9%*	*56.4%*	*45.5%*	*10.9%*	*97.3%*

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	2587	1265	337	2101	1113	988	2404
%H		*48.9%*	*13.0%*	*81.2%*	*43.0%*	*38.2%*	*92.9%*
Receives HDTV (via STB or built-in reception)	1074	605	157	826	504	321	1042
%V	*41.5%*	*47.8%*	*46.6%*	*39.3%*	*45.3%*	*32.5%*	*43.3%*
%H		*56.3%*	*14.6%*	*76.9%*	*46.9%*	*29.9%*	*97.0%*
DVD/Blu-ray player or recorder	846	444	118	665	385	281	800
%V	*32.7%*	*35.1%*	*35.0%*	*31.7%*	*34.6%*	*28.4%*	*33.3%*
%H		*52.5%*	*13.9%*	*78.6%*	*45.5%*	*33.2%*	*94.6%*

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	6386	6165	2609	778	4470	1848	2621	5822
%H		*96.5%*	*40.9%*	*12.2%*	*70.0%*	*28.9%*	*41.0%*	*91.2%*
Total Children	1228	1205	585	155	801	365	436	1209
%V	*19.2%*	*19.5%*	*22.4%*	*19.9%*	*17.9%*	*19.8%*	*16.6%*	*20.8%*
%H		*98.1%*	*47.6%*	*12.6%*	*65.2%*	*29.7%*	*35.5%*	*98.5%*
0 - 3	297	286	125	32	187	72	115	290
%V	*4.7%*	*4.6%*	*4.8%*	*4.1%*	*4.2%*	*3.9%*	*4.4%*	*5.0%*
%H		*96.3%*	*42.1%*	*10.8%*	*63.0%*	*24.2%*	*38.7%*	*97.6%*
4 - 15	931	919	460	123	614	294	320	919
%V	*14.6%*	*14.9%*	*17.6%*	*15.8%*	*13.7%*	*15.9%*	*12.2%*	*15.8%*
%H		*98.7%*	*49.4%*	*13.2%*	*66.0%*	*31.6%*	*34.4%*	*98.7%*
4 - 9	499	489	255	56	309	143	166	496
%V	*7.8%*	*7.9%*	*9.8%*	*7.2%*	*6.9%*	*7.7%*	*6.3%*	*8.5%*
%H		*98.0%*	*51.1%*	*11.2%*	*61.9%*	*28.7%*	*33.3%*	*99.4%*
10 - 15	432	430	205	67	305	151	155	423
%V	*6.8%*	*7.0%*	*7.9%*	*8.6%*	*6.8%*	*8.2%*	*5.9%*	*7.3%*
%H		*99.5%*	*47.5%*	*15.5%*	*70.6%*	*35.0%*	*35.9%*	*97.9%*

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	6386	6165	2609	778	4470	1848	2621	5822
%H		*96.5%*	*40.9%*	*12.2%*	*70.0%*	*28.9%*	*41.0%*	*91.2%*
Total Adults (16+)	5158	4961	2024	623	3669	1483	2186	4613
%V	*80.8%*	*80.5%*	*77.6%*	*80.1%*	*82.1%*	*80.2%*	*83.4%*	*79.2%*
%H		*96.2%*	*39.2%*	*12.1%*	*71.1%*	*28.8%*	*42.4%*	*89.4%*
16 - 19	225	215	90	47	147	76	71	223
%V	*3.5%*	*3.5%*	*3.4%*	*6.0%*	*3.3%*	*4.1%*	*2.7%*	*3.8%*
%H		*95.6%*	*40.0%*	*20.9%*	*65.3%*	*33.8%*	*31.6%*	*99.1%*
20 - 24	447	374	116	40	269	85	185	441
%V	*7.0%*	*6.1%*	*4.4%*	*5.1%*	*6.0%*	*4.6%*	*7.1%*	*7.6%*
%H		*83.7%*	*26.0%*	*8.9%*	*60.2%*	*19.0%*	*41.4%*	*98.7%*
25 - 34	822	776	357	91	467	206	261	813
%V	*12.9%*	*12.6%*	*13.7%*	*11.7%*	*10.4%*	*11.1%*	*10.0%*	*14.0%*
%H		*94.4%*	*43.4%*	*11.1%*	*56.8%*	*25.1%*	*31.8%*	*98.9%*
35 - 44	761	736	353	120	476	239	237	746
%V	*11.9%*	*11.9%*	*13.5%*	*15.4%*	*10.6%*	*12.9%*	*9.0%*	*12.8%*
%H		*96.7%*	*46.4%*	*15.8%*	*62.5%*	*31.4%*	*31.1%*	*98.0%*
45 - 54	890	863	396	116	656	307	349	849
%V	*13.9%*	*14.0%*	*15.2%*	*14.9%*	*14.7%*	*16.6%*	*13.3%*	*14.6%*
%H		*97.0%*	*44.5%*	*13.0%*	*73.7%*	*34.5%*	*39.2%*	*95.4%*
55 - 64	816	805	337	99	631	258	373	741
%V	*12.8%*	*13.1%*	*12.9%*	*12.7%*	*14.1%*	*14.0%*	*14.2%*	*12.7%*
%H		*98.7%*	*41.3%*	*12.1%*	*77.3%*	*31.6%*	*45.7%*	*90.8%*
65+	1198	1193	374	110	1022	312	710	800
%V	*18.8%*	*19.4%*	*14.3%*	*14.1%*	*22.9%*	*16.9%*	*27.1%*	*13.7%*
%H		*99.6%*	*31.2%*	*9.2%*	*85.3%*	*26.0%*	*59.3%*	*66.8%*

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+)	5158	4961	2024	623	3669	1483	2186	4613
%H		*96.2%*	*39.2%*	*12.1%*	*71.1%*	*28.8%*	*42.4%*	*89.4%*
AB	1233	1199	532	153	876	379	497	1208
%V	*23.9%*	*24.2%*	*26.3%*	*24.6%*	*23.9%*	*25.6%*	*22.7%*	*26.2%*
%H		*97.2%*	*43.1%*	*12.4%*	*71.0%*	*30.7%*	*40.3%*	*98.0%*
C1	1414	1326	522	168	1006	406	600	1316
%V	*27.4%*	*26.7%*	*25.8%*	*27.0%*	*27.4%*	*27.4%*	*27.4%*	*28.5%*
%H		*93.8%*	*36.9%*	*11.9%*	*71.1%*	*28.7%*	*42.4%*	*93.1%*
C2	1223	1194	519	182	877	410	467	1085
%V	*23.7%*	*24.1%*	*25.6%*	*29.2%*	*23.9%*	*27.6%*	*21.4%*	*23.5%*
%H		*97.6%*	*42.4%*	*14.9%*	*71.7%*	*33.5%*	*38.2%*	*88.7%*
D	858	833	328	89	588	216	372	731
%V	*16.6%*	*16.8%*	*16.2%*	*14.3%*	*16.0%*	*14.6%*	*17.0%*	*15.8%*
%H		*97.1%*	*38.2%*	*10.4%*	*68.5%*	*25.2%*	*43.4%*	*85.2%*
E	430	410	122	31	320	71	249	274
%V	*8.3%*	*8.3%*	*6.0%*	*5.0%*	*8.7%*	*4.8%*	*11.4%*	*5.9%*
%H		*95.3%*	*28.4%*	*7.2%*	*74.4%*	*16.5%*	*57.9%*	*63.7%*

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+)	5158	4961	2024	623	3669	1483	2186	4613
%H		*96.2%*	*39.2%*	*12.1%*	*71.1%*	*28.8%*	*42.4%*	*89.4%*
Working full time	2367	2280	1044	319	1554	724	830	2310
%V	*45.9%*	*46.0%*	*51.6%*	*51.2%*	*42.4%*	*48.8%*	*38.0%*	*50.1%*
%H		*96.3%*	*44.1%*	*13.5%*	*65.7%*	*30.6%*	*35.1%*	*97.6%*
Working part time	561	543	248	70	416	195	221	544
%V	*10.9%*	*10.9%*	*12.3%*	*11.2%*	*11.3%*	*13.1%*	*10.1%*	*11.8%*
%H		*96.8%*	*44.2%*	*12.5%*	*74.2%*	*34.8%*	*39.4%*	*97.0%*
Not working	2230	2137	731	234	1699	564	1135	1758
%V	*43.2%*	*43.1%*	*36.1%*	*37.6%*	*46.3%*	*38.0%*	*51.9%*	*38.1%*
%H		*95.8%*	*32.8%*	*10.5%*	*76.2%*	*25.3%*	*50.9%*	*78.8%*
Houseperson	2806	2699	1024	314	2039	741	1297	2371
%V	*54.4%*	*54.4%*	*50.6%*	*50.4%*	*55.6%*	*50.0%*	*59.3%*	*51.4%*
%H		*96.2%*	*36.5%*	*11.2%*	*72.7%*	*26.4%*	*46.2%*	*84.5%*

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+)	2530	2401	1026	300	1761	753	1008	2277
%H		*94.9%*	*40.6%*	*11.9%*	*69.6%*	*29.8%*	*39.8%*	*90.0%*
16 - 19	115	110	44	28	81	46	34	113
%V	*4.5%*	*4.6%*	*4.3%*	*9.3%*	*4.6%*	*6.1%*	*3.4%*	*5.0%*
%H		*95.7%*	*38.3%*	*24.3%*	*70.4%*	*40.0%*	*29.6%*	*98.3%*
20 - 24	226	176	67	20	124	49	76	222
%V	*8.9%*	*7.3%*	*6.5%*	*6.7%*	*7.0%*	*6.5%*	*7.5%*	*9.7%*
%H		*77.9%*	*29.6%*	*8.8%*	*54.9%*	*21.7%*	*33.6%*	*98.2%*
25 - 34	408	381	174	42	227	100	127	405
%V	*16.1%*	*15.9%*	*17.0%*	*14.0%*	*12.9%*	*13.3%*	*12.6%*	*17.8%*
%H		*93.4%*	*42.6%*	*10.3%*	*55.6%*	*24.5%*	*31.1%*	*99.3%*
35 - 44	383	365	190	59	229	126	103	376
%V	*15.1%*	*15.2%*	*18.5%*	*19.7%*	*13.0%*	*16.7%*	*10.2%*	*16.5%*
%H		*95.3%*	*49.6%*	*15.4%*	*59.8%*	*32.9%*	*26.9%*	*98.2%*
45 - 54	440	425	192	57	328	152	176	416
%V	*17.4%*	*17.7%*	*18.7%*	*19.0%*	*18.6%*	*20.2%*	*17.5%*	*18.3%*
%H		*96.6%*	*43.6%*	*13.0%*	*74.5%*	*34.5%*	*40.0%*	*94.5%*
55 - 64	401	392	167	45	304	123	181	354
%V	*15.8%*	*16.3%*	*16.3%*	*15.0%*	*17.3%*	*16.3%*	*18.0%*	*15.5%*
%H		*97.8%*	*41.6%*	*11.2%*	*75.8%*	*30.7%*	*45.1%*	*88.3%*
65+	556	553	194	49	467	156	311	391
%V	*22.0%*	*23.0%*	*18.9%*	*16.3%*	*26.5%*	*20.7%*	*30.9%*	*17.2%*
%H		*99.5%*	*34.9%*	*8.8%*	*84.0%*	*28.1%*	*55.9%*	*70.3%*

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+)	2530	2401	1026	300	1761	753	1008	2277
%H		*94.9%*	*40.6%*	*11.9%*	*69.6%*	*29.8%*	*39.8%*	*90.0%*
AB	638	612	280	76	438	193	246	627
%V	*25.2%*	*25.5%*	*27.3%*	*25.3%*	*24.9%*	*25.6%*	*24.4%*	*27.5%*
%H		*95.9%*	*43.9%*	*11.9%*	*68.7%*	*30.3%*	*38.6%*	*98.3%*
C1	645	596	262	77	439	198	241	610
%V	*25.5%*	*24.8%*	*25.5%*	*25.7%*	*24.9%*	*26.3%*	*23.9%*	*26.8%*
%H		*92.4%*	*40.6%*	*11.9%*	*68.1%*	*30.7%*	*37.4%*	*94.6%*
C2	659	635	271	99	478	225	254	578
%V	*26.0%*	*26.4%*	*26.4%*	*33.0%*	*27.1%*	*29.9%*	*25.2%*	*25.4%*
%H		*96.4%*	*41.1%*	*15.0%*	*72.5%*	*34.1%*	*38.5%*	*87.7%*
D	405	389	161	36	272	106	166	348
%V	*16.0%*	*16.2%*	*15.7%*	*12.0%*	*15.4%*	*14.1%*	*16.5%*	*15.3%*
%H		*96.0%*	*39.8%*	*8.9%*	*67.2%*	*26.2%*	*41.0%*	*85.9%*
E	183	169	52	12	133	31	102	114
%V	*7.2%*	*7.0%*	*5.1%*	*4.0%*	*7.6%*	*4.1%*	*10.1%*	*5.0%*
%H		*92.3%*	*28.4%*	*6.6%*	*72.7%*	*16.9%*	*55.7%*	*62.3%*

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+)	2530	2401	1026	300	1761	753	1008	2277
%H		*94.9%*	*40.6%*	*11.9%*	*69.6%*	*29.8%*	*39.8%*	*90.0%*
Working full time	1477	1419	666	193	957	455	501	1437
%V	*58.4%*	*59.1%*	*64.9%*	*64.3%*	*54.3%*	*60.4%*	*49.7%*	*63.1%*
%H		*96.1%*	*45.1%*	*13.1%*	*64.8%*	*30.8%*	*33.9%*	*97.3%*
Working part time	117	105	45	11	86	39	47	109
%V	*4.6%*	*4.4%*	*4.4%*	*3.7%*	*4.9%*	*5.2%*	*4.7%*	*4.8%*
%H		*89.7%*	*38.5%*	*9.4%*	*73.5%*	*33.3%*	*40.2%*	*93.2%*
Not working	936	878	315	96	718	258	460	731
%V	*37.0%*	*36.6%*	*30.7%*	*32.0%*	*40.8%*	*34.3%*	*45.6%*	*32.1%*
%H		*93.8%*	*33.7%*	*10.3%*	*76.7%*	*27.6%*	*49.1%*	*78.1%*
Houseperson	632	577	201	56	443	146	297	467
%V	*25.0%*	*24.0%*	*19.6%*	*18.7%*	*25.2%*	*19.4%*	*29.5%*	*20.5%*
%H		*91.3%*	*31.8%*	*8.9%*	*70.1%*	*23.1%*	*47.0%*	*73.9%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire

Individual level data

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+)	2629	2560	998	323	1908	730	1177	2335
%H		*97.4%*	*38.0%*	*12.3%*	*72.6%*	*27.8%*	*44.8%*	*88.8%*
16 - 19	110	106	47	19	66	29	36	110
%V	*4.2%*	*4.1%*	*4.7%*	*5.9%*	*3.5%*	*4.0%*	*3.1%*	*4.7%*
%H		*96.4%*	*42.7%*	*17.3%*	*60.0%*	*26.4%*	*32.7%*	*100.0%*
20 - 24	220	198	49	20	145	36	109	219
%V	*8.4%*	*7.7%*	*4.9%*	*6.2%*	*7.6%*	*4.9%*	*9.3%*	*9.4%*
%H		*90.0%*	*22.3%*	*9.1%*	*65.9%*	*16.4%*	*49.5%*	*99.5%*
25 - 34	414	394	183	49	240	106	135	407
%V	*15.7%*	*15.4%*	*18.3%*	*15.2%*	*12.6%*	*14.5%*	*11.5%*	*17.4%*
%H		*95.2%*	*44.2%*	*11.8%*	*58.0%*	*25.6%*	*32.6%*	*98.3%*
35 - 44	378	371	164	61	247	114	133	370
%V	*14.4%*	*14.5%*	*16.4%*	*18.9%*	*12.9%*	*15.6%*	*11.3%*	*15.8%*
%H		*98.1%*	*43.4%*	*16.1%*	*65.3%*	*30.2%*	*35.2%*	*97.9%*
45 - 54	450	438	204	59	328	154	173	433
%V	*17.1%*	*17.1%*	*20.4%*	*18.3%*	*17.2%*	*21.1%*	*14.7%*	*18.5%*
%H		*97.3%*	*45.3%*	*13.1%*	*72.9%*	*34.2%*	*38.4%*	*96.2%*
55 - 64	415	413	170	55	327	135	191	386
%V	*15.8%*	*16.1%*	*17.0%*	*17.0%*	*17.1%*	*18.5%*	*16.2%*	*16.5%*
%H		*99.5%*	*41.0%*	*13.3%*	*78.8%*	*32.5%*	*46.0%*	*93.0%*
65+	642	640	181	61	555	156	400	409
%V	*24.4%*	*25.0%*	*18.1%*	*18.9%*	*29.1%*	*21.4%*	*34.0%*	*17.5%*
%H		*99.7%*	*28.2%*	*9.5%*	*86.4%*	*24.3%*	*62.3%*	*63.7%*

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+)	2629	2560	998	323	1908	730	1177	2335
%H		*97.4%*	*38.0%*	*12.3%*	*72.6%*	*27.8%*	*44.8%*	*88.8%*
AB	596	587	253	77	438	186	252	580
%V	*22.7%*	*22.9%*	*25.4%*	*23.8%*	*23.0%*	*25.5%*	*21.4%*	*24.8%*
%H		*98.5%*	*42.4%*	*12.9%*	*73.5%*	*31.2%*	*42.3%*	*97.3%*
C1	768	730	260	91	567	208	359	706
%V	*29.2%*	*28.5%*	*26.1%*	*28.2%*	*29.7%*	*28.5%*	*30.5%*	*30.2%*
%H		*95.1%*	*33.9%*	*11.8%*	*73.8%*	*27.1%*	*46.7%*	*91.9%*
C2	565	559	248	84	399	185	214	507
%V	*21.5%*	*21.8%*	*24.8%*	*26.0%*	*20.9%*	*25.3%*	*18.2%*	*21.7%*
%H		*98.9%*	*43.9%*	*14.9%*	*70.6%*	*32.7%*	*37.9%*	*89.7%*
D	453	443	167	52	317	110	206	382
%V	*17.2%*	*17.3%*	*16.7%*	*16.1%*	*16.6%*	*15.1%*	*17.5%*	*16.4%*
%H		*97.8%*	*36.9%*	*11.5%*	*70.0%*	*24.3%*	*45.5%*	*84.3%*
E	246	240	70	19	188	40	147	160
%V	*9.4%*	*9.4%*	*7.0%*	*5.9%*	*9.9%*	*5.5%*	*12.5%*	*6.9%*
%H		*97.6%*	*28.5%*	*7.7%*	*76.4%*	*16.3%*	*59.8%*	*65.0%*

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+)	2629	2560	998	323	1908	730	1177	2335
%H		*97.4%*	*38.0%*	*12.3%*	*72.6%*	*27.8%*	*44.8%*	*88.8%*
Working full time	890	862	378	126	597	269	328	873
%V	*33.9%*	*33.7%*	*37.9%*	*39.0%*	*31.3%*	*36.8%*	*27.9%*	*37.4%*
%H		*96.9%*	*42.5%*	*14.2%*	*67.1%*	*30.2%*	*36.9%*	*98.1%*
Working part time	444	439	203	59	330	156	174	435
%V	*16.9%*	*17.1%*	*20.3%*	*18.3%*	*17.3%*	*21.4%*	*14.8%*	*18.6%*
%H		*98.9%*	*45.7%*	*13.3%*	*74.3%*	*35.1%*	*39.2%*	*98.0%*
Not working	1294	1259	416	138	981	305	675	1028
%V	*49.2%*	*49.2%*	*41.7%*	*42.7%*	*51.4%*	*41.8%*	*57.3%*	*44.0%*
%H		*97.3%*	*32.1%*	*10.7%*	*75.8%*	*23.6%*	*52.2%*	*79.4%*
Houseperson	2174	2123	823	258	1596	595	1001	1904
%V	*82.7%*	*82.9%*	*82.5%*	*79.9%*	*83.6%*	*81.5%*	*85.0%*	*81.5%*
%H		*97.7%*	*37.9%*	*11.9%*	*73.4%*	*27.4%*	*46.0%*	*87.6%*

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North East

Contents Page

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

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
AB	284	277	119	52	200	100	101	270
%V	*22.7%*	*22.6%*	*25.3%*	*25.0%*	*23.1%*	*27.9%*	*19.9%*	*25.9%*
%H (All HH)		*97.5%*	*41.9%*	*18.3%*	*70.4%*	*35.2%*	*35.6%*	*95.1%*
%H (TV HH)			*43.0%*	*18.8%*	*72.2%*	*36.1%*	*36.5%*	
C1	356	349	137	54	238	98	140	323
%V	*28.5%*	*28.5%*	*29.1%*	*26.0%*	*27.5%*	*27.4%*	*27.6%*	*31.0%*
%H (All HH)		*98.0%*	*38.5%*	*15.2%*	*66.9%*	*27.5%*	*39.3%*	*90.7%*
%H (TV HH)			*39.3%*	*15.5%*	*68.2%*	*28.1%*	*40.1%*	
C2	252	248	112	45	171	82	89	217
%V	*20.2%*	*20.2%*	*23.8%*	*21.6%*	*19.8%*	*22.9%*	*17.6%*	*20.8%*
%H (All HH)		*98.4%*	*44.4%*	*17.9%*	*67.9%*	*32.5%*	*35.3%*	*86.1%*
%H (TV HH)			*45.2%*	*18.1%*	*69.0%*	*33.1%*	*35.9%*	
D	192	190	61	37	128	47	81	150
%V	*15.4%*	*15.5%*	*13.0%*	*17.8%*	*14.8%*	*13.1%*	*16.0%*	*14.4%*
%H (All HH)		*99.0%*	*31.8%*	*19.3%*	*66.7%*	*24.5%*	*42.2%*	*78.1%*
%H (TV HH)			*32.1%*	*19.5%*	*67.4%*	*24.7%*	*42.6%*	
E	166	160	42	19	127	30	97	83
%V	*13.3%*	*13.1%*	*8.9%*	*9.1%*	*14.7%*	*8.4%*	*19.1%*	*8.0%*
%H (All HH)		*96.4%*	*25.3%*	*11.4%*	*76.5%*	*18.1%*	*58.4%*	*50.0%*
%H (TV HH)			*26.3%*	*11.9%*	*79.4%*	*18.8%*	*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

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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Under 25	57	51	14	6	27	8	19	56
%V	*4.6%*	*4.2%*	*3.0%*	*2.9%*	*3.1%*	*2.2%*	*3.7%*	*5.4%*
%H (All HH)		*89.5%*	*24.6%*	*10.5%*	*47.4%*	*14.0%*	*33.3%*	*98.2%*
%H (TV HH)			*27.5%*	*11.8%*	*52.9%*	*15.7%*	*37.3%*	
25 - 34	174	169	61	25	97	34	63	165
%V	*13.9%*	*13.8%*	*13.0%*	*12.0%*	*11.2%*	*9.5%*	*12.4%*	*15.8%*
%H (All HH)		*97.1%*	*35.1%*	*14.4%*	*55.7%*	*19.5%*	*36.2%*	*94.8%*
%H (TV HH)			*36.1%*	*14.8%*	*57.4%*	*20.1%*	*37.3%*	
35 - 44	184	178	89	36	111	64	47	175
%V	*14.7%*	*14.5%*	*18.9%*	*17.3%*	*12.8%*	*17.9%*	*9.3%*	*16.8%*
%H (All HH)		*96.7%*	*48.4%*	*19.6%*	*60.3%*	*34.8%*	*25.5%*	*95.1%*
%H (TV HH)			*50.0%*	*20.2%*	*62.4%*	*36.0%*	*26.4%*	
45 - 54	224	221	100	44	147	73	74	211
%V	*17.9%*	*18.0%*	*21.2%*	*21.2%*	*17.0%*	*20.4%*	*14.6%*	*20.2%*
%H (All HH)		*98.7%*	*44.6%*	*19.6%*	*65.6%*	*32.6%*	*33.0%*	*94.2%*
%H (TV HH)			*45.2%*	*19.9%*	*66.5%*	*33.0%*	*33.5%*	
55 - 64	235	232	98	38	175	78	97	210
%V	*18.8%*	*18.9%*	*20.8%*	*18.3%*	*20.2%*	*21.8%*	*19.1%*	*20.1%*
%H (All HH)		*98.7%*	*41.7%*	*16.2%*	*74.5%*	*33.2%*	*41.3%*	*89.4%*
%H (TV HH)			*42.2%*	*16.4%*	*75.4%*	*33.6%*	*41.8%*	
65 +	377	375	110	58	308	100	208	225
%V	*30.2%*	*30.6%*	*23.4%*	*27.9%*	*35.6%*	*27.9%*	*41.0%*	*21.6%*
%H (All HH)		*99.5%*	*29.2%*	*15.4%*	*81.7%*	*26.5%*	*55.2%*	*59.7%*
%H (TV HH)			*29.3%*	*15.5%*	*82.1%*	*26.7%*	*55.5%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North East

Household level data

Table 5.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
1	408	398	112	48	310	83	228	256
%V	*32.6%*	*32.5%*	*23.8%*	*23.1%*	*35.8%*	*23.2%*	*45.0%*	*24.5%*
%H (All HH)		*97.5%*	*27.5%*	*11.8%*	*76.0%*	*20.3%*	*55.9%*	*62.7%*
%H (TV HH)			*28.1%*	*12.1%*	*77.9%*	*20.9%*	*57.3%*	
2	482	474	201	83	333	161	173	436
%V	*38.6%*	*38.7%*	*42.7%*	*39.9%*	*38.5%*	*45.0%*	*34.1%*	*41.8%*
%H (All HH)		*98.3%*	*41.7%*	*17.2%*	*69.1%*	*33.4%*	*35.9%*	*90.5%*
%H (TV HH)			*42.4%*	*17.5%*	*70.3%*	*34.0%*	*36.5%*	
3	167	164	77	29	103	51	53	161
%V	*13.4%*	*13.4%*	*16.3%*	*13.9%*	*11.9%*	*14.2%*	*10.5%*	*15.4%*
%H (All HH)		*98.2%*	*46.1%*	*17.4%*	*61.7%*	*30.5%*	*31.7%*	*96.4%*
%H (TV HH)			*47.0%*	*17.7%*	*62.8%*	*31.1%*	*32.3%*	
4	133	132	57	31	86	44	42	132
%V	*10.6%*	*10.8%*	*12.1%*	*14.9%*	*9.9%*	*12.3%*	*8.3%*	*12.7%*
%H (All HH)		*99.2%*	*42.9%*	*23.3%*	*64.7%*	*33.1%*	*31.6%*	*99.2%*
%H (TV HH)			*43.2%*	*23.5%*	*65.2%*	*33.3%*	*31.8%*	
5+	60	57	25	16	32	19	13	58
%V	*4.8%*	*4.7%*	*5.3%*	*7.7%*	*3.7%*	*5.3%*	*2.6%*	*5.6%*
%H (All HH)		*95.0%*	*41.7%*	*26.7%*	*53.3%*	*31.7%*	*21.7%*	*96.7%*
%H (TV HH)			*43.9%*	*28.1%*	*56.1%*	*33.3%*	*22.8%*	
Average HH size	2.18	2.18	2.34	2.48	2.09	2.35	1.90	2.35

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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Without	964	941	344	147	694	272	422	764
%V	*77.1%*	*76.8%*	*73.0%*	*70.7%*	*80.2%*	*76.0%*	*83.2%*	*73.3%*
%H (All HH)		*97.6%*	*35.7%*	*15.2%*	*72.0%*	*28.2%*	*43.8%*	*79.3%*
%H (TV HH)			*36.6%*	*15.6%*	*73.8%*	*28.9%*	*44.8%*	
With	287	283	127	61	171	86	85	279
%V	*23.0%*	*23.1%*	*27.0%*	*29.3%*	*19.8%*	*24.0%*	*16.8%*	*26.7%*
%H (All HH)		*98.6%*	*44.3%*	*21.3%*	*59.6%*	*30.0%*	*29.6%*	*97.2%*
%H (TV HH)			*44.9%*	*21.6%*	*60.4%*	*30.4%*	*30.0%*	
0 - 3	95	94	36	21	55	24	31	92
%V	*7.6%*	*7.7%*	*7.6%*	*10.1%*	*6.4%*	*6.7%*	*6.1%*	*8.8%*
%H (All HH)		*98.9%*	*37.9%*	*22.1%*	*57.9%*	*25.3%*	*32.6%*	*96.8%*
%H (TV HH)			*38.3%*	*22.3%*	*58.5%*	*25.5%*	*33.0%*	
4 - 9	150	148	70	29	90	46	44	147
%V	*12.0%*	*12.1%*	*14.9%*	*13.9%*	*10.4%*	*12.8%*	*8.7%*	*14.1%*
%H (All HH)		*98.7%*	*46.7%*	*19.3%*	*60.0%*	*30.7%*	*29.3%*	*98.0%*
%H (TV HH)			*47.3%*	*19.6%*	*60.8%*	*31.1%*	*29.7%*	
10 - 15	137	136	65	33	82	46	36	133
%V	*11.0%*	*11.1%*	*13.8%*	*15.9%*	*9.5%*	*12.8%*	*7.1%*	*12.8%*
%H (All HH)		*99.3%*	*47.4%*	*24.1%*	*59.9%*	*33.6%*	*26.3%*	*97.1%*
%H (TV HH)			*47.8%*	*24.3%*	*60.3%*	*33.8%*	*26.5%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
1	450	450	131	56	279	51	229	336
%V	*36.0%*	*36.7%*	*27.8%*	*26.9%*	*32.3%*	*14.2%*	*45.2%*	*32.2%*
%H (All HH)		*100.0%*	*29.1%*	*12.4%*	*62.0%*	*11.3%*	*50.9%*	*74.7%*
%H (TV HH)			*29.1%*	*12.4%*	*62.0%*	*11.3%*	*50.9%*	
2	419	419	176	69	311	140	171	353
%V	*33.5%*	*34.2%*	*37.4%*	*33.2%*	*36.0%*	*39.1%*	*33.7%*	*33.8%*
%H (All HH)		*100.0%*	*42.0%*	*16.5%*	*74.2%*	*33.4%*	*40.8%*	*84.2%*
%H (TV HH)			*42.0%*	*16.5%*	*74.2%*	*33.4%*	*40.8%*	
3	212	212	100	42	160	91	68	196
%V	*17.0%*	*17.3%*	*21.2%*	*20.2%*	*18.5%*	*25.4%*	*13.4%*	*18.8%*
%H (All HH)		*100.0%*	*47.2%*	*19.8%*	*75.5%*	*42.9%*	*32.1%*	*92.5%*
%H (TV HH)			*47.2%*	*19.8%*	*75.5%*	*42.9%*	*32.1%*	
4	94	94	42	28	75	50	26	90
%V	*7.5%*	*7.7%*	*8.9%*	*13.5%*	*8.7%*	*14.0%*	*5.1%*	*8.6%*
%H (All HH)		*100.0%*	*44.7%*	*29.8%*	*79.8%*	*53.2%*	*27.7%*	*95.7%*
%H (TV HH)			*44.7%*	*29.8%*	*79.8%*	*53.2%*	*27.7%*	
5+	50	50	23	13	40	26	14	49
%V	*4.0%*	*4.1%*	*4.9%*	*6.3%*	*4.6%*	*7.3%*	*2.8%*	*4.7%*
%H (All HH)		*100.0%*	*46.0%*	*26.0%*	*80.0%*	*52.0%*	*28.0%*	*98.0%*
%H (TV HH)			*46.0%*	*26.0%*	*80.0%*	*52.0%*	*28.0%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North East

Household level data

Table 5.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Under 20"	147	147	46	32	128	59	68	123
%V	*11.8%*	*12.0%*	*9.8%*	*15.4%*	*14.8%*	*16.5%*	*13.4%*	*11.8%*
%H (All HH)		*100.0%*	*31.3%*	*21.8%*	*87.1%*	*40.1%*	*46.3%*	*83.7%*
%H (TV HH)			*31.3%*	*21.8%*	*87.1%*	*40.1%*	*46.3%*	
20" - 29"	325	325	118	56	270	123	147	266
%V	*26.0%*	*26.5%*	*25.1%*	*26.9%*	*31.2%*	*34.4%*	*29.0%*	*25.5%*
%H (All HH)		*100.0%*	*36.3%*	*17.2%*	*83.1%*	*37.8%*	*45.2%*	*81.8%*
%H (TV HH)			*36.3%*	*17.2%*	*83.1%*	*37.8%*	*45.2%*	
30" - 39"	551	551	204	100	412	180	232	463
%V	*44.1%*	*45.0%*	*43.3%*	*48.1%*	*47.6%*	*50.3%*	*45.8%*	*44.4%*
%H (All HH)		*100.0%*	*37.0%*	*18.1%*	*74.8%*	*32.7%*	*42.1%*	*84.0%*
%H (TV HH)			*37.0%*	*18.1%*	*74.8%*	*32.7%*	*42.1%*	
40" - 49"	684	684	300	124	477	228	248	598
%V	*54.7%*	*55.8%*	*63.7%*	*59.6%*	*55.1%*	*63.7%*	*48.9%*	*57.3%*
%H (All HH)		*100.0%*	*43.9%*	*18.1%*	*69.7%*	*33.3%*	*36.3%*	*87.4%*
%H (TV HH)			*43.9%*	*18.1%*	*69.7%*	*33.3%*	*36.3%*	
50" - 59"	276	276	142	55	176	104	73	262
%V	*22.1%*	*22.5%*	*30.1%*	*26.4%*	*20.3%*	*29.1%*	*14.4%*	*25.1%*
%H (All HH)		*100.0%*	*51.4%*	*19.9%*	*63.8%*	*37.7%*	*26.4%*	*94.9%*
%H (TV HH)			*51.4%*	*19.9%*	*63.8%*	*37.7%*	*26.4%*	
60"+	33	33	25	4	21	15	5	32
%V	*2.6%*	*2.7%*	*5.3%*	*1.9%*	*2.4%*	*4.2%*	*1.0%*	*3.1%*
%H (All HH)		*100.0%*	*75.8%*	*12.1%*	*63.6%*	*45.5%*	*15.2%*	*97.0%*
%H (TV HH)			*75.8%*	*12.1%*	*63.6%*	*45.5%*	*15.2%*	

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
Jan - Dec 2018

ITV North East

Household level data

Table 5.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Main living room	1216	1216	469	208	860	356	504	1016
%V	*97.3%*	*99.3%*	*99.6%*	*100.0%*	*99.4%*	*99.4%*	*99.4%*	*97.4%*
%H (All HH)		*100.0%*	*38.6%*	*17.1%*	*70.7%*	*29.3%*	*41.4%*	*83.6%*
%H (TV HH)			*38.6%*	*17.1%*	*70.7%*	*29.3%*	*41.4%*	
Kitchen	133	133	61	25	119	71	49	122
%V	*10.6%*	*10.9%*	*13.0%*	*12.0%*	*13.8%*	*19.8%*	*9.7%*	*11.7%*
%H (All HH)		*100.0%*	*45.9%*	*18.8%*	*89.5%*	*53.4%*	*36.8%*	*91.7%*
%H (TV HH)			*45.9%*	*18.8%*	*89.5%*	*53.4%*	*36.8%*	
Adult's bedroom	590	590	264	117	449	243	206	524
%V	*47.2%*	*48.2%*	*56.1%*	*56.3%*	*51.9%*	*67.9%*	*40.6%*	*50.2%*
%H (All HH)		*100.0%*	*44.7%*	*19.8%*	*76.1%*	*41.2%*	*34.9%*	*88.8%*
%H (TV HH)			*44.7%*	*19.8%*	*76.1%*	*41.2%*	*34.9%*	
Child's bedroom	136	136	64	34	88	51	37	132
%V	*10.9%*	*11.1%*	*13.6%*	*16.3%*	*10.2%*	*14.2%*	*7.3%*	*12.7%*
%H (All HH)		*100.0%*	*47.1%*	*25.0%*	*64.7%*	*37.5%*	*27.2%*	*97.1%*
%H (TV HH)			*47.1%*	*25.0%*	*64.7%*	*37.5%*	*27.2%*	
Other bedroom	124	124	54	29	96	54	42	113
%V	*9.9%*	*10.1%*	*11.5%*	*13.9%*	*11.1%*	*15.1%*	*8.3%*	*10.8%*
%H (All HH)		*100.0%*	*43.5%*	*23.4%*	*77.4%*	*43.5%*	*33.9%*	*91.1%*
%H (TV HH)			*43.5%*	*23.4%*	*77.4%*	*43.5%*	*33.9%*	
Second living/dining room	112	112	46	28	89	51	38	101
%V	*9.0%*	*9.1%*	*9.8%*	*13.5%*	*10.3%*	*14.2%*	*7.5%*	*9.7%*
%H (All HH)		*100.0%*	*41.1%*	*25.0%*	*79.5%*	*45.5%*	*33.9%*	*90.2%*
%H (TV HH)			*41.1%*	*25.0%*	*79.5%*	*45.5%*	*33.9%*	
Study/office	20	20	11	4	18	12	6	20
%V	*1.6%*	*1.6%*	*2.3%*	*1.9%*	*2.1%*	*3.4%*	*1.2%*	*1.9%*
%H (All HH)		*100.0%*	*55.0%*	*20.0%*	*90.0%*	*60.0%*	*30.0%*	*100.0%*
%H (TV HH)			*55.0%*	*20.0%*	*90.0%*	*60.0%*	*30.0%*	
TV room	2	2	0	0	2	0	1	2
%V	*0.2%*	*0.2%*	*0.0%*	*0.0%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
%H (TV HH)			*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	
Conservatory	48	48	24	12	37	25	12	45
%V	*3.8%*	*3.9%*	*5.1%*	*5.8%*	*4.3%*	*7.0%*	*2.4%*	*4.3%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*77.1%*	*52.1%*	*25.0%*	*93.8%*
%H (TV HH)			*50.0%*	*25.0%*	*77.1%*	*52.1%*	*25.0%*	
Attic or loft room	4	4	2	2	3	2	2	4
%V	*0.3%*	*0.3%*	*0.4%*	*1.0%*	*0.3%*	*0.6%*	*0.4%*	*0.4%*
%H (All HH)		*100.0%*	*50.0%*	*50.0%*	*75.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*50.0%*	*75.0%*	*50.0%*	*50.0%*	
No specific location	3	3	1	1	3	3	0	3
%V	*0.2%*	*0.2%*	*0.2%*	*0.5%*	*0.3%*	*0.8%*	*0.0%*	*0.3%*
%H (All HH)		*100.0%*	*33.3%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*33.3%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	
Other	11	11	6	0	11	6	4	11
%V	*0.9%*	*0.9%*	*1.3%*	*0.0%*	*1.3%*	*1.7%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*54.5%*	*0.0%*	*100.0%*	*54.5%*	*36.4%*	*100.0%*
%H (TV HH)			*54.5%*	*0.0%*	*100.0%*	*54.5%*	*36.4%*	

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

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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Any DSAT provider	471	471	471	8	244	244	0	436
%V	*37.7%*	*38.4%*	*100.0%*	*3.8%*	*28.2%*	*68.2%*	*0.0%*	*41.8%*
%H (All HH)			*100.0%*	*1.7%*	*51.8%*	*51.8%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*1.7%*	*51.8%*	*51.8%*	*0.0%*	
Sky with subcription	389	389	389	4	202	202	0	368
%V	*31.1%*	*31.8%*	*82.6%*	*1.9%*	*23.4%*	*56.4%*	*0.0%*	*35.3%*
%H (All HH)			*100.0%*	*1.0%*	*51.9%*	*51.9%*	*0.0%*	*94.6%*
%H (TV HH)			*100.0%*	*1.0%*	*51.9%*	*51.9%*	*0.0%*	
Sky without subscription	34	34	34	3	18	18	0	28
%V	*2.7%*	*2.8%*	*7.2%*	*1.4%*	*2.1%*	*5.0%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*8.8%*	*52.9%*	*52.9%*	*0.0%*	*82.4%*
%H (TV HH)			*100.0%*	*8.8%*	*52.9%*	*52.9%*	*0.0%*	
Freesat	47	47	47	1	26	26	0	41
%V	*3.8%*	*3.8%*	*10.0%*	*0.5%*	*3.0%*	*7.3%*	*0.0%*	*3.9%*
%H (All HH)			*100.0%*	*2.1%*	*55.3%*	*55.3%*	*0.0%*	*87.2%*
%H (TV HH)			*100.0%*	*2.1%*	*55.3%*	*55.3%*	*0.0%*	
Other satellite provider	26	26	26	2	12	12	0	22
%V	*2.1%*	*2.1%*	*5.5%*	*1.0%*	*1.4%*	*3.4%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*7.7%*	*46.2%*	*46.2%*	*0.0%*	*84.6%*
%H (TV HH)			*100.0%*	*7.7%*	*46.2%*	*46.2%*	*0.0%*	
DCAB	208	208	8	208	117	117	0	196
%V	*16.6%*	*17.0%*	*1.7%*	*100.0%*	*13.5%*	*32.7%*	*0.0%*	*18.8%*
%H (All HH)			*3.8%*	*100.0%*	*56.3%*	*56.3%*	*0.0%*	*94.2%*
%H (TV HH)			*3.8%*	*100.0%*	*56.3%*	*56.3%*	*0.0%*	
DTT	865	865	244	117	865	358	507	689
%V	*69.2%*	*70.6%*	*51.8%*	*56.3%*	*100.0%*	*100.0%*	*100.0%*	*66.1%*
%H (All HH)		*100.0%*	*28.2%*	*13.5%*	*100.0%*	*41.4%*	*58.6%*	*79.7%*
%H (TV HH)			*28.2%*	*13.5%*	*100.0%*	*41.4%*	*58.6%*	

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
Jan - Dec 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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
PVR	785	785	439	203	492	341	150	715
%V	*62.8%*	*64.1%*	*93.2%*	*97.6%*	*56.9%*	*95.3%*	*29.6%*	*68.6%*
%H (All HH)		*100.0%*	*55.9%*	*25.9%*	*62.7%*	*43.4%*	*19.1%*	*91.1%*
%H (TV HH)			*55.9%*	*25.9%*	*62.7%*	*43.4%*	*19.1%*	
DVDR	15	15	6	3	13	7	6	13
%V	*1.2%*	*1.2%*	*1.3%*	*1.4%*	*1.5%*	*2.0%*	*1.2%*	*1.2%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*86.7%*	*46.7%*	*40.0%*	*86.7%*
%H (TV HH)			*40.0%*	*20.0%*	*86.7%*	*46.7%*	*40.0%*	
VCR	12	12	4	0	11	3	8	6
%V	*1.0%*	*1.0%*	*0.8%*	*0.0%*	*1.3%*	*0.8%*	*1.6%*	*0.6%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*91.7%*	*25.0%*	*66.7%*	*50.0%*
%H (TV HH)			*33.3%*	*0.0%*	*91.7%*	*25.0%*	*66.7%*	
Any recorder	794	794	440	203	501	342	159	719
%V	*63.5%*	*64.8%*	*93.4%*	*97.6%*	*57.9%*	*95.5%*	*31.4%*	*68.9%*
%H (All HH)		*100.0%*	*55.4%*	*25.6%*	*63.1%*	*43.1%*	*20.0%*	*90.6%*
%H (TV HH)			*55.4%*	*25.6%*	*63.1%*	*43.1%*	*20.0%*	
Receives HDTV (via STB or built-in reception)	870	870	385	192	623	321	302	783
%V	*69.6%*	*71.0%*	*81.7%*	*92.3%*	*72.0%*	*89.7%*	*59.6%*	*75.1%*
%H (All HH)		*100.0%*	*44.3%*	*22.1%*	*71.6%*	*36.9%*	*34.7%*	*90.0%*
%H (TV HH)			*44.3%*	*22.1%*	*71.6%*	*36.9%*	*34.7%*	
DVD/Blu-ray player or recorder	825	825	333	144	603	272	332	706
%V	*66.0%*	*67.3%*	*70.7%*	*69.2%*	*69.7%*	*76.0%*	*65.5%*	*67.7%*
%H (All HH)		*100.0%*	*40.4%*	*17.5%*	*73.1%*	*33.0%*	*40.2%*	*85.6%*
%H (TV HH)			*40.4%*	*17.5%*	*73.1%*	*33.0%*	*40.2%*	

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

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	1250	1225	471	208	865	358	507	1043
%H (All HH)		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*
%H (TV HH)			*38.4%*	*17.0%*	*70.6%*	*29.2%*	*41.4%*	
Has broadband internet	1043	1024	436	196	689	334	355	1043
%V	*83.4%*	*83.6%*	*92.6%*	*94.2%*	*79.7%*	*93.3%*	*70.0%*	*100.0%*
%H (All HH)		*98.2%*	*41.8%*	*18.8%*	*66.1%*	*32.0%*	*34.0%*	*100.0%*
%H (TV HH)			*42.6%*	*19.1%*	*67.3%*	*32.6%*	*34.7%*	
Number of computers (PCs and laptops)								
0	271	262	62	23	208	39	169	76
%V	*21.7%*	*21.4%*	*13.2%*	*11.1%*	*24.0%*	*10.9%*	*33.3%*	*7.3%*
%H (All HH)		*96.7%*	*22.9%*	*8.5%*	*76.8%*	*14.4%*	*62.4%*	*28.0%*
%H (TV HH)			*23.7%*	*8.8%*	*79.4%*	*14.9%*	*64.5%*	
1	343	336	120	56	235	85	150	333
%V	*27.4%*	*27.4%*	*25.5%*	*26.9%*	*27.2%*	*23.7%*	*29.6%*	*31.9%*
%H (All HH)		*98.0%*	*35.0%*	*16.3%*	*68.5%*	*24.8%*	*43.7%*	*97.1%*
%H (TV HH)			*35.7%*	*16.7%*	*69.9%*	*25.3%*	*44.6%*	
2	278	273	124	49	181	91	90	276
%V	*22.2%*	*22.3%*	*26.3%*	*23.6%*	*20.9%*	*25.4%*	*17.8%*	*26.5%*
%H (All HH)		*98.2%*	*44.6%*	*17.6%*	*65.1%*	*32.7%*	*32.4%*	*99.3%*
%H (TV HH)			*45.4%*	*17.9%*	*66.3%*	*33.3%*	*33.0%*	
3	171	168	82	35	119	72	47	171
%V	*13.7%*	*13.7%*	*17.4%*	*16.8%*	*13.8%*	*20.1%*	*9.3%*	*16.4%*
%H (All HH)		*98.2%*	*48.0%*	*20.5%*	*69.6%*	*42.1%*	*27.5%*	*100.0%*
%H (TV HH)			*48.8%*	*20.8%*	*70.8%*	*42.9%*	*28.0%*	
4	94	94	41	25	62	37	25	94
%V	*7.5%*	*7.7%*	*8.7%*	*12.0%*	*7.2%*	*10.3%*	*4.9%*	*9.0%*
%H (All HH)		*100.0%*	*43.6%*	*26.6%*	*66.0%*	*39.4%*	*26.6%*	*100.0%*
%H (TV HH)			*43.6%*	*26.6%*	*66.0%*	*39.4%*	*26.6%*	
5+	94	92	41	20	60	34	26	94
%V	*7.5%*	*7.5%*	*8.7%*	*9.6%*	*6.9%*	*9.5%*	*5.1%*	*9.0%*
%H (All HH)		*97.9%*	*43.6%*	*21.3%*	*63.8%*	*36.2%*	*27.7%*	*100.0%*
%H (TV HH)			*44.6%*	*21.7%*	*65.2%*	*37.0%*	*28.3%*	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	2563	1073	498	1895	942	953	2247
%H		*41.9%*	*19.4%*	*73.9%*	*36.8%*	*37.2%*	*87.7%*
Under 20"	179	54	41	155	71	84	153
%V	*7.0%*	*5.0%*	*8.2%*	*8.2%*	*7.5%*	*8.8%*	*6.8%*
%H		*30.2%*	*22.9%*	*86.6%*	*39.7%*	*46.9%*	*85.5%*
20" - 29"	432	161	85	357	177	180	357
%V	*16.9%*	*15.0%*	*17.1%*	*18.8%*	*18.8%*	*18.9%*	*15.9%*
%H		*37.3%*	*19.7%*	*82.6%*	*41.0%*	*41.7%*	*82.6%*
30" - 39"	692	262	130	518	234	284	596
%V	*27.0%*	*24.4%*	*26.1%*	*27.3%*	*24.8%*	*29.8%*	*26.5%*
%H		*37.9%*	*18.8%*	*74.9%*	*33.8%*	*41.0%*	*86.1%*
40" - 49"	837	379	161	585	299	285	746
%V	*32.7%*	*35.3%*	*32.3%*	*30.9%*	*31.7%*	*29.9%*	*33.2%*
%H		*45.3%*	*19.2%*	*69.9%*	*35.7%*	*34.1%*	*89.1%*
50" - 59"	312	167	59	200	120	80	298
%V	*12.2%*	*15.6%*	*11.8%*	*10.6%*	*12.7%*	*8.4%*	*13.3%*
%H		*53.5%*	*18.9%*	*64.1%*	*38.5%*	*25.6%*	*95.5%*
60"+	38	29	4	25	18	6	38
%V	*1.5%*	*2.7%*	*0.8%*	*1.3%*	*1.9%*	*0.6%*	*1.7%*
%H		*76.3%*	*10.5%*	*65.8%*	*47.4%*	*15.8%*	*100.0%*
Don't know	73	21	16	55	21	34	60
%V	*2.8%*	*2.0%*	*3.2%*	*2.9%*	*2.2%*	*3.6%*	*2.7%*
%H		*28.8%*	*21.9%*	*75.3%*	*28.8%*	*46.6%*	*82.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North East

Set level data

Table 5.12: 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	2563	1073	498	1895	942	953	2247
%H		*41.9%*	*19.4%*	*73.9%*	*36.8%*	*37.2%*	*87.7%*
Main living room	1222	472	209	865	358	507	1019
%V	*47.7%*	*44.0%*	*42.0%*	*45.6%*	*38.0%*	*53.2%*	*45.3%*
%H		*38.6%*	*17.1%*	*70.8%*	*29.3%*	*41.5%*	*83.4%*
Kitchen	133	61	25	119	71	49	122
%V	*5.2%*	*5.7%*	*5.0%*	*6.3%*	*7.5%*	*5.1%*	*5.4%*
%H		*45.9%*	*18.8%*	*89.5%*	*53.4%*	*36.8%*	*91.7%*
Adult's bedroom	678	298	136	516	281	235	610
%V	*26.5%*	*27.8%*	*27.3%*	*27.2%*	*29.8%*	*24.7%*	*27.1%*
%H		*44.0%*	*20.1%*	*76.1%*	*41.4%*	*34.7%*	*90.0%*
Child's bedroom	184	88	47	118	68	51	179
%V	*7.2%*	*8.2%*	*9.4%*	*6.2%*	*7.2%*	*5.4%*	*8.0%*
%H		*47.8%*	*25.5%*	*64.1%*	*37.0%*	*27.7%*	*97.3%*
Other bedroom	141	63	33	108	62	46	129
%V	*5.5%*	*5.9%*	*6.6%*	*5.7%*	*6.6%*	*4.8%*	*5.7%*
%H		*44.7%*	*23.4%*	*76.6%*	*44.0%*	*32.6%*	*91.5%*
Second living/dining room	116	47	29	92	53	39	104
%V	*4.5%*	*4.4%*	*5.8%*	*4.9%*	*5.6%*	*4.1%*	*4.6%*
%H		*40.5%*	*25.0%*	*79.3%*	*45.7%*	*33.6%*	*89.7%*
Study/office	20	11	4	18	12	6	20
%V	*0.8%*	*1.0%*	*0.8%*	*0.9%*	*1.3%*	*0.6%*	*0.9%*
%H		*55.0%*	*20.0%*	*90.0%*	*60.0%*	*30.0%*	*100.0%*
TV room	2	0	0	2	0	1	2
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*50.0%*	*100.0%*
Conservatory	48	24	12	37	25	12	45
%V	*1.9%*	*2.2%*	*2.4%*	*2.0%*	*2.7%*	*1.3%*	*2.0%*
%H		*50.0%*	*25.0%*	*77.1%*	*52.1%*	*25.0%*	*93.8%*
Attic or loft room	4	2	2	3	2	2	4
%V	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*50.0%*	*50.0%*	*75.0%*	*50.0%*	*50.0%*	*100.0%*
No specific location	3	1	1	3	3	0	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.1%*
%H		*33.3%*	*33.3%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Other	12	7	0	12	7	6	12
%V	*0.5%*	*0.7%*	*0.0%*	*0.6%*	*0.7%*	*0.6%*	*0.5%*
%H		*58.3%*	*0.0%*	*100.0%*	*58.3%*	*50.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	2563	1073	498	1895	942	953	2247
%H		*41.9%*	*19.4%*	*73.9%*	*36.8%*	*37.2%*	*87.7%*
PVR	1101	658	289	643	477	167	1022
%V	*43.0%*	*61.3%*	*58.0%*	*33.9%*	*50.6%*	*17.5%*	*45.5%*
%H		*59.8%*	*26.2%*	*58.4%*	*43.3%*	*15.2%*	*92.8%*
DVDR	15	6	3	13	7	6	13
%V	*0.6%*	*0.6%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.6%*
%H		*40.0%*	*20.0%*	*86.7%*	*46.7%*	*40.0%*	*86.7%*
VCR	12	4	0	12	3	8	6
%V	*0.5%*	*0.4%*	*0.0%*	*0.6%*	*0.3%*	*0.8%*	*0.3%*
%H		*33.3%*	*0.0%*	*100.0%*	*25.0%*	*66.7%*	*50.0%*
Any recorder	1115	661	290	656	479	177	1029
%V	*43.5%*	*61.6%*	*58.2%*	*34.6%*	*50.8%*	*18.6%*	*45.8%*
%H		*59.3%*	*26.0%*	*58.8%*	*43.0%*	*15.9%*	*92.3%*

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	2563	1073	498	1895	942	953	2247
%H		*41.9%*	*19.4%*	*73.9%*	*36.8%*	*37.2%*	*87.7%*
Receives HDTV (via STB or built-in reception)	1354	635	308	981	556	425	1241
%V	*52.8%*	*59.2%*	*61.8%*	*51.8%*	*59.0%*	*44.6%*	*55.2%*
%H		*46.9%*	*22.7%*	*72.5%*	*41.1%*	*31.4%*	*91.7%*
DVD/Blu-ray player or recorder	1220	515	229	907	451	455	1071
%V	*47.6%*	*48.0%*	*46.0%*	*47.9%*	*47.9%*	*47.7%*	*47.7%*
%H		*42.2%*	*18.8%*	*74.3%*	*37.0%*	*37.3%*	*87.8%*

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	1224	471	208	865	358	507	1023
%H		*38.5%*	*17.0%*	*70.7%*	*29.2%*	*41.4%*	*83.6%*
Under 20"	10	2	0	9	2	7	7
%V	*0.8%*	*0.4%*	*0.0%*	*1.0%*	*0.6%*	*1.4%*	*0.7%*
%H		*20.0%*	*0.0%*	*90.0%*	*20.0%*	*70.0%*	*70.0%*
20" - 29"	64	7	6	53	8	45	37
%V	*5.2%*	*1.5%*	*2.9%*	*6.1%*	*2.2%*	*8.9%*	*3.6%*
%H		*10.9%*	*9.4%*	*82.8%*	*12.5%*	*70.3%*	*57.8%*
30" - 39"	266	70	37	202	56	147	197
%V	*21.7%*	*14.9%*	*17.8%*	*23.4%*	*15.6%*	*29.0%*	*19.3%*
%H		*26.3%*	*13.9%*	*75.9%*	*21.1%*	*55.3%*	*74.1%*
40" - 49"	575	239	105	401	178	223	495
%V	*47.0%*	*50.7%*	*50.5%*	*46.4%*	*49.7%*	*44.0%*	*48.4%*
%H		*41.6%*	*18.3%*	*69.7%*	*31.0%*	*38.8%*	*86.1%*
50" - 59"	250	127	50	161	95	66	237
%V	*20.4%*	*27.0%*	*24.0%*	*18.6%*	*26.5%*	*13.0%*	*23.2%*
%H		*50.8%*	*20.0%*	*64.4%*	*38.0%*	*26.4%*	*94.8%*
60"+	28	21	4	18	13	5	28
%V	*2.3%*	*4.5%*	*1.9%*	*2.1%*	*3.6%*	*1.0%*	*2.7%*
%H		*75.0%*	*14.3%*	*64.3%*	*46.4%*	*17.9%*	*100.0%*
Don't know	30	5	6	21	6	14	23
%V	*2.5%*	*1.1%*	*2.9%*	*2.4%*	*1.7%*	*2.8%*	*2.2%*
%H		*16.7%*	*20.0%*	*70.0%*	*20.0%*	*46.7%*	*76.7%*

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	1224	471	208	865	358	507	1023
%H		*38.5%*	*17.0%*	*70.7%*	*29.2%*	*41.4%*	*83.6%*
PVR	765	429	198	477	332	144	699
%V	*62.5%*	*91.1%*	*95.2%*	*55.1%*	*92.7%*	*28.4%*	*68.3%*
%H		*56.1%*	*25.9%*	*62.4%*	*43.4%*	*18.8%*	*91.4%*
DVDR	10	3	2	9	4	6	8
%V	*0.8%*	*0.6%*	*1.0%*	*1.0%*	*1.1%*	*1.2%*	*0.8%*
%H		*30.0%*	*20.0%*	*90.0%*	*40.0%*	*60.0%*	*80.0%*
VCR	6	1	0	6	1	5	3
%V	*0.5%*	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*1.0%*	*0.3%*
%H		*16.7%*	*0.0%*	*100.0%*	*16.7%*	*83.3%*	*50.0%*
Any recorder	773	430	198	485	333	152	703
%V	*63.2%*	*91.3%*	*95.2%*	*56.1%*	*93.0%*	*30.0%*	*68.7%*
%H		*55.6%*	*25.6%*	*62.7%*	*43.1%*	*19.7%*	*90.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: 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	1224	471	208	865	358	507	1023
%H		*38.5%*	*17.0%*	*70.7%*	*29.2%*	*41.4%*	*83.6%*
Receives HDTV (via STB or built-in reception)	835	370	187	594	308	286	755
%V	*68.2%*	*78.6%*	*89.9%*	*68.7%*	*86.0%*	*56.4%*	*73.8%*
%H		*44.3%*	*22.4%*	*71.1%*	*36.9%*	*34.3%*	*90.4%*
DVD/Blu-ray player or recorder	681	266	108	496	206	289	570
%V	*55.6%*	*56.5%*	*51.9%*	*57.3%*	*57.5%*	*57.0%*	*55.7%*
%H		*39.1%*	*15.9%*	*72.8%*	*30.2%*	*42.4%*	*83.7%*

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	1339	601	290	1029	584	446	1224
%H		*44.9%*	*21.7%*	*76.8%*	*43.6%*	*33.3%*	*91.4%*
Under 20"	169	52	41	147	70	77	146
%V	*12.6%*	*8.7%*	*14.1%*	*14.3%*	*12.0%*	*17.3%*	*11.9%*
%H		*30.8%*	*24.3%*	*87.0%*	*41.4%*	*45.6%*	*86.4%*
20" - 29"	368	154	79	304	169	135	321
%V	*27.5%*	*25.6%*	*27.2%*	*29.5%*	*28.9%*	*30.3%*	*26.2%*
%H		*41.8%*	*21.5%*	*82.6%*	*45.9%*	*36.7%*	*87.2%*
30" - 39"	426	192	94	315	178	137	399
%V	*31.8%*	*31.9%*	*32.4%*	*30.6%*	*30.5%*	*30.7%*	*32.6%*
%H		*45.1%*	*22.1%*	*73.9%*	*41.8%*	*32.2%*	*93.7%*
40" - 49"	262	140	57	183	121	62	251
%V	*19.6%*	*23.3%*	*19.7%*	*17.8%*	*20.7%*	*13.9%*	*20.5%*
%H		*53.4%*	*21.8%*	*69.8%*	*46.2%*	*23.7%*	*95.8%*
50" - 59"	61	40	9	38	25	13	61
%V	*4.6%*	*6.7%*	*3.1%*	*3.7%*	*4.3%*	*2.9%*	*5.0%*
%H		*65.6%*	*14.8%*	*62.3%*	*41.0%*	*21.3%*	*100.0%*
60"+	10	8	0	7	6	2	9
%V	*0.7%*	*1.3%*	*0.0%*	*0.7%*	*1.0%*	*0.4%*	*0.7%*
%H		*80.0%*	*0.0%*	*70.0%*	*60.0%*	*20.0%*	*90.0%*
Don't know	44	16	10	35	15	19	37
%V	*3.3%*	*2.7%*	*3.4%*	*3.4%*	*2.6%*	*4.3%*	*3.0%*
%H		*36.4%*	*22.7%*	*79.5%*	*34.1%*	*43.2%*	*84.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	1339	601	290	1029	584	446	1224
%H		*44.9%*	*21.7%*	*76.8%*	*43.6%*	*33.3%*	*91.4%*
PVR	336	228	91	167	144	23	323
%V	*25.1%*	*37.9%*	*31.4%*	*16.2%*	*24.7%*	*5.2%*	*26.4%*
%H		*67.9%*	*27.1%*	*49.7%*	*42.9%*	*6.8%*	*96.1%*
DVDR	5	3	1	4	4	0	5
%V	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.7%*	*0.0%*	*0.4%*
%H		*60.0%*	*20.0%*	*80.0%*	*80.0%*	*0.0%*	*100.0%*
VCR	6	3	0	5	2	3	3
%V	*0.4%*	*0.5%*	*0.0%*	*0.5%*	*0.3%*	*0.7%*	*0.2%*
%H		*50.0%*	*0.0%*	*83.3%*	*33.3%*	*50.0%*	*50.0%*
Any recorder	342	231	92	171	146	25	327
%V	*25.5%*	*38.4%*	*31.7%*	*16.6%*	*25.0%*	*5.6%*	*26.7%*
%H		*67.5%*	*26.9%*	*50.0%*	*42.7%*	*7.3%*	*95.6%*

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

Set level data

Table 5.20: 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	1339	601	290	1029	584	446	1224
%H		*44.9%*	*21.7%*	*76.8%*	*43.6%*	*33.3%*	*91.4%*
Receives HDTV (via STB or built-in reception)	519	265	121	387	248	139	486
%V	*38.8%*	*44.1%*	*41.7%*	*37.6%*	*42.5%*	*31.2%*	*39.7%*
%H		*51.1%*	*23.3%*	*74.6%*	*47.8%*	*26.8%*	*93.6%*
DVD/Blu-ray player or recorder	539	249	121	411	245	166	501
%V	*40.3%*	*41.4%*	*41.7%*	*39.9%*	*42.0%*	*37.2%*	*40.9%*
%H		*46.2%*	*22.4%*	*76.3%*	*45.5%*	*30.8%*	*92.9%*

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

Table 5.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	2726	2667	1105	514	1804	839	966	2449
%H		*97.8%*	*40.5%*	*18.9%*	*66.2%*	*30.8%*	*35.4%*	*89.8%*
Total Children	487	482	218	109	290	152	138	472
%V	*17.9%*	*18.1%*	*19.7%*	*21.2%*	*16.1%*	*18.1%*	*14.3%*	*19.3%*
%H		*99.0%*	*44.8%*	*22.4%*	*59.5%*	*31.2%*	*28.3%*	*96.9%*
0 - 3	111	110	43	26	64	29	35	106
%V	*4.1%*	*4.1%*	*3.9%*	*5.1%*	*3.5%*	*3.5%*	*3.6%*	*4.3%*
%H		*99.1%*	*38.7%*	*23.4%*	*57.7%*	*26.1%*	*31.5%*	*95.5%*
4 - 15	377	373	176	83	225	122	103	366
%V	*13.8%*	*14.0%*	*15.9%*	*16.1%*	*12.5%*	*14.5%*	*10.7%*	*14.9%*
%H		*98.9%*	*46.7%*	*22.0%*	*59.7%*	*32.4%*	*27.3%*	*97.1%*
4 - 9	196	193	90	39	118	62	56	191
%V	*7.2%*	*7.2%*	*8.1%*	*7.6%*	*6.5%*	*7.4%*	*5.8%*	*7.8%*
%H		*98.5%*	*45.9%*	*19.9%*	*60.2%*	*31.6%*	*28.6%*	*97.4%*
10 - 15	181	180	85	44	108	61	47	174
%V	*6.6%*	*6.7%*	*7.7%*	*8.6%*	*6.0%*	*7.3%*	*4.9%*	*7.1%*
%H		*99.4%*	*47.0%*	*24.3%*	*59.7%*	*33.7%*	*26.0%*	*96.1%*

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	2726	2667	1105	514	1804	839	966	2449
%H		*97.8%*	*40.5%*	*18.9%*	*66.2%*	*30.8%*	*35.4%*	*89.8%*
Total Adults (16+)	2239	2185	887	405	1515	687	828	1977
%V	*82.1%*	*81.9%*	*80.3%*	*78.8%*	*84.0%*	*81.9%*	*85.7%*	*80.7%*
%H		*97.6%*	*39.6%*	*18.1%*	*67.7%*	*30.7%*	*37.0%*	*88.3%*
16 - 19	119	113	44	21	87	40	47	117
%V	*4.4%*	*4.2%*	*4.0%*	*4.1%*	*4.8%*	*4.8%*	*4.9%*	*4.8%*
%H		*95.0%*	*37.0%*	*17.6%*	*73.1%*	*33.6%*	*39.5%*	*98.3%*
20 - 24	162	150	48	29	86	40	46	159
%V	*5.9%*	*5.6%*	*4.3%*	*5.6%*	*4.8%*	*4.8%*	*4.8%*	*6.5%*
%H		*92.6%*	*29.6%*	*17.9%*	*53.1%*	*24.7%*	*28.4%*	*98.1%*
25 - 34	349	336	130	58	184	71	113	336
%V	*12.8%*	*12.6%*	*11.8%*	*11.3%*	*10.2%*	*8.5%*	*11.7%*	*13.7%*
%H		*96.3%*	*37.2%*	*16.6%*	*52.7%*	*20.3%*	*32.4%*	*96.3%*
35 - 44	306	296	153	64	184	110	74	295
%V	*11.2%*	*11.1%*	*13.8%*	*12.5%*	*10.2%*	*13.1%*	*7.7%*	*12.0%*
%H		*96.7%*	*50.0%*	*20.9%*	*60.1%*	*35.9%*	*24.2%*	*96.4%*
45 - 54	381	375	175	79	254	134	121	362
%V	*14.0%*	*14.1%*	*15.8%*	*15.4%*	*14.1%*	*16.0%*	*12.5%*	*14.8%*
%H		*98.4%*	*45.9%*	*20.7%*	*66.7%*	*35.2%*	*31.8%*	*95.0%*
55 - 64	372	368	158	66	274	128	145	339
%V	*13.6%*	*13.8%*	*14.3%*	*12.8%*	*15.2%*	*15.3%*	*15.0%*	*13.8%*
%H		*98.9%*	*42.5%*	*17.7%*	*73.7%*	*34.4%*	*39.0%*	*91.1%*
65+	550	546	178	86	447	164	282	368
%V	*20.2%*	*20.5%*	*16.1%*	*16.7%*	*24.8%*	*19.5%*	*29.2%*	*15.0%*
%H		*99.3%*	*32.4%*	*15.6%*	*81.3%*	*29.8%*	*51.3%*	*66.9%*

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+)	2239	2185	887	405	1515	687	828	1977
%H		*97.6%*	*39.6%*	*18.1%*	*67.7%*	*30.7%*	*37.0%*	*88.3%*
AB	546	536	243	108	378	200	179	525
%V	*24.4%*	*24.5%*	*27.4%*	*26.7%*	*25.0%*	*29.1%*	*21.6%*	*26.6%*
%H		*98.2%*	*44.5%*	*19.8%*	*69.2%*	*36.6%*	*32.8%*	*96.2%*
C1	661	640	260	105	428	190	238	624
%V	*29.5%*	*29.3%*	*29.3%*	*25.9%*	*28.3%*	*27.7%*	*28.7%*	*31.6%*
%H		*96.8%*	*39.3%*	*15.9%*	*64.8%*	*28.7%*	*36.0%*	*94.4%*
C2	489	482	222	97	327	166	161	439
%V	*21.8%*	*22.1%*	*25.0%*	*24.0%*	*21.6%*	*24.2%*	*19.4%*	*22.2%*
%H		*98.6%*	*45.4%*	*19.8%*	*66.9%*	*33.9%*	*32.9%*	*89.8%*
D	316	312	104	69	209	87	121	261
%V	*14.1%*	*14.3%*	*11.7%*	*17.0%*	*13.8%*	*12.7%*	*14.6%*	*13.2%*
%H		*98.7%*	*32.9%*	*21.8%*	*66.1%*	*27.5%*	*38.3%*	*82.6%*
E	228	215	57	27	173	45	128	129
%V	*10.2%*	*9.8%*	*6.4%*	*6.7%*	*11.4%*	*6.6%*	*15.5%*	*6.5%*
%H		*94.3%*	*25.0%*	*11.8%*	*75.9%*	*19.7%*	*56.1%*	*56.6%*

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+)	2239	2185	887	405	1515	687	828	1977
%H		*97.6%*	*39.6%*	*18.1%*	*67.7%*	*30.7%*	*37.0%*	*88.3%*
Working full time	997	982	485	201	610	341	270	970
%V	*44.5%*	*44.9%*	*54.7%*	*49.6%*	*40.3%*	*49.6%*	*32.6%*	*49.1%*
%H		*98.5%*	*48.6%*	*20.2%*	*61.2%*	*34.2%*	*27.1%*	*97.3%*
Working part time	210	209	85	42	152	74	78	201
%V	*9.4%*	*9.6%*	*9.6%*	*10.4%*	*10.0%*	*10.8%*	*9.4%*	*10.2%*
%H		*99.5%*	*40.5%*	*20.0%*	*72.4%*	*35.2%*	*37.1%*	*95.7%*
Not working	1032	994	317	162	753	273	480	806
%V	*46.1%*	*45.5%*	*35.7%*	*40.0%*	*49.7%*	*39.7%*	*58.0%*	*40.8%*
%H		*96.3%*	*30.7%*	*15.7%*	*73.0%*	*26.5%*	*46.5%*	*78.1%*
Houseperson	1250	1225	471	208	865	358	507	1043
%V	*55.8%*	*56.1%*	*53.1%*	*51.4%*	*57.1%*	*52.1%*	*61.2%*	*52.8%*
%H		*98.0%*	*37.7%*	*16.6%*	*69.2%*	*28.6%*	*40.6%*	*83.4%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 5.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1090	1061	434	197	724	334	389	972
%H		*97.3%*	*39.8%*	*18.1%*	*66.4%*	*30.6%*	*35.7%*	*89.2%*
16 - 19	57	54	22	10	41	19	22	56
%V	*5.2%*	*5.1%*	*5.1%*	*5.1%*	*5.7%*	*5.7%*	*5.7%*	*5.8%*
%H		*94.7%*	*38.6%*	*17.5%*	*71.9%*	*33.3%*	*38.6%*	*98.2%*
20 - 24	87	82	21	19	47	23	25	85
%V	*8.0%*	*7.7%*	*4.8%*	*9.6%*	*6.5%*	*6.9%*	*6.4%*	*8.7%*
%H		*94.3%*	*24.1%*	*21.8%*	*54.0%*	*26.4%*	*28.7%*	*97.7%*
25 - 34	175	169	66	27	87	32	55	167
%V	*16.1%*	*15.9%*	*15.2%*	*13.7%*	*12.0%*	*9.6%*	*14.1%*	*17.2%*
%H		*96.6%*	*37.7%*	*15.4%*	*49.7%*	*18.3%*	*31.4%*	*95.4%*
35 - 44	148	142	74	32	87	53	34	141
%V	*13.6%*	*13.4%*	*17.1%*	*16.2%*	*12.0%*	*15.9%*	*8.7%*	*14.5%*
%H		*95.9%*	*50.0%*	*21.6%*	*58.8%*	*35.8%*	*23.0%*	*95.3%*
45 - 54	187	184	84	37	123	61	63	175
%V	*17.2%*	*17.3%*	*19.4%*	*18.8%*	*17.0%*	*18.3%*	*16.2%*	*18.0%*
%H		*98.4%*	*44.9%*	*19.8%*	*65.8%*	*32.6%*	*33.7%*	*93.6%*
55 - 64	182	178	76	30	132	58	74	166
%V	*16.7%*	*16.8%*	*17.5%*	*15.2%*	*18.2%*	*17.4%*	*19.0%*	*17.1%*
%H		*97.8%*	*41.8%*	*16.5%*	*72.5%*	*31.9%*	*40.7%*	*91.2%*
65+	254	252	91	44	205	88	117	181
%V	*23.3%*	*23.8%*	*21.0%*	*22.3%*	*28.3%*	*26.3%*	*30.1%*	*18.6%*
%H		*99.2%*	*35.8%*	*17.3%*	*80.7%*	*34.6%*	*46.1%*	*71.3%*

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+)	1090	1061	434	197	724	334	389	972
%H		*97.3%*	*39.8%*	*18.1%*	*66.4%*	*30.6%*	*35.7%*	*89.2%*
AB	274	268	124	54	189	99	89	266
%V	*25.1%*	*25.3%*	*28.6%*	*27.4%*	*26.1%*	*29.6%*	*22.9%*	*27.4%*
%H		*97.8%*	*45.3%*	*19.7%*	*69.0%*	*36.1%*	*32.5%*	*97.1%*
C1	315	302	118	51	193	89	104	301
%V	*28.9%*	*28.5%*	*27.2%*	*25.9%*	*26.7%*	*26.6%*	*26.7%*	*31.0%*
%H		*95.9%*	*37.5%*	*16.2%*	*61.3%*	*28.3%*	*33.0%*	*95.6%*
C2	261	256	115	50	175	85	90	231
%V	*23.9%*	*24.1%*	*26.5%*	*25.4%*	*24.2%*	*25.4%*	*23.1%*	*23.8%*
%H		*98.1%*	*44.1%*	*19.2%*	*67.0%*	*32.6%*	*34.5%*	*88.5%*
D	149	147	52	32	94	40	53	125
%V	*13.7%*	*13.9%*	*12.0%*	*16.2%*	*13.0%*	*12.0%*	*13.6%*	*12.9%*
%H		*98.7%*	*34.9%*	*21.5%*	*63.1%*	*26.8%*	*35.6%*	*83.9%*
E	90	87	25	10	73	21	52	48
%V	*8.3%*	*8.2%*	*5.8%*	*5.1%*	*10.1%*	*6.3%*	*13.4%*	*4.9%*
%H		*96.7%*	*27.8%*	*11.1%*	*81.1%*	*23.3%*	*57.8%*	*53.3%*

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+)	1090	1061	434	197	724	334	389	972
%H		*97.3%*	*39.8%*	*18.1%*	*66.4%*	*30.6%*	*35.7%*	*89.2%*
Working full time	575	564	275	114	349	189	160	558
%V	*52.8%*	*53.2%*	*63.4%*	*57.9%*	*48.2%*	*56.6%*	*41.1%*	*57.4%*
%H		*98.1%*	*47.8%*	*19.8%*	*60.7%*	*32.9%*	*27.8%*	*97.0%*
Working part time	45	44	15	8	34	13	21	40
%V	*4.1%*	*4.1%*	*3.5%*	*4.1%*	*4.7%*	*3.9%*	*5.4%*	*4.1%*
%H		*97.8%*	*33.3%*	*17.8%*	*75.6%*	*28.9%*	*46.7%*	*88.9%*
Not working	469	453	144	76	340	132	209	373
%V	*43.0%*	*42.7%*	*33.2%*	*38.6%*	*47.0%*	*39.5%*	*53.7%*	*38.4%*
%H		*96.6%*	*30.7%*	*16.2%*	*72.5%*	*28.1%*	*44.6%*	*79.5%*
Houseperson	302	291	100	38	205	72	133	232
%V	*27.7%*	*27.4%*	*23.0%*	*19.3%*	*28.3%*	*21.6%*	*34.2%*	*23.9%*
%H		*96.4%*	*33.1%*	*12.6%*	*67.9%*	*23.8%*	*44.0%*	*76.8%*

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+)	1149	1124	453	208	791	353	438	1005
%H		*97.8%*	*39.4%*	*18.1%*	*68.8%*	*30.7%*	*38.1%*	*87.5%*
16 - 19	62	59	22	11	46	20	25	61
%V	*5.4%*	*5.2%*	*4.9%*	*5.3%*	*5.8%*	*5.7%*	*5.7%*	*6.1%*
%H		*95.2%*	*35.5%*	*17.7%*	*74.2%*	*32.3%*	*40.3%*	*98.4%*
20 - 24	75	68	28	11	39	17	22	74
%V	*6.5%*	*6.0%*	*6.2%*	*5.3%*	*4.9%*	*4.8%*	*5.0%*	*7.4%*
%H		*90.7%*	*37.3%*	*14.7%*	*52.0%*	*22.7%*	*29.3%*	*98.7%*
25 - 34	174	167	64	32	96	39	57	170
%V	*15.1%*	*14.9%*	*14.1%*	*15.4%*	*12.1%*	*11.0%*	*13.0%*	*16.9%*
%H		*96.0%*	*36.8%*	*18.4%*	*55.2%*	*22.4%*	*32.8%*	*97.7%*
35 - 44	159	155	80	33	96	57	40	153
%V	*13.8%*	*13.8%*	*17.7%*	*15.9%*	*12.1%*	*16.1%*	*9.1%*	*15.2%*
%H		*97.5%*	*50.3%*	*20.8%*	*60.4%*	*35.8%*	*25.2%*	*96.2%*
45 - 54	194	191	91	43	131	73	58	187
%V	*16.9%*	*17.0%*	*20.1%*	*20.7%*	*16.6%*	*20.7%*	*13.2%*	*18.6%*
%H		*98.5%*	*46.9%*	*22.2%*	*67.5%*	*37.6%*	*29.9%*	*96.4%*
55 - 64	190	190	82	36	142	70	71	174
%V	*16.5%*	*16.9%*	*18.1%*	*17.3%*	*18.0%*	*19.8%*	*16.2%*	*17.3%*
%H		*100.0%*	*43.2%*	*18.9%*	*74.7%*	*36.8%*	*37.4%*	*91.6%*
65+	296	294	86	43	242	76	165	187
%V	*25.8%*	*26.2%*	*19.0%*	*20.7%*	*30.6%*	*21.5%*	*37.7%*	*18.6%*
%H		*99.3%*	*29.1%*	*14.5%*	*81.8%*	*25.7%*	*55.7%*	*63.2%*

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+)	1149	1124	453	208	791	353	438	1005
%H		*97.8%*	*39.4%*	*18.1%*	*68.8%*	*30.7%*	*38.1%*	*87.5%*
AB	271	268	119	54	190	100	89	258
%V	*23.6%*	*23.8%*	*26.3%*	*26.0%*	*24.0%*	*28.3%*	*20.3%*	*25.7%*
%H		*98.9%*	*43.9%*	*19.9%*	*70.1%*	*36.9%*	*32.8%*	*95.2%*
C1	346	337	142	55	235	101	134	322
%V	*30.1%*	*30.0%*	*31.3%*	*26.4%*	*29.7%*	*28.6%*	*30.6%*	*32.0%*
%H		*97.4%*	*41.0%*	*15.9%*	*67.9%*	*29.2%*	*38.7%*	*93.1%*
C2	228	226	107	46	152	81	71	208
%V	*19.8%*	*20.1%*	*23.6%*	*22.1%*	*19.2%*	*22.9%*	*16.2%*	*20.7%*
%H		*99.1%*	*46.9%*	*20.2%*	*66.7%*	*35.5%*	*31.1%*	*91.2%*
D	167	165	53	36	115	47	68	136
%V	*14.5%*	*14.7%*	*11.7%*	*17.3%*	*14.5%*	*13.3%*	*15.5%*	*13.5%*
%H		*98.8%*	*31.7%*	*21.6%*	*68.9%*	*28.1%*	*40.7%*	*81.4%*
E	138	128	31	16	100	24	76	81
%V	*12.0%*	*11.4%*	*6.8%*	*7.7%*	*12.6%*	*6.8%*	*17.4%*	*8.1%*
%H		*92.8%*	*22.5%*	*11.6%*	*72.5%*	*17.4%*	*55.1%*	*58.7%*

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+)	1149	1124	453	208	791	353	438	1005
%H		*97.8%*	*39.4%*	*18.1%*	*68.8%*	*30.7%*	*38.1%*	*87.5%*
Working full time	421	418	209	87	261	151	110	412
%V	*36.6%*	*37.2%*	*46.1%*	*41.8%*	*33.0%*	*42.8%*	*25.1%*	*41.0%*
%H		*99.3%*	*49.6%*	*20.7%*	*62.0%*	*35.9%*	*26.1%*	*97.9%*
Working part time	165	165	70	35	118	61	57	161
%V	*14.4%*	*14.7%*	*15.5%*	*16.8%*	*14.9%*	*17.3%*	*13.0%*	*16.0%*
%H		*100.0%*	*42.4%*	*21.2%*	*71.5%*	*37.0%*	*34.5%*	*97.6%*
Not working	562	541	173	86	412	141	271	432
%V	*48.9%*	*48.1%*	*38.2%*	*41.3%*	*52.1%*	*39.9%*	*61.9%*	*43.0%*
%H		*96.3%*	*30.8%*	*15.3%*	*73.3%*	*25.1%*	*48.2%*	*76.9%*
Houseperson	948	934	371	169	660	286	375	811
%V	*82.5%*	*83.1%*	*81.9%*	*81.3%*	*83.4%*	*81.0%*	*85.6%*	*80.7%*
%H		*98.5%*	*39.1%*	*17.8%*	*69.6%*	*30.2%*	*39.6%*	*85.5%*

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Central Scotland

Contents Page

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

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
AB	432	406	157	88	250	108	142	413
%V	*24.5%*	*24.3%*	*26.0%*	*24.3%*	*23.6%*	*24.9%*	*22.7%*	*27.7%*
%H (All HH)		*94.0%*	*36.3%*	*20.4%*	*57.9%*	*25.0%*	*32.9%*	*95.6%*
%H (TV HH)			*38.7%*	*21.7%*	*61.6%*	*26.6%*	*35.0%*	
C1	489	458	186	103	278	133	145	444
%V	*27.7%*	*27.4%*	*30.7%*	*28.5%*	*26.3%*	*30.7%*	*23.2%*	*29.7%*
%H (All HH)		*93.7%*	*38.0%*	*21.1%*	*56.9%*	*27.2%*	*29.7%*	*90.8%*
%H (TV HH)			*40.6%*	*22.5%*	*60.7%*	*29.0%*	*31.7%*	
C2	308	297	114	67	181	80	101	269
%V	*17.4%*	*17.8%*	*18.8%*	*18.5%*	*17.1%*	*18.5%*	*16.1%*	*18.0%*
%H (All HH)		*96.4%*	*37.0%*	*21.8%*	*58.8%*	*26.0%*	*32.8%*	*87.3%*
%H (TV HH)			*38.4%*	*22.6%*	*60.9%*	*26.9%*	*34.0%*	
D	308	292	88	66	198	73	125	233
%V	*17.4%*	*17.5%*	*14.5%*	*18.2%*	*18.7%*	*16.9%*	*20.0%*	*15.6%*
%H (All HH)		*94.8%*	*28.6%*	*21.4%*	*64.3%*	*23.7%*	*40.6%*	*75.6%*
%H (TV HH)			*30.1%*	*22.6%*	*67.8%*	*25.0%*	*42.8%*	
E	229	217	60	38	152	40	113	134
%V	*13.0%*	*13.0%*	*9.9%*	*10.5%*	*14.4%*	*9.2%*	*18.1%*	*9.0%*
%H (All HH)		*94.8%*	*26.2%*	*16.6%*	*66.4%*	*17.5%*	*49.3%*	*58.5%*
%H (TV HH)			*27.6%*	*17.5%*	*70.0%*	*18.4%*	*52.1%*	

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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Under 25	75	60	15	9	25	4	21	72
%V	*4.2%*	*3.6%*	*2.5%*	*2.5%*	*2.4%*	*0.9%*	*3.4%*	*4.8%*
%H (All HH)		*80.0%*	*20.0%*	*12.0%*	*33.3%*	*5.3%*	*28.0%*	*96.0%*
%H (TV HH)			*25.0%*	*15.0%*	*41.7%*	*6.7%*	*35.0%*	
25 - 34	276	246	87	53	114	42	71	264
%V	*15.6%*	*14.7%*	*14.4%*	*14.6%*	*10.8%*	*9.7%*	*11.3%*	*17.7%*
%H (All HH)		*89.1%*	*31.5%*	*19.2%*	*41.3%*	*15.2%*	*25.7%*	*95.7%*
%H (TV HH)			*35.4%*	*21.5%*	*46.3%*	*17.1%*	*28.9%*	
35 - 44	281	260	115	51	154	74	80	267
%V	*15.9%*	*15.6%*	*19.0%*	*14.1%*	*14.5%*	*17.1%*	*12.8%*	*17.9%*
%H (All HH)		*92.5%*	*40.9%*	*18.1%*	*54.8%*	*26.3%*	*28.5%*	*95.0%*
%H (TV HH)			*44.2%*	*19.6%*	*59.2%*	*28.5%*	*30.8%*	
45 - 54	334	321	132	77	198	96	102	308
%V	*18.9%*	*19.2%*	*21.8%*	*21.3%*	*18.7%*	*22.2%*	*16.3%*	*20.6%*
%H (All HH)		*96.1%*	*39.5%*	*23.1%*	*59.3%*	*28.7%*	*30.5%*	*92.2%*
%H (TV HH)			*41.1%*	*24.0%*	*61.7%*	*29.9%*	*31.8%*	
55 - 64	324	316	118	77	211	94	117	291
%V	*18.3%*	*18.9%*	*19.5%*	*21.3%*	*19.9%*	*21.7%*	*18.7%*	*19.5%*
%H (All HH)		*97.5%*	*36.4%*	*23.8%*	*65.1%*	*29.0%*	*36.1%*	*89.8%*
%H (TV HH)			*37.3%*	*24.4%*	*66.8%*	*29.7%*	*37.0%*	
65 +	475	467	138	95	357	123	235	290
%V	*26.9%*	*28.0%*	*22.8%*	*26.2%*	*33.7%*	*28.4%*	*37.5%*	*19.4%*
%H (All HH)		*98.3%*	*29.1%*	*20.0%*	*75.2%*	*25.9%*	*49.5%*	*61.1%*
%H (TV HH)			*29.6%*	*20.3%*	*76.4%*	*26.3%*	*50.3%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Central Scotland

Household level data

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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
1	660	605	162	109	432	118	313	442
%V	*37.4%*	*36.2%*	*26.8%*	*30.1%*	*40.8%*	*27.3%*	*50.0%*	*29.6%*
%H (All HH)		*91.7%*	*24.5%*	*16.5%*	*65.5%*	*17.9%*	*47.4%*	*67.0%*
%H (TV HH)			*26.8%*	*18.0%*	*71.4%*	*19.5%*	*51.7%*	
2	578	556	201	137	333	149	184	535
%V	*32.7%*	*33.3%*	*33.2%*	*37.8%*	*31.4%*	*34.4%*	*29.4%*	*35.8%*
%H (All HH)		*96.2%*	*34.8%*	*23.7%*	*57.6%*	*25.8%*	*31.8%*	*92.6%*
%H (TV HH)			*36.2%*	*24.6%*	*59.9%*	*26.8%*	*33.1%*	
3	251	239	108	57	138	72	66	244
%V	*14.2%*	*14.3%*	*17.9%*	*15.7%*	*13.0%*	*16.6%*	*10.5%*	*16.3%*
%H (All HH)		*95.2%*	*43.0%*	*22.7%*	*55.0%*	*28.7%*	*26.3%*	*97.2%*
%H (TV HH)			*45.2%*	*23.8%*	*57.7%*	*30.1%*	*27.6%*	
4	200	194	94	43	113	68	46	196
%V	*11.3%*	*11.6%*	*15.5%*	*11.9%*	*10.7%*	*15.7%*	*7.3%*	*13.1%*
%H (All HH)		*97.0%*	*47.0%*	*21.5%*	*56.5%*	*34.0%*	*23.0%*	*98.0%*
%H (TV HH)			*48.5%*	*22.2%*	*58.2%*	*35.1%*	*23.7%*	
5+	77	76	39	16	43	26	16	76
%V	*4.4%*	*4.6%*	*6.4%*	*4.4%*	*4.1%*	*6.0%*	*2.6%*	*5.1%*
%H (All HH)		*98.7%*	*50.6%*	*20.8%*	*55.8%*	*33.8%*	*20.8%*	*98.7%*
%H (TV HH)			*51.3%*	*21.1%*	*56.6%*	*34.2%*	*21.1%*	
Average HH size	2.14	2.17	2.44	2.24	2.08	2.41	1.85	2.30

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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Without	1372	1287	426	277	848	320	527	1109
%V	*77.7%*	*77.1%*	*70.4%*	*76.5%*	*80.1%*	*73.9%*	*84.2%*	*74.3%*
%H (All HH)		*93.8%*	*31.0%*	*20.2%*	*61.8%*	*23.3%*	*38.4%*	*80.8%*
%H (TV HH)			*33.1%*	*21.5%*	*65.9%*	*24.9%*	*40.9%*	
With	394	382	179	85	212	113	98	383
%V	*22.3%*	*22.9%*	*29.6%*	*23.5%*	*20.0%*	*26.1%*	*15.7%*	*25.7%*
%H (All HH)		*97.0%*	*45.4%*	*21.6%*	*53.8%*	*28.7%*	*24.9%*	*97.2%*
%H (TV HH)			*46.9%*	*22.3%*	*55.5%*	*29.6%*	*25.7%*	
0 - 3	130	125	57	24	64	29	35	126
%V	*7.4%*	*7.5%*	*9.4%*	*6.6%*	*6.0%*	*6.7%*	*5.6%*	*8.4%*
%H (All HH)		*96.2%*	*43.8%*	*18.5%*	*49.2%*	*22.3%*	*26.9%*	*96.9%*
%H (TV HH)			*45.6%*	*19.2%*	*51.2%*	*23.2%*	*28.0%*	
4 - 9	196	192	93	37	108	58	50	189
%V	*11.1%*	*11.5%*	*15.4%*	*10.2%*	*10.2%*	*13.4%*	*8.0%*	*12.7%*
%H (All HH)		*98.0%*	*47.4%*	*18.9%*	*55.1%*	*29.6%*	*25.5%*	*96.4%*
%H (TV HH)			*48.4%*	*19.3%*	*56.3%*	*30.2%*	*26.0%*	
10 - 15	185	181	88	43	104	62	42	182
%V	*10.5%*	*10.8%*	*14.5%*	*11.9%*	*9.8%*	*14.3%*	*6.7%*	*12.2%*
%H (All HH)		*97.8%*	*47.6%*	*23.2%*	*56.2%*	*33.5%*	*22.7%*	*98.4%*
%H (TV HH)			*48.6%*	*23.8%*	*57.5%*	*34.3%*	*23.2%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
1	675	675	181	116	379	61	318	514
%V	*38.2%*	*40.4%*	*29.9%*	*32.0%*	*35.8%*	*14.1%*	*50.8%*	*34.4%*
%H (All HH)		*100.0%*	*26.8%*	*17.2%*	*56.1%*	*9.0%*	*47.1%*	*76.1%*
%H (TV HH)			*26.8%*	*17.2%*	*56.1%*	*9.0%*	*47.1%*	
2	546	546	200	132	360	163	197	474
%V	*30.9%*	*32.7%*	*33.1%*	*36.5%*	*34.0%*	*37.6%*	*31.5%*	*31.7%*
%H (All HH)		*100.0%*	*36.6%*	*24.2%*	*65.9%*	*29.9%*	*36.1%*	*86.8%*
%H (TV HH)			*36.6%*	*24.2%*	*65.9%*	*29.9%*	*36.1%*	
3	288	288	139	68	207	127	80	272
%V	*16.3%*	*17.2%*	*23.0%*	*18.8%*	*19.5%*	*29.3%*	*12.8%*	*18.2%*
%H (All HH)		*100.0%*	*48.3%*	*23.6%*	*71.9%*	*44.1%*	*27.8%*	*94.4%*
%H (TV HH)			*48.3%*	*23.6%*	*71.9%*	*44.1%*	*27.8%*	
4	112	112	58	33	78	56	22	111
%V	*6.3%*	*6.7%*	*9.6%*	*9.1%*	*7.4%*	*12.9%*	*3.5%*	*7.4%*
%H (All HH)		*100.0%*	*51.8%*	*29.5%*	*69.6%*	*50.0%*	*19.6%*	*99.1%*
%H (TV HH)			*51.8%*	*29.5%*	*69.6%*	*50.0%*	*19.6%*	
5+	49	49	27	13	36	26	10	48
%V	*2.8%*	*2.9%*	*4.5%*	*3.6%*	*3.4%*	*6.0%*	*1.6%*	*3.2%*
%H (All HH)		*100.0%*	*55.1%*	*26.5%*	*73.5%*	*53.1%*	*20.4%*	*98.0%*
%H (TV HH)			*55.1%*	*26.5%*	*73.5%*	*53.1%*	*20.4%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.6: 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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Under 20"	138	138	48	33	108	53	55	116
%V	*7.8%*	*8.3%*	*7.9%*	*9.1%*	*10.2%*	*12.2%*	*8.8%*	*7.8%*
%H (All HH)		*100.0%*	*34.8%*	*23.9%*	*78.3%*	*38.4%*	*39.9%*	*84.1%*
%H (TV HH)			*34.8%*	*23.9%*	*78.3%*	*38.4%*	*39.9%*	
20" - 29"	389	389	140	81	289	133	157	327
%V	*22.0%*	*23.3%*	*23.1%*	*22.4%*	*27.3%*	*30.7%*	*25.1%*	*21.9%*
%H (All HH)		*100.0%*	*36.0%*	*20.8%*	*74.3%*	*34.2%*	*40.4%*	*84.1%*
%H (TV HH)			*36.0%*	*20.8%*	*74.3%*	*34.2%*	*40.4%*	
30" - 39"	793	793	286	175	539	231	307	672
%V	*44.9%*	*47.5%*	*47.3%*	*48.3%*	*50.9%*	*53.3%*	*49.0%*	*45.0%*
%H (All HH)		*100.0%*	*36.1%*	*22.1%*	*68.0%*	*29.1%*	*38.7%*	*84.7%*
%H (TV HH)			*36.1%*	*22.1%*	*68.0%*	*29.1%*	*38.7%*	
40" - 49"	878	878	363	214	542	277	266	797
%V	*49.7%*	*52.6%*	*60.0%*	*59.1%*	*51.2%*	*64.0%*	*42.5%*	*53.4%*
%H (All HH)		*100.0%*	*41.3%*	*24.4%*	*61.7%*	*31.5%*	*30.3%*	*90.8%*
%H (TV HH)			*41.3%*	*24.4%*	*61.7%*	*31.5%*	*30.3%*	
50" - 59"	354	354	172	86	211	125	86	334
%V	*20.0%*	*21.2%*	*28.4%*	*23.8%*	*19.9%*	*28.9%*	*13.7%*	*22.4%*
%H (All HH)		*100.0%*	*48.6%*	*24.3%*	*59.6%*	*35.3%*	*24.3%*	*94.4%*
%H (TV HH)			*48.6%*	*24.3%*	*59.6%*	*35.3%*	*24.3%*	
60"+	44	44	26	9	24	15	9	41
%V	*2.5%*	*2.6%*	*4.3%*	*2.5%*	*2.3%*	*3.5%*	*1.4%*	*2.7%*
%H (All HH)		*100.0%*	*59.1%*	*20.5%*	*54.5%*	*34.1%*	*20.5%*	*93.2%*
%H (TV HH)			*59.1%*	*20.5%*	*54.5%*	*34.1%*	*20.5%*	

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
Jan - Dec 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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Main living room	1646	1646	597	358	1049	430	620	1398
%V	*93.2%*	*98.6%*	*98.7%*	*98.9%*	*99.1%*	*99.3%*	*99.0%*	*93.6%*
%H (All HH)		*100.0%*	*36.3%*	*21.7%*	*63.7%*	*26.1%*	*37.7%*	*84.9%*
%H (TV HH)			*36.3%*	*21.7%*	*63.7%*	*26.1%*	*37.7%*	
Kitchen	145	145	67	32	116	70	46	135
%V	*8.2%*	*8.7%*	*11.1%*	*8.8%*	*11.0%*	*16.2%*	*7.3%*	*9.0%*
%H (All HH)		*100.0%*	*46.2%*	*22.1%*	*80.0%*	*48.3%*	*31.7%*	*93.1%*
%H (TV HH)			*46.2%*	*22.1%*	*80.0%*	*48.3%*	*31.7%*	
Adult's bedroom	796	796	342	201	547	308	239	720
%V	*45.1%*	*47.7%*	*56.5%*	*55.5%*	*51.7%*	*71.1%*	*38.2%*	*48.2%*
%H (All HH)		*100.0%*	*43.0%*	*25.3%*	*68.7%*	*38.7%*	*30.0%*	*90.5%*
%H (TV HH)			*43.0%*	*25.3%*	*68.7%*	*38.7%*	*30.0%*	
Child's bedroom	193	193	99	47	115	74	41	190
%V	*10.9%*	*11.6%*	*16.4%*	*13.0%*	*10.9%*	*17.1%*	*6.5%*	*12.7%*
%H (All HH)		*100.0%*	*51.3%*	*24.4%*	*59.6%*	*38.3%*	*21.2%*	*98.4%*
%H (TV HH)			*51.3%*	*24.4%*	*59.6%*	*38.3%*	*21.2%*	
Other bedroom	77	77	29	26	55	34	21	72
%V	*4.4%*	*4.6%*	*4.8%*	*7.2%*	*5.2%*	*7.9%*	*3.4%*	*4.8%*
%H (All HH)		*100.0%*	*37.7%*	*33.8%*	*71.4%*	*44.2%*	*27.3%*	*93.5%*
%H (TV HH)			*37.7%*	*33.8%*	*71.4%*	*44.2%*	*27.3%*	
Second living/dining room	119	119	60	28	84	52	32	113
%V	*6.7%*	*7.1%*	*9.9%*	*7.7%*	*7.9%*	*12.0%*	*5.1%*	*7.6%*
%H (All HH)		*100.0%*	*50.4%*	*23.5%*	*70.6%*	*43.7%*	*26.9%*	*95.0%*
%H (TV HH)			*50.4%*	*23.5%*	*70.6%*	*43.7%*	*26.9%*	
Study/office	22	22	10	4	16	8	8	21
%V	*1.2%*	*1.3%*	*1.7%*	*1.1%*	*1.5%*	*1.8%*	*1.3%*	*1.4%*
%H (All HH)		*100.0%*	*45.5%*	*18.2%*	*72.7%*	*36.4%*	*36.4%*	*95.5%*
%H (TV HH)			*45.5%*	*18.2%*	*72.7%*	*36.4%*	*36.4%*	
TV room	26	26	13	6	17	10	7	26
%V	*1.5%*	*1.6%*	*2.1%*	*1.7%*	*1.6%*	*2.3%*	*1.1%*	*1.7%*
%H (All HH)		*100.0%*	*50.0%*	*23.1%*	*65.4%*	*38.5%*	*26.9%*	*100.0%*
%H (TV HH)			*50.0%*	*23.1%*	*65.4%*	*38.5%*	*26.9%*	
Conservatory	24	24	12	5	17	10	7	23
%V	*1.4%*	*1.4%*	*2.0%*	*1.4%*	*1.6%*	*2.3%*	*1.1%*	*1.5%*
%H (All HH)		*100.0%*	*50.0%*	*20.8%*	*70.8%*	*41.7%*	*29.2%*	*95.8%*
%H (TV HH)			*50.0%*	*20.8%*	*70.8%*	*41.7%*	*29.2%*	
Attic or loft room	5	5	3	2	2	2	0	5
%V	*0.3%*	*0.3%*	*0.5%*	*0.6%*	*0.2%*	*0.5%*	*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	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	14	14	7	2	9	5	4	13
%V	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*0.8%*	*1.2%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*50.0%*	*14.3%*	*64.3%*	*35.7%*	*28.6%*	*92.9%*
%H (TV HH)			*50.0%*	*14.3%*	*64.3%*	*35.7%*	*28.6%*	

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
Jan - Dec 2018

ITV Central Scotland

Household level data

Table 6.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Any DSAT provider	605	605	605	10	284	284	0	568
%V	*34.3%*	*36.2%*	*100.0%*	*2.8%*	*26.8%*	*65.6%*	*0.0%*	*38.0%*
%H (All HH)			*100.0%*	*1.7%*	*46.9%*	*46.9%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*1.7%*	*46.9%*	*46.9%*	*0.0%*	
Sky with subcription	511	511	511	5	237	237	0	486
%V	*28.9%*	*30.6%*	*84.5%*	*1.4%*	*22.4%*	*54.7%*	*0.0%*	*32.6%*
%H (All HH)			*100.0%*	*1.0%*	*46.4%*	*46.4%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*1.0%*	*46.4%*	*46.4%*	*0.0%*	
Sky without subscription	37	37	37	2	17	17	0	33
%V	*2.1%*	*2.2%*	*6.1%*	*0.6%*	*1.6%*	*3.9%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*5.4%*	*45.9%*	*45.9%*	*0.0%*	*89.2%*
%H (TV HH)			*100.0%*	*5.4%*	*45.9%*	*45.9%*	*0.0%*	
Freesat	47	47	47	2	25	25	0	41
%V	*2.7%*	*2.8%*	*7.8%*	*0.6%*	*2.4%*	*5.8%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*4.3%*	*53.2%*	*53.2%*	*0.0%*	*87.2%*
%H (TV HH)			*100.0%*	*4.3%*	*53.2%*	*53.2%*	*0.0%*	
Other satellite provider	44	44	44	1	20	20	0	41
%V	*2.5%*	*2.6%*	*7.3%*	*0.3%*	*1.9%*	*4.6%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*2.3%*	*45.5%*	*45.5%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*2.3%*	*45.5%*	*45.5%*	*0.0%*	
DCAB	362	362	10	362	155	155	0	331
%V	*20.5%*	*21.7%*	*1.7%*	*100.0%*	*14.6%*	*35.8%*	*0.0%*	*22.2%*
%H (All HH)			*2.8%*	*100.0%*	*42.8%*	*42.8%*	*0.0%*	*91.4%*
%H (TV HH)			*2.8%*	*100.0%*	*42.8%*	*42.8%*	*0.0%*	
DTT	1059	1059	284	155	1059	433	626	850
%V	*60.0%*	*63.4%*	*46.9%*	*42.8%*	*100.0%*	*100.0%*	*100.0%*	*56.9%*
%H (All HH)		*100.0%*	*26.8%*	*14.6%*	*100.0%*	*40.9%*	*59.1%*	*80.3%*
%H (TV HH)			*26.8%*	*14.6%*	*100.0%*	*40.9%*	*59.1%*	

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
Jan - Dec 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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
PVR	1063	1063	539	339	595	403	192	989
%V	*60.2%*	*63.7%*	*89.1%*	*93.6%*	*56.2%*	*93.1%*	*30.7%*	*66.2%*
%H (All HH)		*100.0%*	*50.7%*	*31.9%*	*56.0%*	*37.9%*	*18.1%*	*93.0%*
%H (TV HH)			*50.7%*	*31.9%*	*56.0%*	*37.9%*	*18.1%*	
DVDR	17	17	7	4	10	5	5	14
%V	*1.0%*	*1.0%*	*1.2%*	*1.1%*	*0.9%*	*1.2%*	*0.8%*	*0.9%*
%H (All HH)		*100.0%*	*41.2%*	*23.5%*	*58.8%*	*29.4%*	*29.4%*	*82.4%*
%H (TV HH)			*41.2%*	*23.5%*	*58.8%*	*29.4%*	*29.4%*	
VCR	6	6	2	1	5	1	4	3
%V	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*	*0.6%*	*0.2%*
%H (All HH)		*100.0%*	*33.3%*	*16.7%*	*83.3%*	*16.7%*	*66.7%*	*50.0%*
%H (TV HH)			*33.3%*	*16.7%*	*83.3%*	*16.7%*	*66.7%*	
Any recorder	1072	1072	540	339	603	403	201	994
%V	*60.7%*	*64.2%*	*89.3%*	*93.6%*	*56.9%*	*93.1%*	*32.1%*	*66.6%*
%H (All HH)		*100.0%*	*50.4%*	*31.6%*	*56.3%*	*37.6%*	*18.8%*	*92.7%*
%H (TV HH)			*50.4%*	*31.6%*	*56.3%*	*37.6%*	*18.8%*	
Receives HDTV (via STB or built-in reception)	1195	1195	518	315	774	403	372	1075
%V	*67.7%*	*71.6%*	*85.6%*	*87.0%*	*73.1%*	*93.1%*	*59.4%*	*72.0%*
%H (All HH)		*100.0%*	*43.3%*	*26.4%*	*64.8%*	*33.7%*	*31.1%*	*90.0%*
%H (TV HH)			*43.3%*	*26.4%*	*64.8%*	*33.7%*	*31.1%*	
DVD/Blu-ray player or recorder	1064	1064	399	239	684	304	381	936
%V	*60.2%*	*63.7%*	*66.0%*	*66.0%*	*64.6%*	*70.2%*	*60.9%*	*62.7%*
%H (All HH)		*100.0%*	*37.5%*	*22.5%*	*64.3%*	*28.6%*	*35.8%*	*88.0%*
%H (TV HH)			*37.5%*	*22.5%*	*64.3%*	*28.6%*	*35.8%*	

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 6.10: 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	1766	1670	605	362	1059	433	626	1493
%H (All HH)		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*
%H (TV HH)			*36.2%*	*21.7%*	*63.4%*	*25.9%*	*37.5%*	
Has broadband internet	1493	1419	568	331	850	403	447	1493
%V	*84.5%*	*85.0%*	*93.9%*	*91.4%*	*80.3%*	*93.1%*	*71.4%*	*100.0%*
%H (All HH)		*95.0%*	*38.0%*	*22.2%*	*56.9%*	*27.0%*	*29.9%*	*100.0%*
%H (TV HH)			*40.0%*	*23.3%*	*59.9%*	*28.4%*	*31.5%*	
Number of computers (PCs and laptops)								
0	402	377	80	60	283	58	225	149
%V	*22.8%*	*22.6%*	*13.2%*	*16.6%*	*26.7%*	*13.4%*	*35.9%*	*10.0%*
%H (All HH)		*93.8%*	*19.9%*	*14.9%*	*70.4%*	*14.4%*	*56.0%*	*37.1%*
%H (TV HH)			*21.2%*	*15.9%*	*75.1%*	*15.4%*	*59.7%*	
1	450	421	145	98	265	107	158	436
%V	*25.5%*	*25.2%*	*24.0%*	*27.1%*	*25.0%*	*24.7%*	*25.2%*	*29.2%*
%H (All HH)		*93.6%*	*32.2%*	*21.8%*	*58.9%*	*23.8%*	*35.1%*	*96.9%*
%H (TV HH)			*34.4%*	*23.3%*	*62.9%*	*25.4%*	*37.5%*	
2	411	390	160	91	231	114	117	406
%V	*23.3%*	*23.4%*	*26.4%*	*25.1%*	*21.8%*	*26.3%*	*18.7%*	*27.2%*
%H (All HH)		*94.9%*	*38.9%*	*22.1%*	*56.2%*	*27.7%*	*28.5%*	*98.8%*
%H (TV HH)			*41.0%*	*23.3%*	*59.2%*	*29.2%*	*30.0%*	
3	237	226	99	55	136	72	64	236
%V	*13.4%*	*13.5%*	*16.4%*	*15.2%*	*12.8%*	*16.6%*	*10.2%*	*15.8%*
%H (All HH)		*95.4%*	*41.8%*	*23.2%*	*57.4%*	*30.4%*	*27.0%*	*99.6%*
%H (TV HH)			*43.8%*	*24.3%*	*60.2%*	*31.9%*	*28.3%*	
4	130	125	57	28	72	40	32	130
%V	*7.4%*	*7.5%*	*9.4%*	*7.7%*	*6.8%*	*9.2%*	*5.1%*	*8.7%*
%H (All HH)		*96.2%*	*43.8%*	*21.5%*	*55.4%*	*30.8%*	*24.6%*	*100.0%*
%H (TV HH)			*45.6%*	*22.4%*	*57.6%*	*32.0%*	*25.6%*	
5+	136	130	64	29	72	43	29	135
%V	*7.7%*	*7.8%*	*10.6%*	*8.0%*	*6.8%*	*9.9%*	*4.6%*	*9.0%*
%H (All HH)		*95.6%*	*47.1%*	*21.3%*	*52.9%*	*31.6%*	*21.3%*	*99.3%*
%H (TV HH)			*49.2%*	*22.3%*	*55.4%*	*33.1%*	*22.3%*	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 6.11: 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	3342	1382	782	2224	1135	1089	2980
%H		*41.4%*	*23.4%*	*66.5%*	*34.0%*	*32.6%*	*89.2%*
Under 20"	159	56	37	126	61	65	135
%V	*4.8%*	*4.1%*	*4.7%*	*5.7%*	*5.4%*	*6.0%*	*4.5%*
%H		*35.2%*	*23.3%*	*79.2%*	*38.4%*	*40.9%*	*84.9%*
20" - 29"	485	182	106	366	179	187	414
%V	*14.5%*	*13.2%*	*13.6%*	*16.5%*	*15.8%*	*17.2%*	*13.9%*
%H		*37.5%*	*21.9%*	*75.5%*	*36.9%*	*38.6%*	*85.4%*
30" - 39"	1025	396	232	701	330	371	887
%V	*30.7%*	*28.7%*	*29.7%*	*31.5%*	*29.1%*	*34.1%*	*29.8%*
%H		*38.6%*	*22.6%*	*68.4%*	*32.2%*	*36.2%*	*86.5%*
40" - 49"	1082	470	265	678	366	312	994
%V	*32.4%*	*34.0%*	*33.9%*	*30.5%*	*32.2%*	*28.7%*	*33.4%*
%H		*43.4%*	*24.5%*	*62.7%*	*33.8%*	*28.8%*	*91.9%*
50" - 59"	405	203	97	241	148	94	385
%V	*12.1%*	*14.7%*	*12.4%*	*10.8%*	*13.0%*	*8.6%*	*12.9%*
%H		*50.1%*	*24.0%*	*59.5%*	*36.5%*	*23.2%*	*95.1%*
60"+	48	28	9	25	15	11	45
%V	*1.4%*	*2.0%*	*1.2%*	*1.1%*	*1.3%*	*1.0%*	*1.5%*
%H		*58.3%*	*18.8%*	*52.1%*	*31.3%*	*22.9%*	*93.8%*
Don't know	139	47	37	85	36	50	120
%V	*4.2%*	*3.4%*	*4.7%*	*3.8%*	*3.2%*	*4.6%*	*4.0%*
%H		*33.8%*	*26.6%*	*61.2%*	*25.9%*	*36.0%*	*86.3%*

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	3342	1382	782	2224	1135	1089	2980
%H		*41.4%*	*23.4%*	*66.5%*	*34.0%*	*32.6%*	*89.2%*
Main living room	1662	604	362	1058	434	624	1411
%V	*49.7%*	*43.7%*	*46.3%*	*47.6%*	*38.2%*	*57.3%*	*47.3%*
%H		*36.3%*	*21.8%*	*63.7%*	*26.1%*	*37.5%*	*84.9%*
Kitchen	145	67	32	117	70	47	135
%V	*4.3%*	*4.8%*	*4.1%*	*5.3%*	*6.2%*	*4.3%*	*4.5%*
%H		*46.2%*	*22.1%*	*80.7%*	*48.3%*	*32.4%*	*93.1%*
Adult's bedroom	986	433	253	688	402	286	902
%V	*29.5%*	*31.3%*	*32.4%*	*30.9%*	*35.4%*	*26.3%*	*30.3%*
%H		*43.9%*	*25.7%*	*69.8%*	*40.8%*	*29.0%*	*91.5%*
Child's bedroom	250	134	59	151	100	51	246
%V	*7.5%*	*9.7%*	*7.5%*	*6.8%*	*8.8%*	*4.7%*	*8.3%*
%H		*53.6%*	*23.6%*	*60.4%*	*40.0%*	*20.4%*	*98.4%*
Other bedroom	87	36	28	63	41	22	81
%V	*2.6%*	*2.6%*	*3.6%*	*2.8%*	*3.6%*	*2.0%*	*2.7%*
%H		*41.4%*	*32.2%*	*72.4%*	*47.1%*	*25.3%*	*93.1%*
Second living/dining room	121	63	28	86	54	32	116
%V	*3.6%*	*4.6%*	*3.6%*	*3.9%*	*4.8%*	*2.9%*	*3.9%*
%H		*52.1%*	*23.1%*	*71.1%*	*44.6%*	*26.4%*	*95.9%*
Study/office	22	10	4	16	8	8	21
%V	*0.7%*	*0.7%*	*0.5%*	*0.7%*	*0.7%*	*0.7%*	*0.7%*
%H		*45.5%*	*18.2%*	*72.7%*	*36.4%*	*36.4%*	*95.5%*
TV room	27	14	6	17	10	7	26
%V	*0.8%*	*1.0%*	*0.8%*	*0.8%*	*0.9%*	*0.6%*	*0.9%*
%H		*51.9%*	*22.2%*	*63.0%*	*37.0%*	*25.9%*	*96.3%*
Conservatory	24	12	5	17	10	7	23
%V	*0.7%*	*0.9%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*0.8%*
%H		*50.0%*	*20.8%*	*70.8%*	*41.7%*	*29.2%*	*95.8%*
Attic or loft room	5	3	2	2	2	0	5
%V	*0.1%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*	*0.0%*	*0.2%*
%H		*60.0%*	*40.0%*	*40.0%*	*40.0%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	14	7	2	9	5	4	13
%V	*0.4%*	*0.5%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*
%H		*50.0%*	*14.3%*	*64.3%*	*35.7%*	*28.6%*	*92.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	3342	1382	782	2224	1135	1089	2980
%H		*41.4%*	*23.4%*	*66.5%*	*34.0%*	*32.6%*	*89.2%*
PVR	1532	835	493	808	591	217	1443
%V	*45.8%*	*60.4%*	*63.0%*	*36.3%*	*52.1%*	*19.9%*	*48.4%*
%H		*54.5%*	*32.2%*	*52.7%*	*38.6%*	*14.2%*	*94.2%*
DVDR	17	8	4	11	6	5	14
%V	*0.5%*	*0.6%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H		*47.1%*	*23.5%*	*64.7%*	*35.3%*	*29.4%*	*82.4%*
VCR	6	2	1	5	1	4	3
%V	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.4%*	*0.1%*
%H		*33.3%*	*16.7%*	*83.3%*	*16.7%*	*66.7%*	*50.0%*
Any recorder	1547	839	495	820	593	226	1454
%V	*46.3%*	*60.7%*	*63.3%*	*36.9%*	*52.2%*	*20.8%*	*48.8%*
%H		*54.2%*	*32.0%*	*53.0%*	*38.3%*	*14.6%*	*94.0%*

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	3342	1382	782	2224	1135	1089	2980
%H		*41.4%*	*23.4%*	*66.5%*	*34.0%*	*32.6%*	*89.2%*
Receives HDTV (via STB or built-in reception)	1916	879	514	1273	733	540	1756
%V	*57.3%*	*63.6%*	*65.7%*	*57.2%*	*64.6%*	*49.6%*	*58.9%*
%H		*45.9%*	*26.8%*	*66.4%*	*38.3%*	*28.2%*	*91.6%*
DVD/Blu-ray player or recorder	1563	632	369	1012	505	507	1411
%V	*46.8%*	*45.7%*	*47.2%*	*45.5%*	*44.5%*	*46.6%*	*47.3%*
%H		*40.4%*	*23.6%*	*64.7%*	*32.3%*	*32.4%*	*90.3%*

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	1669	605	362	1059	433	625	1419
%H		*36.2%*	*21.7%*	*63.5%*	*25.9%*	*37.4%*	*85.0%*
Under 20"	13	2	2	8	0	8	8
%V	*0.8%*	*0.3%*	*0.6%*	*0.8%*	*0.0%*	*1.3%*	*0.6%*
%H		*15.4%*	*15.4%*	*61.5%*	*0.0%*	*61.5%*	*61.5%*
20" - 29"	84	14	9	62	6	56	52
%V	*5.0%*	*2.3%*	*2.5%*	*5.9%*	*1.4%*	*9.0%*	*3.7%*
%H		*16.7%*	*10.7%*	*73.8%*	*7.1%*	*66.7%*	*61.9%*
30" - 39"	406	102	72	281	70	211	303
%V	*24.3%*	*16.9%*	*19.9%*	*26.5%*	*16.2%*	*33.8%*	*21.4%*
%H		*25.1%*	*17.7%*	*69.2%*	*17.2%*	*52.0%*	*74.6%*
40" - 49"	737	289	178	454	218	236	661
%V	*44.2%*	*47.8%*	*49.2%*	*42.9%*	*50.3%*	*37.8%*	*46.6%*
%H		*39.2%*	*24.2%*	*61.6%*	*29.6%*	*32.0%*	*89.7%*
50" - 59"	323	157	79	195	117	78	305
%V	*19.4%*	*26.0%*	*21.8%*	*18.4%*	*27.0%*	*12.5%*	*21.5%*
%H		*48.6%*	*24.5%*	*60.4%*	*36.2%*	*24.1%*	*94.4%*
60"+	39	23	8	21	12	9	37
%V	*2.3%*	*3.8%*	*2.2%*	*2.0%*	*2.8%*	*1.4%*	*2.6%*
%H		*59.0%*	*20.5%*	*53.8%*	*30.8%*	*23.1%*	*94.9%*
Don't know	67	19	14	39	11	28	54
%V	*4.0%*	*3.1%*	*3.9%*	*3.7%*	*2.5%*	*4.5%*	*3.8%*
%H		*28.4%*	*20.9%*	*58.2%*	*16.4%*	*41.8%*	*80.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.16: 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	1669	605	362	1059	433	625	1419
%H		*36.2%*	*21.7%*	*63.5%*	*25.9%*	*37.4%*	*85.0%*
PVR	1045	532	335	579	394	185	972
%V	*62.6%*	*87.9%*	*92.5%*	*54.7%*	*91.0%*	*29.6%*	*68.5%*
%H		*50.9%*	*32.1%*	*55.4%*	*37.7%*	*17.7%*	*93.0%*
DVDR	10	5	2	6	3	3	8
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*50.0%*	*20.0%*	*60.0%*	*30.0%*	*30.0%*	*80.0%*
VCR	5	1	1	4	1	4	2
%V	*0.3%*	*0.2%*	*0.3%*	*0.4%*	*0.2%*	*0.6%*	*0.1%*
%H		*20.0%*	*20.0%*	*80.0%*	*20.0%*	*80.0%*	*40.0%*
Any recorder	1053	533	335	586	395	192	976
%V	*63.1%*	*88.1%*	*92.5%*	*55.3%*	*91.2%*	*30.7%*	*68.8%*
%H		*50.6%*	*31.8%*	*55.7%*	*37.5%*	*18.2%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	1669	605	362	1059	433	625	1419
%H		*36.2%*	*21.7%*	*63.5%*	*25.9%*	*37.4%*	*85.0%*
Receives HDTV (via STB or built-in reception)	1168	504	310	751	388	363	1050
%V	*70.0%*	*83.3%*	*85.6%*	*70.9%*	*89.6%*	*58.1%*	*74.0%*
%H		*43.2%*	*26.5%*	*64.3%*	*33.2%*	*31.1%*	*89.9%*
DVD/Blu-ray player or recorder	891	326	199	564	238	325	773
%V	*53.4%*	*53.9%*	*55.0%*	*53.3%*	*55.0%*	*52.0%*	*54.5%*
%H		*36.6%*	*22.3%*	*63.3%*	*26.7%*	*36.5%*	*86.8%*

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	1673	777	421	1165	701	464	1561
%H		*46.4%*	*25.2%*	*69.6%*	*41.9%*	*27.7%*	*93.3%*
Under 20"	146	54	35	118	61	57	127
%V	*8.7%*	*6.9%*	*8.3%*	*10.1%*	*8.7%*	*12.3%*	*8.1%*
%H		*37.0%*	*24.0%*	*80.8%*	*41.8%*	*39.0%*	*87.0%*
20" - 29"	402	168	97	304	173	131	362
%V	*24.0%*	*21.6%*	*23.0%*	*26.1%*	*24.7%*	*28.2%*	*23.2%*
%H		*41.8%*	*24.1%*	*75.6%*	*43.0%*	*32.6%*	*90.0%*
30" - 39"	620	294	160	420	260	160	584
%V	*37.1%*	*37.8%*	*38.0%*	*36.1%*	*37.1%*	*34.5%*	*37.4%*
%H		*47.4%*	*25.8%*	*67.7%*	*41.9%*	*25.8%*	*94.2%*
40" - 49"	344	181	87	224	149	75	334
%V	*20.6%*	*23.3%*	*20.7%*	*19.2%*	*21.3%*	*16.2%*	*21.4%*
%H		*52.6%*	*25.3%*	*65.1%*	*43.3%*	*21.8%*	*97.1%*
50" - 59"	82	46	19	47	31	16	80
%V	*4.9%*	*5.9%*	*4.5%*	*4.0%*	*4.4%*	*3.4%*	*5.1%*
%H		*56.1%*	*23.2%*	*57.3%*	*37.8%*	*19.5%*	*97.6%*
60"+	8	5	1	5	3	2	8
%V	*0.5%*	*0.6%*	*0.2%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*
%H		*62.5%*	*12.5%*	*62.5%*	*37.5%*	*25.0%*	*100.0%*
Don't know	72	28	23	47	25	22	65
%V	*4.3%*	*3.6%*	*5.5%*	*4.0%*	*3.6%*	*4.7%*	*4.2%*
%H		*38.9%*	*31.9%*	*65.3%*	*34.7%*	*30.6%*	*90.3%*

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	1673	777	421	1165	701	464	1561
%H		*46.4%*	*25.2%*	*69.6%*	*41.9%*	*27.7%*	*93.3%*
PVR	487	303	159	229	197	32	471
%V	*29.1%*	*39.0%*	*37.8%*	*19.7%*	*28.1%*	*6.9%*	*30.2%*
%H		*62.2%*	*32.6%*	*47.0%*	*40.5%*	*6.6%*	*96.7%*
DVDR	7	4	2	4	3	2	7
%V	*0.4%*	*0.5%*	*0.5%*	*0.3%*	*0.4%*	*0.4%*	*0.4%*
%H		*57.1%*	*28.6%*	*57.1%*	*42.9%*	*28.6%*	*100.0%*
VCR	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%*
Any recorder	495	306	160	233	199	35	478
%V	*29.6%*	*39.4%*	*38.0%*	*20.0%*	*28.4%*	*7.5%*	*30.6%*
%H		*61.8%*	*32.3%*	*47.1%*	*40.2%*	*7.1%*	*96.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	1673	777	421	1165	701	464	1561
%H		*46.4%*	*25.2%*	*69.6%*	*41.9%*	*27.7%*	*93.3%*
Receives HDTV (via STB or built-in reception)	748	375	203	522	345	177	706
%V	*44.7%*	*48.3%*	*48.2%*	*44.8%*	*49.2%*	*38.1%*	*45.2%*
%H		*50.1%*	*27.1%*	*69.8%*	*46.1%*	*23.7%*	*94.4%*
DVD/Blu-ray player or recorder	672	306	171	449	266	182	638
%V	*40.2%*	*39.4%*	*40.6%*	*38.5%*	*37.9%*	*39.2%*	*40.9%*
%H		*45.5%*	*25.4%*	*66.8%*	*39.6%*	*27.1%*	*94.9%*

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	3786	3620	1479	810	2197	1042	1155	3439
%H		*95.6%*	*39.1%*	*21.4%*	*58.0%*	*27.5%*	*30.5%*	*90.8%*
Total Children	656	639	305	136	351	190	161	638
%V	*17.3%*	*17.7%*	*20.6%*	*16.8%*	*16.0%*	*18.2%*	*13.9%*	*18.6%*
%H		*97.4%*	*46.5%*	*20.7%*	*53.5%*	*29.0%*	*24.5%*	*97.3%*
0 - 3	152	147	67	29	73	32	41	147
%V	*4.0%*	*4.1%*	*4.5%*	*3.6%*	*3.3%*	*3.1%*	*3.5%*	*4.3%*
%H		*96.7%*	*44.1%*	*19.1%*	*48.0%*	*21.1%*	*27.0%*	*96.7%*
4 - 15	503	492	238	107	277	158	120	490
%V	*13.3%*	*13.6%*	*16.1%*	*13.2%*	*12.6%*	*15.2%*	*10.4%*	*14.2%*
%H		*97.8%*	*47.3%*	*21.3%*	*55.1%*	*31.4%*	*23.9%*	*97.4%*
4 - 9	260	255	123	47	140	75	65	251
%V	*6.9%*	*7.0%*	*8.3%*	*5.8%*	*6.4%*	*7.2%*	*5.6%*	*7.3%*
%H		*98.1%*	*47.3%*	*18.1%*	*53.8%*	*28.8%*	*25.0%*	*96.5%*
10 - 15	243	237	115	59	137	82	55	239
%V	*6.4%*	*6.5%*	*7.8%*	*7.3%*	*6.2%*	*7.9%*	*4.8%*	*6.9%*
%H		*97.5%*	*47.3%*	*24.3%*	*56.4%*	*33.7%*	*22.6%*	*98.4%*

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	3786	3620	1479	810	2197	1042	1155	3439
%H		*95.6%*	*39.1%*	*21.4%*	*58.0%*	*27.5%*	*30.5%*	*90.8%*
Total Adults (16+)	3130	2981	1174	674	1847	852	994	2801
%V	*82.7%*	*82.3%*	*79.4%*	*83.2%*	*84.1%*	*81.8%*	*86.1%*	*81.4%*
%H		*95.2%*	*37.5%*	*21.5%*	*59.0%*	*27.2%*	*31.8%*	*89.5%*
16 - 19	153	144	66	33	84	45	40	149
%V	*4.0%*	*4.0%*	*4.5%*	*4.1%*	*3.8%*	*4.3%*	*3.5%*	*4.3%*
%H		*94.1%*	*43.1%*	*21.6%*	*54.9%*	*29.4%*	*26.1%*	*97.4%*
20 - 24	239	206	70	36	114	48	66	232
%V	*6.3%*	*5.7%*	*4.7%*	*4.4%*	*5.2%*	*4.6%*	*5.7%*	*6.7%*
%H		*86.2%*	*29.3%*	*15.1%*	*47.7%*	*20.1%*	*27.6%*	*97.1%*
25 - 34	529	485	185	106	233	100	133	512
%V	*14.0%*	*13.4%*	*12.5%*	*13.1%*	*10.6%*	*9.6%*	*11.5%*	*14.9%*
%H		*91.7%*	*35.0%*	*20.0%*	*44.0%*	*18.9%*	*25.1%*	*96.8%*
35 - 44	476	449	208	92	254	131	124	459
%V	*12.6%*	*12.4%*	*14.1%*	*11.4%*	*11.6%*	*12.6%*	*10.7%*	*13.3%*
%H		*94.3%*	*43.7%*	*19.3%*	*53.4%*	*27.5%*	*26.1%*	*96.4%*
45 - 54	546	531	228	132	331	171	159	515
%V	*14.4%*	*14.7%*	*15.4%*	*16.3%*	*15.1%*	*16.4%*	*13.8%*	*15.0%*
%H		*97.3%*	*41.8%*	*24.2%*	*60.6%*	*31.3%*	*29.1%*	*94.3%*
55 - 64	509	499	200	130	330	165	164	470
%V	*13.4%*	*13.8%*	*13.5%*	*16.0%*	*15.0%*	*15.8%*	*14.2%*	*13.7%*
%H		*98.0%*	*39.3%*	*25.5%*	*64.8%*	*32.4%*	*32.2%*	*92.3%*
65+	677	668	217	145	500	192	308	465
%V	*17.9%*	*18.5%*	*14.7%*	*17.9%*	*22.8%*	*18.4%*	*26.7%*	*13.5%*
%H		*98.7%*	*32.1%*	*21.4%*	*73.9%*	*28.4%*	*45.5%*	*68.7%*

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+)	3130	2981	1174	674	1847	852	994	2801
%H		*95.2%*	*37.5%*	*21.5%*	*59.0%*	*27.2%*	*31.8%*	*89.5%*
AB	848	809	336	176	488	231	256	824
%V	*27.1%*	*27.1%*	*28.6%*	*26.1%*	*26.4%*	*27.1%*	*25.8%*	*29.4%*
%H		*95.4%*	*39.6%*	*20.8%*	*57.5%*	*27.2%*	*30.2%*	*97.2%*
C1	897	840	371	184	495	260	235	843
%V	*28.7%*	*28.2%*	*31.6%*	*27.3%*	*26.8%*	*30.5%*	*23.6%*	*30.1%*
%H		*93.6%*	*41.4%*	*20.5%*	*55.2%*	*29.0%*	*26.2%*	*94.0%*
C2	578	562	226	137	346	167	178	527
%V	*18.5%*	*18.9%*	*19.3%*	*20.3%*	*18.7%*	*19.6%*	*17.9%*	*18.8%*
%H		*97.2%*	*39.1%*	*23.7%*	*59.9%*	*28.9%*	*30.8%*	*91.2%*
D	513	490	159	125	324	137	187	421
%V	*16.4%*	*16.4%*	*13.5%*	*18.5%*	*17.5%*	*16.1%*	*18.8%*	*15.0%*
%H		*95.5%*	*31.0%*	*24.4%*	*63.2%*	*26.7%*	*36.5%*	*82.1%*
E	294	279	83	52	194	56	138	187
%V	*9.4%*	*9.4%*	*7.1%*	*7.7%*	*10.5%*	*6.6%*	*13.9%*	*6.7%*
%H		*94.9%*	*28.2%*	*17.7%*	*66.0%*	*19.0%*	*46.9%*	*63.6%*

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+)	3130	2981	1174	674	1847	852	994	2801
%H		*95.2%*	*37.5%*	*21.5%*	*59.0%*	*27.2%*	*31.8%*	*89.5%*
Working full time	1452	1384	616	324	783	419	365	1409
%V	*46.4%*	*46.4%*	*52.5%*	*48.1%*	*42.4%*	*49.2%*	*36.7%*	*50.3%*
%H		*95.3%*	*42.4%*	*22.3%*	*53.9%*	*28.9%*	*25.1%*	*97.0%*
Working part time	298	285	118	64	180	92	89	289
%V	*9.5%*	*9.6%*	*10.1%*	*9.5%*	*9.7%*	*10.8%*	*9.0%*	*10.3%*
%H		*95.6%*	*39.6%*	*21.5%*	*60.4%*	*30.9%*	*29.9%*	*97.0%*
Not working	1380	1312	440	286	883	342	541	1104
%V	*44.1%*	*44.0%*	*37.5%*	*42.4%*	*47.8%*	*40.1%*	*54.4%*	*39.4%*
%H		*95.1%*	*31.9%*	*20.7%*	*64.0%*	*24.8%*	*39.2%*	*80.0%*
Houseperson	1766	1670	605	362	1059	433	626	1493
%V	*56.4%*	*56.0%*	*51.5%*	*53.7%*	*57.3%*	*50.8%*	*63.0%*	*53.3%*
%H		*94.6%*	*34.3%*	*20.5%*	*60.0%*	*24.5%*	*35.4%*	*84.5%*

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+)	1500	1420	565	325	866	414	452	1350
%H		*94.7%*	*37.7%*	*21.7%*	*57.7%*	*27.6%*	*30.1%*	*90.0%*
16 - 19	76	72	33	18	43	25	18	72
%V	*5.1%*	*5.1%*	*5.8%*	*5.5%*	*5.0%*	*6.0%*	*4.0%*	*5.3%*
%H		*94.7%*	*43.4%*	*23.7%*	*56.6%*	*32.9%*	*23.7%*	*94.7%*
20 - 24	113	101	34	18	57	28	29	109
%V	*7.5%*	*7.1%*	*6.0%*	*5.5%*	*6.6%*	*6.8%*	*6.4%*	*8.1%*
%H		*89.4%*	*30.1%*	*15.9%*	*50.4%*	*24.8%*	*25.7%*	*96.5%*
25 - 34	263	237	87	51	115	49	66	255
%V	*17.5%*	*16.7%*	*15.4%*	*15.7%*	*13.3%*	*11.8%*	*14.6%*	*18.9%*
%H		*90.1%*	*33.1%*	*19.4%*	*43.7%*	*18.6%*	*25.1%*	*97.0%*
35 - 44	232	215	95	48	119	62	57	222
%V	*15.5%*	*15.1%*	*16.8%*	*14.8%*	*13.7%*	*15.0%*	*12.6%*	*16.4%*
%H		*92.7%*	*40.9%*	*20.7%*	*51.3%*	*26.7%*	*24.6%*	*95.7%*
45 - 54	266	259	110	61	161	83	78	247
%V	*17.7%*	*18.2%*	*19.5%*	*18.8%*	*18.6%*	*20.0%*	*17.3%*	*18.3%*
%H		*97.4%*	*41.4%*	*22.9%*	*60.5%*	*31.2%*	*29.3%*	*92.9%*
55 - 64	246	241	100	61	157	79	78	223
%V	*16.4%*	*17.0%*	*17.7%*	*18.8%*	*18.1%*	*19.1%*	*17.3%*	*16.5%*
%H		*98.0%*	*40.7%*	*24.8%*	*63.8%*	*32.1%*	*31.7%*	*90.7%*
65+	304	296	105	66	215	89	126	221
%V	*20.3%*	*20.8%*	*18.6%*	*20.3%*	*24.8%*	*21.5%*	*27.9%*	*16.4%*
%H		*97.4%*	*34.5%*	*21.7%*	*70.7%*	*29.3%*	*41.4%*	*72.7%*

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+)	1500	1420	565	325	866	414	452	1350
%H		*94.7%*	*37.7%*	*21.7%*	*57.7%*	*27.6%*	*30.1%*	*90.0%*
AB	418	399	166	83	241	115	125	406
%V	*27.9%*	*28.1%*	*29.4%*	*25.5%*	*27.8%*	*27.8%*	*27.7%*	*30.1%*
%H		*95.5%*	*39.7%*	*19.9%*	*57.7%*	*27.5%*	*29.9%*	*97.1%*
C1	398	371	171	84	205	120	85	381
%V	*26.5%*	*26.1%*	*30.3%*	*25.8%*	*23.7%*	*29.0%*	*18.8%*	*28.2%*
%H		*93.2%*	*43.0%*	*21.1%*	*51.5%*	*30.2%*	*21.4%*	*95.7%*
C2	314	304	119	76	189	91	98	281
%V	*20.9%*	*21.4%*	*21.1%*	*23.4%*	*21.8%*	*22.0%*	*21.7%*	*20.8%*
%H		*96.8%*	*37.9%*	*24.2%*	*60.2%*	*29.0%*	*31.2%*	*89.5%*
D	245	232	75	65	150	68	82	203
%V	*16.3%*	*16.3%*	*13.3%*	*20.0%*	*17.3%*	*16.4%*	*18.1%*	*15.0%*
%H		*94.7%*	*30.6%*	*26.5%*	*61.2%*	*27.8%*	*33.5%*	*82.9%*
E	124	115	34	17	82	20	62	78
%V	*8.3%*	*8.1%*	*6.0%*	*5.2%*	*9.5%*	*4.8%*	*13.7%*	*5.8%*
%H		*92.7%*	*27.4%*	*13.7%*	*66.1%*	*16.1%*	*50.0%*	*62.9%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1500	1420	565	325	866	414	452	1350
%H		*94.7%*	*37.7%*	*21.7%*	*57.7%*	*27.6%*	*30.1%*	*90.0%*
Working full time	849	809	355	190	465	251	214	822
%V	*56.6%*	*57.0%*	*62.8%*	*58.5%*	*53.7%*	*60.6%*	*47.3%*	*60.9%*
%H		*95.3%*	*41.8%*	*22.4%*	*54.8%*	*29.6%*	*25.2%*	*96.8%*
Working part time	57	53	19	13	30	14	16	53
%V	*3.8%*	*3.7%*	*3.4%*	*4.0%*	*3.5%*	*3.4%*	*3.5%*	*3.9%*
%H		*93.0%*	*33.3%*	*22.8%*	*52.6%*	*24.6%*	*28.1%*	*93.0%*
Not working	593	558	190	122	372	150	222	475
%V	*39.5%*	*39.3%*	*33.6%*	*37.5%*	*43.0%*	*36.2%*	*49.1%*	*35.2%*
%H		*94.1%*	*32.0%*	*20.6%*	*62.7%*	*25.3%*	*37.4%*	*80.1%*
Houseperson	430	385	120	78	246	84	162	325
%V	*28.7%*	*27.1%*	*21.2%*	*24.0%*	*28.4%*	*20.3%*	*35.8%*	*24.1%*
%H		*89.5%*	*27.9%*	*18.1%*	*57.2%*	*19.5%*	*37.7%*	*75.6%*

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	1561	609	349	980	438	542	1451
%H		*95.8%*	*37.4%*	*21.4%*	*60.1%*	*26.9%*	*33.3%*	*89.0%*
16 - 19	78	72	33	15	42	20	22	76
%V	*4.8%*	*4.6%*	*5.4%*	*4.3%*	*4.3%*	*4.6%*	*4.1%*	*5.2%*
%H		*92.3%*	*42.3%*	*19.2%*	*53.8%*	*25.6%*	*28.2%*	*97.4%*
20 - 24	126	105	36	17	57	20	37	123
%V	*7.7%*	*6.7%*	*5.9%*	*4.9%*	*5.8%*	*4.6%*	*6.8%*	*8.5%*
%H		*83.3%*	*28.6%*	*13.5%*	*45.2%*	*15.9%*	*29.4%*	*97.6%*
25 - 34	266	248	98	55	118	51	67	257
%V	*16.3%*	*15.9%*	*16.1%*	*15.8%*	*12.0%*	*11.6%*	*12.4%*	*17.7%*
%H		*93.2%*	*36.8%*	*20.7%*	*44.4%*	*19.2%*	*25.2%*	*96.6%*
35 - 44	244	234	112	44	135	69	66	237
%V	*15.0%*	*15.0%*	*18.4%*	*12.6%*	*13.8%*	*15.8%*	*12.2%*	*16.3%*
%H		*95.9%*	*45.9%*	*18.0%*	*55.3%*	*28.3%*	*27.0%*	*97.1%*
45 - 54	280	272	118	70	170	89	81	267
%V	*17.2%*	*17.4%*	*19.4%*	*20.1%*	*17.3%*	*20.3%*	*14.9%*	*18.4%*
%H		*97.1%*	*42.1%*	*25.0%*	*60.7%*	*31.8%*	*28.9%*	*95.4%*
55 - 64	263	258	100	69	173	86	87	246
%V	*16.1%*	*16.5%*	*16.4%*	*19.8%*	*17.7%*	*19.6%*	*16.1%*	*17.0%*
%H		*98.1%*	*38.0%*	*26.2%*	*65.8%*	*32.7%*	*33.1%*	*93.5%*
65+	373	372	112	79	285	103	183	245
%V	*22.9%*	*23.8%*	*18.4%*	*22.6%*	*29.1%*	*23.5%*	*33.8%*	*16.9%*
%H		*99.7%*	*30.0%*	*21.2%*	*76.4%*	*27.6%*	*49.1%*	*65.7%*

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	1561	609	349	980	438	542	1451
%H		*95.8%*	*37.4%*	*21.4%*	*60.1%*	*26.9%*	*33.3%*	*89.0%*
AB	429	411	170	93	247	116	131	418
%V	*26.3%*	*26.3%*	*27.9%*	*26.6%*	*25.2%*	*26.5%*	*24.2%*	*28.8%*
%H		*95.8%*	*39.6%*	*21.7%*	*57.6%*	*27.0%*	*30.5%*	*97.4%*
C1	499	469	200	101	290	141	150	462
%V	*30.6%*	*30.0%*	*32.8%*	*28.9%*	*29.6%*	*32.2%*	*27.7%*	*31.8%*
%H		*94.0%*	*40.1%*	*20.2%*	*58.1%*	*28.3%*	*30.1%*	*92.6%*
C2	264	259	107	61	157	76	81	245
%V	*16.2%*	*16.6%*	*17.6%*	*17.5%*	*16.0%*	*17.4%*	*14.9%*	*16.9%*
%H		*98.1%*	*40.5%*	*23.1%*	*59.5%*	*28.8%*	*30.7%*	*92.8%*
D	268	258	83	60	174	69	105	218
%V	*16.4%*	*16.5%*	*13.6%*	*17.2%*	*17.8%*	*15.8%*	*19.4%*	*15.0%*
%H		*96.3%*	*31.0%*	*22.4%*	*64.9%*	*25.7%*	*39.2%*	*81.3%*
E	171	164	49	35	112	36	76	109
%V	*10.5%*	*10.5%*	*8.0%*	*10.0%*	*11.4%*	*8.2%*	*14.0%*	*7.5%*
%H		*95.9%*	*28.7%*	*20.5%*	*65.5%*	*21.1%*	*44.4%*	*63.7%*

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	1561	609	349	980	438	542	1451
%H		*95.8%*	*37.4%*	*21.4%*	*60.1%*	*26.9%*	*33.3%*	*89.0%*
Working full time	603	575	261	134	319	168	151	586
%V	*37.0%*	*36.8%*	*42.9%*	*38.4%*	*32.6%*	*38.4%*	*27.9%*	*40.4%*
%H		*95.4%*	*43.3%*	*22.2%*	*52.9%*	*27.9%*	*25.0%*	*97.2%*
Working part time	240	233	99	51	150	78	73	236
%V	*14.7%*	*14.9%*	*16.3%*	*14.6%*	*15.3%*	*17.8%*	*13.5%*	*16.3%*
%H		*97.1%*	*41.3%*	*21.3%*	*62.5%*	*32.5%*	*30.4%*	*98.3%*
Not working	787	754	250	164	511	192	319	629
%V	*48.3%*	*48.3%*	*41.1%*	*47.0%*	*52.1%*	*43.8%*	*58.9%*	*43.3%*
%H		*95.8%*	*31.8%*	*20.8%*	*64.9%*	*24.4%*	*40.5%*	*79.9%*
Houseperson	1336	1285	485	284	813	349	464	1168
%V	*82.0%*	*82.3%*	*79.6%*	*81.4%*	*83.0%*	*79.7%*	*85.6%*	*80.5%*
%H		*96.2%*	*36.3%*	*21.3%*	*60.9%*	*26.1%*	*34.7%*	*87.4%*

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North Scotland

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
AB	137	131	69	7	96	46	50	130
%V	*22.3%*	*22.4%*	*23.9%*	*21.2%*	*23.8%*	*27.5%*	*21.2%*	*24.2%*
%H (All HH)		*95.6%*	*50.4%*	*5.1%*	*70.1%*	*33.6%*	*36.5%*	*94.9%*
%H (TV HH)			*52.7%*	*5.3%*	*73.3%*	*35.1%*	*38.2%*	
C1	173	163	84	11	107	47	60	160
%V	*28.1%*	*27.8%*	*29.1%*	*33.3%*	*26.6%*	*28.1%*	*25.4%*	*29.7%*
%H (All HH)		*94.2%*	*48.6%*	*6.4%*	*61.8%*	*27.2%*	*34.7%*	*92.5%*
%H (TV HH)			*51.5%*	*6.7%*	*65.6%*	*28.8%*	*36.8%*	
C2	148	143	75	7	97	43	54	131
%V	*24.1%*	*24.4%*	*26.0%*	*21.2%*	*24.1%*	*25.7%*	*22.9%*	*24.3%*
%H (All HH)		*96.6%*	*50.7%*	*4.7%*	*65.5%*	*29.1%*	*36.5%*	*88.5%*
%H (TV HH)			*52.4%*	*4.9%*	*67.8%*	*30.1%*	*37.8%*	
D	104	100	44	6	68	24	45	84
%V	*16.9%*	*17.1%*	*15.2%*	*18.2%*	*16.9%*	*14.4%*	*19.1%*	*15.6%*
%H (All HH)		*96.2%*	*42.3%*	*5.8%*	*65.4%*	*23.1%*	*43.3%*	*80.8%*
%H (TV HH)			*44.0%*	*6.0%*	*68.0%*	*24.0%*	*45.0%*	
E	53	49	17	3	34	7	27	33
%V	*8.6%*	*8.4%*	*5.9%*	*9.1%*	*8.4%*	*4.2%*	*11.4%*	*6.1%*
%H (All HH)		*92.5%*	*32.1%*	*5.7%*	*64.2%*	*13.2%*	*50.9%*	*62.3%*
%H (TV HH)			*34.7%*	*6.1%*	*69.4%*	*14.3%*	*55.1%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Household level data

Table 7.2: Houseperson Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Under 25	30	24	4	1	14	1	13	29
%V	*4.9%*	*4.1%*	*1.4%*	*3.0%*	*3.5%*	*0.6%*	*5.5%*	*5.4%*
%H (All HH)		*80.0%*	*13.3%*	*3.3%*	*46.7%*	*3.3%*	*43.3%*	*96.7%*
%H (TV HH)			*16.7%*	*4.2%*	*58.3%*	*4.2%*	*54.2%*	
25 - 34	103	93	45	10	50	24	27	101
%V	*16.7%*	*15.9%*	*15.6%*	*30.3%*	*12.4%*	*14.4%*	*11.4%*	*18.8%*
%H (All HH)		*90.3%*	*43.7%*	*9.7%*	*48.5%*	*23.3%*	*26.2%*	*98.1%*
%H (TV HH)			*48.4%*	*10.8%*	*53.8%*	*25.8%*	*29.0%*	
35 - 44	95	91	49	4	59	27	32	92
%V	*15.4%*	*15.5%*	*17.0%*	*12.1%*	*14.6%*	*16.2%*	*13.6%*	*17.1%*
%H (All HH)		*95.8%*	*51.6%*	*4.2%*	*62.1%*	*28.4%*	*33.7%*	*96.8%*
%H (TV HH)			*53.8%*	*4.4%*	*64.8%*	*29.7%*	*35.2%*	
45 - 54	112	108	63	5	74	38	36	107
%V	*18.2%*	*18.4%*	*21.8%*	*15.2%*	*18.4%*	*22.8%*	*15.3%*	*19.9%*
%H (All HH)		*96.4%*	*56.3%*	*4.5%*	*66.1%*	*33.9%*	*32.1%*	*95.5%*
%H (TV HH)			*58.3%*	*4.6%*	*68.5%*	*35.2%*	*33.3%*	
55 - 64	105	104	56	5	73	33	40	94
%V	*17.1%*	*17.7%*	*19.4%*	*15.2%*	*18.1%*	*19.8%*	*16.9%*	*17.5%*
%H (All HH)		*99.0%*	*53.3%*	*4.8%*	*69.5%*	*31.4%*	*38.1%*	*89.5%*
%H (TV HH)			*53.8%*	*4.8%*	*70.2%*	*31.7%*	*38.5%*	
65 +	171	167	71	8	132	44	88	114
%V	*27.8%*	*28.5%*	*24.6%*	*24.2%*	*32.8%*	*26.3%*	*37.3%*	*21.2%*
%H (All HH)		*97.7%*	*41.5%*	*4.7%*	*77.2%*	*25.7%*	*51.5%*	*66.7%*
%H (TV HH)			*42.5%*	*4.8%*	*79.0%*	*26.3%*	*52.7%*	

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 7.3: 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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
1	212	194	68	10	138	32	106	151
%V	*34.5%*	*33.1%*	*23.5%*	*30.3%*	*34.2%*	*19.2%*	*44.9%*	*28.1%*
%H (All HH)		*91.5%*	*32.1%*	*4.7%*	*65.1%*	*15.1%*	*50.0%*	*71.2%*
%H (TV HH)			*35.1%*	*5.2%*	*71.1%*	*16.5%*	*54.6%*	
2	222	215	119	12	146	71	75	209
%V	*36.1%*	*36.7%*	*41.2%*	*36.4%*	*36.2%*	*42.5%*	*31.8%*	*38.8%*
%H (All HH)		*96.8%*	*53.6%*	*5.4%*	*65.8%*	*32.0%*	*33.8%*	*94.1%*
%H (TV HH)			*55.3%*	*5.6%*	*67.9%*	*33.0%*	*34.9%*	
3	85	83	45	6	54	27	28	83
%V	*13.8%*	*14.2%*	*15.6%*	*18.2%*	*13.4%*	*16.2%*	*11.9%*	*15.4%*
%H (All HH)		*97.6%*	*52.9%*	*7.1%*	*63.5%*	*31.8%*	*32.9%*	*97.6%*
%H (TV HH)			*54.2%*	*7.2%*	*65.1%*	*32.5%*	*33.7%*	
4	71	69	42	2	49	27	21	70
%V	*11.5%*	*11.8%*	*14.5%*	*6.1%*	*12.2%*	*16.2%*	*8.9%*	*13.0%*
%H (All HH)		*97.2%*	*59.2%*	*2.8%*	*69.0%*	*38.0%*	*29.6%*	*98.6%*
%H (TV HH)			*60.9%*	*2.9%*	*71.0%*	*39.1%*	*30.4%*	
5+	25	25	15	3	16	10	5	25
%V	*4.1%*	*4.3%*	*5.2%*	*9.1%*	*4.0%*	*6.0%*	*2.1%*	*4.6%*
%H (All HH)		*100.0%*	*60.0%*	*12.0%*	*64.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*12.0%*	*64.0%*	*40.0%*	*20.0%*	
Average HH size	2.15	2.18	2.38	2.28	2.16	2.49	1.93	2.28

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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Without	480	454	212	25	317	121	196	404
%V	*78.0%*	*77.5%*	*73.4%*	*75.8%*	*78.7%*	*72.5%*	*83.1%*	*75.1%*
%H (All HH)		*94.6%*	*44.2%*	*5.2%*	*66.0%*	*25.2%*	*40.8%*	*84.2%*
%H (TV HH)			*46.7%*	*5.5%*	*69.8%*	*26.7%*	*43.2%*	
With	134	132	77	9	85	46	39	134
%V	*21.8%*	*22.5%*	*26.6%*	*27.3%*	*21.1%*	*27.5%*	*16.5%*	*24.9%*
%H (All HH)		*98.5%*	*57.5%*	*6.7%*	*63.4%*	*34.3%*	*29.1%*	*100.0%*
%H (TV HH)			*58.3%*	*6.8%*	*64.4%*	*34.8%*	*29.5%*	
0 - 3	48	47	27	3	29	16	13	48
%V	*7.8%*	*8.0%*	*9.3%*	*9.1%*	*7.2%*	*9.6%*	*5.5%*	*8.9%*
%H (All HH)		*97.9%*	*56.3%*	*6.3%*	*60.4%*	*33.3%*	*27.1%*	*100.0%*
%H (TV HH)			*57.4%*	*6.4%*	*61.7%*	*34.0%*	*27.7%*	
4 - 9	72	71	42	6	44	24	20	72
%V	*11.7%*	*12.1%*	*14.5%*	*18.2%*	*10.9%*	*14.4%*	*8.5%*	*13.4%*
%H (All HH)		*98.6%*	*58.3%*	*8.3%*	*61.1%*	*33.3%*	*27.8%*	*100.0%*
%H (TV HH)			*59.2%*	*8.5%*	*62.0%*	*33.8%*	*28.2%*	
10 - 15	63	61	38	3	42	23	19	62
%V	*10.2%*	*10.4%*	*13.1%*	*9.1%*	*10.4%*	*13.8%*	*8.1%*	*11.5%*
%H (All HH)		*96.8%*	*60.3%*	*4.8%*	*66.7%*	*36.5%*	*30.2%*	*98.4%*
%H (TV HH)			*62.3%*	*4.9%*	*68.9%*	*37.7%*	*31.1%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
1	226	226	80	10	136	24	112	183
%V	*36.7%*	*38.6%*	*27.7%*	*30.3%*	*33.7%*	*14.4%*	*47.5%*	*34.0%*
%H (All HH)		*100.0%*	*35.4%*	*4.4%*	*60.2%*	*10.6%*	*49.6%*	*81.0%*
%H (TV HH)			*35.4%*	*4.4%*	*60.2%*	*10.6%*	*49.6%*	
2	205	205	112	13	141	65	77	182
%V	*33.3%*	*35.0%*	*38.8%*	*39.4%*	*35.0%*	*38.9%*	*32.6%*	*33.8%*
%H (All HH)		*100.0%*	*54.6%*	*6.3%*	*68.8%*	*31.7%*	*37.6%*	*88.8%*
%H (TV HH)			*54.6%*	*6.3%*	*68.8%*	*31.7%*	*37.6%*	
3	98	98	59	6	77	44	33	93
%V	*15.9%*	*16.7%*	*20.4%*	*18.2%*	*19.1%*	*26.3%*	*14.0%*	*17.3%*
%H (All HH)		*100.0%*	*60.2%*	*6.1%*	*78.6%*	*44.9%*	*33.7%*	*94.9%*
%H (TV HH)			*60.2%*	*6.1%*	*78.6%*	*44.9%*	*33.7%*	
4	37	37	25	4	31	22	9	36
%V	*6.0%*	*6.3%*	*8.7%*	*12.1%*	*7.7%*	*13.2%*	*3.8%*	*6.7%*
%H (All HH)		*100.0%*	*67.6%*	*10.8%*	*83.8%*	*59.5%*	*24.3%*	*97.3%*
%H (TV HH)			*67.6%*	*10.8%*	*83.8%*	*59.5%*	*24.3%*	
5+	20	20	14	1	18	12	6	20
%V	*3.3%*	*3.4%*	*4.8%*	*3.0%*	*4.5%*	*7.2%*	*2.5%*	*3.7%*
%H (All HH)		*100.0%*	*70.0%*	*5.0%*	*90.0%*	*60.0%*	*30.0%*	*100.0%*
%H (TV HH)			*70.0%*	*5.0%*	*90.0%*	*60.0%*	*30.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

Table 7.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Under 20"	54	54	28	3	41	19	22	47
%V	*8.8%*	*9.2%*	*9.7%*	*9.1%*	*10.2%*	*11.4%*	*9.3%*	*8.7%*
%H (All HH)		*100.0%*	*51.9%*	*5.6%*	*75.9%*	*35.2%*	*40.7%*	*87.0%*
%H (TV HH)			*51.9%*	*5.6%*	*75.9%*	*35.2%*	*40.7%*	
20" - 29"	146	146	71	9	118	53	65	126
%V	*23.7%*	*24.9%*	*24.6%*	*27.3%*	*29.3%*	*31.7%*	*27.5%*	*23.4%*
%H (All HH)		*100.0%*	*48.6%*	*6.2%*	*80.8%*	*36.3%*	*44.5%*	*86.3%*
%H (TV HH)			*48.6%*	*6.2%*	*80.8%*	*36.3%*	*44.5%*	
30" - 39"	285	285	144	14	213	96	117	246
%V	*46.3%*	*48.6%*	*49.8%*	*42.4%*	*52.9%*	*57.5%*	*49.6%*	*45.7%*
%H (All HH)		*100.0%*	*50.5%*	*4.9%*	*74.7%*	*33.7%*	*41.1%*	*86.3%*
%H (TV HH)			*50.5%*	*4.9%*	*74.7%*	*33.7%*	*41.1%*	
40" - 49"	292	292	164	20	198	98	100	275
%V	*47.5%*	*49.8%*	*56.7%*	*60.6%*	*49.1%*	*58.7%*	*42.4%*	*51.1%*
%H (All HH)		*100.0%*	*56.2%*	*6.8%*	*67.8%*	*33.6%*	*34.2%*	*94.2%*
%H (TV HH)			*56.2%*	*6.8%*	*67.8%*	*33.6%*	*34.2%*	
50" - 59"	116	116	72	8	80	49	31	108
%V	*18.9%*	*19.8%*	*24.9%*	*24.2%*	*19.9%*	*29.3%*	*13.1%*	*20.1%*
%H (All HH)		*100.0%*	*62.1%*	*6.9%*	*69.0%*	*42.2%*	*26.7%*	*93.1%*
%H (TV HH)			*62.1%*	*6.9%*	*69.0%*	*42.2%*	*26.7%*	
60"+	15	15	10	0	10	7	3	14
%V	*2.4%*	*2.6%*	*3.5%*	*0.0%*	*2.5%*	*4.2%*	*1.3%*	*2.6%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*46.7%*	*20.0%*	*93.3%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*46.7%*	*20.0%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Main living room	578	578	286	33	397	165	232	508
%V	*94.0%*	*98.6%*	*99.0%*	*100.0%*	*98.5%*	*98.8%*	*98.3%*	*94.4%*
%H (All HH)		*100.0%*	*49.5%*	*5.7%*	*68.7%*	*28.5%*	*40.1%*	*87.9%*
%H (TV HH)			*49.5%*	*5.7%*	*68.7%*	*28.5%*	*40.1%*	
Kitchen	95	95	58	4	80	47	33	87
%V	*15.4%*	*16.2%*	*20.1%*	*12.1%*	*19.9%*	*28.1%*	*14.0%*	*16.2%*
%H (All HH)		*100.0%*	*61.1%*	*4.2%*	*84.2%*	*49.5%*	*34.7%*	*91.6%*
%H (TV HH)			*61.1%*	*4.2%*	*84.2%*	*49.5%*	*34.7%*	
Adult's bedroom	259	259	150	17	191	102	89	239
%V	*42.1%*	*44.2%*	*51.9%*	*51.5%*	*47.4%*	*61.1%*	*37.7%*	*44.4%*
%H (All HH)		*100.0%*	*57.9%*	*6.6%*	*73.7%*	*39.4%*	*34.4%*	*92.3%*
%H (TV HH)			*57.9%*	*6.6%*	*73.7%*	*39.4%*	*34.4%*	
Child's bedroom	51	51	32	5	35	23	13	51
%V	*8.3%*	*8.7%*	*11.1%*	*15.2%*	*8.7%*	*13.8%*	*5.5%*	*9.5%*
%H (All HH)		*100.0%*	*62.7%*	*9.8%*	*68.6%*	*45.1%*	*25.5%*	*100.0%*
%H (TV HH)			*62.7%*	*9.8%*	*68.6%*	*45.1%*	*25.5%*	
Other bedroom	38	38	26	2	30	20	11	36
%V	*6.2%*	*6.5%*	*9.0%*	*6.1%*	*7.4%*	*12.0%*	*4.7%*	*6.7%*
%H (All HH)		*100.0%*	*68.4%*	*5.3%*	*78.9%*	*52.6%*	*28.9%*	*94.7%*
%H (TV HH)			*68.4%*	*5.3%*	*78.9%*	*52.6%*	*28.9%*	
Second living/dining room	53	53	36	3	42	26	16	51
%V	*8.6%*	*9.0%*	*12.5%*	*9.1%*	*10.4%*	*15.6%*	*6.8%*	*9.5%*
%H (All HH)		*100.0%*	*67.9%*	*5.7%*	*79.2%*	*49.1%*	*30.2%*	*96.2%*
%H (TV HH)			*67.9%*	*5.7%*	*79.2%*	*49.1%*	*30.2%*	
Study/office	9	9	6	0	6	4	2	8
%V	*1.5%*	*1.5%*	*2.1%*	*0.0%*	*1.5%*	*2.4%*	*0.8%*	*1.5%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*44.4%*	*22.2%*	*88.9%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*44.4%*	*22.2%*	
TV room	12	12	9	1	9	7	2	12
%V	*2.0%*	*2.0%*	*3.1%*	*3.0%*	*2.2%*	*4.2%*	*0.8%*	*2.2%*
%H (All HH)		*100.0%*	*75.0%*	*8.3%*	*75.0%*	*58.3%*	*16.7%*	*100.0%*
%H (TV HH)			*75.0%*	*8.3%*	*75.0%*	*58.3%*	*16.7%*	
Conservatory	15	15	9	0	13	8	5	13
%V	*2.4%*	*2.6%*	*3.1%*	*0.0%*	*3.2%*	*4.8%*	*2.1%*	*2.4%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	*86.7%*
%H (TV HH)			*60.0%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	
Attic or loft room	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		*-*	*-*	*-*	*-*	*-*	*-*	*-*
%H (TV HH)			*-*	*-*	*-*	*-*	*-*	
No specific location	1	1	1	0	1	1	0	1
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*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%*	
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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Household level data

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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Any DSAT provider	289	289	289	3	152	152	0	271
%V	*47.0%*	*49.3%*	*100.0%*	*9.1%*	*37.7%*	*91.0%*	*0.0%*	*50.4%*
%H (All HH)			*100.0%*	*1.0%*	*52.6%*	*52.6%*	*0.0%*	*93.8%*
%H (TV HH)			*100.0%*	*1.0%*	*52.6%*	*52.6%*	*0.0%*	
Sky with subcription	233	233	233	1	125	125	0	222
%V	*37.9%*	*39.8%*	*80.6%*	*3.0%*	*31.0%*	*74.9%*	*0.0%*	*41.3%*
%H (All HH)			*100.0%*	*0.4%*	*53.6%*	*53.6%*	*0.0%*	*95.3%*
%H (TV HH)			*100.0%*	*0.4%*	*53.6%*	*53.6%*	*0.0%*	
Sky without subscription	24	24	24	0	13	13	0	19
%V	*3.9%*	*4.1%*	*8.3%*	*0.0%*	*3.2%*	*7.8%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*0.0%*	*54.2%*	*54.2%*	*0.0%*	*79.2%*
%H (TV HH)			*100.0%*	*0.0%*	*54.2%*	*54.2%*	*0.0%*	
Freesat	31	31	31	1	13	13	0	28
%V	*5.0%*	*5.3%*	*10.7%*	*3.0%*	*3.2%*	*7.8%*	*0.0%*	*5.2%*
%H (All HH)			*100.0%*	*3.2%*	*41.9%*	*41.9%*	*0.0%*	*90.3%*
%H (TV HH)			*100.0%*	*3.2%*	*41.9%*	*41.9%*	*0.0%*	
Other satellite provider	15	15	15	0	7	7	0	15
%V	*2.4%*	*2.6%*	*5.2%*	*0.0%*	*1.7%*	*4.2%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*0.0%*	*46.7%*	*46.7%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*46.7%*	*46.7%*	*0.0%*	
DCAB	33	33	3	33	17	17	0	29
%V	*5.4%*	*5.6%*	*1.0%*	*100.0%*	*4.2%*	*10.2%*	*0.0%*	*5.4%*
%H (All HH)			*9.1%*	*100.0%*	*51.5%*	*51.5%*	*0.0%*	*87.9%*
%H (TV HH)			*9.1%*	*100.0%*	*51.5%*	*51.5%*	*0.0%*	
DTT	403	403	152	17	403	167	236	341
%V	*65.5%*	*68.8%*	*52.6%*	*51.5%*	*100.0%*	*100.0%*	*100.0%*	*63.4%*
%H (All HH)		*100.0%*	*37.7%*	*4.2%*	*100.0%*	*41.4%*	*58.6%*	*84.6%*
%H (TV HH)			*37.7%*	*4.2%*	*100.0%*	*41.4%*	*58.6%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
PVR	358	358	249	33	230	153	77	334
%V	*58.2%*	*61.1%*	*86.2%*	*100.0%*	*57.1%*	*91.6%*	*32.6%*	*62.1%*
%H (All HH)		*100.0%*	*69.6%*	*9.2%*	*64.2%*	*42.7%*	*21.5%*	*93.3%*
%H (TV HH)			*69.6%*	*9.2%*	*64.2%*	*42.7%*	*21.5%*	
DVDR	12	12	9	1	8	7	2	11
%V	*2.0%*	*2.0%*	*3.1%*	*3.0%*	*2.0%*	*4.2%*	*0.8%*	*2.0%*
%H (All HH)		*100.0%*	*75.0%*	*8.3%*	*66.7%*	*58.3%*	*16.7%*	*91.7%*
%H (TV HH)			*75.0%*	*8.3%*	*66.7%*	*58.3%*	*16.7%*	
VCR	5	5	2	0	4	1	3	3
%V	*0.8%*	*0.9%*	*0.7%*	*0.0%*	*1.0%*	*0.6%*	*1.3%*	*0.6%*
%H (All HH)		*100.0%*	*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	*60.0%*
%H (TV HH)			*40.0%*	*0.0%*	*80.0%*	*20.0%*	*60.0%*	
Any recorder	364	364	251	33	235	154	80	338
%V	*59.2%*	*62.1%*	*86.9%*	*100.0%*	*58.3%*	*92.2%*	*33.9%*	*62.8%*
%H (All HH)		*100.0%*	*69.0%*	*9.1%*	*64.6%*	*42.3%*	*22.0%*	*92.9%*
%H (TV HH)			*69.0%*	*9.1%*	*64.6%*	*42.3%*	*22.0%*	
Receives HDTV (via STB or built-in reception)	384	384	226	31	275	145	129	357
%V	*62.4%*	*65.5%*	*78.2%*	*93.9%*	*68.2%*	*86.8%*	*54.7%*	*66.4%*
%H (All HH)		*100.0%*	*58.9%*	*8.1%*	*71.6%*	*37.8%*	*33.6%*	*93.0%*
%H (TV HH)			*58.9%*	*8.1%*	*71.6%*	*37.8%*	*33.6%*	
DVD/Blu-ray player or recorder	387	387	199	26	272	126	146	348
%V	*62.9%*	*66.0%*	*68.9%*	*78.8%*	*67.5%*	*75.4%*	*61.9%*	*64.7%*
%H (All HH)		*100.0%*	*51.4%*	*6.7%*	*70.3%*	*32.6%*	*37.7%*	*89.9%*
%H (TV HH)			*51.4%*	*6.7%*	*70.3%*	*32.6%*	*37.7%*	

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 7.10: 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	615	586	289	33	403	167	236	538
%H (All HH)		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*
%H (TV HH)			*49.3%*	*5.6%*	*68.8%*	*28.5%*	*40.3%*	
Has broadband internet	538	515	271	29	341	154	186	538
%V	*87.5%*	*87.9%*	*93.8%*	*87.9%*	*84.6%*	*92.2%*	*78.8%*	*100.0%*
%H (All HH)		*95.7%*	*50.4%*	*5.4%*	*63.4%*	*28.6%*	*34.6%*	*100.0%*
%H (TV HH)			*52.6%*	*5.6%*	*66.2%*	*29.9%*	*36.1%*	
Number of computers (PCs and laptops)								
0	104	98	32	3	76	17	59	33
%V	*16.9%*	*16.7%*	*11.1%*	*9.1%*	*18.9%*	*10.2%*	*25.0%*	*6.1%*
%H (All HH)		*94.2%*	*30.8%*	*2.9%*	*73.1%*	*16.3%*	*56.7%*	*31.7%*
%H (TV HH)			*32.7%*	*3.1%*	*77.6%*	*17.3%*	*60.2%*	
1	168	157	70	10	108	37	71	162
%V	*27.3%*	*26.8%*	*24.2%*	*30.3%*	*26.8%*	*22.2%*	*30.1%*	*30.1%*
%H (All HH)		*93.5%*	*41.7%*	*6.0%*	*64.3%*	*22.0%*	*42.3%*	*96.4%*
%H (TV HH)			*44.6%*	*6.4%*	*68.8%*	*23.6%*	*45.2%*	
2	155	150	81	7	95	42	53	155
%V	*25.2%*	*25.6%*	*28.0%*	*21.2%*	*23.6%*	*25.1%*	*22.5%*	*28.8%*
%H (All HH)		*96.8%*	*52.3%*	*4.5%*	*61.3%*	*27.1%*	*34.2%*	*100.0%*
%H (TV HH)			*54.0%*	*4.7%*	*63.3%*	*28.0%*	*35.3%*	
3	95	92	54	6	63	35	28	95
%V	*15.4%*	*15.7%*	*18.7%*	*18.2%*	*15.6%*	*21.0%*	*11.9%*	*17.7%*
%H (All HH)		*96.8%*	*56.8%*	*6.3%*	*66.3%*	*36.8%*	*29.5%*	*100.0%*
%H (TV HH)			*58.7%*	*6.5%*	*68.5%*	*38.0%*	*30.4%*	
4	48	46	26	4	32	19	13	48
%V	*7.8%*	*7.8%*	*9.0%*	*12.1%*	*7.9%*	*11.4%*	*5.5%*	*8.9%*
%H (All HH)		*95.8%*	*54.2%*	*8.3%*	*66.7%*	*39.6%*	*27.1%*	*100.0%*
%H (TV HH)			*56.5%*	*8.7%*	*69.6%*	*41.3%*	*28.3%*	
5+	45	43	27	2	29	18	11	45
%V	*7.3%*	*7.3%*	*9.3%*	*6.1%*	*7.2%*	*10.8%*	*4.7%*	*8.4%*
%H (All HH)		*95.6%*	*60.0%*	*4.4%*	*64.4%*	*40.0%*	*24.4%*	*100.0%*
%H (TV HH)			*62.8%*	*4.7%*	*67.4%*	*41.9%*	*25.6%*	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	1187	654	72	871	442	429	1079
%H		*55.1%*	*6.1%*	*73.4%*	*37.2%*	*36.1%*	*90.9%*
Under 20"	65	32	5	50	24	27	56
%V	*5.5%*	*4.9%*	*6.9%*	*5.7%*	*5.4%*	*6.3%*	*5.2%*
%H		*49.2%*	*7.7%*	*76.9%*	*36.9%*	*41.5%*	*86.2%*
20" - 29"	178	90	11	147	71	76	157
%V	*15.0%*	*13.8%*	*15.3%*	*16.9%*	*16.1%*	*17.7%*	*14.6%*
%H		*50.6%*	*6.2%*	*82.6%*	*39.9%*	*42.7%*	*88.2%*
30" - 39"	365	197	18	277	138	139	322
%V	*30.7%*	*30.1%*	*25.0%*	*31.8%*	*31.2%*	*32.4%*	*29.8%*
%H		*54.0%*	*4.9%*	*75.9%*	*37.8%*	*38.1%*	*88.2%*
40" - 49"	359	204	27	248	130	119	341
%V	*30.2%*	*31.2%*	*37.5%*	*28.5%*	*29.4%*	*27.7%*	*31.6%*
%H		*56.8%*	*7.5%*	*69.1%*	*36.2%*	*33.1%*	*95.0%*
50" - 59"	132	85	9	93	59	34	124
%V	*11.1%*	*13.0%*	*12.5%*	*10.7%*	*13.3%*	*7.9%*	*11.5%*
%H		*64.4%*	*6.8%*	*70.5%*	*44.7%*	*25.8%*	*93.9%*
60"+	16	11	0	10	7	3	15
%V	*1.3%*	*1.7%*	*0.0%*	*1.1%*	*1.6%*	*0.7%*	*1.4%*
%H		*68.8%*	*0.0%*	*62.5%*	*43.8%*	*18.8%*	*93.8%*
Don't know	72	36	2	44	13	31	64
%V	*6.1%*	*5.5%*	*2.8%*	*5.1%*	*2.9%*	*7.2%*	*5.9%*
%H		*50.0%*	*2.8%*	*61.1%*	*18.1%*	*43.1%*	*88.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 7.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1187	654	72	871	442	429	1079
%H		*55.1%*	*6.1%*	*73.4%*	*37.2%*	*36.1%*	*90.9%*
Main living room	580	287	33	399	166	233	510
%V	*48.9%*	*43.9%*	*45.8%*	*45.8%*	*37.6%*	*54.3%*	*47.3%*
%H		*49.5%*	*5.7%*	*68.8%*	*28.6%*	*40.2%*	*87.9%*
Kitchen	95	58	4	80	47	33	87
%V	*8.0%*	*8.9%*	*5.6%*	*9.2%*	*10.6%*	*7.7%*	*8.1%*
%H		*61.1%*	*4.2%*	*84.2%*	*49.5%*	*34.7%*	*91.6%*
Adult's bedroom	304	174	20	230	125	105	281
%V	*25.6%*	*26.6%*	*27.8%*	*26.4%*	*28.3%*	*24.5%*	*26.0%*
%H		*57.2%*	*6.6%*	*75.7%*	*41.1%*	*34.5%*	*92.4%*
Child's bedroom	70	42	8	50	31	19	70
%V	*5.9%*	*6.4%*	*11.1%*	*5.7%*	*7.0%*	*4.4%*	*6.5%*
%H		*60.0%*	*11.4%*	*71.4%*	*44.3%*	*27.1%*	*100.0%*
Other bedroom	44	30	2	36	24	12	42
%V	*3.7%*	*4.6%*	*2.8%*	*4.1%*	*5.4%*	*2.8%*	*3.9%*
%H		*68.2%*	*4.5%*	*81.8%*	*54.5%*	*27.3%*	*95.5%*
Second living/dining room	53	36	3	42	26	16	51
%V	*4.5%*	*5.5%*	*4.2%*	*4.8%*	*5.9%*	*3.7%*	*4.7%*
%H		*67.9%*	*5.7%*	*79.2%*	*49.1%*	*30.2%*	*96.2%*
Study/office	9	6	0	6	4	2	8
%V	*0.8%*	*0.9%*	*0.0%*	*0.7%*	*0.9%*	*0.5%*	*0.7%*
%H		*66.7%*	*0.0%*	*66.7%*	*44.4%*	*22.2%*	*88.9%*
TV room	12	9	1	9	7	2	12
%V	*1.0%*	*1.4%*	*1.4%*	*1.0%*	*1.6%*	*0.5%*	*1.1%*
%H		*75.0%*	*8.3%*	*75.0%*	*58.3%*	*16.7%*	*100.0%*
Conservatory	15	9	0	13	8	5	13
%V	*1.3%*	*1.4%*	*0.0%*	*1.5%*	*1.8%*	*1.2%*	*1.2%*
%H		*60.0%*	*0.0%*	*86.7%*	*53.3%*	*33.3%*	*86.7%*
Attic or loft room	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
No specific location	1	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%*
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
Jan - Dec 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	1187	654	72	871	442	429	1079
%H		*55.1%*	*6.1%*	*73.4%*	*37.2%*	*36.1%*	*90.9%*
PVR	530	398	48	326	237	89	498
%V	*44.7%*	*60.9%*	*66.7%*	*37.4%*	*53.6%*	*20.7%*	*46.2%*
%H		*75.1%*	*9.1%*	*61.5%*	*44.7%*	*16.8%*	*94.0%*
DVDR	13	9	1	9	7	2	12
%V	*1.1%*	*1.4%*	*1.4%*	*1.0%*	*1.6%*	*0.5%*	*1.1%*
%H		*69.2%*	*7.7%*	*69.2%*	*53.8%*	*15.4%*	*92.3%*
VCR	5	3	1	4	1	3	4
%V	*0.4%*	*0.5%*	*1.4%*	*0.5%*	*0.2%*	*0.7%*	*0.4%*
%H		*60.0%*	*20.0%*	*80.0%*	*20.0%*	*60.0%*	*80.0%*
Any recorder	539	402	49	332	240	92	505
%V	*45.4%*	*61.5%*	*68.1%*	*38.1%*	*54.3%*	*21.4%*	*46.8%*
%H		*74.6%*	*9.1%*	*61.6%*	*44.5%*	*17.1%*	*93.7%*

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	1187	654	72	871	442	429	1079
%H		*55.1%*	*6.1%*	*73.4%*	*37.2%*	*36.1%*	*90.9%*
Receives HDTV (via STB or built-in reception)	638	406	50	461	272	189	601
%V	*53.7%*	*62.1%*	*69.4%*	*52.9%*	*61.5%*	*44.1%*	*55.7%*
%H		*63.6%*	*7.8%*	*72.3%*	*42.6%*	*29.6%*	*94.2%*
DVD/Blu-ray player or recorder	552	303	46	397	210	187	505
%V	*46.5%*	*46.3%*	*63.9%*	*45.6%*	*47.5%*	*43.6%*	*46.8%*
%H		*54.9%*	*8.3%*	*71.9%*	*38.0%*	*33.9%*	*91.5%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	586	289	33	402	167	235	515
%H		*49.3%*	*5.6%*	*68.6%*	*28.5%*	*40.1%*	*87.9%*
Under 20"	4	0	0	2	0	2	2
%V	*0.7%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.9%*	*0.4%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
20" - 29"	32	6	1	27	3	23	24
%V	*5.5%*	*2.1%*	*3.0%*	*6.7%*	*1.8%*	*9.8%*	*4.7%*
%H		*18.8%*	*3.1%*	*84.4%*	*9.4%*	*71.9%*	*75.0%*
30" - 39"	144	56	7	106	34	72	111
%V	*24.6%*	*19.4%*	*21.2%*	*26.4%*	*20.4%*	*30.6%*	*21.6%*
%H		*38.9%*	*4.9%*	*73.6%*	*23.6%*	*50.0%*	*77.1%*
40" - 49"	253	137	16	169	77	92	237
%V	*43.2%*	*47.4%*	*48.5%*	*42.0%*	*46.1%*	*39.1%*	*46.0%*
%H		*54.2%*	*6.3%*	*66.8%*	*30.4%*	*36.4%*	*93.7%*
50" - 59"	107	66	7	72	44	28	99
%V	*18.3%*	*22.8%*	*21.2%*	*17.9%*	*26.3%*	*11.9%*	*19.2%*
%H		*61.7%*	*6.5%*	*67.3%*	*41.1%*	*26.2%*	*92.5%*
60"+	11	8	0	7	5	2	11
%V	*1.9%*	*2.8%*	*0.0%*	*1.7%*	*3.0%*	*0.9%*	*2.1%*
%H		*72.7%*	*0.0%*	*63.6%*	*45.5%*	*18.2%*	*100.0%*
Don't know	35	16	1	19	4	15	31
%V	*6.0%*	*5.5%*	*3.0%*	*4.7%*	*2.4%*	*6.4%*	*6.0%*
%H		*45.7%*	*2.9%*	*54.3%*	*11.4%*	*42.9%*	*88.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.16: 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	586	289	33	402	167	235	515
%H		*49.3%*	*5.6%*	*68.6%*	*28.5%*	*40.1%*	*87.9%*
PVR	348	246	33	222	151	71	326
%V	*59.4%*	*85.1%*	*100.0%*	*55.2%*	*90.4%*	*30.2%*	*63.3%*
%H		*70.7%*	*9.5%*	*63.8%*	*43.4%*	*20.4%*	*93.7%*
DVDR	8	6	0	6	5	2	7
%V	*1.4%*	*2.1%*	*0.0%*	*1.5%*	*3.0%*	*0.9%*	*1.4%*
%H		*75.0%*	*0.0%*	*75.0%*	*62.5%*	*25.0%*	*87.5%*
VCR	4	2	0	3	1	3	3
%V	*0.7%*	*0.7%*	*0.0%*	*0.7%*	*0.6%*	*1.3%*	*0.6%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*75.0%*	*75.0%*
Any recorder	355	248	33	227	152	75	330
%V	*60.6%*	*85.8%*	*100.0%*	*56.5%*	*91.0%*	*31.9%*	*64.1%*
%H		*69.9%*	*9.3%*	*63.9%*	*42.8%*	*21.1%*	*93.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: 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	586	289	33	402	167	235	515
%H		*49.3%*	*5.6%*	*68.6%*	*28.5%*	*40.1%*	*87.9%*
Receives HDTV (via STB or built-in reception)	377	223	31	267	141	126	350
%V	*64.3%*	*77.2%*	*93.9%*	*66.4%*	*84.4%*	*53.6%*	*68.0%*
%H		*59.2%*	*8.2%*	*70.8%*	*37.4%*	*33.4%*	*92.8%*
DVD/Blu-ray player or recorder	342	174	22	238	107	130	306
%V	*58.4%*	*60.2%*	*66.7%*	*59.2%*	*64.1%*	*55.3%*	*59.4%*
%H		*50.9%*	*6.4%*	*69.6%*	*31.3%*	*38.0%*	*89.5%*

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	601	365	39	468	275	194	565
%H		*60.7%*	*6.5%*	*77.9%*	*45.8%*	*32.3%*	*94.0%*
Under 20"	61	32	5	48	24	24	55
%V	*10.1%*	*8.8%*	*12.8%*	*10.3%*	*8.7%*	*12.4%*	*9.7%*
%H		*52.5%*	*8.2%*	*78.7%*	*39.3%*	*39.3%*	*90.2%*
20" - 29"	147	85	10	120	67	53	133
%V	*24.5%*	*23.3%*	*25.6%*	*25.6%*	*24.4%*	*27.3%*	*23.5%*
%H		*57.8%*	*6.8%*	*81.6%*	*45.6%*	*36.1%*	*90.5%*
30" - 39"	221	140	11	171	104	67	211
%V	*36.8%*	*38.4%*	*28.2%*	*36.5%*	*37.8%*	*34.5%*	*37.3%*
%H		*63.3%*	*5.0%*	*77.4%*	*47.1%*	*30.3%*	*95.5%*
40" - 49"	105	67	11	80	53	27	104
%V	*17.5%*	*18.4%*	*28.2%*	*17.1%*	*19.3%*	*13.9%*	*18.4%*
%H		*63.8%*	*10.5%*	*76.2%*	*50.5%*	*25.7%*	*99.0%*
50" - 59"	26	19	1	22	16	6	25
%V	*4.3%*	*5.2%*	*2.6%*	*4.7%*	*5.8%*	*3.1%*	*4.4%*
%H		*73.1%*	*3.8%*	*84.6%*	*61.5%*	*23.1%*	*96.2%*
60"+	4	3	0	3	2	1	4
%V	*0.7%*	*0.8%*	*0.0%*	*0.6%*	*0.7%*	*0.5%*	*0.7%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
Don't know	37	20	0	25	9	16	33
%V	*6.2%*	*5.5%*	*0.0%*	*5.3%*	*3.3%*	*8.2%*	*5.8%*
%H		*54.1%*	*0.0%*	*67.6%*	*24.3%*	*43.2%*	*89.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.19: 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	601	365	39	468	275	194	565
%H		*60.7%*	*6.5%*	*77.9%*	*45.8%*	*32.3%*	*94.0%*
PVR	181	152	15	104	86	17	173
%V	*30.1%*	*41.6%*	*38.5%*	*22.2%*	*31.3%*	*8.8%*	*30.6%*
%H		*84.0%*	*8.3%*	*57.5%*	*47.5%*	*9.4%*	*95.6%*
DVDR	5	4	1	3	2	0	5
%V	*0.8%*	*1.1%*	*2.6%*	*0.6%*	*0.7%*	*0.0%*	*0.9%*
%H		*80.0%*	*20.0%*	*60.0%*	*40.0%*	*0.0%*	*100.0%*
VCR	1	1	0	1	1	0	1
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.4%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Any recorder	185	154	16	105	87	18	176
%V	*30.8%*	*42.2%*	*41.0%*	*22.4%*	*31.6%*	*9.3%*	*31.2%*
%H		*83.2%*	*8.6%*	*56.8%*	*47.0%*	*9.7%*	*95.1%*

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	601	365	39	468	275	194	565
%H		*60.7%*	*6.5%*	*77.9%*	*45.8%*	*32.3%*	*94.0%*
Receives HDTV (via STB or built-in reception)	261	183	19	194	131	63	251
%V	*43.4%*	*50.1%*	*48.7%*	*41.5%*	*47.6%*	*32.5%*	*44.4%*
%H		*70.1%*	*7.3%*	*74.3%*	*50.2%*	*24.1%*	*96.2%*
DVD/Blu-ray player or recorder	210	129	24	159	102	57	199
%V	*34.9%*	*35.3%*	*61.5%*	*34.0%*	*37.1%*	*29.4%*	*35.2%*
%H		*61.4%*	*11.4%*	*75.7%*	*48.6%*	*27.1%*	*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	1324	1280	686	75	871	417	454	1229
%H		*96.7%*	*51.8%*	*5.7%*	*65.8%*	*31.5%*	*34.3%*	*92.8%*
Total Children	225	222	132	16	142	80	62	225
%V	*17.0%*	*17.3%*	*19.2%*	*21.3%*	*16.3%*	*19.2%*	*13.7%*	*18.3%*
%H		*98.7%*	*58.7%*	*7.1%*	*63.1%*	*35.6%*	*27.6%*	*100.0%*
0 - 3	54	53	32	3	33	20	13	54
%V	*4.1%*	*4.1%*	*4.7%*	*4.0%*	*3.8%*	*4.8%*	*2.9%*	*4.4%*
%H		*98.1%*	*59.3%*	*5.6%*	*61.1%*	*37.0%*	*24.1%*	*100.0%*
4 - 15	171	169	99	13	109	60	49	171
%V	*12.9%*	*13.2%*	*14.4%*	*17.3%*	*12.5%*	*14.4%*	*10.8%*	*13.9%*
%H		*98.8%*	*57.9%*	*7.6%*	*63.7%*	*35.1%*	*28.7%*	*100.0%*
4 - 9	92	91	52	9	56	31	26	92
%V	*6.9%*	*7.1%*	*7.6%*	*12.0%*	*6.4%*	*7.4%*	*5.7%*	*7.5%*
%H		*98.9%*	*56.5%*	*9.8%*	*60.9%*	*33.7%*	*28.3%*	*100.0%*
10 - 15	79	78	48	4	53	29	23	78
%V	*6.0%*	*6.1%*	*7.0%*	*5.3%*	*6.1%*	*7.0%*	*5.1%*	*6.3%*
%H		*98.7%*	*60.8%*	*5.1%*	*67.1%*	*36.7%*	*29.1%*	*98.7%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1324	1280	686	75	871	417	454	1229
%H		*96.7%*	*51.8%*	*5.7%*	*65.8%*	*31.5%*	*34.3%*	*92.8%*
Total Adults (16+)	1099	1058	555	59	729	337	392	1005
%V	*83.0%*	*82.7%*	*80.9%*	*78.7%*	*83.7%*	*80.8%*	*86.3%*	*81.8%*
%H		*96.3%*	*50.5%*	*5.4%*	*66.3%*	*30.7%*	*35.7%*	*91.4%*
16 - 19	54	51	27	5	37	20	17	54
%V	*4.1%*	*4.0%*	*3.9%*	*6.7%*	*4.2%*	*4.8%*	*3.7%*	*4.4%*
%H		*94.4%*	*50.0%*	*9.3%*	*68.5%*	*37.0%*	*31.5%*	*100.0%*
20 - 24	84	73	26	4	49	16	33	84
%V	*6.3%*	*5.7%*	*3.8%*	*5.3%*	*5.6%*	*3.8%*	*7.3%*	*6.8%*
%H		*86.9%*	*31.0%*	*4.8%*	*58.3%*	*19.0%*	*39.3%*	*100.0%*
25 - 34	184	173	86	15	101	48	53	181
%V	*13.9%*	*13.5%*	*12.5%*	*20.0%*	*11.6%*	*11.5%*	*11.7%*	*14.7%*
%H		*94.0%*	*46.7%*	*8.2%*	*54.9%*	*26.1%*	*28.8%*	*98.4%*
35 - 44	163	157	87	7	104	52	52	159
%V	*12.3%*	*12.3%*	*12.7%*	*9.3%*	*11.9%*	*12.5%*	*11.5%*	*12.9%*
%H		*96.3%*	*53.4%*	*4.3%*	*63.8%*	*31.9%*	*31.9%*	*97.5%*
45 - 54	179	176	109	7	119	64	55	173
%V	*13.5%*	*13.8%*	*15.9%*	*9.3%*	*13.7%*	*15.3%*	*12.1%*	*14.1%*
%H		*98.3%*	*60.9%*	*3.9%*	*66.5%*	*35.8%*	*30.7%*	*96.6%*
55 - 64	176	174	101	9	123	63	60	164
%V	*13.3%*	*13.6%*	*14.7%*	*12.0%*	*14.1%*	*15.1%*	*13.2%*	*13.3%*
%H		*98.9%*	*57.4%*	*5.1%*	*69.9%*	*35.8%*	*34.1%*	*93.2%*
65+	258	253	119	12	197	75	122	190
%V	*19.5%*	*19.8%*	*17.3%*	*16.0%*	*22.6%*	*18.0%*	*26.9%*	*15.5%*
%H		*98.1%*	*46.1%*	*4.7%*	*76.4%*	*29.1%*	*47.3%*	*73.6%*

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+)	1099	1058	555	59	729	337	392	1005
%H		*96.3%*	*50.5%*	*5.4%*	*66.3%*	*30.7%*	*35.7%*	*91.4%*
AB	262	255	141	12	187	98	90	254
%V	*23.8%*	*24.1%*	*25.4%*	*20.3%*	*25.7%*	*29.1%*	*23.0%*	*25.3%*
%H		*97.3%*	*53.8%*	*4.6%*	*71.4%*	*37.4%*	*34.4%*	*96.9%*
C1	323	305	161	24	204	97	108	307
%V	*29.4%*	*28.8%*	*29.0%*	*40.7%*	*28.0%*	*28.8%*	*27.6%*	*30.5%*
%H		*94.4%*	*49.8%*	*7.4%*	*63.2%*	*30.0%*	*33.4%*	*95.0%*
C2	280	273	152	11	186	89	97	256
%V	*25.5%*	*25.8%*	*27.4%*	*18.6%*	*25.5%*	*26.4%*	*24.7%*	*25.5%*
%H		*97.5%*	*54.3%*	*3.9%*	*66.4%*	*31.8%*	*34.6%*	*91.4%*
D	169	164	79	9	111	45	66	144
%V	*15.4%*	*15.5%*	*14.2%*	*15.3%*	*15.2%*	*13.4%*	*16.8%*	*14.3%*
%H		*97.0%*	*46.7%*	*5.3%*	*65.7%*	*26.6%*	*39.1%*	*85.2%*
E	65	61	22	3	41	9	32	43
%V	*5.9%*	*5.8%*	*4.0%*	*5.1%*	*5.6%*	*2.7%*	*8.2%*	*4.3%*
%H		*93.8%*	*33.8%*	*4.6%*	*63.1%*	*13.8%*	*49.2%*	*66.2%*

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+)	1099	1058	555	59	729	337	392	1005
%H		*96.3%*	*50.5%*	*5.4%*	*66.3%*	*30.7%*	*35.7%*	*91.4%*
Working full time	513	497	280	27	327	167	160	499
%V	*46.7%*	*47.0%*	*50.5%*	*45.8%*	*44.9%*	*49.6%*	*40.8%*	*49.7%*
%H		*96.9%*	*54.6%*	*5.3%*	*63.7%*	*32.6%*	*31.2%*	*97.3%*
Working part time	127	124	72	4	77	38	39	123
%V	*11.6%*	*11.7%*	*13.0%*	*6.8%*	*10.6%*	*11.3%*	*9.9%*	*12.2%*
%H		*97.6%*	*56.7%*	*3.1%*	*60.6%*	*29.9%*	*30.7%*	*96.9%*
Not working	459	437	203	28	325	132	193	383
%V	*41.8%*	*41.3%*	*36.6%*	*47.5%*	*44.6%*	*39.2%*	*49.2%*	*38.1%*
%H		*95.2%*	*44.2%*	*6.1%*	*70.8%*	*28.8%*	*42.0%*	*83.4%*
Houseperson	615	586	289	33	403	167	236	538
%V	*56.0%*	*55.4%*	*52.1%*	*55.9%*	*55.3%*	*49.6%*	*60.2%*	*53.5%*
%H		*95.3%*	*47.0%*	*5.4%*	*65.5%*	*27.2%*	*38.4%*	*87.5%*

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+)	539	515	269	28	352	166	186	496
%H		*95.5%*	*49.9%*	*5.2%*	*65.3%*	*30.8%*	*34.5%*	*92.0%*
16 - 19	28	26	12	2	21	10	11	28
%V	*5.2%*	*5.0%*	*4.5%*	*7.1%*	*6.0%*	*6.0%*	*5.9%*	*5.6%*
%H		*92.9%*	*42.9%*	*7.1%*	*75.0%*	*35.7%*	*39.3%*	*100.0%*
20 - 24	46	39	14	3	25	10	15	46
%V	*8.5%*	*7.6%*	*5.2%*	*10.7%*	*7.1%*	*6.0%*	*8.1%*	*9.3%*
%H		*84.8%*	*30.4%*	*6.5%*	*54.3%*	*21.7%*	*32.6%*	*100.0%*
25 - 34	89	83	39	6	49	22	27	87
%V	*16.5%*	*16.1%*	*14.5%*	*21.4%*	*13.9%*	*13.3%*	*14.5%*	*17.5%*
%H		*93.3%*	*43.8%*	*6.7%*	*55.1%*	*24.7%*	*30.3%*	*97.8%*
35 - 44	80	76	40	3	50	25	25	77
%V	*14.8%*	*14.8%*	*14.9%*	*10.7%*	*14.2%*	*15.1%*	*13.4%*	*15.5%*
%H		*95.0%*	*50.0%*	*3.8%*	*62.5%*	*31.3%*	*31.3%*	*96.3%*
45 - 54	85	84	52	3	55	28	26	83
%V	*15.8%*	*16.3%*	*19.3%*	*10.7%*	*15.6%*	*16.9%*	*14.0%*	*16.7%*
%H		*98.8%*	*61.2%*	*3.5%*	*64.7%*	*32.9%*	*30.6%*	*97.6%*
55 - 64	88	87	53	5	62	34	28	81
%V	*16.3%*	*16.9%*	*19.7%*	*17.9%*	*17.6%*	*20.5%*	*15.1%*	*16.3%*
%H		*98.9%*	*60.2%*	*5.7%*	*70.5%*	*38.6%*	*31.8%*	*92.0%*
65+	121	119	59	6	90	36	54	93
%V	*22.4%*	*23.1%*	*21.9%*	*21.4%*	*25.6%*	*21.7%*	*29.0%*	*18.8%*
%H		*98.3%*	*48.8%*	*5.0%*	*74.4%*	*29.8%*	*44.6%*	*76.9%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Individual level data

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+)	539	515	269	28	352	166	186	496
%H		*95.5%*	*49.9%*	*5.2%*	*65.3%*	*30.8%*	*34.5%*	*92.0%*
AB	130	125	70	6	92	49	43	126
%V	*24.1%*	*24.3%*	*26.0%*	*21.4%*	*26.1%*	*29.5%*	*23.1%*	*25.4%*
%H		*96.2%*	*53.8%*	*4.6%*	*70.8%*	*37.7%*	*33.1%*	*96.9%*
C1	149	139	76	9	93	47	46	144
%V	*27.6%*	*27.0%*	*28.3%*	*32.1%*	*26.4%*	*28.3%*	*24.7%*	*29.0%*
%H		*93.3%*	*51.0%*	*6.0%*	*62.4%*	*31.5%*	*30.9%*	*96.6%*
C2	150	144	78	6	95	44	51	135
%V	*27.8%*	*28.0%*	*29.0%*	*21.4%*	*27.0%*	*26.5%*	*27.4%*	*27.2%*
%H		*96.0%*	*52.0%*	*4.0%*	*63.3%*	*29.3%*	*34.0%*	*90.0%*
D	80	77	36	5	53	22	31	69
%V	*14.8%*	*15.0%*	*13.4%*	*17.9%*	*15.1%*	*13.3%*	*16.7%*	*13.9%*
%H		*96.3%*	*45.0%*	*6.3%*	*66.3%*	*27.5%*	*38.8%*	*86.3%*
E	31	29	9	1	19	3	16	22
%V	*5.8%*	*5.6%*	*3.3%*	*3.6%*	*5.4%*	*1.8%*	*8.6%*	*4.4%*
%H		*93.5%*	*29.0%*	*3.2%*	*61.3%*	*9.7%*	*51.6%*	*71.0%*

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+)	539	515	269	28	352	166	186	496
%H		*95.5%*	*49.9%*	*5.2%*	*65.3%*	*30.8%*	*34.5%*	*92.0%*
Working full time	311	301	170	16	199	104	95	303
%V	*57.7%*	*58.4%*	*63.2%*	*57.1%*	*56.5%*	*62.7%*	*51.1%*	*61.1%*
%H		*96.8%*	*54.7%*	*5.1%*	*64.0%*	*33.4%*	*30.5%*	*97.4%*
Working part time	27	25	12	1	13	4	9	25
%V	*5.0%*	*4.9%*	*4.5%*	*3.6%*	*3.7%*	*2.4%*	*4.8%*	*5.0%*
%H		*92.6%*	*44.4%*	*3.7%*	*48.1%*	*14.8%*	*33.3%*	*92.6%*
Not working	201	189	87	11	139	57	82	168
%V	*37.3%*	*36.7%*	*32.3%*	*39.3%*	*39.5%*	*34.3%*	*44.1%*	*33.9%*
%H		*94.0%*	*43.3%*	*5.5%*	*69.2%*	*28.4%*	*40.8%*	*83.6%*
Houseperson	137	123	49	6	83	26	57	108
%V	*25.4%*	*23.9%*	*18.2%*	*21.4%*	*23.6%*	*15.7%*	*30.6%*	*21.8%*
%H		*89.8%*	*35.8%*	*4.4%*	*60.6%*	*19.0%*	*41.6%*	*78.8%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Scotland

Individual level data

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+)	560	543	286	31	377	172	206	509
%H		*97.0%*	*51.1%*	*5.5%*	*67.3%*	*30.7%*	*36.8%*	*90.9%*
16 - 19	26	25	15	2	16	10	6	25
%V	*4.6%*	*4.6%*	*5.2%*	*6.5%*	*4.2%*	*5.8%*	*2.9%*	*4.9%*
%H		*96.2%*	*57.7%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	*96.2%*
20 - 24	38	34	11	1	24	6	18	37
%V	*6.8%*	*6.3%*	*3.8%*	*3.2%*	*6.4%*	*3.5%*	*8.7%*	*7.3%*
%H		*89.5%*	*28.9%*	*2.6%*	*63.2%*	*15.8%*	*47.4%*	*97.4%*
25 - 34	95	90	47	9	52	27	25	94
%V	*17.0%*	*16.6%*	*16.4%*	*29.0%*	*13.8%*	*15.7%*	*12.1%*	*18.5%*
%H		*94.7%*	*49.5%*	*9.5%*	*54.7%*	*28.4%*	*26.3%*	*98.9%*
35 - 44	83	81	47	4	54	27	27	82
%V	*14.8%*	*14.9%*	*16.4%*	*12.9%*	*14.3%*	*15.7%*	*13.1%*	*16.1%*
%H		*97.6%*	*56.6%*	*4.8%*	*65.1%*	*32.5%*	*32.5%*	*98.8%*
45 - 54	94	91	57	4	64	35	29	90
%V	*16.8%*	*16.8%*	*19.9%*	*12.9%*	*17.0%*	*20.3%*	*14.1%*	*17.7%*
%H		*96.8%*	*60.6%*	*4.3%*	*68.1%*	*37.2%*	*30.9%*	*95.7%*
55 - 64	88	87	49	4	61	29	32	83
%V	*15.7%*	*16.0%*	*17.1%*	*12.9%*	*16.2%*	*16.9%*	*15.5%*	*16.3%*
%H		*98.9%*	*55.7%*	*4.5%*	*69.3%*	*33.0%*	*36.4%*	*94.3%*
65+	137	134	60	7	107	39	68	97
%V	*24.5%*	*24.7%*	*21.0%*	*22.6%*	*28.4%*	*22.7%*	*33.0%*	*19.1%*
%H		*97.8%*	*43.8%*	*5.1%*	*78.1%*	*28.5%*	*49.6%*	*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+)	560	543	286	31	377	172	206	509
%H		*97.0%*	*51.1%*	*5.5%*	*67.3%*	*30.7%*	*36.8%*	*90.9%*
AB	133	129	72	6	95	49	46	128
%V	*23.8%*	*23.8%*	*25.2%*	*19.4%*	*25.2%*	*28.5%*	*22.3%*	*25.1%*
%H		*97.0%*	*54.1%*	*4.5%*	*71.4%*	*36.8%*	*34.6%*	*96.2%*
C1	174	166	85	14	112	50	62	163
%V	*31.1%*	*30.6%*	*29.7%*	*45.2%*	*29.7%*	*29.1%*	*30.1%*	*32.0%*
%H		*95.4%*	*48.9%*	*8.0%*	*64.4%*	*28.7%*	*35.6%*	*93.7%*
C2	130	129	74	5	91	45	46	121
%V	*23.2%*	*23.8%*	*25.9%*	*16.1%*	*24.1%*	*26.2%*	*22.3%*	*23.8%*
%H		*99.2%*	*56.9%*	*3.8%*	*70.0%*	*34.6%*	*35.4%*	*93.1%*
D	89	86	42	4	58	22	35	76
%V	*15.9%*	*15.8%*	*14.7%*	*12.9%*	*15.4%*	*12.8%*	*17.0%*	*14.9%*
%H		*96.6%*	*47.2%*	*4.5%*	*65.2%*	*24.7%*	*39.3%*	*85.4%*
E	35	33	13	2	22	6	16	21
%V	*6.3%*	*6.1%*	*4.5%*	*6.5%*	*5.8%*	*3.5%*	*7.8%*	*4.1%*
%H		*94.3%*	*37.1%*	*5.7%*	*62.9%*	*17.1%*	*45.7%*	*60.0%*

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+)	560	543	286	31	377	172	206	509
%H		*97.0%*	*51.1%*	*5.5%*	*67.3%*	*30.7%*	*36.8%*	*90.9%*
Working full time	202	195	110	11	127	63	64	196
%V	*36.1%*	*35.9%*	*38.5%*	*35.5%*	*33.7%*	*36.6%*	*31.1%*	*38.5%*
%H		*96.5%*	*54.5%*	*5.4%*	*62.9%*	*31.2%*	*31.7%*	*97.0%*
Working part time	100	99	60	3	64	33	31	98
%V	*17.9%*	*18.2%*	*21.0%*	*9.7%*	*17.0%*	*19.2%*	*15.0%*	*19.3%*
%H		*99.0%*	*60.0%*	*3.0%*	*64.0%*	*33.0%*	*31.0%*	*98.0%*
Not working	258	249	116	17	186	75	111	215
%V	*46.1%*	*45.9%*	*40.6%*	*54.8%*	*49.3%*	*43.6%*	*53.9%*	*42.2%*
%H		*96.5%*	*45.0%*	*6.6%*	*72.1%*	*29.1%*	*43.0%*	*83.3%*
Houseperson	478	463	240	27	319	141	178	430
%V	*85.4%*	*85.3%*	*83.9%*	*87.1%*	*84.6%*	*82.0%*	*86.4%*	*84.5%*
%H		*96.9%*	*50.2%*	*5.6%*	*66.7%*	*29.5%*	*37.2%*	*90.0%*

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South, South East and Channel Islands

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South, South East and Channel Islands

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	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
AB	951	920	398	123	591	223	368	917
%V	*29.4%*	*29.6%*	*32.0%*	*29.6%*	*29.2%*	*33.3%*	*27.2%*	*31.6%*
%H (All HH)		*96.7%*	*41.9%*	*12.9%*	*62.1%*	*23.4%*	*38.7%*	*96.4%*
%H (TV HH)			*43.3%*	*13.4%*	*64.2%*	*24.2%*	*40.0%*	
C1	1103	1054	414	142	700	228	472	995
%V	*34.1%*	*33.9%*	*33.3%*	*34.2%*	*34.6%*	*34.1%*	*34.9%*	*34.3%*
%H (All HH)		*95.6%*	*37.5%*	*12.9%*	*63.5%*	*20.7%*	*42.8%*	*90.2%*
%H (TV HH)			*39.3%*	*13.5%*	*66.4%*	*21.6%*	*44.8%*	
C2	599	578	235	100	350	123	227	544
%V	*18.5%*	*18.6%*	*18.9%*	*24.1%*	*17.3%*	*18.4%*	*16.8%*	*18.8%*
%H (All HH)		*96.5%*	*39.2%*	*16.7%*	*58.4%*	*20.5%*	*37.9%*	*90.8%*
%H (TV HH)			*40.7%*	*17.3%*	*60.6%*	*21.3%*	*39.3%*	
D	368	352	138	35	225	66	158	301
%V	*11.4%*	*11.3%*	*11.1%*	*8.4%*	*11.1%*	*9.9%*	*11.7%*	*10.4%*
%H (All HH)		*95.7%*	*37.5%*	*9.5%*	*61.1%*	*17.9%*	*42.9%*	*81.8%*
%H (TV HH)			*39.2%*	*9.9%*	*63.9%*	*18.8%*	*44.9%*	
E	219	204	59	15	157	30	127	143
%V	*6.8%*	*6.6%*	*4.7%*	*3.6%*	*7.8%*	*4.5%*	*9.4%*	*4.9%*
%H (All HH)		*93.2%*	*26.9%*	*6.8%*	*71.7%*	*13.7%*	*58.0%*	*65.3%*
%H (TV HH)			*28.9%*	*7.4%*	*77.0%*	*14.7%*	*62.3%*	

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 8.2: 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	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Under 25	101	82	26	10	45	11	34	98
%V	*3.1%*	*2.6%*	*2.1%*	*2.4%*	*2.2%*	*1.6%*	*2.5%*	*3.4%*
%H (All HH)		*81.2%*	*25.7%*	*9.9%*	*44.6%*	*10.9%*	*33.7%*	*97.0%*
%H (TV HH)			*31.7%*	*12.2%*	*54.9%*	*13.4%*	*41.5%*	
25 - 34	439	405	151	55	200	55	145	429
%V	*13.6%*	*13.0%*	*12.1%*	*13.3%*	*9.9%*	*8.2%*	*10.7%*	*14.8%*
%H (All HH)		*92.3%*	*34.4%*	*12.5%*	*45.6%*	*12.5%*	*33.0%*	*97.7%*
%H (TV HH)			*37.3%*	*13.6%*	*49.4%*	*13.6%*	*35.8%*	
35 - 44	529	495	223	72	288	105	183	514
%V	*16.3%*	*15.9%*	*17.9%*	*17.3%*	*14.2%*	*15.7%*	*13.5%*	*17.7%*
%H (All HH)		*93.6%*	*42.2%*	*13.6%*	*54.4%*	*19.8%*	*34.6%*	*97.2%*
%H (TV HH)			*45.1%*	*14.5%*	*58.2%*	*21.2%*	*37.0%*	
45 - 54	602	589	271	102	359	153	206	587
%V	*18.6%*	*19.0%*	*21.8%*	*24.6%*	*17.7%*	*22.9%*	*15.2%*	*20.2%*
%H (All HH)		*97.8%*	*45.0%*	*16.9%*	*59.6%*	*25.4%*	*34.2%*	*97.5%*
%H (TV HH)			*46.0%*	*17.3%*	*61.0%*	*26.0%*	*35.0%*	
55 - 64	575	564	239	86	379	141	237	546
%V	*17.8%*	*18.1%*	*19.2%*	*20.7%*	*18.7%*	*21.1%*	*17.5%*	*18.8%*
%H (All HH)		*98.1%*	*41.6%*	*15.0%*	*65.9%*	*24.5%*	*41.2%*	*95.0%*
%H (TV HH)			*42.4%*	*15.2%*	*67.2%*	*25.0%*	*42.0%*	
65 +	994	972	334	89	752	204	548	727
%V	*30.7%*	*31.3%*	*26.8%*	*21.4%*	*37.2%*	*30.5%*	*40.5%*	*25.1%*
%H (All HH)		*97.8%*	*33.6%*	*9.0%*	*75.7%*	*20.5%*	*55.1%*	*73.1%*
%H (TV HH)			*34.4%*	*9.2%*	*77.4%*	*21.0%*	*56.4%*	

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

%V = percentage of vertical total

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

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

Table 8.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
1	972	913	242	91	684	123	561	721
%V	*30.0%*	*29.4%*	*19.5%*	*21.9%*	*33.8%*	*18.4%*	*41.5%*	*24.9%*
%H (All HH)		*93.9%*	*24.9%*	*9.4%*	*70.4%*	*12.7%*	*57.7%*	*74.2%*
%H (TV HH)			*26.5%*	*10.0%*	*74.9%*	*13.5%*	*61.4%*	
2	1186	1151	480	147	772	281	491	1110
%V	*36.6%*	*37.0%*	*38.6%*	*35.4%*	*38.2%*	*42.0%*	*36.3%*	*38.3%*
%H (All HH)		*97.0%*	*40.5%*	*12.4%*	*65.1%*	*23.7%*	*41.4%*	*93.6%*
%H (TV HH)			*41.7%*	*12.8%*	*67.1%*	*24.4%*	*42.7%*	
3	452	439	220	67	253	116	137	445
%V	*14.0%*	*14.1%*	*17.7%*	*16.1%*	*12.5%*	*17.3%*	*10.1%*	*15.3%*
%H (All HH)		*97.1%*	*48.7%*	*14.8%*	*56.0%*	*25.7%*	*30.3%*	*98.5%*
%H (TV HH)			*50.1%*	*15.3%*	*57.6%*	*26.4%*	*31.2%*	
4	440	426	215	73	222	102	120	439
%V	*13.6%*	*13.7%*	*17.3%*	*17.6%*	*11.0%*	*15.2%*	*8.9%*	*15.1%*
%H (All HH)		*96.8%*	*48.9%*	*16.6%*	*50.5%*	*23.2%*	*27.3%*	*99.8%*
%H (TV HH)			*50.5%*	*17.1%*	*52.1%*	*23.9%*	*28.2%*	
5+	188	179	87	37	92	47	46	186
%V	*5.8%*	*5.8%*	*7.0%*	*8.9%*	*4.5%*	*7.0%*	*3.4%*	*6.4%*
%H (All HH)		*95.2%*	*46.3%*	*19.7%*	*48.9%*	*25.0%*	*24.5%*	*98.9%*
%H (TV HH)			*48.6%*	*20.7%*	*51.4%*	*26.3%*	*25.7%*	
Average HH size	2.30	2.31	2.56	2.58	2.16	2.51	1.98	2.42

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
Jan - Dec 2018

ITV South, South East and Channel Islands

Household level data

Table 8.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Without	2438	2326	868	293	1610	500	1111	2105
%V	*75.3%*	*74.8%*	*69.8%*	*70.6%*	*79.6%*	*74.7%*	*82.1%*	*72.6%*
%H (All HH)		*95.4%*	*35.6%*	*12.0%*	*66.0%*	*20.5%*	*45.6%*	*86.3%*
%H (TV HH)			*37.3%*	*12.6%*	*69.2%*	*21.5%*	*47.8%*	
With	801	782	376	122	412	169	243	795
%V	*24.7%*	*25.2%*	*30.2%*	*29.4%*	*20.4%*	*25.3%*	*18.0%*	*27.4%*
%H (All HH)		*97.6%*	*46.9%*	*15.2%*	*51.4%*	*21.1%*	*30.3%*	*99.3%*
%H (TV HH)			*48.1%*	*15.6%*	*52.7%*	*21.6%*	*31.1%*	
0 - 3	268	260	118	39	133	50	83	268
%V	*8.3%*	*8.4%*	*9.5%*	*9.4%*	*6.6%*	*7.5%*	*6.1%*	*9.2%*
%H (All HH)		*97.0%*	*44.0%*	*14.6%*	*49.6%*	*18.7%*	*31.0%*	*100.0%*
%H (TV HH)			*45.4%*	*15.0%*	*51.2%*	*19.2%*	*31.9%*	
4 - 9	430	418	207	62	215	92	123	424
%V	*13.3%*	*13.4%*	*16.6%*	*14.9%*	*10.6%*	*13.8%*	*9.1%*	*14.6%*
%H (All HH)		*97.2%*	*48.1%*	*14.4%*	*50.0%*	*21.4%*	*28.6%*	*98.6%*
%H (TV HH)			*49.5%*	*14.8%*	*51.4%*	*22.0%*	*29.4%*	
10 - 15	401	395	196	70	214	95	119	399
%V	*12.4%*	*12.7%*	*15.8%*	*16.9%*	*10.6%*	*14.2%*	*8.8%*	*13.8%*
%H (All HH)		*98.5%*	*48.9%*	*17.5%*	*53.4%*	*23.7%*	*29.7%*	*99.5%*
%H (TV HH)			*49.6%*	*17.7%*	*54.2%*	*24.1%*	*30.1%*	

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
Jan - Dec 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	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
1	1398	1398	402	165	845	101	745	1185
%V	*43.2%*	*45.0%*	*32.3%*	*39.8%*	*41.8%*	*15.1%*	*55.1%*	*40.9%*
%H (All HH)		*100.0%*	*28.8%*	*11.8%*	*60.4%*	*7.2%*	*53.3%*	*84.8%*
%H (TV HH)			*28.8%*	*11.8%*	*60.4%*	*7.2%*	*53.3%*	
2	955	955	434	124	646	262	384	877
%V	*29.5%*	*30.7%*	*34.9%*	*29.9%*	*31.9%*	*39.2%*	*28.4%*	*30.2%*
%H (All HH)		*100.0%*	*45.4%*	*13.0%*	*67.6%*	*27.4%*	*40.2%*	*91.8%*
%H (TV HH)			*45.4%*	*13.0%*	*67.6%*	*27.4%*	*40.2%*	
3	455	455	229	70	316	158	158	436
%V	*14.0%*	*14.6%*	*18.4%*	*16.9%*	*15.6%*	*23.6%*	*11.7%*	*15.0%*
%H (All HH)		*100.0%*	*50.3%*	*15.4%*	*69.5%*	*34.7%*	*34.7%*	*95.8%*
%H (TV HH)			*50.3%*	*15.4%*	*69.5%*	*34.7%*	*34.7%*	
4	204	204	117	36	147	98	50	201
%V	*6.3%*	*6.6%*	*9.4%*	*8.7%*	*7.3%*	*14.6%*	*3.7%*	*6.9%*
%H (All HH)		*100.0%*	*57.4%*	*17.6%*	*72.1%*	*48.0%*	*24.5%*	*98.5%*
%H (TV HH)			*57.4%*	*17.6%*	*72.1%*	*48.0%*	*24.5%*	
5+	96	96	63	20	68	52	17	95
%V	*3.0%*	*3.1%*	*5.1%*	*4.8%*	*3.4%*	*7.8%*	*1.3%*	*3.3%*
%H (All HH)		*100.0%*	*65.6%*	*20.8%*	*70.8%*	*54.2%*	*17.7%*	*99.0%*
%H (TV HH)			*65.6%*	*20.8%*	*70.8%*	*54.2%*	*17.7%*	

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 8.6: 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	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Under 20"	344	344	138	45	272	113	159	301
%V	*10.6%*	*11.1%*	*11.1%*	*10.8%*	*13.4%*	*16.9%*	*11.8%*	*10.4%*
%H (All HH)		*100.0%*	*40.1%*	*13.1%*	*79.1%*	*32.8%*	*46.2%*	*87.5%*
%H (TV HH)			*40.1%*	*13.1%*	*79.1%*	*32.8%*	*46.2%*	
20" - 29"	850	850	351	115	643	263	380	745
%V	*26.2%*	*27.3%*	*28.2%*	*27.7%*	*31.8%*	*39.3%*	*28.1%*	*25.7%*
%H (All HH)		*100.0%*	*41.3%*	*13.5%*	*75.6%*	*30.9%*	*44.7%*	*87.6%*
%H (TV HH)			*41.3%*	*13.5%*	*75.6%*	*30.9%*	*44.7%*	
30" - 39"	1402	1402	558	199	969	349	620	1275
%V	*43.3%*	*45.1%*	*44.9%*	*48.0%*	*47.9%*	*52.2%*	*45.8%*	*44.0%*
%H (All HH)		*100.0%*	*39.8%*	*14.2%*	*69.1%*	*24.9%*	*44.2%*	*90.9%*
%H (TV HH)			*39.8%*	*14.2%*	*69.1%*	*24.9%*	*44.2%*	
40" - 49"	1405	1405	684	208	858	385	473	1325
%V	*43.4%*	*45.2%*	*55.0%*	*50.1%*	*42.4%*	*57.5%*	*35.0%*	*45.7%*
%H (All HH)		*100.0%*	*48.7%*	*14.8%*	*61.1%*	*27.4%*	*33.7%*	*94.3%*
%H (TV HH)			*48.7%*	*14.8%*	*61.1%*	*27.4%*	*33.7%*	
50" - 59"	474	474	255	79	274	151	123	466
%V	*14.6%*	*15.3%*	*20.5%*	*19.0%*	*13.5%*	*22.6%*	*9.1%*	*16.1%*
%H (All HH)		*100.0%*	*53.8%*	*16.7%*	*57.8%*	*31.9%*	*25.9%*	*98.3%*
%H (TV HH)			*53.8%*	*16.7%*	*57.8%*	*31.9%*	*25.9%*	
60"+	64	64	37	14	27	17	10	62
%V	*2.0%*	*2.1%*	*3.0%*	*3.4%*	*1.3%*	*2.5%*	*0.7%*	*2.1%*
%H (All HH)		*100.0%*	*57.8%*	*21.9%*	*42.2%*	*26.6%*	*15.6%*	*96.9%*
%H (TV HH)			*57.8%*	*21.9%*	*42.2%*	*26.6%*	*15.6%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South, South East and Channel Islands

Household level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Main living room	3070	3070	1235	412	2000	667	1334	2760
%V	*94.8%*	*98.8%*	*99.3%*	*99.3%*	*98.9%*	*99.7%*	*98.6%*	*95.2%*
%H (All HH)		*100.0%*	*40.2%*	*13.4%*	*65.1%*	*21.7%*	*43.5%*	*89.9%*
%H (TV HH)			*40.2%*	*13.4%*	*65.1%*	*21.7%*	*43.5%*	
Kitchen	313	313	149	45	250	130	120	289
%V	*9.7%*	*10.1%*	*12.0%*	*10.8%*	*12.4%*	*19.4%*	*8.9%*	*10.0%*
%H (All HH)		*100.0%*	*47.6%*	*14.4%*	*79.9%*	*41.5%*	*38.3%*	*92.3%*
%H (TV HH)			*47.6%*	*14.4%*	*79.9%*	*41.5%*	*38.3%*	
Adult's bedroom	1324	1324	649	199	921	455	466	1242
%V	*40.9%*	*42.6%*	*52.2%*	*48.0%*	*45.5%*	*68.0%*	*34.4%*	*42.8%*
%H (All HH)		*100.0%*	*49.0%*	*15.0%*	*69.6%*	*34.4%*	*35.2%*	*93.8%*
%H (TV HH)			*49.0%*	*15.0%*	*69.6%*	*34.4%*	*35.2%*	
Child's bedroom	250	250	138	46	141	80	61	250
%V	*7.7%*	*8.0%*	*11.1%*	*11.1%*	*7.0%*	*12.0%*	*4.5%*	*8.6%*
%H (All HH)		*100.0%*	*55.2%*	*18.4%*	*56.4%*	*32.0%*	*24.4%*	*100.0%*
%H (TV HH)			*55.2%*	*18.4%*	*56.4%*	*32.0%*	*24.4%*	
Other bedroom	203	203	112	35	154	97	57	194
%V	*6.3%*	*6.5%*	*9.0%*	*8.4%*	*7.6%*	*14.5%*	*4.2%*	*6.7%*
%H (All HH)		*100.0%*	*55.2%*	*17.2%*	*75.9%*	*47.8%*	*28.1%*	*95.6%*
%H (TV HH)			*55.2%*	*17.2%*	*75.9%*	*47.8%*	*28.1%*	
Second living/dining room	280	280	142	41	194	97	97	270
%V	*8.6%*	*9.0%*	*11.4%*	*9.9%*	*9.6%*	*14.5%*	*7.2%*	*9.3%*
%H (All HH)		*100.0%*	*50.7%*	*14.6%*	*69.3%*	*34.6%*	*34.6%*	*96.4%*
%H (TV HH)			*50.7%*	*14.6%*	*69.3%*	*34.6%*	*34.6%*	
Study/office	68	68	34	8	49	22	27	66
%V	*2.1%*	*2.2%*	*2.7%*	*1.9%*	*2.4%*	*3.3%*	*2.0%*	*2.3%*
%H (All HH)		*100.0%*	*50.0%*	*11.8%*	*72.1%*	*32.4%*	*39.7%*	*97.1%*
%H (TV HH)			*50.0%*	*11.8%*	*72.1%*	*32.4%*	*39.7%*	
TV room	28	28	18	3	18	10	8	28
%V	*0.9%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*	*1.5%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*64.3%*	*10.7%*	*64.3%*	*35.7%*	*28.6%*	*100.0%*
%H (TV HH)			*64.3%*	*10.7%*	*64.3%*	*35.7%*	*28.6%*	
Conservatory	58	58	35	13	39	28	11	56
%V	*1.8%*	*1.9%*	*2.8%*	*3.1%*	*1.9%*	*4.2%*	*0.8%*	*1.9%*
%H (All HH)		*100.0%*	*60.3%*	*22.4%*	*67.2%*	*48.3%*	*19.0%*	*96.6%*
%H (TV HH)			*60.3%*	*22.4%*	*67.2%*	*48.3%*	*19.0%*	
Attic or loft room	6	6	3	1	6	4	2	6
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.6%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
%H (TV HH)			*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	
No specific location	3	3	3	0	1	1	0	3
%V	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	
Other	25	25	18	3	18	12	5	25
%V	*0.8%*	*0.8%*	*1.4%*	*0.7%*	*0.9%*	*1.8%*	*0.4%*	*0.9%*
%H (All HH)		*100.0%*	*72.0%*	*12.0%*	*72.0%*	*48.0%*	*20.0%*	*100.0%*
%H (TV HH)			*72.0%*	*12.0%*	*72.0%*	*48.0%*	*20.0%*	

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 8.8: 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	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Any DSAT provider	1244	1244	1244	22	526	526	0	1183
%V	*38.4%*	*40.0%*	*100.0%*	*5.3%*	*26.0%*	*78.6%*	*0.0%*	*40.8%*
%H (All HH)			*100.0%*	*1.8%*	*42.3%*	*42.3%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*1.8%*	*42.3%*	*42.3%*	*0.0%*	
Sky with subcription	1007	1007	1007	9	414	414	0	963
%V	*31.1%*	*32.4%*	*80.9%*	*2.2%*	*20.5%*	*61.9%*	*0.0%*	*33.2%*
%H (All HH)			*100.0%*	*0.9%*	*41.1%*	*41.1%*	*0.0%*	*95.6%*
%H (TV HH)			*100.0%*	*0.9%*	*41.1%*	*41.1%*	*0.0%*	
Sky without subscription	47	47	47	2	23	23	0	40
%V	*1.5%*	*1.5%*	*3.8%*	*0.5%*	*1.1%*	*3.4%*	*0.0%*	*1.4%*
%H (All HH)			*100.0%*	*4.3%*	*48.9%*	*48.9%*	*0.0%*	*85.1%*
%H (TV HH)			*100.0%*	*4.3%*	*48.9%*	*48.9%*	*0.0%*	
Freesat	178	178	178	8	88	88	0	170
%V	*5.5%*	*5.7%*	*14.3%*	*1.9%*	*4.3%*	*13.2%*	*0.0%*	*5.9%*
%H (All HH)			*100.0%*	*4.5%*	*49.4%*	*49.4%*	*0.0%*	*95.5%*
%H (TV HH)			*100.0%*	*4.5%*	*49.4%*	*49.4%*	*0.0%*	
Other satellite provider	70	70	70	2	33	33	0	68
%V	*2.2%*	*2.3%*	*5.6%*	*0.5%*	*1.6%*	*4.9%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*2.9%*	*47.1%*	*47.1%*	*0.0%*	*97.1%*
%H (TV HH)			*100.0%*	*2.9%*	*47.1%*	*47.1%*	*0.0%*	
DCAB	415	415	22	415	156	156	0	393
%V	*12.8%*	*13.4%*	*1.8%*	*100.0%*	*7.7%*	*23.3%*	*0.0%*	*13.6%*
%H (All HH)			*5.3%*	*100.0%*	*37.6%*	*37.6%*	*0.0%*	*94.7%*
%H (TV HH)			*5.3%*	*100.0%*	*37.6%*	*37.6%*	*0.0%*	
DTT	2023	2023	526	156	2023	669	1353	1761
%V	*62.5%*	*65.1%*	*42.3%*	*37.6%*	*100.0%*	*100.0%*	*100.0%*	*60.7%*
%H (All HH)		*100.0%*	*26.0%*	*7.7%*	*100.0%*	*33.1%*	*66.9%*	*87.0%*
%H (TV HH)			*26.0%*	*7.7%*	*100.0%*	*33.1%*	*66.9%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South, South East and Channel Islands

Household level data

Table 8.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
PVR	2021	2021	1120	389	1143	611	531	1912
%V	*62.4%*	*65.0%*	*90.0%*	*93.7%*	*56.5%*	*91.3%*	*39.2%*	*65.9%*
%H (All HH)		*100.0%*	*55.4%*	*19.2%*	*56.6%*	*30.2%*	*26.3%*	*94.6%*
%H (TV HH)			*55.4%*	*19.2%*	*56.6%*	*30.2%*	*26.3%*	
DVDR	50	50	20	12	41	21	20	48
%V	*1.5%*	*1.6%*	*1.6%*	*2.9%*	*2.0%*	*3.1%*	*1.5%*	*1.7%*
%H (All HH)		*100.0%*	*40.0%*	*24.0%*	*82.0%*	*42.0%*	*40.0%*	*96.0%*
%H (TV HH)			*40.0%*	*24.0%*	*82.0%*	*42.0%*	*40.0%*	
VCR	14	14	6	2	14	7	7	11
%V	*0.4%*	*0.5%*	*0.5%*	*0.5%*	*0.7%*	*1.0%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*42.9%*	*14.3%*	*100.0%*	*50.0%*	*50.0%*	*78.6%*
%H (TV HH)			*42.9%*	*14.3%*	*100.0%*	*50.0%*	*50.0%*	
Any recorder	2046	2046	1126	391	1167	617	550	1933
%V	*63.2%*	*65.8%*	*90.5%*	*94.2%*	*57.7%*	*92.2%*	*40.7%*	*66.7%*
%H (All HH)		*100.0%*	*55.0%*	*19.1%*	*57.0%*	*30.2%*	*26.9%*	*94.5%*
%H (TV HH)			*55.0%*	*19.1%*	*57.0%*	*30.2%*	*26.9%*	
Receives HDTV (via STB or built-in reception)	2339	2339	1072	375	1512	600	912	2208
%V	*72.2%*	*75.3%*	*86.2%*	*90.4%*	*74.7%*	*89.7%*	*67.4%*	*76.1%*
%H (All HH)		*100.0%*	*45.8%*	*16.0%*	*64.6%*	*25.7%*	*39.0%*	*94.4%*
%H (TV HH)			*45.8%*	*16.0%*	*64.6%*	*25.7%*	*39.0%*	
DVD/Blu-ray player or recorder	2150	2150	916	292	1424	528	896	2009
%V	*66.4%*	*69.2%*	*73.6%*	*70.4%*	*70.4%*	*78.9%*	*66.2%*	*69.3%*
%H (All HH)		*100.0%*	*42.6%*	*13.6%*	*66.2%*	*24.6%*	*41.7%*	*93.4%*
%H (TV HH)			*42.6%*	*13.6%*	*66.2%*	*24.6%*	*41.7%*	

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

%V = percentage of vertical total

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

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

Table 8.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3239	3108	1244	415	2023	669	1353	2900
%H (All HH)		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*89.5%*
%H (TV HH)			*40.0%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	
Has broadband internet	2900	2793	1183	393	1761	639	1121	2900
%V	*89.5%*	*89.9%*	*95.1%*	*94.7%*	*87.0%*	*95.5%*	*82.9%*	*100.0%*
%H (All HH)		*96.3%*	*40.8%*	*13.6%*	*60.7%*	*22.0%*	*38.7%*	*100.0%*
%H (TV HH)			*42.4%*	*14.1%*	*63.1%*	*22.9%*	*40.1%*	
Number of computers (PCs and laptops)								
0	427	405	95	37	310	42	267	125
%V	*13.2%*	*13.0%*	*7.6%*	*8.9%*	*15.3%*	*6.3%*	*19.7%*	*4.3%*
%H (All HH)		*94.8%*	*22.2%*	*8.7%*	*72.6%*	*9.8%*	*62.5%*	*29.3%*
%H (TV HH)			*23.5%*	*9.1%*	*76.5%*	*10.4%*	*65.9%*	
1	830	785	270	92	526	132	394	803
%V	*25.6%*	*25.3%*	*21.7%*	*22.2%*	*26.0%*	*19.7%*	*29.1%*	*27.7%*
%H (All HH)		*94.6%*	*32.5%*	*11.1%*	*63.4%*	*15.9%*	*47.5%*	*96.7%*
%H (TV HH)			*34.4%*	*11.7%*	*67.0%*	*16.8%*	*50.2%*	
2	824	793	315	107	511	173	338	818
%V	*25.4%*	*25.5%*	*25.3%*	*25.8%*	*25.3%*	*25.9%*	*25.0%*	*28.2%*
%H (All HH)		*96.2%*	*38.2%*	*13.0%*	*62.0%*	*21.0%*	*41.0%*	*99.3%*
%H (TV HH)			*39.7%*	*13.5%*	*64.4%*	*21.8%*	*42.6%*	
3	490	478	218	71	297	119	178	487
%V	*15.1%*	*15.4%*	*17.5%*	*17.1%*	*14.7%*	*17.8%*	*13.2%*	*16.8%*
%H (All HH)		*97.6%*	*44.5%*	*14.5%*	*60.6%*	*24.3%*	*36.3%*	*99.4%*
%H (TV HH)			*45.6%*	*14.9%*	*62.1%*	*24.9%*	*37.2%*	
4	314	304	159	54	176	91	85	314
%V	*9.7%*	*9.8%*	*12.8%*	*13.0%*	*8.7%*	*13.6%*	*6.3%*	*10.8%*
%H (All HH)		*96.8%*	*50.6%*	*17.2%*	*56.1%*	*29.0%*	*27.1%*	*100.0%*
%H (TV HH)			*52.3%*	*17.8%*	*57.9%*	*29.9%*	*28.0%*	
5+	354	343	187	55	204	112	92	353
%V	*10.9%*	*11.0%*	*15.0%*	*13.3%*	*10.1%*	*16.7%*	*6.8%*	*12.2%*
%H (All HH)		*96.9%*	*52.8%*	*15.5%*	*57.6%*	*31.6%*	*26.0%*	*99.7%*
%H (TV HH)			*54.5%*	*16.0%*	*59.5%*	*32.7%*	*26.8%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	6004	2754	884	4040	1768	2272	5559
%H		*45.9%*	*14.7%*	*67.3%*	*29.4%*	*37.8%*	*92.6%*
Under 20"	410	166	57	334	148	186	361
%V	*6.8%*	*6.0%*	*6.4%*	*8.3%*	*8.4%*	*8.2%*	*6.5%*
%H		*40.5%*	*13.9%*	*81.5%*	*36.1%*	*45.4%*	*88.0%*
20" - 29"	1056	465	152	806	367	439	937
%V	*17.6%*	*16.9%*	*17.2%*	*20.0%*	*20.8%*	*19.3%*	*16.9%*
%H		*44.0%*	*14.4%*	*76.3%*	*34.8%*	*41.6%*	*88.7%*
30" - 39"	1749	733	254	1203	469	734	1614
%V	*29.1%*	*26.6%*	*28.7%*	*29.8%*	*26.5%*	*32.3%*	*29.0%*
%H		*41.9%*	*14.5%*	*68.8%*	*26.8%*	*42.0%*	*92.3%*
40" - 49"	1650	827	255	1015	488	527	1563
%V	*27.5%*	*30.0%*	*28.8%*	*25.1%*	*27.6%*	*23.2%*	*28.1%*
%H		*50.1%*	*15.5%*	*61.5%*	*29.6%*	*31.9%*	*94.7%*
50" - 59"	522	288	91	299	169	131	513
%V	*8.7%*	*10.5%*	*10.3%*	*7.4%*	*9.6%*	*5.8%*	*9.2%*
%H		*55.2%*	*17.4%*	*57.3%*	*32.4%*	*25.1%*	*98.3%*
60"+	69	41	16	29	19	10	67
%V	*1.1%*	*1.5%*	*1.8%*	*0.7%*	*1.1%*	*0.4%*	*1.2%*
%H		*59.4%*	*23.2%*	*42.0%*	*27.5%*	*14.5%*	*97.1%*
Don't know	548	233	58	354	108	246	504
%V	*9.1%*	*8.5%*	*6.6%*	*8.8%*	*6.1%*	*10.8%*	*9.1%*
%H		*42.5%*	*10.6%*	*64.6%*	*19.7%*	*44.9%*	*92.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	6004	2754	884	4040	1768	2272	5559
%H		*45.9%*	*14.7%*	*67.3%*	*29.4%*	*37.8%*	*92.6%*
Main living room	3084	1240	415	2009	671	1338	2772
%V	*51.4%*	*45.0%*	*46.9%*	*49.7%*	*38.0%*	*58.9%*	*49.9%*
%H		*40.2%*	*13.5%*	*65.1%*	*21.8%*	*43.4%*	*89.9%*
Kitchen	313	149	45	250	130	120	289
%V	*5.2%*	*5.4%*	*5.1%*	*6.2%*	*7.4%*	*5.3%*	*5.2%*
%H		*47.6%*	*14.4%*	*79.9%*	*41.5%*	*38.3%*	*92.3%*
Adult's bedroom	1580	807	248	1096	576	520	1493
%V	*26.3%*	*29.3%*	*28.1%*	*27.1%*	*32.6%*	*22.9%*	*26.9%*
%H		*51.1%*	*15.7%*	*69.4%*	*36.5%*	*32.9%*	*94.5%*
Child's bedroom	317	171	62	175	98	77	316
%V	*5.3%*	*6.2%*	*7.0%*	*4.3%*	*5.5%*	*3.4%*	*5.7%*
%H		*53.9%*	*19.6%*	*55.2%*	*30.9%*	*24.3%*	*99.7%*
Other bedroom	237	130	44	181	114	67	228
%V	*3.9%*	*4.7%*	*5.0%*	*4.5%*	*6.4%*	*2.9%*	*4.1%*
%H		*54.9%*	*18.6%*	*76.4%*	*48.1%*	*28.3%*	*96.2%*
Second living/dining room	282	143	42	196	99	98	273
%V	*4.7%*	*5.2%*	*4.8%*	*4.9%*	*5.6%*	*4.3%*	*4.9%*
%H		*50.7%*	*14.9%*	*69.5%*	*35.1%*	*34.8%*	*96.8%*
Study/office	68	35	8	50	23	27	67
%V	*1.1%*	*1.3%*	*0.9%*	*1.2%*	*1.3%*	*1.2%*	*1.2%*
%H		*51.5%*	*11.8%*	*73.5%*	*33.8%*	*39.7%*	*98.5%*
TV room	29	18	3	19	11	8	29
%V	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*62.1%*	*10.3%*	*65.5%*	*37.9%*	*27.6%*	*100.0%*
Conservatory	58	35	13	39	28	11	56
%V	*1.0%*	*1.3%*	*1.5%*	*1.0%*	*1.6%*	*0.5%*	*1.0%*
%H		*60.3%*	*22.4%*	*67.2%*	*48.3%*	*19.0%*	*96.6%*
Attic or loft room	6	3	1	6	4	2	6
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*50.0%*	*16.7%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
No specific location	4	3	1	2	2	0	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*
%H		*75.0%*	*25.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Other	26	19	3	18	12	5	26
%V	*0.4%*	*0.7%*	*0.3%*	*0.4%*	*0.7%*	*0.2%*	*0.5%*
%H		*73.1%*	*11.5%*	*69.2%*	*46.2%*	*19.2%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	6004	2754	884	4040	1768	2272	5559
%H		*45.9%*	*14.7%*	*67.3%*	*29.4%*	*37.8%*	*92.6%*
PVR	2880	1766	561	1513	924	589	2754
%V	*48.0%*	*64.1%*	*63.5%*	*37.5%*	*52.3%*	*25.9%*	*49.5%*
%H		*61.3%*	*19.5%*	*52.5%*	*32.1%*	*20.5%*	*95.6%*
DVDR	54	22	14	44	24	20	51
%V	*0.9%*	*0.8%*	*1.6%*	*1.1%*	*1.4%*	*0.9%*	*0.9%*
%H		*40.7%*	*25.9%*	*81.5%*	*44.4%*	*37.0%*	*94.4%*
VCR	16	7	2	15	8	7	13
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.2%*
%H		*43.8%*	*12.5%*	*93.8%*	*50.0%*	*43.8%*	*81.3%*
Any recorder	2913	1776	565	1544	936	608	2783
%V	*48.5%*	*64.5%*	*63.9%*	*38.2%*	*52.9%*	*26.8%*	*50.1%*
%H		*61.0%*	*19.4%*	*53.0%*	*32.1%*	*20.9%*	*95.5%*

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	6004	2754	884	4040	1768	2272	5559
%H		*45.9%*	*14.7%*	*67.3%*	*29.4%*	*37.8%*	*92.6%*
Receives HDTV (via STB or built-in reception)	3682	1874	586	2407	1148	1259	3520
%V	*61.3%*	*68.0%*	*66.3%*	*59.6%*	*64.9%*	*55.4%*	*63.3%*
%H		*50.9%*	*15.9%*	*65.4%*	*31.2%*	*34.2%*	*95.6%*
DVD/Blu-ray player or recorder	3003	1369	464	1992	874	1117	2839
%V	*50.0%*	*49.7%*	*52.5%*	*49.3%*	*49.4%*	*49.2%*	*51.1%*
%H		*45.6%*	*15.5%*	*66.3%*	*29.1%*	*37.2%*	*94.5%*

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

Table 8.15: 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	3106	1244	415	2022	669	1352	2792
%H		*40.1%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	*89.9%*
Under 20"	34	6	1	25	2	24	23
%V	*1.1%*	*0.5%*	*0.2%*	*1.2%*	*0.3%*	*1.8%*	*0.8%*
%H		*17.6%*	*2.9%*	*73.5%*	*5.9%*	*70.6%*	*67.6%*
20" - 29"	248	53	28	191	28	163	180
%V	*8.0%*	*4.3%*	*6.7%*	*9.4%*	*4.2%*	*12.1%*	*6.4%*
%H		*21.4%*	*11.3%*	*77.0%*	*11.3%*	*65.7%*	*72.6%*
30" - 39"	835	250	108	599	141	458	720
%V	*26.9%*	*20.1%*	*26.0%*	*29.6%*	*21.1%*	*33.9%*	*25.8%*
%H		*29.9%*	*12.9%*	*71.7%*	*16.9%*	*54.9%*	*86.2%*
40" - 49"	1223	586	175	755	329	426	1145
%V	*39.4%*	*47.1%*	*42.2%*	*37.3%*	*49.2%*	*31.5%*	*41.0%*
%H		*47.9%*	*14.3%*	*61.7%*	*26.9%*	*34.8%*	*93.6%*
50" - 59"	412	216	64	240	125	115	406
%V	*13.3%*	*17.4%*	*15.4%*	*11.9%*	*18.7%*	*8.5%*	*14.5%*
%H		*52.4%*	*15.5%*	*58.3%*	*30.3%*	*27.9%*	*98.5%*
60"+	59	32	13	23	13	10	58
%V	*1.9%*	*2.6%*	*3.1%*	*1.1%*	*1.9%*	*0.7%*	*2.1%*
%H		*54.2%*	*22.0%*	*39.0%*	*22.0%*	*16.9%*	*98.3%*
Don't know	295	101	26	188	32	157	261
%V	*9.5%*	*8.1%*	*6.3%*	*9.3%*	*4.8%*	*11.6%*	*9.3%*
%H		*34.2%*	*8.8%*	*63.7%*	*10.8%*	*53.2%*	*88.5%*

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
Jan - Dec 2018

ITV South, South East and Channel Islands

Set level data

Table 8.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3106	1244	415	2022	669	1352	2792
%H		*40.1%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	*89.9%*
PVR	1985	1110	383	1111	599	512	1877
%V	*63.9%*	*89.2%*	*92.3%*	*54.9%*	*89.5%*	*37.9%*	*67.2%*
%H		*55.9%*	*19.3%*	*56.0%*	*30.2%*	*25.8%*	*94.6%*
DVDR	45	17	10	37	17	20	42
%V	*1.4%*	*1.4%*	*2.4%*	*1.8%*	*2.5%*	*1.5%*	*1.5%*
%H		*37.8%*	*22.2%*	*82.2%*	*37.8%*	*44.4%*	*93.3%*
VCR	11	3	2	10	4	6	8
%V	*0.4%*	*0.2%*	*0.5%*	*0.5%*	*0.6%*	*0.4%*	*0.3%*
%H		*27.3%*	*18.2%*	*90.9%*	*36.4%*	*54.5%*	*72.7%*
Any recorder	2009	1116	385	1134	606	529	1897
%V	*64.7%*	*89.7%*	*92.8%*	*56.1%*	*90.6%*	*39.1%*	*67.9%*
%H		*55.6%*	*19.2%*	*56.4%*	*30.2%*	*26.3%*	*94.4%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	3106	1244	415	2022	669	1352	2792
%H		*40.1%*	*13.4%*	*65.1%*	*21.5%*	*43.5%*	*89.9%*
Receives HDTV (via STB or built-in reception)	2303	1058	371	1482	588	894	2173
%V	*74.1%*	*85.0%*	*89.4%*	*73.3%*	*87.9%*	*66.1%*	*77.8%*
%H		*45.9%*	*16.1%*	*64.4%*	*25.5%*	*38.8%*	*94.4%*
DVD/Blu-ray player or recorder	1918	799	257	1276	460	816	1786
%V	*61.8%*	*64.2%*	*61.9%*	*63.1%*	*68.8%*	*60.4%*	*64.0%*
%H		*41.7%*	*13.4%*	*66.5%*	*24.0%*	*42.5%*	*93.1%*

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	2898	1510	469	2018	1099	920	2767
%H		*52.1%*	*16.2%*	*69.6%*	*37.9%*	*31.7%*	*95.5%*
Under 20"	376	160	56	308	146	162	338
%V	*13.0%*	*10.6%*	*11.9%*	*15.3%*	*13.3%*	*17.6%*	*12.2%*
%H		*42.6%*	*14.9%*	*81.9%*	*38.8%*	*43.1%*	*89.9%*
20" - 29"	808	412	124	616	339	277	758
%V	*27.9%*	*27.3%*	*26.4%*	*30.5%*	*30.8%*	*30.1%*	*27.4%*
%H		*51.0%*	*15.3%*	*76.2%*	*42.0%*	*34.3%*	*93.8%*
30" - 39"	914	483	146	604	328	276	894
%V	*31.5%*	*32.0%*	*31.1%*	*29.9%*	*29.8%*	*30.0%*	*32.3%*
%H		*52.8%*	*16.0%*	*66.1%*	*35.9%*	*30.2%*	*97.8%*
40" - 49"	427	242	80	260	159	100	418
%V	*14.7%*	*16.0%*	*17.1%*	*12.9%*	*14.5%*	*10.9%*	*15.1%*
%H		*56.7%*	*18.7%*	*60.9%*	*37.2%*	*23.4%*	*97.9%*
50" - 59"	110	72	27	60	44	15	108
%V	*3.8%*	*4.8%*	*5.8%*	*3.0%*	*4.0%*	*1.6%*	*3.9%*
%H		*65.5%*	*24.5%*	*54.5%*	*40.0%*	*13.6%*	*98.2%*
60"+	10	9	3	5	5	0	9
%V	*0.3%*	*0.6%*	*0.6%*	*0.2%*	*0.5%*	*0.0%*	*0.3%*
%H		*90.0%*	*30.0%*	*50.0%*	*50.0%*	*0.0%*	*90.0%*
Don't know	253	132	32	166	76	90	242
%V	*8.7%*	*8.7%*	*6.8%*	*8.2%*	*6.9%*	*9.8%*	*8.7%*
%H		*52.2%*	*12.6%*	*65.6%*	*30.0%*	*35.6%*	*95.7%*

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
Jan - Dec 2018

ITV South, South East and Channel Islands

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	2898	1510	469	2018	1099	920	2767
%H		*52.1%*	*16.2%*	*69.6%*	*37.9%*	*31.7%*	*95.5%*
PVR	895	656	178	402	324	77	877
%V	*30.9%*	*43.4%*	*38.0%*	*19.9%*	*29.5%*	*8.4%*	*31.7%*
%H		*73.3%*	*19.9%*	*44.9%*	*36.2%*	*8.6%*	*98.0%*
DVDR	9	5	4	7	7	0	9
%V	*0.3%*	*0.3%*	*0.9%*	*0.3%*	*0.6%*	*0.0%*	*0.3%*
%H		*55.6%*	*44.4%*	*77.8%*	*77.8%*	*0.0%*	*100.0%*
VCR	5	4	0	5	4	1	5
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.4%*	*0.1%*	*0.2%*
%H		*80.0%*	*0.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
Any recorder	904	660	180	409	330	79	886
%V	*31.2%*	*43.7%*	*38.4%*	*20.3%*	*30.0%*	*8.6%*	*32.0%*
%H		*73.0%*	*19.9%*	*45.2%*	*36.5%*	*8.7%*	*98.0%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2898	1510	469	2018	1099	920	2767
%H		*52.1%*	*16.2%*	*69.6%*	*37.9%*	*31.7%*	*95.5%*
Receives HDTV (via STB or built-in reception)	1379	816	215	925	560	365	1346
%V	*47.6%*	*54.0%*	*45.8%*	*45.8%*	*51.0%*	*39.7%*	*48.6%*
%H		*59.2%*	*15.6%*	*67.1%*	*40.6%*	*26.5%*	*97.6%*
DVD/Blu-ray player or recorder	1085	570	207	716	415	301	1053
%V	*37.4%*	*37.7%*	*44.1%*	*35.5%*	*37.8%*	*32.7%*	*38.1%*
%H		*52.5%*	*19.1%*	*66.0%*	*38.2%*	*27.7%*	*97.1%*

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	7464	7189	3185	1071	4361	1683	2678	7018
%H		*96.3%*	*42.7%*	*14.3%*	*58.4%*	*22.5%*	*35.9%*	*94.0%*
Total Children	1401	1372	661	216	721	297	425	1388
%V	*18.8%*	*19.1%*	*20.8%*	*20.2%*	*16.5%*	*17.6%*	*15.9%*	*19.8%*
%H		*97.9%*	*47.2%*	*15.4%*	*51.5%*	*21.2%*	*30.3%*	*99.1%*
0 - 3	309	299	132	47	152	54	98	306
%V	*4.1%*	*4.2%*	*4.1%*	*4.4%*	*3.5%*	*3.2%*	*3.7%*	*4.4%*
%H		*96.8%*	*42.7%*	*15.2%*	*49.2%*	*17.5%*	*31.7%*	*99.0%*
4 - 15	1093	1073	529	169	570	243	326	1082
%V	*14.6%*	*14.9%*	*16.6%*	*15.8%*	*13.1%*	*14.4%*	*12.2%*	*15.4%*
%H		*98.2%*	*48.4%*	*15.5%*	*52.2%*	*22.2%*	*29.8%*	*99.0%*
4 - 9	567	554	280	77	283	121	161	560
%V	*7.6%*	*7.7%*	*8.8%*	*7.2%*	*6.5%*	*7.2%*	*6.0%*	*8.0%*
%H		*97.7%*	*49.4%*	*13.6%*	*49.9%*	*21.3%*	*28.4%*	*98.8%*
10 - 15	526	519	249	92	287	122	165	522
%V	*7.0%*	*7.2%*	*7.8%*	*8.6%*	*6.6%*	*7.2%*	*6.2%*	*7.4%*
%H		*98.7%*	*47.3%*	*17.5%*	*54.6%*	*23.2%*	*31.4%*	*99.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 8.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	7464	7189	3185	1071	4361	1683	2678	7018
%H		*96.3%*	*42.7%*	*14.3%*	*58.4%*	*22.5%*	*35.9%*	*94.0%*
Total Adults (16+)	6063	5817	2524	855	3640	1387	2253	5630
%V	*81.2%*	*80.9%*	*79.2%*	*79.8%*	*83.5%*	*82.4%*	*84.1%*	*80.2%*
%H		*95.9%*	*41.6%*	*14.1%*	*60.0%*	*22.9%*	*37.2%*	*92.9%*
16 - 19	292	275	142	54	150	79	71	292
%V	*3.9%*	*3.8%*	*4.5%*	*5.0%*	*3.4%*	*4.7%*	*2.7%*	*4.2%*
%H		*94.2%*	*48.6%*	*18.5%*	*51.4%*	*27.1%*	*24.3%*	*100.0%*
20 - 24	419	360	159	72	189	89	100	409
%V	*5.6%*	*5.0%*	*5.0%*	*6.7%*	*4.3%*	*5.3%*	*3.7%*	*5.8%*
%H		*85.9%*	*37.9%*	*17.2%*	*45.1%*	*21.2%*	*23.9%*	*97.6%*
25 - 34	888	827	325	129	425	142	283	876
%V	*11.9%*	*11.5%*	*10.2%*	*12.0%*	*9.7%*	*8.4%*	*10.6%*	*12.5%*
%H		*93.1%*	*36.6%*	*14.5%*	*47.9%*	*16.0%*	*31.9%*	*98.6%*
35 - 44	935	885	401	124	495	172	323	913
%V	*12.5%*	*12.3%*	*12.6%*	*11.6%*	*11.4%*	*10.2%*	*12.1%*	*13.0%*
%H		*94.7%*	*42.9%*	*13.3%*	*52.9%*	*18.4%*	*34.5%*	*97.6%*
45 - 54	1035	1017	500	180	601	282	319	1012
%V	*13.9%*	*14.1%*	*15.7%*	*16.8%*	*13.8%*	*16.8%*	*11.9%*	*14.4%*
%H		*98.3%*	*48.3%*	*17.4%*	*58.1%*	*27.2%*	*30.8%*	*97.8%*
55 - 64	951	936	416	150	629	260	369	912
%V	*12.7%*	*13.0%*	*13.1%*	*14.0%*	*14.4%*	*15.4%*	*13.8%*	*13.0%*
%H		*98.4%*	*43.7%*	*15.8%*	*66.1%*	*27.3%*	*38.8%*	*95.9%*
65+	1543	1517	581	147	1151	362	789	1215
%V	*20.7%*	*21.1%*	*18.2%*	*13.7%*	*26.4%*	*21.5%*	*29.5%*	*17.3%*
%H		*98.3%*	*37.7%*	*9.5%*	*74.6%*	*23.5%*	*51.1%*	*78.7%*

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+)	6063	5817	2524	855	3640	1387	2253	5630
%H		*95.9%*	*41.6%*	*14.1%*	*60.0%*	*22.9%*	*37.2%*	*92.9%*
AB	1871	1813	813	267	1134	458	676	1826
%V	*30.9%*	*31.2%*	*32.2%*	*31.2%*	*31.2%*	*33.0%*	*30.0%*	*32.4%*
%H		*96.9%*	*43.5%*	*14.3%*	*60.6%*	*24.5%*	*36.1%*	*97.6%*
C1	2077	1969	850	298	1251	481	770	1943
%V	*34.3%*	*33.8%*	*33.7%*	*34.9%*	*34.4%*	*34.7%*	*34.2%*	*34.5%*
%H		*94.8%*	*40.9%*	*14.3%*	*60.2%*	*23.2%*	*37.1%*	*93.5%*
C2	1164	1135	506	205	668	278	390	1088
%V	*19.2%*	*19.5%*	*20.0%*	*24.0%*	*18.4%*	*20.0%*	*17.3%*	*19.3%*
%H		*97.5%*	*43.5%*	*17.6%*	*57.4%*	*23.9%*	*33.5%*	*93.5%*
D	670	635	268	64	389	126	263	581
%V	*11.1%*	*10.9%*	*10.6%*	*7.5%*	*10.7%*	*9.1%*	*11.7%*	*10.3%*
%H		*94.8%*	*40.0%*	*9.6%*	*58.1%*	*18.8%*	*39.3%*	*86.7%*
E	282	265	86	21	197	43	154	192
%V	*4.7%*	*4.6%*	*3.4%*	*2.5%*	*5.4%*	*3.1%*	*6.8%*	*3.4%*
%H		*94.0%*	*30.5%*	*7.4%*	*69.9%*	*15.2%*	*54.6%*	*68.1%*

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+)	6063	5817	2524	855	3640	1387	2253	5630
%H		*95.9%*	*41.6%*	*14.1%*	*60.0%*	*22.9%*	*37.2%*	*92.9%*
Working full time	2907	2793	1274	487	1594	678	916	2851
%V	*47.9%*	*48.0%*	*50.5%*	*57.0%*	*43.8%*	*48.9%*	*40.7%*	*50.6%*
%H		*96.1%*	*43.8%*	*16.8%*	*54.8%*	*23.3%*	*31.5%*	*98.1%*
Working part time	684	668	321	94	401	161	240	673
%V	*11.3%*	*11.5%*	*12.7%*	*11.0%*	*11.0%*	*11.6%*	*10.7%*	*12.0%*
%H		*97.7%*	*46.9%*	*13.7%*	*58.6%*	*23.5%*	*35.1%*	*98.4%*
Not working	2472	2356	928	274	1645	547	1098	2106
%V	*40.8%*	*40.5%*	*36.8%*	*32.0%*	*45.2%*	*39.4%*	*48.7%*	*37.4%*
%H		*95.3%*	*37.5%*	*11.1%*	*66.5%*	*22.1%*	*44.4%*	*85.2%*
Houseperson	3239	3108	1244	415	2023	669	1353	2900
%V	*53.4%*	*53.4%*	*49.3%*	*48.5%*	*55.6%*	*48.2%*	*60.1%*	*51.5%*
%H		*96.0%*	*38.4%*	*12.8%*	*62.5%*	*20.7%*	*41.8%*	*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	2806	1231	424	1727	676	1051	2759
%H		*95.1%*	*41.7%*	*14.4%*	*58.5%*	*22.9%*	*35.6%*	*93.5%*
16 - 19	136	129	61	29	72	38	34	135
%V	*4.6%*	*4.6%*	*5.0%*	*6.8%*	*4.2%*	*5.6%*	*3.2%*	*4.9%*
%H		*94.9%*	*44.9%*	*21.3%*	*52.9%*	*27.9%*	*25.0%*	*99.3%*
20 - 24	231	195	92	41	100	50	49	223
%V	*7.8%*	*6.9%*	*7.5%*	*9.7%*	*5.8%*	*7.4%*	*4.7%*	*8.1%*
%H		*84.4%*	*39.8%*	*17.7%*	*43.3%*	*21.6%*	*21.2%*	*96.5%*
25 - 34	447	409	160	62	209	72	137	440
%V	*15.1%*	*14.6%*	*13.0%*	*14.6%*	*12.1%*	*10.7%*	*13.0%*	*15.9%*
%H		*91.5%*	*35.8%*	*13.9%*	*46.8%*	*16.1%*	*30.6%*	*98.4%*
35 - 44	461	434	189	55	237	71	166	446
%V	*15.6%*	*15.5%*	*15.4%*	*13.0%*	*13.7%*	*10.5%*	*15.8%*	*16.2%*
%H		*94.1%*	*41.0%*	*11.9%*	*51.4%*	*15.4%*	*36.0%*	*96.7%*
45 - 54	505	491	247	89	287	139	148	491
%V	*17.1%*	*17.5%*	*20.1%*	*21.0%*	*16.6%*	*20.6%*	*14.1%*	*17.8%*
%H		*97.2%*	*48.9%*	*17.6%*	*56.8%*	*27.5%*	*29.3%*	*97.2%*
55 - 64	461	453	193	80	307	128	179	438
%V	*15.6%*	*16.1%*	*15.7%*	*18.9%*	*17.8%*	*18.9%*	*17.0%*	*15.9%*
%H		*98.3%*	*41.9%*	*17.4%*	*66.6%*	*27.8%*	*38.8%*	*95.0%*
65+	711	694	288	68	516	177	339	585
%V	*24.1%*	*24.7%*	*23.4%*	*16.0%*	*29.9%*	*26.2%*	*32.3%*	*21.2%*
%H		*97.6%*	*40.5%*	*9.6%*	*72.6%*	*24.9%*	*47.7%*	*82.3%*

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	2806	1231	424	1727	676	1051	2759
%H		*95.1%*	*41.7%*	*14.4%*	*58.5%*	*22.9%*	*35.6%*	*93.5%*
AB	940	908	399	135	570	226	345	917
%V	*31.8%*	*32.4%*	*32.4%*	*31.8%*	*33.0%*	*33.4%*	*32.8%*	*33.2%*
%H		*96.6%*	*42.4%*	*14.4%*	*60.6%*	*24.0%*	*36.7%*	*97.6%*
C1	961	895	399	144	556	227	329	906
%V	*32.6%*	*31.9%*	*32.4%*	*34.0%*	*32.2%*	*33.6%*	*31.3%*	*32.8%*
%H		*93.1%*	*41.5%*	*15.0%*	*57.9%*	*23.6%*	*34.2%*	*94.3%*
C2	628	605	263	111	354	150	204	583
%V	*21.3%*	*21.6%*	*21.4%*	*26.2%*	*20.5%*	*22.2%*	*19.4%*	*21.1%*
%H		*96.3%*	*41.9%*	*17.7%*	*56.4%*	*23.9%*	*32.5%*	*92.8%*
D	313	299	134	29	175	59	116	276
%V	*10.6%*	*10.7%*	*10.9%*	*6.8%*	*10.1%*	*8.7%*	*11.0%*	*10.0%*
%H		*95.5%*	*42.8%*	*9.3%*	*55.9%*	*18.8%*	*37.1%*	*88.2%*
E	110	98	35	5	72	15	57	77
%V	*3.7%*	*3.5%*	*2.8%*	*1.2%*	*4.2%*	*2.2%*	*5.4%*	*2.8%*
%H		*89.1%*	*31.8%*	*4.5%*	*65.5%*	*13.6%*	*51.8%*	*70.0%*

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	2806	1231	424	1727	676	1051	2759
%H		*95.1%*	*41.7%*	*14.4%*	*58.5%*	*22.9%*	*35.6%*	*93.5%*
Working full time	1794	1715	795	299	977	425	552	1748
%V	*60.8%*	*61.1%*	*64.6%*	*70.5%*	*56.6%*	*62.9%*	*52.5%*	*63.4%*
%H		*95.6%*	*44.3%*	*16.7%*	*54.5%*	*23.7%*	*30.8%*	*97.4%*
Working part time	132	128	58	15	79	29	50	127
%V	*4.5%*	*4.6%*	*4.7%*	*3.5%*	*4.6%*	*4.3%*	*4.8%*	*4.6%*
%H		*97.0%*	*43.9%*	*11.4%*	*59.8%*	*22.0%*	*37.9%*	*96.2%*
Not working	1026	962	378	110	671	222	449	884
%V	*34.8%*	*34.3%*	*30.7%*	*25.9%*	*38.9%*	*32.8%*	*42.7%*	*32.0%*
%H		*93.8%*	*36.8%*	*10.7%*	*65.4%*	*21.6%*	*43.8%*	*86.2%*
Houseperson	645	585	186	64	405	94	311	534
%V	*21.8%*	*20.8%*	*15.1%*	*15.1%*	*23.5%*	*13.9%*	*29.6%*	*19.4%*
%H		*90.7%*	*28.8%*	*9.9%*	*62.8%*	*14.6%*	*48.2%*	*82.8%*

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+)	3111	3012	1292	431	1913	710	1202	2870
%H		*96.8%*	*41.5%*	*13.9%*	*61.5%*	*22.8%*	*38.6%*	*92.3%*
16 - 19	156	146	80	25	78	41	37	156
%V	*5.0%*	*4.8%*	*6.2%*	*5.8%*	*4.1%*	*5.8%*	*3.1%*	*5.4%*
%H		*93.6%*	*51.3%*	*16.0%*	*50.0%*	*26.3%*	*23.7%*	*100.0%*
20 - 24	188	165	67	31	89	39	51	186
%V	*6.0%*	*5.5%*	*5.2%*	*7.2%*	*4.7%*	*5.5%*	*4.2%*	*6.5%*
%H		*87.8%*	*35.6%*	*16.5%*	*47.3%*	*20.7%*	*27.1%*	*98.9%*
25 - 34	441	418	164	67	216	70	146	436
%V	*14.2%*	*13.9%*	*12.7%*	*15.5%*	*11.3%*	*9.9%*	*12.1%*	*15.2%*
%H		*94.8%*	*37.2%*	*15.2%*	*49.0%*	*15.9%*	*33.1%*	*98.9%*
35 - 44	474	451	212	68	258	101	157	467
%V	*15.2%*	*15.0%*	*16.4%*	*15.8%*	*13.5%*	*14.2%*	*13.1%*	*16.3%*
%H		*95.1%*	*44.7%*	*14.3%*	*54.4%*	*21.3%*	*33.1%*	*98.5%*
45 - 54	530	526	253	92	314	144	171	521
%V	*17.0%*	*17.5%*	*19.6%*	*21.3%*	*16.4%*	*20.3%*	*14.2%*	*18.2%*
%H		*99.2%*	*47.7%*	*17.4%*	*59.2%*	*27.2%*	*32.3%*	*98.3%*
55 - 64	490	482	223	70	322	131	190	474
%V	*15.8%*	*16.0%*	*17.3%*	*16.2%*	*16.8%*	*18.5%*	*15.8%*	*16.5%*
%H		*98.4%*	*45.5%*	*14.3%*	*65.7%*	*26.7%*	*38.8%*	*96.7%*
65+	833	823	293	79	635	185	450	630
%V	*26.8%*	*27.3%*	*22.7%*	*18.3%*	*33.2%*	*26.1%*	*37.4%*	*22.0%*
%H		*98.8%*	*35.2%*	*9.5%*	*76.2%*	*22.2%*	*54.0%*	*75.6%*

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+)	3111	3012	1292	431	1913	710	1202	2870
%H		*96.8%*	*41.5%*	*13.9%*	*61.5%*	*22.8%*	*38.6%*	*92.3%*
AB	930	905	414	133	564	232	331	909
%V	*29.9%*	*30.0%*	*32.0%*	*30.9%*	*29.5%*	*32.7%*	*27.5%*	*31.7%*
%H		*97.3%*	*44.5%*	*14.3%*	*60.6%*	*24.9%*	*35.6%*	*97.7%*
C1	1117	1074	450	154	695	255	440	1036
%V	*35.9%*	*35.7%*	*34.8%*	*35.7%*	*36.3%*	*35.9%*	*36.6%*	*36.1%*
%H		*96.2%*	*40.3%*	*13.8%*	*62.2%*	*22.8%*	*39.4%*	*92.7%*
C2	536	529	242	94	314	128	186	505
%V	*17.2%*	*17.6%*	*18.7%*	*21.8%*	*16.4%*	*18.0%*	*15.5%*	*17.6%*
%H		*98.7%*	*45.1%*	*17.5%*	*58.6%*	*23.9%*	*34.7%*	*94.2%*
D	357	336	135	35	214	66	148	305
%V	*11.5%*	*11.2%*	*10.4%*	*8.1%*	*11.2%*	*9.3%*	*12.3%*	*10.6%*
%H		*94.1%*	*37.8%*	*9.8%*	*59.9%*	*18.5%*	*41.5%*	*85.4%*
E	172	167	51	17	125	29	97	114
%V	*5.5%*	*5.5%*	*3.9%*	*3.9%*	*6.5%*	*4.1%*	*8.1%*	*4.0%*
%H		*97.1%*	*29.7%*	*9.9%*	*72.7%*	*16.9%*	*56.4%*	*66.3%*

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+)	3111	3012	1292	431	1913	710	1202	2870
%H		*96.8%*	*41.5%*	*13.9%*	*61.5%*	*22.8%*	*38.6%*	*92.3%*
Working full time	1113	1077	480	188	617	253	363	1102
%V	*35.8%*	*35.8%*	*37.2%*	*43.6%*	*32.3%*	*35.6%*	*30.2%*	*38.4%*
%H		*96.8%*	*43.1%*	*16.9%*	*55.4%*	*22.7%*	*32.6%*	*99.0%*
Working part time	551	540	263	79	322	132	190	546
%V	*17.7%*	*17.9%*	*20.4%*	*18.3%*	*16.8%*	*18.6%*	*15.8%*	*19.0%*
%H		*98.0%*	*47.7%*	*14.3%*	*58.4%*	*24.0%*	*34.5%*	*99.1%*
Not working	1447	1394	550	164	974	325	649	1222
%V	*46.5%*	*46.3%*	*42.6%*	*38.1%*	*50.9%*	*45.8%*	*54.0%*	*42.6%*
%H		*96.3%*	*38.0%*	*11.3%*	*67.3%*	*22.5%*	*44.9%*	*84.5%*
Houseperson	2594	2523	1058	351	1618	575	1043	2366
%V	*83.4%*	*83.8%*	*81.9%*	*81.4%*	*84.6%*	*81.0%*	*86.8%*	*82.4%*
%H		*97.3%*	*40.8%*	*13.5%*	*62.4%*	*22.2%*	*40.2%*	*91.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Household level data

Table 9.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
AB	547	531	229	68	371	150	221	525
%V	*25.9%*	*25.9%*	*26.8%*	*26.8%*	*25.4%*	*26.0%*	*24.9%*	*27.9%*
%H (All HH)		*97.1%*	*41.9%*	*12.4%*	*67.8%*	*27.4%*	*40.4%*	*96.0%*
%H (TV HH)			*43.1%*	*12.8%*	*69.9%*	*28.2%*	*41.6%*	
C1	603	585	246	72	424	173	252	549
%V	*28.5%*	*28.5%*	*28.7%*	*28.3%*	*29.0%*	*29.9%*	*28.4%*	*29.2%*
%H (All HH)		*97.0%*	*40.8%*	*11.9%*	*70.3%*	*28.7%*	*41.8%*	*91.0%*
%H (TV HH)			*42.1%*	*12.3%*	*72.5%*	*29.6%*	*43.1%*	
C2	485	476	206	66	341	146	195	434
%V	*22.9%*	*23.2%*	*24.1%*	*26.0%*	*23.3%*	*25.3%*	*22.0%*	*23.1%*
%H (All HH)		*98.1%*	*42.5%*	*13.6%*	*70.3%*	*30.1%*	*40.2%*	*89.5%*
%H (TV HH)			*43.3%*	*13.9%*	*71.6%*	*30.7%*	*41.0%*	
D	292	279	112	34	186	69	117	251
%V	*13.8%*	*13.6%*	*13.1%*	*13.4%*	*12.7%*	*11.9%*	*13.2%*	*13.3%*
%H (All HH)		*95.5%*	*38.4%*	*11.6%*	*63.7%*	*23.6%*	*40.1%*	*86.0%*
%H (TV HH)			*40.1%*	*12.2%*	*66.7%*	*24.7%*	*41.9%*	
E	188	179	63	14	141	40	101	122
%V	*8.9%*	*8.7%*	*7.4%*	*5.5%*	*9.6%*	*6.9%*	*11.4%*	*6.5%*
%H (All HH)		*95.2%*	*33.5%*	*7.4%*	*75.0%*	*21.3%*	*53.7%*	*64.9%*
%H (TV HH)			*35.2%*	*7.8%*	*78.8%*	*22.3%*	*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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Household level data

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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Under 25	63	58	28	3	30	14	16	61
%V	*3.0%*	*2.8%*	*3.3%*	*1.2%*	*2.1%*	*2.4%*	*1.8%*	*3.2%*
%H (All HH)		*92.1%*	*44.4%*	*4.8%*	*47.6%*	*22.2%*	*25.4%*	*96.8%*
%H (TV HH)			*48.3%*	*5.2%*	*51.7%*	*24.1%*	*27.6%*	
25 - 34	304	284	112	44	171	67	104	299
%V	*14.4%*	*13.9%*	*13.1%*	*17.3%*	*11.7%*	*11.6%*	*11.7%*	*15.9%*
%H (All HH)		*93.4%*	*36.8%*	*14.5%*	*56.3%*	*22.0%*	*34.2%*	*98.4%*
%H (TV HH)			*39.4%*	*15.5%*	*60.2%*	*23.6%*	*36.6%*	
35 - 44	347	332	164	38	207	92	115	339
%V	*16.4%*	*16.2%*	*19.2%*	*15.0%*	*14.1%*	*15.9%*	*13.0%*	*18.0%*
%H (All HH)		*95.7%*	*47.3%*	*11.0%*	*59.7%*	*26.5%*	*33.1%*	*97.7%*
%H (TV HH)			*49.4%*	*11.4%*	*62.3%*	*27.7%*	*34.6%*	
45 - 54	409	402	187	63	283	136	148	394
%V	*19.3%*	*19.6%*	*21.8%*	*24.8%*	*19.3%*	*23.5%*	*16.7%*	*20.9%*
%H (All HH)		*98.3%*	*45.7%*	*15.4%*	*69.2%*	*33.3%*	*36.2%*	*96.3%*
%H (TV HH)			*46.5%*	*15.7%*	*70.4%*	*33.8%*	*36.8%*	
55 - 64	367	356	157	54	261	117	144	353
%V	*17.4%*	*17.4%*	*18.3%*	*21.3%*	*17.8%*	*20.2%*	*16.3%*	*18.8%*
%H (All HH)		*97.0%*	*42.8%*	*14.7%*	*71.1%*	*31.9%*	*39.2%*	*96.2%*
%H (TV HH)			*44.1%*	*15.2%*	*73.3%*	*32.9%*	*40.4%*	
65 +	624	617	208	52	511	153	358	434
%V	*29.5%*	*30.1%*	*24.3%*	*20.5%*	*34.9%*	*26.5%*	*40.4%*	*23.1%*
%H (All HH)		*98.9%*	*33.3%*	*8.3%*	*81.9%*	*24.5%*	*57.4%*	*69.6%*
%H (TV HH)			*33.7%*	*8.4%*	*82.8%*	*24.8%*	*58.0%*	

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 9.3: 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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
1	604	573	169	63	448	112	336	431
%V	*28.6%*	*28.0%*	*19.7%*	*24.8%*	*30.6%*	*19.4%*	*37.9%*	*22.9%*
%H (All HH)		*94.9%*	*28.0%*	*10.4%*	*74.2%*	*18.5%*	*55.6%*	*71.4%*
%H (TV HH)			*29.5%*	*11.0%*	*78.2%*	*19.5%*	*58.6%*	
2	787	768	328	91	558	234	324	736
%V	*37.2%*	*37.5%*	*38.3%*	*35.8%*	*38.1%*	*40.5%*	*36.6%*	*39.1%*
%H (All HH)		*97.6%*	*41.7%*	*11.6%*	*70.9%*	*29.7%*	*41.2%*	*93.5%*
%H (TV HH)			*42.7%*	*11.8%*	*72.7%*	*30.5%*	*42.2%*	
3	311	305	153	43	195	99	96	307
%V	*14.7%*	*14.9%*	*17.9%*	*16.9%*	*13.3%*	*17.1%*	*10.8%*	*16.3%*
%H (All HH)		*98.1%*	*49.2%*	*13.8%*	*62.7%*	*31.8%*	*30.9%*	*98.7%*
%H (TV HH)			*50.2%*	*14.1%*	*63.9%*	*32.5%*	*31.5%*	
4	285	277	142	38	186	94	93	282
%V	*13.5%*	*13.5%*	*16.6%*	*15.0%*	*12.7%*	*16.3%*	*10.5%*	*15.0%*
%H (All HH)		*97.2%*	*49.8%*	*13.3%*	*65.3%*	*33.0%*	*32.6%*	*98.9%*
%H (TV HH)			*51.3%*	*13.7%*	*67.1%*	*33.9%*	*33.6%*	
5+	128	127	64	20	76	38	37	126
%V	*6.1%*	*6.2%*	*7.5%*	*7.9%*	*5.2%*	*6.6%*	*4.2%*	*6.7%*
%H (All HH)		*99.2%*	*50.0%*	*15.6%*	*59.4%*	*29.7%*	*28.9%*	*98.4%*
%H (TV HH)			*50.4%*	*15.7%*	*59.8%*	*29.9%*	*29.1%*	
Average HH size	2.33	2.35	2.56	2.49	2.25	2.53	2.08	2.46

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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Without	1568	1513	587	185	1125	417	707	1340
%V	*74.1%*	*73.8%*	*68.6%*	*72.8%*	*76.9%*	*72.1%*	*79.8%*	*71.2%*
%H (All HH)		*96.5%*	*37.4%*	*11.8%*	*71.7%*	*26.6%*	*45.1%*	*85.5%*
%H (TV HH)			*38.8%*	*12.2%*	*74.4%*	*27.6%*	*46.7%*	
With	547	537	269	69	339	161	178	541
%V	*25.9%*	*26.2%*	*31.4%*	*27.2%*	*23.2%*	*27.9%*	*20.1%*	*28.8%*
%H (All HH)		*98.2%*	*49.2%*	*12.6%*	*62.0%*	*29.4%*	*32.5%*	*98.9%*
%H (TV HH)			*50.1%*	*12.8%*	*63.1%*	*30.0%*	*33.1%*	
0 - 3	200	196	98	27	118	59	59	198
%V	*9.5%*	*9.6%*	*11.4%*	*10.6%*	*8.1%*	*10.2%*	*6.7%*	*10.5%*
%H (All HH)		*98.0%*	*49.0%*	*13.5%*	*59.0%*	*29.5%*	*29.5%*	*99.0%*
%H (TV HH)			*50.0%*	*13.8%*	*60.2%*	*30.1%*	*30.1%*	
4 - 9	282	276	141	34	172	84	88	280
%V	*13.3%*	*13.5%*	*16.5%*	*13.4%*	*11.8%*	*14.5%*	*9.9%*	*14.9%*
%H (All HH)		*97.9%*	*50.0%*	*12.1%*	*61.0%*	*29.8%*	*31.2%*	*99.3%*
%H (TV HH)			*51.1%*	*12.3%*	*62.3%*	*30.4%*	*31.9%*	
10 - 15	272	270	138	31	177	84	93	268
%V	*12.9%*	*13.2%*	*16.1%*	*12.2%*	*12.1%*	*14.5%*	*10.5%*	*14.2%*
%H (All HH)		*99.3%*	*50.7%*	*11.4%*	*65.1%*	*30.9%*	*34.2%*	*98.5%*
%H (TV HH)			*51.1%*	*11.5%*	*65.6%*	*31.1%*	*34.4%*	

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
Jan - Dec 2018

ITV East of England

Household level data

Table 9.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
1	834	834	266	112	538	129	409	707
%V	*39.4%*	*40.7%*	*31.1%*	*44.1%*	*36.8%*	*22.3%*	*46.2%*	*37.6%*
%H (All HH)		*100.0%*	*31.9%*	*13.4%*	*64.5%*	*15.5%*	*49.0%*	*84.8%*
%H (TV HH)			*31.9%*	*13.4%*	*64.5%*	*15.5%*	*49.0%*	
2	687	687	290	81	509	201	308	613
%V	*32.5%*	*33.5%*	*33.9%*	*31.9%*	*34.8%*	*34.8%*	*34.8%*	*32.6%*
%H (All HH)		*100.0%*	*42.2%*	*11.8%*	*74.1%*	*29.3%*	*44.8%*	*89.2%*
%H (TV HH)			*42.2%*	*11.8%*	*74.1%*	*29.3%*	*44.8%*	
3	312	312	167	32	239	127	112	296
%V	*14.8%*	*15.2%*	*19.5%*	*12.6%*	*16.3%*	*22.0%*	*12.6%*	*15.7%*
%H (All HH)		*100.0%*	*53.5%*	*10.3%*	*76.6%*	*40.7%*	*35.9%*	*94.9%*
%H (TV HH)			*53.5%*	*10.3%*	*76.6%*	*40.7%*	*35.9%*	
4	140	140	82	14	114	74	40	134
%V	*6.6%*	*6.8%*	*9.6%*	*5.5%*	*7.8%*	*12.8%*	*4.5%*	*7.1%*
%H (All HH)		*100.0%*	*58.6%*	*10.0%*	*81.4%*	*52.9%*	*28.6%*	*95.7%*
%H (TV HH)			*58.6%*	*10.0%*	*81.4%*	*52.9%*	*28.6%*	
5+	78	78	50	15	63	47	16	77
%V	*3.7%*	*3.8%*	*5.8%*	*5.9%*	*4.3%*	*8.1%*	*1.8%*	*4.1%*
%H (All HH)		*100.0%*	*64.1%*	*19.2%*	*80.8%*	*60.3%*	*20.5%*	*98.7%*
%H (TV HH)			*64.1%*	*19.2%*	*80.8%*	*60.3%*	*20.5%*	

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 9.6: 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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Under 20"	323	323	130	30	283	121	162	277
%V	*15.3%*	*15.8%*	*15.2%*	*11.8%*	*19.3%*	*20.9%*	*18.3%*	*14.7%*
%H (All HH)		*100.0%*	*40.2%*	*9.3%*	*87.6%*	*37.5%*	*50.2%*	*85.8%*
%H (TV HH)			*40.2%*	*9.3%*	*87.6%*	*37.5%*	*50.2%*	
20" - 29"	607	607	256	68	478	204	274	532
%V	*28.7%*	*29.6%*	*29.9%*	*26.8%*	*32.7%*	*35.3%*	*30.9%*	*28.3%*
%H (All HH)		*100.0%*	*42.2%*	*11.2%*	*78.7%*	*33.6%*	*45.1%*	*87.6%*
%H (TV HH)			*42.2%*	*11.2%*	*78.7%*	*33.6%*	*45.1%*	
30" - 39"	940	940	393	104	713	285	428	833
%V	*44.4%*	*45.9%*	*45.9%*	*40.9%*	*48.7%*	*49.3%*	*48.3%*	*44.3%*
%H (All HH)		*100.0%*	*41.8%*	*11.1%*	*75.9%*	*30.3%*	*45.5%*	*88.6%*
%H (TV HH)			*41.8%*	*11.1%*	*75.9%*	*30.3%*	*45.5%*	
40" - 49"	1011	1011	488	136	697	331	366	957
%V	*47.8%*	*49.3%*	*57.0%*	*53.5%*	*47.6%*	*57.3%*	*41.3%*	*50.9%*
%H (All HH)		*100.0%*	*48.3%*	*13.5%*	*68.9%*	*32.7%*	*36.2%*	*94.7%*
%H (TV HH)			*48.3%*	*13.5%*	*68.9%*	*32.7%*	*36.2%*	
50" - 59"	378	378	220	54	241	146	95	368
%V	*17.9%*	*18.4%*	*25.7%*	*21.3%*	*16.5%*	*25.3%*	*10.7%*	*19.6%*
%H (All HH)		*100.0%*	*58.2%*	*14.3%*	*63.8%*	*38.6%*	*25.1%*	*97.4%*
%H (TV HH)			*58.2%*	*14.3%*	*63.8%*	*38.6%*	*25.1%*	
60"+	49	49	29	5	29	18	11	49
%V	*2.3%*	*2.4%*	*3.4%*	*2.0%*	*2.0%*	*3.1%*	*1.2%*	*2.6%*
%H (All HH)		*100.0%*	*59.2%*	*10.2%*	*59.2%*	*36.7%*	*22.4%*	*100.0%*
%H (TV HH)			*59.2%*	*10.2%*	*59.2%*	*36.7%*	*22.4%*	

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
Jan - Dec 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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Main living room	2029	2029	853	251	1447	574	873	1809
%V	*95.9%*	*99.0%*	*99.6%*	*98.8%*	*98.9%*	*99.3%*	*98.5%*	*96.2%*
%H (All HH)		*100.0%*	*42.0%*	*12.4%*	*71.3%*	*28.3%*	*43.0%*	*89.2%*
%H (TV HH)			*42.0%*	*12.4%*	*71.3%*	*28.3%*	*43.0%*	
Kitchen	273	273	126	30	237	117	120	246
%V	*12.9%*	*13.3%*	*14.7%*	*11.8%*	*16.2%*	*20.2%*	*13.5%*	*13.1%*
%H (All HH)		*100.0%*	*46.2%*	*11.0%*	*86.8%*	*42.9%*	*44.0%*	*90.1%*
%H (TV HH)			*46.2%*	*11.0%*	*86.8%*	*42.9%*	*44.0%*	
Adult's bedroom	910	910	463	119	690	364	326	853
%V	*43.0%*	*44.4%*	*54.1%*	*46.9%*	*47.2%*	*63.0%*	*36.8%*	*45.3%*
%H (All HH)		*100.0%*	*50.9%*	*13.1%*	*75.8%*	*40.0%*	*35.8%*	*93.7%*
%H (TV HH)			*50.9%*	*13.1%*	*75.8%*	*40.0%*	*35.8%*	
Child's bedroom	174	174	107	19	118	75	43	173
%V	*8.2%*	*8.5%*	*12.5%*	*7.5%*	*8.1%*	*13.0%*	*4.9%*	*9.2%*
%H (All HH)		*100.0%*	*61.5%*	*10.9%*	*67.8%*	*43.1%*	*24.7%*	*99.4%*
%H (TV HH)			*61.5%*	*10.9%*	*67.8%*	*43.1%*	*24.7%*	
Other bedroom	107	107	64	11	87	56	31	100
%V	*5.1%*	*5.2%*	*7.5%*	*4.3%*	*5.9%*	*9.7%*	*3.5%*	*5.3%*
%H (All HH)		*100.0%*	*59.8%*	*10.3%*	*81.3%*	*52.3%*	*29.0%*	*93.5%*
%H (TV HH)			*59.8%*	*10.3%*	*81.3%*	*52.3%*	*29.0%*	
Second living/dining room	192	192	88	24	151	73	79	179
%V	*9.1%*	*9.4%*	*10.3%*	*9.4%*	*10.3%*	*12.6%*	*8.9%*	*9.5%*
%H (All HH)		*100.0%*	*45.8%*	*12.5%*	*78.6%*	*38.0%*	*41.1%*	*93.2%*
%H (TV HH)			*45.8%*	*12.5%*	*78.6%*	*38.0%*	*41.1%*	
Study/office	44	44	25	4	34	19	15	42
%V	*2.1%*	*2.1%*	*2.9%*	*1.6%*	*2.3%*	*3.3%*	*1.7%*	*2.2%*
%H (All HH)		*100.0%*	*56.8%*	*9.1%*	*77.3%*	*43.2%*	*34.1%*	*95.5%*
%H (TV HH)			*56.8%*	*9.1%*	*77.3%*	*43.2%*	*34.1%*	
TV room	20	20	14	0	14	8	5	20
%V	*0.9%*	*1.0%*	*1.6%*	*0.0%*	*1.0%*	*1.4%*	*0.6%*	*1.1%*
%H (All HH)		*100.0%*	*70.0%*	*0.0%*	*70.0%*	*40.0%*	*25.0%*	*100.0%*
%H (TV HH)			*70.0%*	*0.0%*	*70.0%*	*40.0%*	*25.0%*	
Conservatory	54	54	25	5	46	21	25	48
%V	*2.6%*	*2.6%*	*2.9%*	*2.0%*	*3.1%*	*3.6%*	*2.8%*	*2.6%*
%H (All HH)		*100.0%*	*46.3%*	*9.3%*	*85.2%*	*38.9%*	*46.3%*	*88.9%*
%H (TV HH)			*46.3%*	*9.3%*	*85.2%*	*38.9%*	*46.3%*	
Attic or loft room	2	2	1	0	2	1	2	2
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*50.0%*	*100.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*50.0%*	*100.0%*	
No specific location	2	2	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%*	*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%*	
Other	41	41	26	3	29	18	11	39
%V	*1.9%*	*2.0%*	*3.0%*	*1.2%*	*2.0%*	*3.1%*	*1.2%*	*2.1%*
%H (All HH)		*100.0%*	*63.4%*	*7.3%*	*70.7%*	*43.9%*	*26.8%*	*95.1%*
%H (TV HH)			*63.4%*	*7.3%*	*70.7%*	*43.9%*	*26.8%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Household level data

Table 9.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Any DSAT provider	856	856	856	22	468	468	0	815
%V	*40.5%*	*41.8%*	*100.0%*	*8.7%*	*32.0%*	*81.0%*	*0.0%*	*43.3%*
%H (All HH)			*100.0%*	*2.6%*	*54.7%*	*54.7%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*2.6%*	*54.7%*	*54.7%*	*0.0%*	
Sky with subcription	694	694	694	10	379	379	0	669
%V	*32.8%*	*33.9%*	*81.1%*	*3.9%*	*25.9%*	*65.6%*	*0.0%*	*35.6%*
%H (All HH)			*100.0%*	*1.4%*	*54.6%*	*54.6%*	*0.0%*	*96.4%*
%H (TV HH)			*100.0%*	*1.4%*	*54.6%*	*54.6%*	*0.0%*	
Sky without subscription	39	39	39	4	15	15	0	32
%V	*1.8%*	*1.9%*	*4.6%*	*1.6%*	*1.0%*	*2.6%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*10.3%*	*38.5%*	*38.5%*	*0.0%*	*82.1%*
%H (TV HH)			*100.0%*	*10.3%*	*38.5%*	*38.5%*	*0.0%*	
Freesat	94	94	94	8	63	63	0	87
%V	*4.4%*	*4.6%*	*11.0%*	*3.1%*	*4.3%*	*10.9%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*8.5%*	*67.0%*	*67.0%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*8.5%*	*67.0%*	*67.0%*	*0.0%*	
Other satellite provider	60	60	60	2	28	28	0	58
%V	*2.8%*	*2.9%*	*7.0%*	*0.8%*	*1.9%*	*4.8%*	*0.0%*	*3.1%*
%H (All HH)			*100.0%*	*3.3%*	*46.7%*	*46.7%*	*0.0%*	*96.7%*
%H (TV HH)			*100.0%*	*3.3%*	*46.7%*	*46.7%*	*0.0%*	
DCAB	254	254	22	254	122	122	0	242
%V	*12.0%*	*12.4%*	*2.6%*	*100.0%*	*8.3%*	*21.1%*	*0.0%*	*12.9%*
%H (All HH)			*8.7%*	*100.0%*	*48.0%*	*48.0%*	*0.0%*	*95.3%*
%H (TV HH)			*8.7%*	*100.0%*	*48.0%*	*48.0%*	*0.0%*	
DTT	1463	1463	468	122	1463	578	886	1266
%V	*69.2%*	*71.4%*	*54.7%*	*48.0%*	*100.0%*	*100.0%*	*100.0%*	*67.3%*
%H (All HH)		*100.0%*	*32.0%*	*8.3%*	*100.0%*	*39.5%*	*60.6%*	*86.5%*
%H (TV HH)			*32.0%*	*8.3%*	*100.0%*	*39.5%*	*60.6%*	

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
Jan - Dec 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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
PVR	1265	1265	764	234	807	525	282	1197
%V	*59.8%*	*61.7%*	*89.3%*	*92.1%*	*55.2%*	*90.8%*	*31.8%*	*63.6%*
%H (All HH)		*100.0%*	*60.4%*	*18.5%*	*63.8%*	*41.5%*	*22.3%*	*94.6%*
%H (TV HH)			*60.4%*	*18.5%*	*63.8%*	*41.5%*	*22.3%*	
DVDR	24	24	11	2	17	7	10	22
%V	*1.1%*	*1.2%*	*1.3%*	*0.8%*	*1.2%*	*1.2%*	*1.1%*	*1.2%*
%H (All HH)		*100.0%*	*45.8%*	*8.3%*	*70.8%*	*29.2%*	*41.7%*	*91.7%*
%H (TV HH)			*45.8%*	*8.3%*	*70.8%*	*29.2%*	*41.7%*	
VCR	22	22	7	1	18	4	13	12
%V	*1.0%*	*1.1%*	*0.8%*	*0.4%*	*1.2%*	*0.7%*	*1.5%*	*0.6%*
%H (All HH)		*100.0%*	*31.8%*	*4.5%*	*81.8%*	*18.2%*	*59.1%*	*54.5%*
%H (TV HH)			*31.8%*	*4.5%*	*81.8%*	*18.2%*	*59.1%*	
Any recorder	1279	1279	767	234	817	526	292	1204
%V	*60.5%*	*62.4%*	*89.6%*	*92.1%*	*55.8%*	*91.0%*	*33.0%*	*64.0%*
%H (All HH)		*100.0%*	*60.0%*	*18.3%*	*63.9%*	*41.1%*	*22.8%*	*94.1%*
%H (TV HH)			*60.0%*	*18.3%*	*63.9%*	*41.1%*	*22.8%*	
Receives HDTV (via STB or built-in reception)	1561	1561	735	231	1141	527	614	1446
%V	*73.8%*	*76.1%*	*85.9%*	*90.9%*	*78.0%*	*91.2%*	*69.3%*	*76.9%*
%H (All HH)		*100.0%*	*47.1%*	*14.8%*	*73.1%*	*33.8%*	*39.3%*	*92.6%*
%H (TV HH)			*47.1%*	*14.8%*	*73.1%*	*33.8%*	*39.3%*	
DVD/Blu-ray player or recorder	1429	1429	626	175	1053	447	606	1300
%V	*67.6%*	*69.7%*	*73.1%*	*68.9%*	*72.0%*	*77.3%*	*68.4%*	*69.1%*
%H (All HH)		*100.0%*	*43.8%*	*12.2%*	*73.7%*	*31.3%*	*42.4%*	*91.0%*
%H (TV HH)			*43.8%*	*12.2%*	*73.7%*	*31.3%*	*42.4%*	

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 9.10: 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	2115	2050	856	254	1463	578	886	1881
%H (All HH)		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*
%H (TV HH)			*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	
Has broadband internet	1881	1828	815	242	1266	547	719	1881
%V	*88.9%*	*89.2%*	*95.2%*	*95.3%*	*86.5%*	*94.6%*	*81.2%*	*100.0%*
%H (All HH)		*97.2%*	*43.3%*	*12.9%*	*67.3%*	*29.1%*	*38.2%*	*100.0%*
%H (TV HH)			*44.6%*	*13.2%*	*69.3%*	*29.9%*	*39.3%*	
Number of computers (PCs and laptops)								
0	313	295	71	26	243	50	194	96
%V	*14.8%*	*14.4%*	*8.3%*	*10.2%*	*16.6%*	*8.7%*	*21.9%*	*5.1%*
%H (All HH)		*94.2%*	*22.7%*	*8.3%*	*77.6%*	*16.0%*	*62.0%*	*30.7%*
%H (TV HH)			*24.1%*	*8.8%*	*82.4%*	*16.9%*	*65.8%*	
1	525	503	205	58	359	130	229	514
%V	*24.8%*	*24.5%*	*23.9%*	*22.8%*	*24.5%*	*22.5%*	*25.8%*	*27.3%*
%H (All HH)		*95.8%*	*39.0%*	*11.0%*	*68.4%*	*24.8%*	*43.6%*	*97.9%*
%H (TV HH)			*40.8%*	*11.5%*	*71.4%*	*25.8%*	*45.5%*	
2	523	514	212	76	358	150	209	519
%V	*24.7%*	*25.1%*	*24.8%*	*29.9%*	*24.5%*	*26.0%*	*23.6%*	*27.6%*
%H (All HH)		*98.3%*	*40.5%*	*14.5%*	*68.5%*	*28.7%*	*40.0%*	*99.2%*
%H (TV HH)			*41.2%*	*14.8%*	*69.6%*	*29.2%*	*40.7%*	
3	344	340	169	41	238	118	120	344
%V	*16.3%*	*16.6%*	*19.7%*	*16.1%*	*16.3%*	*20.4%*	*13.5%*	*18.3%*
%H (All HH)		*98.8%*	*49.1%*	*11.9%*	*69.2%*	*34.3%*	*34.9%*	*100.0%*
%H (TV HH)			*49.7%*	*12.1%*	*70.0%*	*34.7%*	*35.3%*	
4	196	190	91	23	127	56	71	196
%V	*9.3%*	*9.3%*	*10.6%*	*9.1%*	*8.7%*	*9.7%*	*8.0%*	*10.4%*
%H (All HH)		*96.9%*	*46.4%*	*11.7%*	*64.8%*	*28.6%*	*36.2%*	*100.0%*
%H (TV HH)			*47.9%*	*12.1%*	*66.8%*	*29.5%*	*37.4%*	
5+	213	208	108	31	138	75	63	212
%V	*10.1%*	*10.1%*	*12.6%*	*12.2%*	*9.4%*	*13.0%*	*7.1%*	*11.3%*
%H (All HH)		*97.7%*	*50.7%*	*14.6%*	*64.8%*	*35.2%*	*29.6%*	*99.5%*
%H (TV HH)			*51.9%*	*14.9%*	*66.3%*	*36.1%*	*30.3%*	

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
Jan - Dec 2018

ITV East of England

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4127	1952	505	3075	1465	1610	3781
%H		*47.3%*	*12.2%*	*74.5%*	*35.5%*	*39.0%*	*91.6%*
Under 20"	391	171	36	339	155	184	337
%V	*9.5%*	*8.8%*	*7.1%*	*11.0%*	*10.6%*	*11.4%*	*8.9%*
%H		*43.7%*	*9.2%*	*86.7%*	*39.6%*	*47.1%*	*86.2%*
20" - 29"	765	327	85	609	267	342	678
%V	*18.5%*	*16.8%*	*16.8%*	*19.8%*	*18.2%*	*21.2%*	*17.9%*
%H		*42.7%*	*11.1%*	*79.6%*	*34.9%*	*44.7%*	*88.6%*
30" - 39"	1169	513	137	896	394	502	1053
%V	*28.3%*	*26.3%*	*27.1%*	*29.1%*	*26.9%*	*31.2%*	*27.8%*
%H		*43.9%*	*11.7%*	*76.6%*	*33.7%*	*42.9%*	*90.1%*
40" - 49"	1221	618	167	839	424	415	1159
%V	*29.6%*	*31.7%*	*33.1%*	*27.3%*	*28.9%*	*25.8%*	*30.7%*
%H		*50.6%*	*13.7%*	*68.7%*	*34.7%*	*34.0%*	*94.9%*
50" - 59"	421	251	64	267	167	99	410
%V	*10.2%*	*12.9%*	*12.7%*	*8.7%*	*11.4%*	*6.1%*	*10.8%*
%H		*59.6%*	*15.2%*	*63.4%*	*39.7%*	*23.5%*	*97.4%*
60"+	52	30	5	31	19	12	52
%V	*1.3%*	*1.5%*	*1.0%*	*1.0%*	*1.3%*	*0.7%*	*1.4%*
%H		*57.7%*	*9.6%*	*59.6%*	*36.5%*	*23.1%*	*100.0%*
Don't know	108	41	11	95	39	55	91
%V	*2.6%*	*2.1%*	*2.2%*	*3.1%*	*2.7%*	*3.4%*	*2.4%*
%H		*38.0%*	*10.2%*	*88.0%*	*36.1%*	*50.9%*	*84.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Set level data

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	4127	1952	505	3075	1465	1610	3781
%H		*47.3%*	*12.2%*	*74.5%*	*35.5%*	*39.0%*	*91.6%*
Main living room	2042	858	251	1458	578	880	1818
%V	*49.5%*	*44.0%*	*49.7%*	*47.4%*	*39.5%*	*54.7%*	*48.1%*
%H		*42.0%*	*12.3%*	*71.4%*	*28.3%*	*43.1%*	*89.0%*
Kitchen	273	126	30	237	117	120	246
%V	*6.6%*	*6.5%*	*5.9%*	*7.7%*	*8.0%*	*7.5%*	*6.5%*
%H		*46.2%*	*11.0%*	*86.8%*	*42.9%*	*44.0%*	*90.1%*
Adult's bedroom	1103	566	151	845	460	385	1041
%V	*26.7%*	*29.0%*	*29.9%*	*27.5%*	*31.4%*	*23.9%*	*27.5%*
%H		*51.3%*	*13.7%*	*76.6%*	*41.7%*	*34.9%*	*94.4%*
Child's bedroom	229	145	24	158	104	54	227
%V	*5.5%*	*7.4%*	*4.8%*	*5.1%*	*7.1%*	*3.4%*	*6.0%*
%H		*63.3%*	*10.5%*	*69.0%*	*45.4%*	*23.6%*	*99.1%*
Other bedroom	119	73	12	95	62	32	112
%V	*2.9%*	*3.7%*	*2.4%*	*3.1%*	*4.2%*	*2.0%*	*3.0%*
%H		*61.3%*	*10.1%*	*79.8%*	*52.1%*	*26.9%*	*94.1%*
Second living/dining room	196	90	24	153	73	80	182
%V	*4.7%*	*4.6%*	*4.8%*	*5.0%*	*5.0%*	*5.0%*	*4.8%*
%H		*45.9%*	*12.2%*	*78.1%*	*37.2%*	*40.8%*	*92.9%*
Study/office	45	26	4	35	20	15	43
%V	*1.1%*	*1.3%*	*0.8%*	*1.1%*	*1.4%*	*0.9%*	*1.1%*
%H		*57.8%*	*8.9%*	*77.8%*	*44.4%*	*33.3%*	*95.6%*
TV room	20	14	0	14	8	5	20
%V	*0.5%*	*0.7%*	*0.0%*	*0.5%*	*0.5%*	*0.3%*	*0.5%*
%H		*70.0%*	*0.0%*	*70.0%*	*40.0%*	*25.0%*	*100.0%*
Conservatory	54	25	5	46	21	25	48
%V	*1.3%*	*1.3%*	*1.0%*	*1.5%*	*1.4%*	*1.6%*	*1.3%*
%H		*46.3%*	*9.3%*	*85.2%*	*38.9%*	*46.3%*	*88.9%*
Attic or loft room	2	1	0	2	1	2	2
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*100.0%*	*100.0%*
No specific location	2	1	0	2	1	1	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
Other	43	27	5	31	20	11	41
%V	*1.0%*	*1.4%*	*1.0%*	*1.0%*	*1.4%*	*0.7%*	*1.1%*
%H		*62.8%*	*11.6%*	*72.1%*	*46.5%*	*25.6%*	*95.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4127	1952	505	3075	1465	1610	3781
%H		*47.3%*	*12.2%*	*74.5%*	*35.5%*	*39.0%*	*91.6%*
PVR	1790	1188	316	1075	763	312	1714
%V	*43.4%*	*60.9%*	*62.6%*	*35.0%*	*52.1%*	*19.4%*	*45.3%*
%H		*66.4%*	*17.7%*	*60.1%*	*42.6%*	*17.4%*	*95.8%*
DVDR	26	12	3	19	8	11	24
%V	*0.6%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*	*0.7%*	*0.6%*
%H		*46.2%*	*11.5%*	*73.1%*	*30.8%*	*42.3%*	*92.3%*
VCR	22	7	2	18	4	13	13
%V	*0.5%*	*0.4%*	*0.4%*	*0.6%*	*0.3%*	*0.8%*	*0.3%*
%H		*31.8%*	*9.1%*	*81.8%*	*18.2%*	*59.1%*	*59.1%*
Any recorder	1811	1193	316	1091	766	325	1728
%V	*43.9%*	*61.1%*	*62.6%*	*35.5%*	*52.3%*	*20.2%*	*45.7%*
%H		*65.9%*	*17.4%*	*60.2%*	*42.3%*	*17.9%*	*95.4%*

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	4127	1952	505	3075	1465	1610	3781
%H		*47.3%*	*12.2%*	*74.5%*	*35.5%*	*39.0%*	*91.6%*
Receives HDTV (via STB or built-in reception)	2498	1306	347	1839	957	882	2353
%V	*60.5%*	*66.9%*	*68.7%*	*59.8%*	*65.3%*	*54.8%*	*62.2%*
%H		*52.3%*	*13.9%*	*73.6%*	*38.3%*	*35.3%*	*94.2%*
DVD/Blu-ray player or recorder	2026	956	253	1509	717	792	1868
%V	*49.1%*	*49.0%*	*50.1%*	*49.1%*	*48.9%*	*49.2%*	*49.4%*
%H		*47.2%*	*12.5%*	*74.5%*	*35.4%*	*39.1%*	*92.2%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2050	856	254	1463	578	886	1828
%H		*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	*89.2%*
Under 20"	25	4	3	21	4	17	18
%V	*1.2%*	*0.5%*	*1.2%*	*1.4%*	*0.7%*	*1.9%*	*1.0%*
%H		*16.0%*	*12.0%*	*84.0%*	*16.0%*	*68.0%*	*72.0%*
20" - 29"	166	32	19	132	22	110	121
%V	*8.1%*	*3.7%*	*7.5%*	*9.0%*	*3.8%*	*12.4%*	*6.6%*
%H		*19.3%*	*11.4%*	*79.5%*	*13.3%*	*66.3%*	*72.9%*
30" - 39"	556	187	61	428	133	295	463
%V	*27.1%*	*21.8%*	*24.0%*	*29.3%*	*23.0%*	*33.3%*	*25.3%*
%H		*33.6%*	*11.0%*	*77.0%*	*23.9%*	*53.1%*	*83.3%*
40" - 49"	866	395	115	600	264	336	815
%V	*42.2%*	*46.1%*	*45.3%*	*41.0%*	*45.7%*	*37.9%*	*44.6%*
%H		*45.6%*	*13.3%*	*69.3%*	*30.5%*	*38.8%*	*94.1%*
50" - 59"	339	198	45	213	126	87	329
%V	*16.5%*	*23.1%*	*17.7%*	*14.6%*	*21.8%*	*9.8%*	*18.0%*
%H		*58.4%*	*13.3%*	*62.8%*	*37.2%*	*25.7%*	*97.1%*
60"+	44	27	4	24	16	9	44
%V	*2.1%*	*3.2%*	*1.6%*	*1.6%*	*2.8%*	*1.0%*	*2.4%*
%H		*61.4%*	*9.1%*	*54.5%*	*36.4%*	*20.5%*	*100.0%*
Don't know	53	12	8	44	12	32	39
%V	*2.6%*	*1.4%*	*3.1%*	*3.0%*	*2.1%*	*3.6%*	*2.1%*
%H		*22.6%*	*15.1%*	*83.0%*	*22.6%*	*60.4%*	*73.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.16: 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	2050	856	254	1463	578	886	1828
%H		*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	*89.2%*
PVR	1249	756	233	792	515	276	1182
%V	*60.9%*	*88.3%*	*91.7%*	*54.1%*	*89.1%*	*31.2%*	*64.7%*
%H		*60.5%*	*18.7%*	*63.4%*	*41.2%*	*22.1%*	*94.6%*
DVDR	21	9	2	15	6	9	18
%V	*1.0%*	*1.1%*	*0.8%*	*1.0%*	*1.0%*	*1.0%*	*1.0%*
%H		*42.9%*	*9.5%*	*71.4%*	*28.6%*	*42.9%*	*85.7%*
VCR	19	5	1	15	4	11	11
%V	*0.9%*	*0.6%*	*0.4%*	*1.0%*	*0.7%*	*1.2%*	*0.6%*
%H		*26.3%*	*5.3%*	*78.9%*	*21.1%*	*57.9%*	*57.9%*
Any recorder	1261	757	233	800	515	285	1189
%V	*61.5%*	*88.4%*	*91.7%*	*54.7%*	*89.1%*	*32.2%*	*65.0%*
%H		*60.0%*	*18.5%*	*63.4%*	*40.8%*	*22.6%*	*94.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2050	856	254	1463	578	886	1828
%H		*41.8%*	*12.4%*	*71.4%*	*28.2%*	*43.2%*	*89.2%*
Receives HDTV (via STB or built-in reception)	1531	723	228	1112	512	600	1418
%V	*74.7%*	*84.5%*	*89.8%*	*76.0%*	*88.6%*	*67.7%*	*77.6%*
%H		*47.2%*	*14.9%*	*72.6%*	*33.4%*	*39.2%*	*92.6%*
DVD/Blu-ray player or recorder	1277	549	156	936	382	554	1158
%V	*62.3%*	*64.1%*	*61.4%*	*64.0%*	*66.1%*	*62.5%*	*63.3%*
%H		*43.0%*	*12.2%*	*73.3%*	*29.9%*	*43.4%*	*90.7%*

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	2077	1096	251	1612	888	724	1953
%H		*52.8%*	*12.1%*	*77.6%*	*42.8%*	*34.9%*	*94.0%*
Under 20"	366	167	32	318	151	167	320
%V	*17.6%*	*15.2%*	*12.7%*	*19.7%*	*17.0%*	*23.1%*	*16.4%*
%H		*45.6%*	*8.7%*	*86.9%*	*41.3%*	*45.6%*	*87.4%*
20" - 29"	599	295	66	477	245	233	557
%V	*28.8%*	*26.9%*	*26.3%*	*29.6%*	*27.6%*	*32.2%*	*28.5%*
%H		*49.2%*	*11.0%*	*79.6%*	*40.9%*	*38.9%*	*93.0%*
30" - 39"	612	325	76	468	260	208	590
%V	*29.5%*	*29.7%*	*30.3%*	*29.0%*	*29.3%*	*28.7%*	*30.2%*
%H		*53.1%*	*12.4%*	*76.5%*	*42.5%*	*34.0%*	*96.4%*
40" - 49"	355	223	52	239	160	79	345
%V	*17.1%*	*20.3%*	*20.7%*	*14.8%*	*18.0%*	*10.9%*	*17.7%*
%H		*62.8%*	*14.6%*	*67.3%*	*45.1%*	*22.3%*	*97.2%*
50" - 59"	81	53	20	53	41	12	81
%V	*3.9%*	*4.8%*	*8.0%*	*3.3%*	*4.6%*	*1.7%*	*4.1%*
%H		*65.4%*	*24.7%*	*65.4%*	*50.6%*	*14.8%*	*100.0%*
60"+	9	4	1	6	3	3	9
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*	*0.5%*
%H		*44.4%*	*11.1%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
Don't know	55	29	4	50	27	23	52
%V	*2.6%*	*2.6%*	*1.6%*	*3.1%*	*3.0%*	*3.2%*	*2.7%*
%H		*52.7%*	*7.3%*	*90.9%*	*49.1%*	*41.8%*	*94.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.19: 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	2077	1096	251	1612	888	724	1953
%H		*52.8%*	*12.1%*	*77.6%*	*42.8%*	*34.9%*	*94.0%*
PVR	541	432	83	283	248	36	532
%V	*26.0%*	*39.4%*	*33.1%*	*17.6%*	*27.9%*	*5.0%*	*27.2%*
%H		*79.9%*	*15.3%*	*52.3%*	*45.8%*	*6.7%*	*98.3%*
DVDR	6	3	1	4	2	2	6
%V	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.3%*
%H		*50.0%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
VCR	4	1	1	3	1	2	2
%V	*0.2%*	*0.1%*	*0.4%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*
%H		*25.0%*	*25.0%*	*75.0%*	*25.0%*	*50.0%*	*50.0%*
Any recorder	550	436	83	291	251	40	539
%V	*26.5%*	*39.8%*	*33.1%*	*18.1%*	*28.3%*	*5.5%*	*27.6%*
%H		*79.3%*	*15.1%*	*52.9%*	*45.6%*	*7.3%*	*98.0%*

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

Set level data

Table 9.20: 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	2077	1096	251	1612	888	724	1953
%H		*52.8%*	*12.1%*	*77.6%*	*42.8%*	*34.9%*	*94.0%*
Receives HDTV (via STB or built-in reception)	967	583	118	727	445	282	936
%V	*46.6%*	*53.2%*	*47.0%*	*45.1%*	*50.1%*	*39.0%*	*47.9%*
%H		*60.3%*	*12.2%*	*75.2%*	*46.0%*	*29.2%*	*96.8%*
DVD/Blu-ray player or recorder	748	408	97	573	335	238	711
%V	*36.0%*	*37.2%*	*38.6%*	*35.5%*	*37.7%*	*32.9%*	*36.4%*
%H		*54.5%*	*13.0%*	*76.6%*	*44.8%*	*31.8%*	*95.1%*

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

Table 9.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4937	4814	2195	633	3298	1459	1839	4624
%H		*97.5%*	*44.5%*	*12.8%*	*66.8%*	*29.6%*	*37.2%*	*93.7%*
Total Children	960	947	476	123	593	286	306	950
%V	*19.4%*	*19.7%*	*21.7%*	*19.4%*	*18.0%*	*19.6%*	*16.6%*	*20.5%*
%H		*98.6%*	*49.6%*	*12.8%*	*61.8%*	*29.8%*	*31.9%*	*99.0%*
0 - 3	233	229	110	32	137	67	70	230
%V	*4.7%*	*4.8%*	*5.0%*	*5.1%*	*4.2%*	*4.6%*	*3.8%*	*5.0%*
%H		*98.3%*	*47.2%*	*13.7%*	*58.8%*	*28.8%*	*30.0%*	*98.7%*
4 - 15	727	718	366	91	456	219	236	720
%V	*14.7%*	*14.9%*	*16.7%*	*14.4%*	*13.8%*	*15.0%*	*12.8%*	*15.6%*
%H		*98.8%*	*50.3%*	*12.5%*	*62.7%*	*30.1%*	*32.5%*	*99.0%*
4 - 9	371	364	187	50	222	111	111	369
%V	*7.5%*	*7.6%*	*8.5%*	*7.9%*	*6.7%*	*7.6%*	*6.0%*	*8.0%*
%H		*98.1%*	*50.4%*	*13.5%*	*59.8%*	*29.9%*	*29.9%*	*99.5%*
10 - 15	356	355	179	41	234	108	125	351
%V	*7.2%*	*7.4%*	*8.2%*	*6.5%*	*7.1%*	*7.4%*	*6.8%*	*7.6%*
%H		*99.7%*	*50.3%*	*11.5%*	*65.7%*	*30.3%*	*35.1%*	*98.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	4937	4814	2195	633	3298	1459	1839	4624
%H		*97.5%*	*44.5%*	*12.8%*	*66.8%*	*29.6%*	*37.2%*	*93.7%*
Total Adults (16+)	3976	3867	1718	510	2706	1173	1533	3674
%V	*80.5%*	*80.3%*	*78.3%*	*80.6%*	*82.0%*	*80.4%*	*83.4%*	*79.5%*
%H		*97.3%*	*43.2%*	*12.8%*	*68.1%*	*29.5%*	*38.6%*	*92.4%*
16 - 19	199	196	92	31	127	63	64	196
%V	*4.0%*	*4.1%*	*4.2%*	*4.9%*	*3.9%*	*4.3%*	*3.5%*	*4.2%*
%H		*98.5%*	*46.2%*	*15.6%*	*63.8%*	*31.7%*	*32.2%*	*98.5%*
20 - 24	276	260	130	42	161	93	68	271
%V	*5.6%*	*5.4%*	*5.9%*	*6.6%*	*4.9%*	*6.4%*	*3.7%*	*5.9%*
%H		*94.2%*	*47.1%*	*15.2%*	*58.3%*	*33.7%*	*24.6%*	*98.2%*
25 - 34	627	591	237	96	357	149	209	615
%V	*12.7%*	*12.3%*	*10.8%*	*15.2%*	*10.8%*	*10.2%*	*11.4%*	*13.3%*
%H		*94.3%*	*37.8%*	*15.3%*	*56.9%*	*23.8%*	*33.3%*	*98.1%*
35 - 44	603	581	298	69	352	164	188	589
%V	*12.2%*	*12.1%*	*13.6%*	*10.9%*	*10.7%*	*11.2%*	*10.2%*	*12.7%*
%H		*96.4%*	*49.4%*	*11.4%*	*58.4%*	*27.2%*	*31.2%*	*97.7%*
45 - 54	692	684	328	103	478	229	250	675
%V	*14.0%*	*14.2%*	*14.9%*	*16.3%*	*14.5%*	*15.7%*	*13.6%*	*14.6%*
%H		*98.8%*	*47.4%*	*14.9%*	*69.1%*	*33.1%*	*36.1%*	*97.5%*
55 - 64	610	596	280	83	441	208	234	591
%V	*12.4%*	*12.4%*	*12.8%*	*13.1%*	*13.4%*	*14.3%*	*12.7%*	*12.8%*
%H		*97.7%*	*45.9%*	*13.6%*	*72.3%*	*34.1%*	*38.4%*	*96.9%*
65+	969	960	354	87	789	267	521	737
%V	*19.6%*	*19.9%*	*16.1%*	*13.7%*	*23.9%*	*18.3%*	*28.3%*	*15.9%*
%H		*99.1%*	*36.5%*	*9.0%*	*81.4%*	*27.6%*	*53.8%*	*76.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV East of England

Individual level data

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+)	3976	3867	1718	510	2706	1173	1533	3674
%H		*97.3%*	*43.2%*	*12.8%*	*68.1%*	*29.5%*	*38.6%*	*92.4%*
AB	1072	1047	475	134	727	311	415	1041
%V	*27.0%*	*27.1%*	*27.6%*	*26.3%*	*26.9%*	*26.5%*	*27.1%*	*28.3%*
%H		*97.7%*	*44.3%*	*12.5%*	*67.8%*	*29.0%*	*38.7%*	*97.1%*
C1	1140	1105	508	145	784	364	420	1072
%V	*28.7%*	*28.6%*	*29.6%*	*28.4%*	*29.0%*	*31.0%*	*27.4%*	*29.2%*
%H		*96.9%*	*44.6%*	*12.7%*	*68.8%*	*31.9%*	*36.8%*	*94.0%*
C2	956	941	425	140	663	304	359	887
%V	*24.0%*	*24.3%*	*24.7%*	*27.5%*	*24.5%*	*25.9%*	*23.4%*	*24.1%*
%H		*98.4%*	*44.5%*	*14.6%*	*69.4%*	*31.8%*	*37.6%*	*92.8%*
D	545	522	218	70	342	137	204	494
%V	*13.7%*	*13.5%*	*12.7%*	*13.7%*	*12.6%*	*11.7%*	*13.3%*	*13.4%*
%H		*95.8%*	*40.0%*	*12.8%*	*62.8%*	*25.1%*	*37.4%*	*90.6%*
E	262	252	92	22	191	56	135	179
%V	*6.6%*	*6.5%*	*5.4%*	*4.3%*	*7.1%*	*4.8%*	*8.8%*	*4.9%*
%H		*96.2%*	*35.1%*	*8.4%*	*72.9%*	*21.4%*	*51.5%*	*68.3%*

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+)	3976	3867	1718	510	2706	1173	1533	3674
%H		*97.3%*	*43.2%*	*12.8%*	*68.1%*	*29.5%*	*38.6%*	*92.4%*
Working full time	1894	1832	858	281	1202	578	625	1856
%V	*47.6%*	*47.4%*	*49.9%*	*55.1%*	*44.4%*	*49.3%*	*40.8%*	*50.5%*
%H		*96.7%*	*45.3%*	*14.8%*	*63.5%*	*30.5%*	*33.0%*	*98.0%*
Working part time	488	478	232	62	334	163	171	476
%V	*12.3%*	*12.4%*	*13.5%*	*12.2%*	*12.3%*	*13.9%*	*11.2%*	*13.0%*
%H		*98.0%*	*47.5%*	*12.7%*	*68.4%*	*33.4%*	*35.0%*	*97.5%*
Not working	1595	1556	629	167	1170	432	738	1341
%V	*40.1%*	*40.2%*	*36.6%*	*32.7%*	*43.2%*	*36.8%*	*48.1%*	*36.5%*
%H		*97.6%*	*39.4%*	*10.5%*	*73.4%*	*27.1%*	*46.3%*	*84.1%*
Houseperson	2115	2050	856	254	1463	578	886	1881
%V	*53.2%*	*53.0%*	*49.8%*	*49.8%*	*54.1%*	*49.3%*	*57.8%*	*51.2%*
%H		*96.9%*	*40.5%*	*12.0%*	*69.2%*	*27.3%*	*41.9%*	*88.9%*

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+)	1962	1896	860	252	1322	600	722	1832
%H		*96.6%*	*43.8%*	*12.8%*	*67.4%*	*30.6%*	*36.8%*	*93.4%*
16 - 19	114	112	54	16	73	39	33	112
%V	*5.8%*	*5.9%*	*6.3%*	*6.3%*	*5.5%*	*6.5%*	*4.6%*	*6.1%*
%H		*98.2%*	*47.4%*	*14.0%*	*64.0%*	*34.2%*	*28.9%*	*98.2%*
20 - 24	139	126	69	22	83	57	27	137
%V	*7.1%*	*6.6%*	*8.0%*	*8.7%*	*6.3%*	*9.5%*	*3.7%*	*7.5%*
%H		*90.6%*	*49.6%*	*15.8%*	*59.7%*	*41.0%*	*19.4%*	*98.6%*
25 - 34	319	299	115	46	180	73	107	313
%V	*16.3%*	*15.8%*	*13.4%*	*18.3%*	*13.6%*	*12.2%*	*14.8%*	*17.1%*
%H		*93.7%*	*36.1%*	*14.4%*	*56.4%*	*22.9%*	*33.5%*	*98.1%*
35 - 44	293	279	142	38	165	80	85	286
%V	*14.9%*	*14.7%*	*16.5%*	*15.1%*	*12.5%*	*13.3%*	*11.8%*	*15.6%*
%H		*95.2%*	*48.5%*	*13.0%*	*56.3%*	*27.3%*	*29.0%*	*97.6%*
45 - 54	340	337	163	47	238	112	125	331
%V	*17.3%*	*17.8%*	*19.0%*	*18.7%*	*18.0%*	*18.7%*	*17.3%*	*18.1%*
%H		*99.1%*	*47.9%*	*13.8%*	*70.0%*	*32.9%*	*36.8%*	*97.4%*
55 - 64	306	297	138	40	221	104	117	296
%V	*15.6%*	*15.7%*	*16.0%*	*15.9%*	*16.7%*	*17.3%*	*16.2%*	*16.2%*
%H		*97.1%*	*45.1%*	*13.1%*	*72.2%*	*34.0%*	*38.2%*	*96.7%*
65+	451	446	177	42	363	135	228	359
%V	*23.0%*	*23.5%*	*20.6%*	*16.7%*	*27.5%*	*22.5%*	*31.6%*	*19.6%*
%H		*98.9%*	*39.2%*	*9.3%*	*80.5%*	*29.9%*	*50.6%*	*79.6%*

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+)	1962	1896	860	252	1322	600	722	1832
%H		*96.6%*	*43.8%*	*12.8%*	*67.4%*	*30.6%*	*36.8%*	*93.4%*
AB	544	530	251	65	366	165	201	533
%V	*27.7%*	*28.0%*	*29.2%*	*25.8%*	*27.7%*	*27.5%*	*27.8%*	*29.1%*
%H		*97.4%*	*46.1%*	*11.9%*	*67.3%*	*30.3%*	*36.9%*	*98.0%*
C1	526	504	239	68	353	178	175	506
%V	*26.8%*	*26.6%*	*27.8%*	*27.0%*	*26.7%*	*29.7%*	*24.2%*	*27.6%*
%H		*95.8%*	*45.4%*	*12.9%*	*67.1%*	*33.8%*	*33.3%*	*96.2%*
C2	517	506	228	77	357	167	190	477
%V	*26.4%*	*26.7%*	*26.5%*	*30.6%*	*27.0%*	*27.8%*	*26.3%*	*26.0%*
%H		*97.9%*	*44.1%*	*14.9%*	*69.1%*	*32.3%*	*36.8%*	*92.3%*
D	272	259	106	36	169	67	102	249
%V	*13.9%*	*13.7%*	*12.3%*	*14.3%*	*12.8%*	*11.2%*	*14.1%*	*13.6%*
%H		*95.2%*	*39.0%*	*13.2%*	*62.1%*	*24.6%*	*37.5%*	*91.5%*
E	103	97	35	6	76	22	55	68
%V	*5.2%*	*5.1%*	*4.1%*	*2.4%*	*5.7%*	*3.7%*	*7.6%*	*3.7%*
%H		*94.2%*	*34.0%*	*5.8%*	*73.8%*	*21.4%*	*53.4%*	*66.0%*

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+)	1962	1896	860	252	1322	600	722	1832
%H		*96.6%*	*43.8%*	*12.8%*	*67.4%*	*30.6%*	*36.8%*	*93.4%*
Working full time	1178	1138	543	167	752	372	380	1154
%V	*60.0%*	*60.0%*	*63.1%*	*66.3%*	*56.9%*	*62.0%*	*52.6%*	*63.0%*
%H		*96.6%*	*46.1%*	*14.2%*	*63.8%*	*31.6%*	*32.3%*	*98.0%*
Working part time	109	105	49	18	73	38	36	107
%V	*5.6%*	*5.5%*	*5.7%*	*7.1%*	*5.5%*	*6.3%*	*5.0%*	*5.8%*
%H		*96.3%*	*45.0%*	*16.5%*	*67.0%*	*34.9%*	*33.0%*	*98.2%*
Not working	675	653	267	66	497	191	306	571
%V	*34.4%*	*34.4%*	*31.0%*	*26.2%*	*37.6%*	*31.8%*	*42.4%*	*31.2%*
%H		*96.7%*	*39.6%*	*9.8%*	*73.6%*	*28.3%*	*45.3%*	*84.6%*
Houseperson	457	428	153	61	312	115	197	386
%V	*23.3%*	*22.6%*	*17.8%*	*24.2%*	*23.6%*	*19.2%*	*27.3%*	*21.1%*
%H		*93.7%*	*33.5%*	*13.3%*	*68.3%*	*25.2%*	*43.1%*	*84.5%*

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+)	2014	1970	859	259	1384	573	811	1841
%H		*97.8%*	*42.7%*	*12.9%*	*68.7%*	*28.5%*	*40.3%*	*91.4%*
16 - 19	85	83	38	14	54	24	30	85
%V	*4.2%*	*4.2%*	*4.4%*	*5.4%*	*3.9%*	*4.2%*	*3.7%*	*4.6%*
%H		*97.6%*	*44.7%*	*16.5%*	*63.5%*	*28.2%*	*35.3%*	*100.0%*
20 - 24	137	134	61	20	78	37	42	133
%V	*6.8%*	*6.8%*	*7.1%*	*7.7%*	*5.6%*	*6.5%*	*5.2%*	*7.2%*
%H		*97.8%*	*44.5%*	*14.6%*	*56.9%*	*27.0%*	*30.7%*	*97.1%*
25 - 34	307	292	121	50	178	76	102	303
%V	*15.2%*	*14.8%*	*14.1%*	*19.3%*	*12.9%*	*13.3%*	*12.6%*	*16.5%*
%H		*95.1%*	*39.4%*	*16.3%*	*58.0%*	*24.8%*	*33.2%*	*98.7%*
35 - 44	310	301	155	32	187	84	103	304
%V	*15.4%*	*15.3%*	*18.0%*	*12.4%*	*13.5%*	*14.7%*	*12.7%*	*16.5%*
%H		*97.1%*	*50.0%*	*10.3%*	*60.3%*	*27.1%*	*33.2%*	*98.1%*
45 - 54	352	347	165	56	241	116	124	344
%V	*17.5%*	*17.6%*	*19.2%*	*21.6%*	*17.4%*	*20.2%*	*15.3%*	*18.7%*
%H		*98.6%*	*46.9%*	*15.9%*	*68.5%*	*33.0%*	*35.2%*	*97.7%*
55 - 64	304	299	141	43	221	104	117	295
%V	*15.1%*	*15.2%*	*16.4%*	*16.6%*	*16.0%*	*18.2%*	*14.4%*	*16.0%*
%H		*98.4%*	*46.4%*	*14.1%*	*72.7%*	*34.2%*	*38.5%*	*97.0%*
65+	518	514	177	45	426	132	294	378
%V	*25.7%*	*26.1%*	*20.6%*	*17.4%*	*30.8%*	*23.0%*	*36.3%*	*20.5%*
%H		*99.2%*	*34.2%*	*8.7%*	*82.2%*	*25.5%*	*56.8%*	*73.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2014	1970	859	259	1384	573	811	1841
%H		*97.8%*	*42.7%*	*12.9%*	*68.7%*	*28.5%*	*40.3%*	*91.4%*
AB	528	517	224	69	361	146	215	509
%V	*26.2%*	*26.2%*	*26.1%*	*26.6%*	*26.1%*	*25.5%*	*26.5%*	*27.6%*
%H		*97.9%*	*42.4%*	*13.1%*	*68.4%*	*27.7%*	*40.7%*	*96.4%*
C1	614	600	268	77	431	186	245	567
%V	*30.5%*	*30.5%*	*31.2%*	*29.7%*	*31.1%*	*32.5%*	*30.2%*	*30.8%*
%H		*97.7%*	*43.6%*	*12.5%*	*70.2%*	*30.3%*	*39.9%*	*92.3%*
C2	440	435	197	63	306	137	169	410
%V	*21.8%*	*22.1%*	*22.9%*	*24.3%*	*22.1%*	*23.9%*	*20.8%*	*22.3%*
%H		*98.9%*	*44.8%*	*14.3%*	*69.5%*	*31.1%*	*38.4%*	*93.2%*
D	273	263	112	34	172	70	102	245
%V	*13.6%*	*13.4%*	*13.0%*	*13.1%*	*12.4%*	*12.2%*	*12.6%*	*13.3%*
%H		*96.3%*	*41.0%*	*12.5%*	*63.0%*	*25.6%*	*37.4%*	*89.7%*
E	159	155	57	16	115	35	80	111
%V	*7.9%*	*7.9%*	*6.6%*	*6.2%*	*8.3%*	*6.1%*	*9.9%*	*6.0%*
%H		*97.5%*	*35.8%*	*10.1%*	*72.3%*	*22.0%*	*50.3%*	*69.8%*

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+)	2014	1970	859	259	1384	573	811	1841
%H		*97.8%*	*42.7%*	*12.9%*	*68.7%*	*28.5%*	*40.3%*	*91.4%*
Working full time	715	694	315	114	451	206	245	702
%V	*35.5%*	*35.2%*	*36.7%*	*44.0%*	*32.6%*	*36.0%*	*30.2%*	*38.1%*
%H		*97.1%*	*44.1%*	*15.9%*	*63.1%*	*28.8%*	*34.3%*	*98.2%*
Working part time	379	373	183	44	260	125	135	369
%V	*18.8%*	*18.9%*	*21.3%*	*17.0%*	*18.8%*	*21.8%*	*16.6%*	*20.0%*
%H		*98.4%*	*48.3%*	*11.6%*	*68.6%*	*33.0%*	*35.6%*	*97.4%*
Not working	920	903	361	101	673	241	432	770
%V	*45.7%*	*45.8%*	*42.0%*	*39.0%*	*48.6%*	*42.1%*	*53.3%*	*41.8%*
%H		*98.2%*	*39.2%*	*11.0%*	*73.2%*	*26.2%*	*47.0%*	*83.7%*
Houseperson	1657	1621	703	193	1151	463	688	1495
%V	*82.3%*	*82.3%*	*81.8%*	*74.5%*	*83.2%*	*80.8%*	*84.8%*	*81.2%*
%H		*97.8%*	*42.4%*	*11.6%*	*69.5%*	*27.9%*	*41.5%*	*90.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South West

Contents Page

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

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

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

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
AB	214	208	84	13	157	50	107	200
%V	*26.0%*	*26.0%*	*26.9%*	*20.6%*	*26.7%*	*25.9%*	*27.1%*	*27.6%*
%H (All HH)		*97.2%*	*39.3%*	*6.1%*	*73.4%*	*23.4%*	*50.0%*	*93.5%*
%H (TV HH)			*40.4%*	*6.3%*	*75.5%*	*24.0%*	*51.4%*	
C1	243	236	92	15	175	58	116	223
%V	*29.5%*	*29.5%*	*29.5%*	*23.8%*	*29.7%*	*30.1%*	*29.4%*	*30.8%*
%H (All HH)		*97.1%*	*37.9%*	*6.2%*	*72.0%*	*23.9%*	*47.7%*	*91.8%*
%H (TV HH)			*39.0%*	*6.4%*	*74.2%*	*24.6%*	*49.2%*	
C2	183	181	76	21	125	47	78	167
%V	*22.2%*	*22.6%*	*24.4%*	*33.3%*	*21.2%*	*24.4%*	*19.7%*	*23.1%*
%H (All HH)		*98.9%*	*41.5%*	*11.5%*	*68.3%*	*25.7%*	*42.6%*	*91.3%*
%H (TV HH)			*42.0%*	*11.6%*	*69.1%*	*26.0%*	*43.1%*	
D	114	109	39	11	80	25	54	92
%V	*13.8%*	*13.6%*	*12.5%*	*17.5%*	*13.6%*	*13.0%*	*13.7%*	*12.7%*
%H (All HH)		*95.6%*	*34.2%*	*9.6%*	*70.2%*	*21.9%*	*47.4%*	*80.7%*
%H (TV HH)			*35.8%*	*10.1%*	*73.4%*	*22.9%*	*49.5%*	
E	71	67	21	3	52	12	40	42
%V	*8.6%*	*8.4%*	*6.7%*	*4.8%*	*8.8%*	*6.2%*	*10.1%*	*5.8%*
%H (All HH)		*94.4%*	*29.6%*	*4.2%*	*73.2%*	*16.9%*	*56.3%*	*59.2%*
%H (TV HH)			*31.3%*	*4.5%*	*77.6%*	*17.9%*	*59.7%*	

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 10.2: 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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Under 25	35	33	6	6	21	5	15	35
%V	*4.2%*	*4.1%*	*1.9%*	*9.5%*	*3.6%*	*2.6%*	*3.8%*	*4.8%*
%H (All HH)		*94.3%*	*17.1%*	*17.1%*	*60.0%*	*14.3%*	*42.9%*	*100.0%*
%H (TV HH)			*18.2%*	*18.2%*	*63.6%*	*15.2%*	*45.5%*	
25 - 34	104	99	40	8	63	24	39	104
%V	*12.6%*	*12.4%*	*12.8%*	*12.7%*	*10.7%*	*12.4%*	*9.9%*	*14.4%*
%H (All HH)		*95.2%*	*38.5%*	*7.7%*	*60.6%*	*23.1%*	*37.5%*	*100.0%*
%H (TV HH)			*40.4%*	*8.1%*	*63.6%*	*24.2%*	*39.4%*	
35 - 44	99	93	42	11	54	19	35	98
%V	*12.0%*	*11.6%*	*13.5%*	*17.5%*	*9.2%*	*9.8%*	*8.9%*	*13.5%*
%H (All HH)		*93.9%*	*42.4%*	*11.1%*	*54.5%*	*19.2%*	*35.4%*	*99.0%*
%H (TV HH)			*45.2%*	*11.8%*	*58.1%*	*20.4%*	*37.6%*	
45 - 54	135	132	59	17	90	39	51	133
%V	*16.4%*	*16.5%*	*18.9%*	*27.0%*	*15.3%*	*20.2%*	*12.9%*	*18.4%*
%H (All HH)		*97.8%*	*43.7%*	*12.6%*	*66.7%*	*28.9%*	*37.8%*	*98.5%*
%H (TV HH)			*44.7%*	*12.9%*	*68.2%*	*29.5%*	*38.6%*	
55 - 64	156	152	71	9	113	44	69	147
%V	*18.9%*	*19.0%*	*22.8%*	*14.3%*	*19.2%*	*22.8%*	*17.5%*	*20.3%*
%H (All HH)		*97.4%*	*45.5%*	*5.8%*	*72.4%*	*28.2%*	*44.2%*	*94.2%*
%H (TV HH)			*46.7%*	*5.9%*	*74.3%*	*28.9%*	*45.4%*	
65 +	295	292	93	12	248	62	186	208
%V	*35.8%*	*36.5%*	*29.8%*	*19.0%*	*42.1%*	*32.1%*	*47.1%*	*28.7%*
%H (All HH)		*99.0%*	*31.5%*	*4.1%*	*84.1%*	*21.0%*	*63.1%*	*70.5%*
%H (TV HH)			*31.8%*	*4.1%*	*84.9%*	*21.2%*	*63.7%*	

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 10.3: 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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
1	257	246	73	12	191	40	152	178
%V	*31.2%*	*30.7%*	*23.4%*	*19.0%*	*32.4%*	*20.7%*	*38.5%*	*24.6%*
%H (All HH)		*95.7%*	*28.4%*	*4.7%*	*74.3%*	*15.6%*	*59.1%*	*69.3%*
%H (TV HH)			*29.7%*	*4.9%*	*77.6%*	*16.3%*	*61.8%*	
2	326	320	125	25	249	87	162	305
%V	*39.6%*	*40.0%*	*40.1%*	*39.7%*	*42.3%*	*45.1%*	*41.0%*	*42.1%*
%H (All HH)		*98.2%*	*38.3%*	*7.7%*	*76.4%*	*26.7%*	*49.7%*	*93.6%*
%H (TV HH)			*39.1%*	*7.8%*	*77.8%*	*27.2%*	*50.6%*	
3	112	107	54	13	63	31	32	112
%V	*13.6%*	*13.4%*	*17.3%*	*20.6%*	*10.7%*	*16.1%*	*8.1%*	*15.5%*
%H (All HH)		*95.5%*	*48.2%*	*11.6%*	*56.3%*	*27.7%*	*28.6%*	*100.0%*
%H (TV HH)			*50.5%*	*12.1%*	*58.9%*	*29.0%*	*29.9%*	
4	95	93	43	10	62	25	37	95
%V	*11.5%*	*11.6%*	*13.8%*	*15.9%*	*10.5%*	*13.0%*	*9.4%*	*13.1%*
%H (All HH)		*97.9%*	*45.3%*	*10.5%*	*65.3%*	*26.3%*	*38.9%*	*100.0%*
%H (TV HH)			*46.2%*	*10.8%*	*66.7%*	*26.9%*	*39.8%*	
5+	34	34	18	3	23	10	13	34
%V	*4.1%*	*4.2%*	*5.8%*	*4.8%*	*3.9%*	*5.2%*	*3.3%*	*4.7%*
%H (All HH)		*100.0%*	*52.9%*	*8.8%*	*67.6%*	*29.4%*	*38.2%*	*100.0%*
%H (TV HH)			*52.9%*	*8.8%*	*67.6%*	*29.4%*	*38.2%*	
Average HH size	2.20	2.21	2.41	2.50	2.14	2.42	2.00	2.34

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Without	637	619	225	41	474	142	332	537
%V	*77.3%*	*77.3%*	*72.1%*	*65.1%*	*80.5%*	*73.6%*	*84.1%*	*74.2%*
%H (All HH)		*97.2%*	*35.3%*	*6.4%*	*74.4%*	*22.3%*	*52.1%*	*84.3%*
%H (TV HH)			*36.3%*	*6.6%*	*76.6%*	*22.9%*	*53.6%*	
With	187	182	87	22	115	51	63	187
%V	*22.7%*	*22.7%*	*27.9%*	*34.9%*	*19.5%*	*26.4%*	*15.9%*	*25.8%*
%H (All HH)		*97.3%*	*46.5%*	*11.8%*	*61.5%*	*27.3%*	*33.7%*	*100.0%*
%H (TV HH)			*47.8%*	*12.1%*	*63.2%*	*28.0%*	*34.6%*	
0 - 3	67	65	29	8	39	17	22	67
%V	*8.1%*	*8.1%*	*9.3%*	*12.7%*	*6.6%*	*8.8%*	*5.6%*	*9.3%*
%H (All HH)		*97.0%*	*43.3%*	*11.9%*	*58.2%*	*25.4%*	*32.8%*	*100.0%*
%H (TV HH)			*44.6%*	*12.3%*	*60.0%*	*26.2%*	*33.8%*	
4 - 9	97	93	43	9	59	25	34	97
%V	*11.8%*	*11.6%*	*13.8%*	*14.3%*	*10.0%*	*13.0%*	*8.6%*	*13.4%*
%H (All HH)		*95.9%*	*44.3%*	*9.3%*	*60.8%*	*25.8%*	*35.1%*	*100.0%*
%H (TV HH)			*46.2%*	*9.7%*	*63.4%*	*26.9%*	*36.6%*	
10 - 15	91	90	49	9	61	31	30	91
%V	*11.0%*	*11.2%*	*15.7%*	*14.3%*	*10.4%*	*16.1%*	*7.6%*	*12.6%*
%H (All HH)		*98.9%*	*53.8%*	*9.9%*	*67.0%*	*34.1%*	*33.0%*	*100.0%*
%H (TV HH)			*54.4%*	*10.0%*	*67.8%*	*34.4%*	*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

DATA PERIOD: ANNUAL
Jan - Dec 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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
1	321	321	111	16	218	48	171	263
%V	*39.0%*	*40.1%*	*35.6%*	*25.4%*	*37.0%*	*24.9%*	*43.3%*	*36.3%*
%H (All HH)		*100.0%*	*34.6%*	*5.0%*	*67.9%*	*15.0%*	*53.3%*	*81.9%*
%H (TV HH)			*34.6%*	*5.0%*	*67.9%*	*15.0%*	*53.3%*	
2	288	288	103	27	219	67	152	258
%V	*35.0%*	*36.0%*	*33.0%*	*42.9%*	*37.2%*	*34.7%*	*38.5%*	*35.6%*
%H (All HH)		*100.0%*	*35.8%*	*9.4%*	*76.0%*	*23.3%*	*52.8%*	*89.6%*
%H (TV HH)			*35.8%*	*9.4%*	*76.0%*	*23.3%*	*52.8%*	
3	126	126	64	15	99	51	48	119
%V	*15.3%*	*15.7%*	*20.5%*	*23.8%*	*16.8%*	*26.4%*	*12.2%*	*16.4%*
%H (All HH)		*100.0%*	*50.8%*	*11.9%*	*78.6%*	*40.5%*	*38.1%*	*94.4%*
%H (TV HH)			*50.8%*	*11.9%*	*78.6%*	*40.5%*	*38.1%*	
4	44	44	24	3	35	19	17	43
%V	*5.3%*	*5.5%*	*7.7%*	*4.8%*	*5.9%*	*9.8%*	*4.3%*	*5.9%*
%H (All HH)		*100.0%*	*54.5%*	*6.8%*	*79.5%*	*43.2%*	*38.6%*	*97.7%*
%H (TV HH)			*54.5%*	*6.8%*	*79.5%*	*43.2%*	*38.6%*	
5+	21	21	10	3	17	9	8	21
%V	*2.5%*	*2.6%*	*3.2%*	*4.8%*	*2.9%*	*4.7%*	*2.0%*	*2.9%*
%H (All HH)		*100.0%*	*47.6%*	*14.3%*	*81.0%*	*42.9%*	*38.1%*	*100.0%*
%H (TV HH)			*47.6%*	*14.3%*	*81.0%*	*42.9%*	*38.1%*	

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Under 20"	110	110	46	3	95	35	60	98
%V	*13.3%*	*13.7%*	*14.7%*	*4.8%*	*16.1%*	*18.1%*	*15.2%*	*13.5%*
%H (All HH)		*100.0%*	*41.8%*	*2.7%*	*86.4%*	*31.8%*	*54.5%*	*89.1%*
%H (TV HH)			*41.8%*	*2.7%*	*86.4%*	*31.8%*	*54.5%*	
20" - 29"	258	258	89	20	213	67	145	221
%V	*31.3%*	*32.2%*	*28.5%*	*31.7%*	*36.2%*	*34.7%*	*36.7%*	*30.5%*
%H (All HH)		*100.0%*	*34.5%*	*7.8%*	*82.6%*	*26.0%*	*56.2%*	*85.7%*
%H (TV HH)			*34.5%*	*7.8%*	*82.6%*	*26.0%*	*56.2%*	
30" - 39"	398	398	152	34	294	96	198	344
%V	*48.3%*	*49.7%*	*48.7%*	*54.0%*	*49.9%*	*49.7%*	*50.1%*	*47.5%*
%H (All HH)		*100.0%*	*38.2%*	*8.5%*	*73.9%*	*24.1%*	*49.7%*	*86.4%*
%H (TV HH)			*38.2%*	*8.5%*	*73.9%*	*24.1%*	*49.7%*	
40" - 49"	378	378	166	38	276	112	164	352
%V	*45.9%*	*47.2%*	*53.2%*	*60.3%*	*46.9%*	*58.0%*	*41.5%*	*48.6%*
%H (All HH)		*100.0%*	*43.9%*	*10.1%*	*73.0%*	*29.6%*	*43.4%*	*93.1%*
%H (TV HH)			*43.9%*	*10.1%*	*73.0%*	*29.6%*	*43.4%*	
50" - 59"	122	122	65	15	78	43	36	119
%V	*14.8%*	*15.2%*	*20.8%*	*23.8%*	*13.2%*	*22.3%*	*9.1%*	*16.4%*
%H (All HH)		*100.0%*	*53.3%*	*12.3%*	*63.9%*	*35.2%*	*29.5%*	*97.5%*
%H (TV HH)			*53.3%*	*12.3%*	*63.9%*	*35.2%*	*29.5%*	
60"+	8	8	5	0	5	2	3	8
%V	*1.0%*	*1.0%*	*1.6%*	*0.0%*	*0.8%*	*1.0%*	*0.8%*	*1.1%*
%H (All HH)		*100.0%*	*62.5%*	*0.0%*	*62.5%*	*25.0%*	*37.5%*	*100.0%*
%H (TV HH)			*62.5%*	*0.0%*	*62.5%*	*25.0%*	*37.5%*	

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 10.7: 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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Main living room	795	795	311	63	584	193	391	698
%V	*96.5%*	*99.3%*	*99.7%*	*100.0%*	*99.2%*	*100.0%*	*99.0%*	*96.4%*
%H (All HH)		*100.0%*	*39.1%*	*7.9%*	*73.5%*	*24.3%*	*49.2%*	*87.8%*
%H (TV HH)			*39.1%*	*7.9%*	*73.5%*	*24.3%*	*49.2%*	
Kitchen	98	98	40	7	84	31	53	88
%V	*11.9%*	*12.2%*	*12.8%*	*11.1%*	*14.3%*	*16.1%*	*13.4%*	*12.2%*
%H (All HH)		*100.0%*	*40.8%*	*7.1%*	*85.7%*	*31.6%*	*54.1%*	*89.8%*
%H (TV HH)			*40.8%*	*7.1%*	*85.7%*	*31.6%*	*54.1%*	
Adult's bedroom	350	350	157	36	268	115	153	327
%V	*42.5%*	*43.7%*	*50.3%*	*57.1%*	*45.5%*	*59.6%*	*38.7%*	*45.2%*
%H (All HH)		*100.0%*	*44.9%*	*10.3%*	*76.6%*	*32.9%*	*43.7%*	*93.4%*
%H (TV HH)			*44.9%*	*10.3%*	*76.6%*	*32.9%*	*43.7%*	
Child's bedroom	63	63	36	8	41	20	20	63
%V	*7.6%*	*7.9%*	*11.5%*	*12.7%*	*7.0%*	*10.4%*	*5.1%*	*8.7%*
%H (All HH)		*100.0%*	*57.1%*	*12.7%*	*65.1%*	*31.7%*	*31.7%*	*100.0%*
%H (TV HH)			*57.1%*	*12.7%*	*65.1%*	*31.7%*	*31.7%*	
Other bedroom	44	44	22	6	37	20	17	42
%V	*5.3%*	*5.5%*	*7.1%*	*9.5%*	*6.3%*	*10.4%*	*4.3%*	*5.8%*
%H (All HH)		*100.0%*	*50.0%*	*13.6%*	*84.1%*	*45.5%*	*38.6%*	*95.5%*
%H (TV HH)			*50.0%*	*13.6%*	*84.1%*	*45.5%*	*38.6%*	
Second living/dining room	85	85	35	7	75	32	43	74
%V	*10.3%*	*10.6%*	*11.2%*	*11.1%*	*12.7%*	*16.6%*	*10.9%*	*10.2%*
%H (All HH)		*100.0%*	*41.2%*	*8.2%*	*88.2%*	*37.6%*	*50.6%*	*87.1%*
%H (TV HH)			*41.2%*	*8.2%*	*88.2%*	*37.6%*	*50.6%*	
Study/office	18	18	6	1	13	3	10	18
%V	*2.2%*	*2.2%*	*1.9%*	*1.6%*	*2.2%*	*1.6%*	*2.5%*	*2.5%*
%H (All HH)		*100.0%*	*33.3%*	*5.6%*	*72.2%*	*16.7%*	*55.6%*	*100.0%*
%H (TV HH)			*33.3%*	*5.6%*	*72.2%*	*16.7%*	*55.6%*	
TV room	5	5	4	0	4	2	1	5
%V	*0.6%*	*0.6%*	*1.3%*	*0.0%*	*0.7%*	*1.0%*	*0.3%*	*0.7%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*80.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*80.0%*	*40.0%*	*20.0%*	
Conservatory	15	15	7	1	10	4	6	14
%V	*1.8%*	*1.9%*	*2.2%*	*1.6%*	*1.7%*	*2.1%*	*1.5%*	*1.9%*
%H (All HH)		*100.0%*	*46.7%*	*6.7%*	*66.7%*	*26.7%*	*40.0%*	*93.3%*
%H (TV HH)			*46.7%*	*6.7%*	*66.7%*	*26.7%*	*40.0%*	
Attic or loft room	3	3	1	0	2	0	2	3
%V	*0.4%*	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*33.3%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	*100.0%*
%H (TV HH)			*33.3%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	
No specific location	1	1	1	0	1	1	0	0
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.0%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
Other	5	5	3	0	3	1	2	3
%V	*0.6%*	*0.6%*	*1.0%*	*0.0%*	*0.5%*	*0.5%*	*0.5%*	*0.4%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	*60.0%*
%H (TV HH)			*60.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

Household level data

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Any DSAT provider	312	312	312	2	152	152	0	292
%V	*37.9%*	*39.0%*	*100.0%*	*3.2%*	*25.8%*	*78.8%*	*0.0%*	*40.3%*
%H (All HH)			*100.0%*	*0.6%*	*48.7%*	*48.7%*	*0.0%*	*93.6%*
%H (TV HH)			*100.0%*	*0.6%*	*48.7%*	*48.7%*	*0.0%*	
Sky with subcription	234	234	234	1	111	111	0	220
%V	*28.4%*	*29.2%*	*75.0%*	*1.6%*	*18.8%*	*57.5%*	*0.0%*	*30.4%*
%H (All HH)			*100.0%*	*0.4%*	*47.4%*	*47.4%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*0.4%*	*47.4%*	*47.4%*	*0.0%*	
Sky without subscription	16	16	16	0	9	9	0	14
%V	*1.9%*	*2.0%*	*5.1%*	*0.0%*	*1.5%*	*4.7%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*0.0%*	*56.3%*	*56.3%*	*0.0%*	*87.5%*
%H (TV HH)			*100.0%*	*0.0%*	*56.3%*	*56.3%*	*0.0%*	
Freesat	53	53	53	1	28	28	0	49
%V	*6.4%*	*6.6%*	*17.0%*	*1.6%*	*4.8%*	*14.5%*	*0.0%*	*6.8%*
%H (All HH)			*100.0%*	*1.9%*	*52.8%*	*52.8%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.9%*	*52.8%*	*52.8%*	*0.0%*	
Other satellite provider	23	23	23	0	9	9	0	23
%V	*2.8%*	*2.9%*	*7.4%*	*0.0%*	*1.5%*	*4.7%*	*0.0%*	*3.2%*
%H (All HH)			*100.0%*	*0.0%*	*39.1%*	*39.1%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*39.1%*	*39.1%*	*0.0%*	
DCAB	63	63	2	63	42	42	0	61
%V	*7.6%*	*7.9%*	*0.6%*	*100.0%*	*7.1%*	*21.8%*	*0.0%*	*8.4%*
%H (All HH)			*3.2%*	*100.0%*	*66.7%*	*66.7%*	*0.0%*	*96.8%*
%H (TV HH)			*3.2%*	*100.0%*	*66.7%*	*66.7%*	*0.0%*	
DTT	589	589	152	42	589	193	395	505
%V	*71.5%*	*73.5%*	*48.7%*	*66.7%*	*100.0%*	*100.0%*	*100.0%*	*69.8%*
%H (All HH)		*100.0%*	*25.8%*	*7.1%*	*100.0%*	*32.8%*	*67.1%*	*85.7%*
%H (TV HH)			*25.8%*	*7.1%*	*100.0%*	*32.8%*	*67.1%*	

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
PVR	536	536	277	61	378	180	198	490
%V	*65.0%*	*66.9%*	*88.8%*	*96.8%*	*64.2%*	*93.3%*	*50.1%*	*67.7%*
%H (All HH)		*100.0%*	*51.7%*	*11.4%*	*70.5%*	*33.6%*	*36.9%*	*91.4%*
%H (TV HH)			*51.7%*	*11.4%*	*70.5%*	*33.6%*	*36.9%*	
DVDR	5	5	2	1	4	2	2	5
%V	*0.6%*	*0.6%*	*0.6%*	*1.6%*	*0.7%*	*1.0%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	*100.0%*
%H (TV HH)			*40.0%*	*20.0%*	*80.0%*	*40.0%*	*40.0%*	
VCR	2	2	1	0	1	1	1	2
%V	*0.2%*	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.3%*	*0.3%*
%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%*	
Any recorder	537	537	278	62	378	180	199	491
%V	*65.2%*	*67.0%*	*89.1%*	*98.4%*	*64.2%*	*93.3%*	*50.4%*	*67.8%*
%H (All HH)		*100.0%*	*51.8%*	*11.5%*	*70.4%*	*33.5%*	*37.1%*	*91.4%*
%H (TV HH)			*51.8%*	*11.5%*	*70.4%*	*33.5%*	*37.1%*	
Receives HDTV (via STB or built-in reception)	621	621	267	60	474	177	297	565
%V	*75.4%*	*77.5%*	*85.6%*	*95.2%*	*80.5%*	*91.7%*	*75.2%*	*78.0%*
%H (All HH)		*100.0%*	*43.0%*	*9.7%*	*76.3%*	*28.5%*	*47.8%*	*91.0%*
%H (TV HH)			*43.0%*	*9.7%*	*76.3%*	*28.5%*	*47.8%*	
DVD/Blu-ray player or recorder	616	616	245	50	454	158	296	560
%V	*74.8%*	*76.9%*	*78.5%*	*79.4%*	*77.1%*	*81.9%*	*74.9%*	*77.3%*
%H (All HH)		*100.0%*	*39.8%*	*8.1%*	*73.7%*	*25.6%*	*48.1%*	*90.9%*
%H (TV HH)			*39.8%*	*8.1%*	*73.7%*	*25.6%*	*48.1%*	

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	824	801	312	63	589	193	395	724
%H (All HH)		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*
%H (TV HH)			*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	
Has broadband internet	724	703	292	61	505	184	322	724
%V	*87.9%*	*87.8%*	*93.6%*	*96.8%*	*85.7%*	*95.3%*	*81.5%*	*100.0%*
%H (All HH)		*97.1%*	*40.3%*	*8.4%*	*69.8%*	*25.4%*	*44.5%*	*100.0%*
%H (TV HH)			*41.5%*	*8.7%*	*71.8%*	*26.2%*	*45.8%*	
Number of computers (PCs and laptops)								
0	119	118	28	3	95	12	82	24
%V	*14.4%*	*14.7%*	*9.0%*	*4.8%*	*16.1%*	*6.2%*	*20.8%*	*3.3%*
%H (All HH)		*99.2%*	*23.5%*	*2.5%*	*79.8%*	*10.1%*	*68.9%*	*20.2%*
%H (TV HH)			*23.7%*	*2.5%*	*80.5%*	*10.2%*	*69.5%*	
1	207	198	74	14	148	47	101	202
%V	*25.1%*	*24.7%*	*23.7%*	*22.2%*	*25.1%*	*24.4%*	*25.6%*	*27.9%*
%H (All HH)		*95.7%*	*35.7%*	*6.8%*	*71.5%*	*22.7%*	*48.8%*	*97.6%*
%H (TV HH)			*37.4%*	*7.1%*	*74.7%*	*23.7%*	*51.0%*	
2	213	208	87	16	151	54	97	213
%V	*25.8%*	*26.0%*	*27.9%*	*25.4%*	*25.6%*	*28.0%*	*24.6%*	*29.4%*
%H (All HH)		*97.7%*	*40.8%*	*7.5%*	*70.9%*	*25.4%*	*45.5%*	*100.0%*
%H (TV HH)			*41.8%*	*7.7%*	*72.6%*	*26.0%*	*46.6%*	
3	127	124	51	16	85	33	52	127
%V	*15.4%*	*15.5%*	*16.3%*	*25.4%*	*14.4%*	*17.1%*	*13.2%*	*17.5%*
%H (All HH)		*97.6%*	*40.2%*	*12.6%*	*66.9%*	*26.0%*	*40.9%*	*100.0%*
%H (TV HH)			*41.1%*	*12.9%*	*68.5%*	*26.6%*	*41.9%*	
4	67	64	30	7	43	18	25	67
%V	*8.1%*	*8.0%*	*9.6%*	*11.1%*	*7.3%*	*9.3%*	*6.3%*	*9.3%*
%H (All HH)		*95.5%*	*44.8%*	*10.4%*	*64.2%*	*26.9%*	*37.3%*	*100.0%*
%H (TV HH)			*46.9%*	*10.9%*	*67.2%*	*28.1%*	*39.1%*	
5+	91	89	42	8	67	29	38	91
%V	*11.0%*	*11.1%*	*13.5%*	*12.7%*	*11.4%*	*15.0%*	*9.6%*	*12.6%*
%H (All HH)		*97.8%*	*46.2%*	*8.8%*	*73.6%*	*31.9%*	*41.8%*	*100.0%*
%H (TV HH)			*47.2%*	*9.0%*	*75.3%*	*32.6%*	*42.7%*	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	1565	659	141	1186	457	729	1417
%H		*42.1%*	*9.0%*	*75.8%*	*29.2%*	*46.6%*	*90.5%*
Under 20"	138	56	4	120	43	77	123
%V	*8.8%*	*8.5%*	*2.8%*	*10.1%*	*9.4%*	*10.6%*	*8.7%*
%H		*40.6%*	*2.9%*	*87.0%*	*31.2%*	*55.8%*	*89.1%*
20" - 29"	324	119	25	268	92	176	282
%V	*20.7%*	*18.1%*	*17.7%*	*22.6%*	*20.1%*	*24.1%*	*19.9%*
%H		*36.7%*	*7.7%*	*82.7%*	*28.4%*	*54.3%*	*87.0%*
30" - 39"	482	193	43	362	130	232	421
%V	*30.8%*	*29.3%*	*30.5%*	*30.5%*	*28.4%*	*31.8%*	*29.7%*
%H		*40.0%*	*8.9%*	*75.1%*	*27.0%*	*48.1%*	*87.3%*
40" - 49"	442	198	50	319	134	185	416
%V	*28.2%*	*30.0%*	*35.5%*	*26.9%*	*29.3%*	*25.4%*	*29.4%*
%H		*44.8%*	*11.3%*	*72.2%*	*30.3%*	*41.9%*	*94.1%*
50" - 59"	136	76	16	88	49	39	134
%V	*8.7%*	*11.5%*	*11.3%*	*7.4%*	*10.7%*	*5.3%*	*9.5%*
%H		*55.9%*	*11.8%*	*64.7%*	*36.0%*	*28.7%*	*98.5%*
60"+	8	5	0	5	2	3	8
%V	*0.5%*	*0.8%*	*0.0%*	*0.4%*	*0.4%*	*0.4%*	*0.6%*
%H		*62.5%*	*0.0%*	*62.5%*	*25.0%*	*37.5%*	*100.0%*
Don't know	34	12	4	24	8	16	33
%V	*2.2%*	*1.8%*	*2.8%*	*2.0%*	*1.8%*	*2.2%*	*2.3%*
%H		*35.3%*	*11.8%*	*70.6%*	*23.5%*	*47.1%*	*97.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1565	659	141	1186	457	729	1417
%H		*42.1%*	*9.0%*	*75.8%*	*29.2%*	*46.6%*	*90.5%*
Main living room	798	311	64	585	194	392	701
%V	*51.0%*	*47.2%*	*45.4%*	*49.3%*	*42.5%*	*53.8%*	*49.5%*
%H		*39.0%*	*8.0%*	*73.3%*	*24.3%*	*49.1%*	*87.8%*
Kitchen	99	40	7	84	31	53	88
%V	*6.3%*	*6.1%*	*5.0%*	*7.1%*	*6.8%*	*7.3%*	*6.2%*
%H		*40.4%*	*7.1%*	*84.8%*	*31.3%*	*53.5%*	*88.9%*
Adult's bedroom	408	181	47	316	140	176	384
%V	*26.1%*	*27.5%*	*33.3%*	*26.6%*	*30.6%*	*24.1%*	*27.1%*
%H		*44.4%*	*11.5%*	*77.5%*	*34.3%*	*43.1%*	*94.1%*
Child's bedroom	80	45	9	54	28	26	80
%V	*5.1%*	*6.8%*	*6.4%*	*4.6%*	*6.1%*	*3.6%*	*5.6%*
%H		*56.3%*	*11.3%*	*67.5%*	*35.0%*	*32.5%*	*100.0%*
Other bedroom	47	23	6	40	22	18	44
%V	*3.0%*	*3.5%*	*4.3%*	*3.4%*	*4.8%*	*2.5%*	*3.1%*
%H		*48.9%*	*12.8%*	*85.1%*	*46.8%*	*38.3%*	*93.6%*
Second living/dining room	86	36	7	76	33	43	75
%V	*5.5%*	*5.5%*	*5.0%*	*6.4%*	*7.2%*	*5.9%*	*5.3%*
%H		*41.9%*	*8.1%*	*88.4%*	*38.4%*	*50.0%*	*87.2%*
Study/office	18	6	1	13	3	10	18
%V	*1.2%*	*0.9%*	*0.7%*	*1.1%*	*0.7%*	*1.4%*	*1.3%*
%H		*33.3%*	*5.6%*	*72.2%*	*16.7%*	*55.6%*	*100.0%*
TV room	5	4	0	4	2	1	5
%V	*0.3%*	*0.6%*	*0.0%*	*0.3%*	*0.4%*	*0.1%*	*0.4%*
%H		*80.0%*	*0.0%*	*80.0%*	*40.0%*	*20.0%*	*100.0%*
Conservatory	15	7	1	10	4	6	14
%V	*1.0%*	*1.1%*	*0.7%*	*0.8%*	*0.9%*	*0.8%*	*1.0%*
%H		*46.7%*	*6.7%*	*66.7%*	*26.7%*	*40.0%*	*93.3%*
Attic or loft room	3	1	0	2	0	2	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.0%*	*0.3%*	*0.2%*
%H		*33.3%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	*100.0%*
No specific location	1	1	0	1	1	0	0
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*0.0%*
Other	5	3	0	3	1	2	4
%V	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*
%H		*60.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	*80.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1565	659	141	1186	457	729	1417
%H		*42.1%*	*9.0%*	*75.8%*	*29.2%*	*46.6%*	*90.5%*
PVR	722	418	86	472	253	219	668
%V	*46.1%*	*63.4%*	*61.0%*	*39.8%*	*55.4%*	*30.0%*	*47.1%*
%H		*57.9%*	*11.9%*	*65.4%*	*35.0%*	*30.3%*	*92.5%*
DVDR	6	2	1	4	2	2	6
%V	*0.4%*	*0.3%*	*0.7%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*
%H		*33.3%*	*16.7%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
VCR	2	1	0	1	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*50.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	725	419	86	475	254	221	671
%V	*46.3%*	*63.6%*	*61.0%*	*40.1%*	*55.6%*	*30.3%*	*47.4%*
%H		*57.8%*	*11.9%*	*65.5%*	*35.0%*	*30.5%*	*92.6%*

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	1565	659	141	1186	457	729	1417
%H		*42.1%*	*9.0%*	*75.8%*	*29.2%*	*46.6%*	*90.5%*
Receives HDTV (via STB or built-in reception)	952	440	98	715	299	417	880
%V	*60.8%*	*66.8%*	*69.5%*	*60.3%*	*65.4%*	*57.2%*	*62.1%*
%H		*46.2%*	*10.3%*	*75.1%*	*31.4%*	*43.8%*	*92.4%*
DVD/Blu-ray player or recorder	891	369	89	660	256	404	824
%V	*56.9%*	*56.0%*	*63.1%*	*55.6%*	*56.0%*	*55.4%*	*58.2%*
%H		*41.4%*	*10.0%*	*74.1%*	*28.7%*	*45.3%*	*92.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	801	312	63	589	193	395	703
%H		*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	*87.8%*
Under 20"	9	1	0	8	1	8	9
%V	*1.1%*	*0.3%*	*0.0%*	*1.4%*	*0.5%*	*2.0%*	*1.3%*
%H		*11.1%*	*0.0%*	*88.9%*	*11.1%*	*88.9%*	*100.0%*
20" - 29"	72	14	2	60	7	53	52
%V	*9.0%*	*4.5%*	*3.2%*	*10.2%*	*3.6%*	*13.4%*	*7.4%*
%H		*19.4%*	*2.8%*	*83.3%*	*9.7%*	*73.6%*	*72.2%*
30" - 39"	259	86	15	193	46	147	210
%V	*32.3%*	*27.6%*	*23.8%*	*32.8%*	*23.8%*	*37.2%*	*29.9%*
%H		*33.2%*	*5.8%*	*74.5%*	*17.8%*	*56.8%*	*81.1%*
40"- 49"	325	141	30	241	96	145	300
%V	*40.6%*	*45.2%*	*47.6%*	*40.9%*	*49.7%*	*36.7%*	*42.7%*
%H		*43.4%*	*9.2%*	*74.2%*	*29.5%*	*44.6%*	*92.3%*
50" - 59"	110	59	14	71	38	32	108
%V	*13.7%*	*18.9%*	*22.2%*	*12.1%*	*19.7%*	*8.1%*	*15.4%*
%H		*53.6%*	*12.7%*	*64.5%*	*34.5%*	*29.1%*	*98.2%*
60"+	8	5	0	4	2	3	8
%V	*1.0%*	*1.6%*	*0.0%*	*0.7%*	*1.0%*	*0.8%*	*1.1%*
%H		*62.5%*	*0.0%*	*50.0%*	*25.0%*	*37.5%*	*100.0%*
Don't know	17	6	1	12	3	8	17
%V	*2.1%*	*1.9%*	*1.6%*	*2.0%*	*1.6%*	*2.0%*	*2.4%*
%H		*35.3%*	*5.9%*	*70.6%*	*17.6%*	*47.1%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

Set level data

Table 10.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	801	312	63	589	193	395	703
%H		*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	*87.8%*
PVR	523	273	60	366	175	191	478
%V	*65.3%*	*87.5%*	*95.2%*	*62.1%*	*90.7%*	*48.4%*	*68.0%*
%H		*52.2%*	*11.5%*	*70.0%*	*33.5%*	*36.5%*	*91.4%*
DVDR	3	2	1	3	2	1	3
%V	*0.4%*	*0.6%*	*1.6%*	*0.5%*	*1.0%*	*0.3%*	*0.4%*
%H		*66.7%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*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	524	274	60	367	175	191	479
%V	*65.4%*	*87.8%*	*95.2%*	*62.3%*	*90.7%*	*48.4%*	*68.1%*
%H		*52.3%*	*11.5%*	*70.0%*	*33.4%*	*36.5%*	*91.4%*

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

Set level data

Table 10.17: 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	801	312	63	589	193	395	703
%H		*39.0%*	*7.9%*	*73.5%*	*24.1%*	*49.3%*	*87.8%*
Receives HDTV (via STB or built-in reception)	604	257	58	458	168	290	550
%V	*75.4%*	*82.4%*	*92.1%*	*77.8%*	*87.0%*	*73.4%*	*78.2%*
%H		*42.5%*	*9.6%*	*75.8%*	*27.8%*	*48.0%*	*91.1%*
DVD/Blu-ray player or recorder	565	222	44	416	142	274	512
%V	*70.5%*	*71.2%*	*69.8%*	*70.6%*	*73.6%*	*69.4%*	*72.8%*
%H		*39.3%*	*7.8%*	*73.6%*	*25.1%*	*48.5%*	*90.6%*

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

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	764	347	78	597	264	333	714
%H		*45.4%*	*10.2%*	*78.1%*	*34.6%*	*43.6%*	*93.5%*
Under 20"	129	55	4	112	42	70	114
%V	*16.9%*	*15.9%*	*5.1%*	*18.8%*	*15.9%*	*21.0%*	*16.0%*
%H		*42.6%*	*3.1%*	*86.8%*	*32.6%*	*54.3%*	*88.4%*
20" - 29"	251	105	23	208	85	123	230
%V	*32.9%*	*30.3%*	*29.5%*	*34.8%*	*32.2%*	*36.9%*	*32.2%*
%H		*41.8%*	*9.2%*	*82.9%*	*33.9%*	*49.0%*	*91.6%*
30" - 39"	223	107	28	169	84	85	210
%V	*29.2%*	*30.8%*	*35.9%*	*28.3%*	*31.8%*	*25.5%*	*29.4%*
%H		*48.0%*	*12.6%*	*75.8%*	*37.7%*	*38.1%*	*94.2%*
40" - 49"	117	56	19	78	38	40	116
%V	*15.3%*	*16.1%*	*24.4%*	*13.1%*	*14.4%*	*12.0%*	*16.2%*
%H		*47.9%*	*16.2%*	*66.7%*	*32.5%*	*34.2%*	*99.1%*
50" - 59"	27	17	2	18	11	7	26
%V	*3.5%*	*4.9%*	*2.6%*	*3.0%*	*4.2%*	*2.1%*	*3.6%*
%H		*63.0%*	*7.4%*	*66.7%*	*40.7%*	*25.9%*	*96.3%*
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	16	6	3	12	4	8	16
%V	*2.1%*	*1.7%*	*3.8%*	*2.0%*	*1.5%*	*2.4%*	*2.2%*
%H		*37.5%*	*18.8%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

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	764	347	78	597	264	333	714
%H		*45.4%*	*10.2%*	*78.1%*	*34.6%*	*43.6%*	*93.5%*
PVR	199	145	26	106	78	28	190
%V	*26.0%*	*41.8%*	*33.3%*	*17.8%*	*29.5%*	*8.4%*	*26.6%*
%H		*72.9%*	*13.1%*	*53.3%*	*39.2%*	*14.1%*	*95.5%*
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%*	*0.4%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Any recorder	201	145	26	108	78	30	192
%V	*26.3%*	*41.8%*	*33.3%*	*18.1%*	*29.5%*	*9.0%*	*26.9%*
%H		*72.1%*	*12.9%*	*53.7%*	*38.8%*	*14.9%*	*95.5%*

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

Set level data

Table 10.20: 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	764	347	78	597	264	333	714
%H		*45.4%*	*10.2%*	*78.1%*	*34.6%*	*43.6%*	*93.5%*
Receives HDTV (via STB or built-in reception)	348	183	39	257	131	127	330
%V	*45.5%*	*52.7%*	*50.0%*	*43.0%*	*49.6%*	*38.1%*	*46.2%*
%H		*52.6%*	*11.2%*	*73.9%*	*37.6%*	*36.5%*	*94.8%*
DVD/Blu-ray player or recorder	326	147	45	244	114	130	312
%V	*42.7%*	*42.4%*	*57.7%*	*40.9%*	*43.2%*	*39.0%*	*43.7%*
%H		*45.1%*	*13.8%*	*74.8%*	*35.0%*	*39.9%*	*95.7%*

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	1816	1772	752	158	1260	468	792	1696
%H		*97.6%*	*41.4%*	*8.7%*	*69.4%*	*25.8%*	*43.6%*	*93.4%*
Total Children	323	316	155	31	205	91	113	323
%V	*17.8%*	*17.8%*	*20.6%*	*19.6%*	*16.3%*	*19.4%*	*14.3%*	*19.0%*
%H		*97.8%*	*48.0%*	*9.6%*	*63.5%*	*28.2%*	*35.0%*	*100.0%*
0 - 3	82	80	35	9	47	18	28	82
%V	*4.5%*	*4.5%*	*4.7%*	*5.7%*	*3.7%*	*3.8%*	*3.5%*	*4.8%*
%H		*97.6%*	*42.7%*	*11.0%*	*57.3%*	*22.0%*	*34.1%*	*100.0%*
4 - 15	241	236	120	21	158	73	85	241
%V	*13.3%*	*13.3%*	*16.0%*	*13.3%*	*12.5%*	*15.6%*	*10.7%*	*14.2%*
%H		*97.9%*	*49.8%*	*8.7%*	*65.6%*	*30.3%*	*35.3%*	*100.0%*
4 - 9	125	121	58	11	77	33	44	125
%V	*6.9%*	*6.8%*	*7.7%*	*7.0%*	*6.1%*	*7.1%*	*5.6%*	*7.4%*
%H		*96.8%*	*46.4%*	*8.8%*	*61.6%*	*26.4%*	*35.2%*	*100.0%*
10 - 15	116	114	62	10	81	40	41	116
%V	*6.4%*	*6.4%*	*8.2%*	*6.3%*	*6.4%*	*8.5%*	*5.2%*	*6.8%*
%H		*98.3%*	*53.4%*	*8.6%*	*69.8%*	*34.5%*	*35.3%*	*100.0%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1816	1772	752	158	1260	468	792	1696
%H		*97.6%*	*41.4%*	*8.7%*	*69.4%*	*25.8%*	*43.6%*	*93.4%*
Total Adults (16+)	1493	1456	597	128	1056	377	679	1372
%V	*82.2%*	*82.2%*	*79.4%*	*81.0%*	*83.8%*	*80.6%*	*85.7%*	*80.9%*
%H		*97.5%*	*40.0%*	*8.6%*	*70.7%*	*25.3%*	*45.5%*	*91.9%*
16 - 19	75	74	32	8	48	20	29	75
%V	*4.1%*	*4.2%*	*4.3%*	*5.1%*	*3.8%*	*4.3%*	*3.7%*	*4.4%*
%H		*98.7%*	*42.7%*	*10.7%*	*64.0%*	*26.7%*	*38.7%*	*100.0%*
20 - 24	92	88	30	11	57	18	39	92
%V	*5.1%*	*5.0%*	*4.0%*	*7.0%*	*4.5%*	*3.8%*	*4.9%*	*5.4%*
%H		*95.7%*	*32.6%*	*12.0%*	*62.0%*	*19.6%*	*42.4%*	*100.0%*
25 - 34	197	187	73	19	126	49	77	197
%V	*10.8%*	*10.6%*	*9.7%*	*12.0%*	*10.0%*	*10.5%*	*9.7%*	*11.6%*
%H		*94.9%*	*37.1%*	*9.6%*	*64.0%*	*24.9%*	*39.1%*	*100.0%*
35 - 44	183	173	83	20	97	35	62	180
%V	*10.1%*	*9.8%*	*11.0%*	*12.7%*	*7.7%*	*7.5%*	*7.8%*	*10.6%*
%H		*94.5%*	*45.4%*	*10.9%*	*53.0%*	*19.1%*	*33.9%*	*98.4%*
45 - 54	239	235	109	32	162	74	88	238
%V	*13.2%*	*13.3%*	*14.5%*	*20.3%*	*12.9%*	*15.8%*	*11.1%*	*14.0%*
%H		*98.3%*	*45.6%*	*13.4%*	*67.8%*	*31.0%*	*36.8%*	*99.6%*
55 - 64	255	250	114	17	187	73	114	243
%V	*14.0%*	*14.1%*	*15.2%*	*10.8%*	*14.8%*	*15.6%*	*14.4%*	*14.3%*
%H		*98.0%*	*44.7%*	*6.7%*	*73.3%*	*28.6%*	*44.7%*	*95.3%*
65+	452	448	156	22	379	109	270	347
%V	*24.9%*	*25.3%*	*20.7%*	*13.9%*	*30.1%*	*23.3%*	*34.1%*	*20.5%*
%H		*99.1%*	*34.5%*	*4.9%*	*83.8%*	*24.1%*	*59.7%*	*76.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South West

Individual level data

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+)	1493	1456	597	128	1056	377	679	1372
%H		*97.5%*	*40.0%*	*8.6%*	*70.7%*	*25.3%*	*45.5%*	*91.9%*
AB	415	404	171	24	299	100	200	396
%V	*27.8%*	*27.7%*	*28.6%*	*18.8%*	*28.3%*	*26.5%*	*29.5%*	*28.9%*
%H		*97.3%*	*41.2%*	*5.8%*	*72.0%*	*24.1%*	*48.2%*	*95.4%*
C1	444	433	174	34	313	110	203	421
%V	*29.7%*	*29.7%*	*29.1%*	*26.6%*	*29.6%*	*29.2%*	*29.9%*	*30.7%*
%H		*97.5%*	*39.2%*	*7.7%*	*70.5%*	*24.8%*	*45.7%*	*94.8%*
C2	350	347	149	46	244	102	141	329
%V	*23.4%*	*23.8%*	*25.0%*	*35.9%*	*23.1%*	*27.1%*	*20.8%*	*24.0%*
%H		*99.1%*	*42.6%*	*13.1%*	*69.7%*	*29.1%*	*40.3%*	*94.0%*
D	187	180	71	18	130	46	84	161
%V	*12.5%*	*12.4%*	*11.9%*	*14.1%*	*12.3%*	*12.2%*	*12.4%*	*11.7%*
%H		*96.3%*	*38.0%*	*9.6%*	*69.5%*	*24.6%*	*44.9%*	*86.1%*
E	96	92	32	6	69	19	50	65
%V	*6.4%*	*6.3%*	*5.4%*	*4.7%*	*6.5%*	*5.0%*	*7.4%*	*4.7%*
%H		*95.8%*	*33.3%*	*6.3%*	*71.9%*	*19.8%*	*52.1%*	*67.7%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1493	1456	597	128	1056	377	679	1372
%H		*97.5%*	*40.0%*	*8.6%*	*70.7%*	*25.3%*	*45.5%*	*91.9%*
Working full time	611	594	257	68	398	159	239	605
%V	*40.9%*	*40.8%*	*43.0%*	*53.1%*	*37.7%*	*42.2%*	*35.2%*	*44.1%*
%H		*97.2%*	*42.1%*	*11.1%*	*65.1%*	*26.0%*	*39.1%*	*99.0%*
Working part time	178	174	76	19	118	50	68	173
%V	*11.9%*	*12.0%*	*12.7%*	*14.8%*	*11.2%*	*13.3%*	*10.0%*	*12.6%*
%H		*97.8%*	*42.7%*	*10.7%*	*66.3%*	*28.1%*	*38.2%*	*97.2%*
Not working	704	689	264	40	540	167	373	594
%V	*47.2%*	*47.3%*	*44.2%*	*31.3%*	*51.1%*	*44.3%*	*54.9%*	*43.3%*
%H		*97.9%*	*37.5%*	*5.7%*	*76.7%*	*23.7%*	*53.0%*	*84.4%*
Houseperson	824	801	312	63	589	193	395	724
%V	*55.2%*	*55.0%*	*52.3%*	*49.2%*	*55.8%*	*51.2%*	*58.2%*	*52.8%*
%H		*97.2%*	*37.9%*	*7.6%*	*71.5%*	*23.4%*	*47.9%*	*87.9%*

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+)	712	690	286	68	493	184	310	663
%H		*96.9%*	*40.2%*	*9.6%*	*69.2%*	*25.8%*	*43.5%*	*93.1%*
16 - 19	33	32	16	3	19	9	11	33
%V	*4.6%*	*4.6%*	*5.6%*	*4.4%*	*3.9%*	*4.9%*	*3.5%*	*5.0%*
%H		*97.0%*	*48.5%*	*9.1%*	*57.6%*	*27.3%*	*33.3%*	*100.0%*
20 - 24	50	45	17	4	28	9	18	50
%V	*7.0%*	*6.5%*	*5.9%*	*5.9%*	*5.7%*	*4.9%*	*5.8%*	*7.5%*
%H		*90.0%*	*34.0%*	*8.0%*	*56.0%*	*18.0%*	*36.0%*	*100.0%*
25 - 34	92	88	29	12	61	22	39	92
%V	*12.9%*	*12.8%*	*10.1%*	*17.6%*	*12.4%*	*12.0%*	*12.6%*	*13.9%*
%H		*95.7%*	*31.5%*	*13.0%*	*66.3%*	*23.9%*	*42.4%*	*100.0%*
35 - 44	89	84	41	11	46	17	29	88
%V	*12.5%*	*12.2%*	*14.3%*	*16.2%*	*9.3%*	*9.2%*	*9.4%*	*13.3%*
%H		*94.4%*	*46.1%*	*12.4%*	*51.7%*	*19.1%*	*32.6%*	*98.9%*
45 - 54	116	113	51	16	78	34	44	114
%V	*16.3%*	*16.4%*	*17.8%*	*23.5%*	*15.8%*	*18.5%*	*14.2%*	*17.2%*
%H		*97.4%*	*44.0%*	*13.8%*	*67.2%*	*29.3%*	*37.9%*	*98.3%*
55 - 64	122	121	51	10	92	35	57	114
%V	*17.1%*	*17.5%*	*17.8%*	*14.7%*	*18.7%*	*19.0%*	*18.4%*	*17.2%*
%H		*99.2%*	*41.8%*	*8.2%*	*75.4%*	*28.7%*	*46.7%*	*93.4%*
65+	209	207	80	13	170	58	112	171
%V	*29.4%*	*30.0%*	*28.0%*	*19.1%*	*34.5%*	*31.5%*	*36.1%*	*25.8%*
%H		*99.0%*	*38.3%*	*6.2%*	*81.3%*	*27.8%*	*53.6%*	*81.8%*

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+)	712	690	286	68	493	184	310	663
%H		*96.9%*	*40.2%*	*9.6%*	*69.2%*	*25.8%*	*43.5%*	*93.1%*
AB	204	198	83	16	147	52	96	197
%V	*28.7%*	*28.7%*	*29.0%*	*23.5%*	*29.8%*	*28.3%*	*31.0%*	*29.7%*
%H		*97.1%*	*40.7%*	*7.8%*	*72.1%*	*25.5%*	*47.1%*	*96.6%*
C1	206	199	82	17	140	51	89	198
%V	*28.9%*	*28.8%*	*28.7%*	*25.0%*	*28.4%*	*27.7%*	*28.7%*	*29.9%*
%H		*96.6%*	*39.8%*	*8.3%*	*68.0%*	*24.8%*	*43.2%*	*96.1%*
C2	173	173	75	24	122	54	68	163
%V	*24.3%*	*25.1%*	*26.2%*	*35.3%*	*24.7%*	*29.3%*	*21.9%*	*24.6%*
%H		*100.0%*	*43.4%*	*13.9%*	*70.5%*	*31.2%*	*39.3%*	*94.2%*
C	83	78	32	7	54	20	35	73
%V	*11.7%*	*11.3%*	*11.2%*	*10.3%*	*11.0%*	*10.9%*	*11.3%*	*11.0%*
%H		*94.0%*	*38.6%*	*8.4%*	*65.1%*	*24.1%*	*42.2%*	*88.0%*
E	45	41	14	4	30	8	22	33
%V	*6.3%*	*5.9%*	*4.9%*	*5.9%*	*6.1%*	*4.3%*	*7.1%*	*5.0%*
%H		*91.1%*	*31.1%*	*8.9%*	*66.7%*	*17.8%*	*48.9%*	*73.3%*

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+)	712	690	286	68	493	184	310	663
%H		*96.9%*	*40.2%*	*9.6%*	*69.2%*	*25.8%*	*43.5%*	*93.1%*
Working full time	353	344	146	44	230	93	137	348
%V	*49.6%*	*49.9%*	*51.0%*	*64.7%*	*46.7%*	*50.5%*	*44.2%*	*52.5%*
%H		*97.5%*	*41.4%*	*12.5%*	*65.2%*	*26.3%*	*38.8%*	*98.6%*
Working part time	40	39	19	3	27	14	13	37
%V	*5.6%*	*5.7%*	*6.6%*	*4.4%*	*5.5%*	*7.6%*	*4.2%*	*5.6%*
%H		*97.5%*	*47.5%*	*7.5%*	*67.5%*	*35.0%*	*32.5%*	*92.5%*
Not working	319	307	122	21	236	77	159	278
%V	*44.8%*	*44.5%*	*42.7%*	*30.9%*	*47.9%*	*41.8%*	*51.3%*	*41.9%*
%H		*96.2%*	*38.2%*	*6.6%*	*74.0%*	*24.1%*	*49.8%*	*87.1%*
Houseperson	155	145	49	15	104	33	72	124
%V	*21.8%*	*21.0%*	*17.1%*	*22.1%*	*21.1%*	*17.9%*	*23.2%*	*18.7%*
%H		*93.5%*	*31.6%*	*9.7%*	*67.1%*	*21.3%*	*46.5%*	*80.0%*

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+)	781	766	311	60	562	193	369	709
%H		*98.1%*	*39.8%*	*7.7%*	*72.0%*	*24.7%*	*47.2%*	*90.8%*
16 - 19	42	42	15	5	29	11	18	42
%V	*5.4%*	*5.5%*	*4.8%*	*8.3%*	*5.2%*	*5.7%*	*4.9%*	*5.9%*
%H		*100.0%*	*35.7%*	*11.9%*	*69.0%*	*26.2%*	*42.9%*	*100.0%*
20 - 24	43	43	13	6	29	9	20	43
%V	*5.5%*	*5.6%*	*4.2%*	*10.0%*	*5.2%*	*4.7%*	*5.4%*	*6.1%*
%H		*100.0%*	*30.2%*	*14.0%*	*67.4%*	*20.9%*	*46.5%*	*100.0%*
25 - 34	104	99	44	8	65	27	38	104
%V	*13.3%*	*12.9%*	*14.1%*	*13.3%*	*11.6%*	*14.0%*	*10.3%*	*14.7%*
%H		*95.2%*	*42.3%*	*7.7%*	*62.5%*	*26.0%*	*36.5%*	*100.0%*
36 - 44	93	90	42	9	51	18	33	93
%V	*11.9%*	*11.7%*	*13.5%*	*15.0%*	*9.1%*	*9.3%*	*8.9%*	*13.1%*
%H		*96.8%*	*45.2%*	*9.7%*	*54.8%*	*19.4%*	*35.5%*	*100.0%*
45 - 54	124	122	58	16	84	39	44	124
%V	*15.9%*	*15.9%*	*18.6%*	*26.7%*	*14.9%*	*20.2%*	*11.9%*	*17.5%*
%H		*98.4%*	*46.8%*	*12.9%*	*67.7%*	*31.5%*	*35.5%*	*100.0%*
55 - 64	132	129	63	7	95	38	57	129
%V	*16.9%*	*16.8%*	*20.3%*	*11.7%*	*16.9%*	*19.7%*	*15.4%*	*18.2%*
%H		*97.7%*	*47.7%*	*5.3%*	*72.0%*	*28.8%*	*43.2%*	*97.7%*
65+	243	242	76	9	209	51	158	175
%V	*31.1%*	*31.6%*	*24.4%*	*15.0%*	*37.2%*	*26.4%*	*42.8%*	*24.7%*
%H		*99.6%*	*31.3%*	*3.7%*	*86.0%*	*21.0%*	*65.0%*	*72.0%*

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+)	781	766	311	60	562	193	369	709
%H		*98.1%*	*39.8%*	*7.7%*	*72.0%*	*24.7%*	*47.2%*	*90.8%*
AB	211	206	88	8	152	48	104	199
%V	*27.0%*	*26.9%*	*28.3%*	*13.3%*	*27.0%*	*24.9%*	*28.2%*	*28.1%*
%H		*97.6%*	*41.7%*	*3.8%*	*72.0%*	*22.7%*	*49.3%*	*94.3%*
C1	238	234	92	18	173	59	114	223
%V	*30.5%*	*30.5%*	*29.6%*	*30.0%*	*30.8%*	*30.6%*	*30.9%*	*31.5%*
%H		*98.3%*	*38.7%*	*7.6%*	*72.7%*	*24.8%*	*47.9%*	*93.7%*
C2	177	174	74	22	122	48	74	166
%V	*22.7%*	*22.7%*	*23.8%*	*36.7%*	*21.7%*	*24.9%*	*20.1%*	*23.4%*
%H		*98.3%*	*41.8%*	*12.4%*	*68.9%*	*27.1%*	*41.8%*	*93.8%*
D	104	102	39	11	76	26	50	89
%V	*13.3%*	*13.3%*	*12.5%*	*18.3%*	*13.5%*	*13.5%*	*13.6%*	*12.6%*
%H		*98.1%*	*37.5%*	*10.6%*	*73.1%*	*25.0%*	*48.1%*	*85.6%*
E	51	50	18	2	40	11	29	33
%V	*6.5%*	*6.5%*	*5.8%*	*3.3%*	*7.1%*	*5.7%*	*7.9%*	*4.7%*
%H		*98.0%*	*35.3%*	*3.9%*	*78.4%*	*21.6%*	*56.9%*	*64.7%*

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+)	781	766	311	60	562	193	369	709
%H		*98.1%*	*39.8%*	*7.7%*	*72.0%*	*24.7%*	*47.2%*	*90.8%*
Working full time	258	250	111	25	167	66	101	257
%V	*33.0%*	*32.6%*	*35.7%*	*41.7%*	*29.7%*	*34.2%*	*27.4%*	*36.2%*
%H		*96.9%*	*43.0%*	*9.7%*	*64.7%*	*25.6%*	*39.1%*	*99.6%*
Working part time	138	135	57	15	91	37	54	136
%V	*17.7%*	*17.6%*	*18.3%*	*25.0%*	*16.2%*	*19.2%*	*14.6%*	*19.2%*
%H		*97.8%*	*41.3%*	*10.9%*	*65.9%*	*26.8%*	*39.1%*	*98.6%*
Not working	385	382	143	20	304	90	213	317
%V	*49.3%*	*49.9%*	*46.0%*	*33.3%*	*54.1%*	*46.6%*	*57.7%*	*44.7%*
%H		*99.2%*	*37.1%*	*5.2%*	*79.0%*	*23.4%*	*55.3%*	*82.3%*
Houseperson	669	655	263	48	484	161	324	601
%V	*85.7%*	*85.5%*	*84.6%*	*80.0%*	*86.1%*	*83.4%*	*87.8%*	*84.8%*
%H		*97.9%*	*39.3%*	*7.2%*	*72.3%*	*24.1%*	*48.4%*	*89.8%*

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Ulster

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
AB	172	169	80	19	127	60	67	165
%V	*23.3%*	*23.5%*	*26.1%*	*28.4%*	*23.6%*	*29.3%*	*20.1%*	*27.3%*
%H (All HH)		*98.3%*	*46.5%*	*11.0%*	*73.8%*	*34.9%*	*39.0%*	*95.9%*
%H (TV HH)			*47.3%*	*11.2%*	*75.1%*	*35.5%*	*39.6%*	
C1	176	173	75	21	129	54	75	157
%V	*23.9%*	*24.1%*	*24.5%*	*31.3%*	*24.0%*	*26.3%*	*22.5%*	*26.0%*
%H (All HH)		*98.3%*	*42.6%*	*11.9%*	*73.3%*	*30.7%*	*42.6%*	*89.2%*
%H (TV HH)			*43.4%*	*12.1%*	*74.6%*	*31.2%*	*43.4%*	
C2	141	137	63	8	105	42	63	120
%V	*19.1%*	*19.1%*	*20.6%*	*11.9%*	*19.5%*	*20.5%*	*18.9%*	*19.9%*
%H (All HH)		*97.2%*	*44.7%*	*5.7%*	*74.5%*	*29.8%*	*44.7%*	*85.1%*
%H (TV HH)			*46.0%*	*5.8%*	*76.6%*	*30.7%*	*46.0%*	
D	126	122	50	10	88	29	59	98
%V	*17.1%*	*17.0%*	*16.3%*	*14.9%*	*16.4%*	*14.1%*	*17.7%*	*16.2%*
%H (All HH)		*96.8%*	*39.7%*	*7.9%*	*69.8%*	*23.0%*	*46.8%*	*77.8%*
%H (TV HH)			*41.0%*	*8.2%*	*72.1%*	*23.8%*	*48.4%*	
E	123	118	38	9	89	20	69	65
%V	*16.7%*	*16.4%*	*12.4%*	*13.4%*	*16.5%*	*9.8%*	*20.7%*	*10.8%*
%H (All HH)		*95.9%*	*30.9%*	*7.3%*	*72.4%*	*16.3%*	*56.1%*	*52.8%*
%H (TV HH)			*32.2%*	*7.6%*	*75.4%*	*16.9%*	*58.5%*	

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	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Under 25	21	19	6	3	13	5	8	20
%V	*2.8%*	*2.6%*	*2.0%*	*4.5%*	*2.4%*	*2.4%*	*2.4%*	*3.3%*
%H (All HH)		*90.5%*	*28.6%*	*14.3%*	*61.9%*	*23.8%*	*38.1%*	*95.2%*
%H (TV HH)			*31.6%*	*15.8%*	*68.4%*	*26.3%*	*42.1%*	
25 - 34	103	100	41	12	61	21	40	98
%V	*14.0%*	*13.9%*	*13.4%*	*17.9%*	*11.3%*	*10.2%*	*12.0%*	*16.2%*
%H (All HH)		*97.1%*	*39.8%*	*11.7%*	*59.2%*	*20.4%*	*38.8%*	*95.1%*
%H (TV HH)			*41.0%*	*12.0%*	*61.0%*	*21.0%*	*40.0%*	
35 - 44	133	129	64	15	91	45	47	125
%V	*18.0%*	*17.9%*	*20.9%*	*22.4%*	*16.9%*	*22.0%*	*14.1%*	*20.7%*
%H (All HH)		*97.0%*	*48.1%*	*11.3%*	*68.4%*	*33.8%*	*35.3%*	*94.0%*
%H (TV HH)			*49.6%*	*11.6%*	*70.5%*	*34.9%*	*36.4%*	
45 - 54	151	148	72	14	108	48	60	138
%V	*20.5%*	*20.6%*	*23.5%*	*20.9%*	*20.1%*	*23.4%*	*18.0%*	*22.8%*
%H (All HH)		*98.0%*	*47.7%*	*9.3%*	*71.5%*	*31.8%*	*39.7%*	*91.4%*
%H (TV HH)			*48.6%*	*9.5%*	*73.0%*	*32.4%*	*40.5%*	
55 - 64	131	128	57	12	100	40	60	113
%V	*17.8%*	*17.8%*	*18.6%*	*17.9%*	*18.6%*	*19.5%*	*18.0%*	*18.7%*
%H (All HH)		*97.7%*	*43.5%*	*9.2%*	*76.3%*	*30.5%*	*45.8%*	*86.3%*
%H (TV HH)			*44.5%*	*9.4%*	*78.1%*	*31.3%*	*46.9%*	
65 +	199	195	66	11	164	46	118	111
%V	*27.0%*	*27.1%*	*21.6%*	*16.4%*	*30.5%*	*22.4%*	*35.4%*	*18.4%*
%H (All HH)		*98.0%*	*33.2%*	*5.5%*	*82.4%*	*23.1%*	*59.3%*	*55.8%*
%H (TV HH)			*33.8%*	*5.6%*	*84.1%*	*23.6%*	*60.5%*	

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
Jan - Dec 2018

ITV Ulster

Household level data

Table 11.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
1	210	201	63	11	157	32	125	115
%V	*28.5%*	*28.0%*	*20.6%*	*16.4%*	*29.2%*	*15.6%*	*37.5%*	*19.0%*
%H (All HH)		*95.7%*	*30.0%*	*5.2%*	*74.8%*	*15.2%*	*59.5%*	*54.8%*
%H (TV HH)			*31.3%*	*5.5%*	*78.1%*	*15.9%*	*62.2%*	
2	220	215	91	21	166	67	100	189
%V	*29.9%*	*29.9%*	*29.7%*	*31.3%*	*30.9%*	*32.7%*	*30.0%*	*31.3%*
%H (All HH)		*97.7%*	*41.4%*	*9.5%*	*75.5%*	*30.5%*	*45.5%*	*85.9%*
%H (TV HH)			*42.3%*	*9.8%*	*77.2%*	*31.2%*	*46.5%*	
3	126	123	59	17	90	44	46	121
%V	*17.1%*	*17.1%*	*19.3%*	*25.4%*	*16.7%*	*21.5%*	*13.8%*	*20.0%*
%H (All HH)		*97.6%*	*46.8%*	*13.5%*	*71.4%*	*34.9%*	*36.5%*	*96.0%*
%H (TV HH)			*48.0%*	*13.8%*	*73.2%*	*35.8%*	*37.4%*	
4	105	104	54	12	72	37	35	103
%V	*14.2%*	*14.5%*	*17.6%*	*17.9%*	*13.4%*	*18.0%*	*10.5%*	*17.1%*
%H (All HH)		*99.0%*	*51.4%*	*11.4%*	*68.6%*	*35.2%*	*33.3%*	*98.1%*
%H (TV HH)			*51.9%*	*11.5%*	*69.2%*	*35.6%*	*33.7%*	
5+	77	75	39	7	53	26	28	75
%V	*10.4%*	*10.4%*	*12.7%*	*10.4%*	*9.9%*	*12.7%*	*8.4%*	*12.4%*
%H (All HH)		*97.4%*	*50.6%*	*9.1%*	*68.8%*	*33.8%*	*36.4%*	*97.4%*
%H (TV HH)			*52.0%*	*9.3%*	*70.7%*	*34.7%*	*37.3%*	
Average HH size	2.53	2.54	2.78	2.81	2.48	2.84	2.26	2.78

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Without	524	510	200	42	396	135	261	396
%V	*71.1%*	*70.9%*	*65.4%*	*62.7%*	*73.6%*	*65.9%*	*78.4%*	*65.6%*
%H (All HH)		*97.3%*	*38.2%*	*8.0%*	*75.6%*	*25.8%*	*49.8%*	*75.6%*
%H (TV HH)			*39.2%*	*8.2%*	*77.6%*	*26.5%*	*51.2%*	
With	214	209	106	25	142	70	72	208
%V	*29.0%*	*29.1%*	*34.6%*	*37.3%*	*26.4%*	*34.1%*	*21.6%*	*34.4%*
%H (All HH)		*97.7%*	*49.5%*	*11.7%*	*66.4%*	*32.7%*	*33.6%*	*97.2%*
%H (TV HH)			*50.7%*	*12.0%*	*67.9%*	*33.5%*	*34.4%*	
0 - 3	84	82	41	10	52	23	29	81
%V	*11.4%*	*11.4%*	*13.4%*	*14.9%*	*9.7%*	*11.2%*	*8.7%*	*13.4%*
%H (All HH)		*97.6%*	*48.8%*	*11.9%*	*61.9%*	*27.4%*	*34.5%*	*96.4%*
%H (TV HH)			*50.0%*	*12.2%*	*63.4%*	*28.0%*	*35.4%*	
4 - 9	111	110	54	16	72	37	35	108
%V	*15.1%*	*15.3%*	*17.6%*	*23.9%*	*13.4%*	*18.0%*	*10.5%*	*17.9%*
%H (All HH)		*99.1%*	*48.6%*	*14.4%*	*64.9%*	*33.3%*	*31.5%*	*97.3%*
%H (TV HH)			*49.1%*	*14.5%*	*65.5%*	*33.6%*	*31.8%*	
10 - 15	106	104	57	11	74	39	35	105
%V	*14.4%*	*14.5%*	*18.6%*	*16.4%*	*13.8%*	*19.0%*	*10.5%*	*17.4%*
%H (All HH)		*98.1%*	*53.8%*	*10.4%*	*69.8%*	*36.8%*	*33.0%*	*99.1%*
%H (TV HH)			*54.8%*	*10.6%*	*71.2%*	*37.5%*	*33.7%*	

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
Jan - Dec 2018

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
1	276	276	86	20	192	34	158	193
%V	*37.4%*	*38.4%*	*28.1%*	*29.9%*	*35.7%*	*16.6%*	*47.4%*	*32.0%*
%H (All HH)		*100.0%*	*31.2%*	*7.2%*	*69.6%*	*12.3%*	*57.2%*	*69.9%*
%H (TV HH)			*31.2%*	*7.2%*	*69.6%*	*12.3%*	*57.2%*	
2	245	245	111	27	184	77	106	212
%V	*33.2%*	*34.1%*	*36.3%*	*40.3%*	*34.2%*	*37.6%*	*31.8%*	*35.1%*
%H (All HH)		*100.0%*	*45.3%*	*11.0%*	*75.1%*	*31.4%*	*43.3%*	*86.5%*
%H (TV HH)			*45.3%*	*11.0%*	*75.1%*	*31.4%*	*43.3%*	
3	124	124	66	11	102	56	47	115
%V	*16.8%*	*17.2%*	*21.6%*	*16.4%*	*19.0%*	*27.3%*	*14.1%*	*19.0%*
%H (All HH)		*100.0%*	*53.2%*	*8.9%*	*82.3%*	*45.2%*	*37.9%*	*92.7%*
%H (TV HH)			*53.2%*	*8.9%*	*82.3%*	*45.2%*	*37.9%*	
4	48	48	26	6	38	22	16	47
%V	*6.5%*	*6.7%*	*8.5%*	*9.0%*	*7.1%*	*10.7%*	*4.8%*	*7.8%*
%H (All HH)		*100.0%*	*54.2%*	*12.5%*	*79.2%*	*45.8%*	*33.3%*	*97.9%*
%H (TV HH)			*54.2%*	*12.5%*	*79.2%*	*45.8%*	*33.3%*	
5+	26	26	16	3	23	16	7	26
%V	*3.5%*	*3.6%*	*5.2%*	*4.5%*	*4.3%*	*7.8%*	*2.1%*	*4.3%*
%H (All HH)		*100.0%*	*61.5%*	*11.5%*	*88.5%*	*61.5%*	*26.9%*	*100.0%*
%H (TV HH)			*61.5%*	*11.5%*	*88.5%*	*61.5%*	*26.9%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Household level data

Table 11.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Under 20"	59	59	26	4	52	23	29	49
%V	*8.0%*	*8.2%*	*8.5%*	*6.0%*	*9.7%*	*11.2%*	*8.7%*	*8.1%*
%H (All HH)		*100.0%*	*44.1%*	*6.8%*	*88.1%*	*39.0%*	*49.2%*	*83.1%*
%H (TV HH)			*44.1%*	*6.8%*	*88.1%*	*39.0%*	*49.2%*	
20" - 29"	212	212	94	16	178	78	100	176
%V	*28.8%*	*29.5%*	*30.7%*	*23.9%*	*33.1%*	*38.0%*	*30.0%*	*29.1%*
%H (All HH)		*100.0%*	*44.3%*	*7.5%*	*84.0%*	*36.8%*	*47.2%*	*83.0%*
%H (TV HH)			*44.3%*	*7.5%*	*84.0%*	*36.8%*	*47.2%*	
30" - 39"	369	369	152	35	290	112	179	303
%V	*50.1%*	*51.3%*	*49.7%*	*52.2%*	*53.9%*	*54.6%*	*53.8%*	*50.2%*
%H (All HH)		*100.0%*	*41.2%*	*9.5%*	*78.6%*	*30.4%*	*48.5%*	*82.1%*
%H (TV HH)			*41.2%*	*9.5%*	*78.6%*	*30.4%*	*48.5%*	
40" - 49"	393	393	191	44	288	137	151	353
%V	*53.3%*	*54.7%*	*62.4%*	*65.7%*	*53.5%*	*66.8%*	*45.3%*	*58.4%*
%H (All HH)		*100.0%*	*48.6%*	*11.2%*	*73.3%*	*34.9%*	*38.4%*	*89.8%*
%H (TV HH)			*48.6%*	*11.2%*	*73.3%*	*34.9%*	*38.4%*	
50" - 59"	131	131	75	16	88	51	37	125
%V	*17.8%*	*18.2%*	*24.5%*	*23.9%*	*16.4%*	*24.9%*	*11.1%*	*20.7%*
%H (All HH)		*100.0%*	*57.3%*	*12.2%*	*67.2%*	*38.9%*	*28.2%*	*95.4%*
%H (TV HH)			*57.3%*	*12.2%*	*67.2%*	*38.9%*	*28.2%*	
60"+	11	11	6	1	7	4	3	10
%V	*1.5%*	*1.5%*	*2.0%*	*1.5%*	*1.3%*	*2.0%*	*0.9%*	*1.7%*
%H (All HH)		*100.0%*	*54.5%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	*90.9%*
%H (TV HH)			*54.5%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Main living room	706	706	303	66	528	204	323	584
%V	*95.8%*	*98.2%*	*99.0%*	*98.5%*	*98.1%*	*99.5%*	*97.0%*	*96.7%*
%H (All HH)		*100.0%*	*42.9%*	*9.3%*	*74.8%*	*28.9%*	*45.8%*	*82.7%*
%H (TV HH)			*42.9%*	*9.3%*	*74.8%*	*28.9%*	*45.8%*	
Kitchen	169	169	81	10	148	71	77	146
%V	*22.9%*	*23.5%*	*26.5%*	*14.9%*	*27.5%*	*34.6%*	*23.1%*	*24.2%*
%H (All HH)		*100.0%*	*47.9%*	*5.9%*	*87.6%*	*42.0%*	*45.6%*	*86.4%*
%H (TV HH)			*47.9%*	*5.9%*	*87.6%*	*42.0%*	*45.6%*	
Adult's bedroom	279	279	143	33	218	116	102	253
%V	*37.9%*	*38.8%*	*46.7%*	*49.3%*	*40.5%*	*56.6%*	*30.6%*	*41.9%*
%H (All HH)		*100.0%*	*51.3%*	*11.8%*	*78.1%*	*41.6%*	*36.6%*	*90.7%*
%H (TV HH)			*51.3%*	*11.8%*	*78.1%*	*41.6%*	*36.6%*	
Child's bedroom	59	59	34	9	40	25	15	58
%V	*8.0%*	*8.2%*	*11.1%*	*13.4%*	*7.4%*	*12.2%*	*4.5%*	*9.6%*
%H (All HH)		*100.0%*	*57.6%*	*15.3%*	*67.8%*	*42.4%*	*25.4%*	*98.3%*
%H (TV HH)			*57.6%*	*15.3%*	*67.8%*	*42.4%*	*25.4%*	
Other bedroom	9	9	5	1	8	5	3	8
%V	*1.2%*	*1.3%*	*1.6%*	*1.5%*	*1.5%*	*2.4%*	*0.9%*	*1.3%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	*88.9%*
%H (TV HH)			*55.6%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	
Second living/dining room	112	112	57	12	86	42	44	107
%V	*15.2%*	*15.6%*	*18.6%*	*17.9%*	*16.0%*	*20.5%*	*13.2%*	*17.7%*
%H (All HH)		*100.0%*	*50.9%*	*10.7%*	*76.8%*	*37.5%*	*39.3%*	*95.5%*
%H (TV HH)			*50.9%*	*10.7%*	*76.8%*	*37.5%*	*39.3%*	
Study/office	10	10	4	1	8	3	4	9
%V	*1.4%*	*1.4%*	*1.3%*	*1.5%*	*1.5%*	*1.5%*	*1.2%*	*1.5%*
%H (All HH)		*100.0%*	*40.0%*	*10.0%*	*80.0%*	*30.0%*	*40.0%*	*90.0%*
%H (TV HH)			*40.0%*	*10.0%*	*80.0%*	*30.0%*	*40.0%*	
TV room	9	9	5	0	9	5	5	9
%V	*1.2%*	*1.3%*	*1.6%*	*0.0%*	*1.7%*	*2.4%*	*1.5%*	*1.5%*
%H (All HH)		*100.0%*	*55.6%*	*0.0%*	*100.0%*	*55.6%*	*55.6%*	*100.0%*
%H (TV HH)			*55.6%*	*0.0%*	*100.0%*	*55.6%*	*55.6%*	
Conservatory	16	16	8	2	13	8	6	15
%V	*2.2%*	*2.2%*	*2.6%*	*3.0%*	*2.4%*	*3.9%*	*1.8%*	*2.5%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*81.3%*	*50.0%*	*37.5%*	*93.8%*
%H (TV HH)			*50.0%*	*12.5%*	*81.3%*	*50.0%*	*37.5%*	
Attic or loft room	1	1	1	0	1	1	1	1
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*	*0.5%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	
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	9	9	5	1	7	4	3	9
%V	*1.2%*	*1.3%*	*1.6%*	*1.5%*	*1.3%*	*2.0%*	*0.9%*	*1.5%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
%H (TV HH)			*55.6%*	*11.1%*	*77.8%*	*44.4%*	*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 11.8: 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	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Any DSAT provider	306	306	306	4	175	175	0	278
%V	*41.5%*	*42.6%*	*100.0%*	*6.0%*	*32.5%*	*85.4%*	*0.0%*	*46.0%*
%H (All HH)			*100.0%*	*1.3%*	*57.2%*	*57.2%*	*0.0%*	*90.8%*
%H (TV HH)			*100.0%*	*1.3%*	*57.2%*	*57.2%*	*0.0%*	
Sky with subcription	260	260	260	2	153	153	0	241
%V	*35.3%*	*36.2%*	*85.0%*	*3.0%*	*28.4%*	*74.6%*	*0.0%*	*39.9%*
%H (All HH)			*100.0%*	*0.8%*	*58.8%*	*58.8%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*0.8%*	*58.8%*	*58.8%*	*0.0%*	
Sky without subscription	19	19	19	0	9	9	0	14
%V	*2.6%*	*2.6%*	*6.2%*	*0.0%*	*1.7%*	*4.4%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*0.0%*	*47.4%*	*47.4%*	*0.0%*	*73.7%*
%H (TV HH)			*100.0%*	*0.0%*	*47.4%*	*47.4%*	*0.0%*	
Freesat	39	39	39	1	31	31	0	36
%V	*5.3%*	*5.4%*	*12.7%*	*1.5%*	*5.8%*	*15.1%*	*0.0%*	*6.0%*
%H (All HH)			*100.0%*	*2.6%*	*79.5%*	*79.5%*	*0.0%*	*92.3%*
%H (TV HH)			*100.0%*	*2.6%*	*79.5%*	*79.5%*	*0.0%*	
Other satellite provider	27	27	27	1	14	14	0	24
%V	*3.7%*	*3.8%*	*8.8%*	*1.5%*	*2.6%*	*6.8%*	*0.0%*	*4.0%*
%H (All HH)			*100.0%*	*3.7%*	*51.9%*	*51.9%*	*0.0%*	*88.9%*
%H (TV HH)			*100.0%*	*3.7%*	*51.9%*	*51.9%*	*0.0%*	
DCAB	67	67	4	67	32	32	0	64
%V	*9.1%*	*9.3%*	*1.3%*	*100.0%*	*5.9%*	*15.6%*	*0.0%*	*10.6%*
%H (All HH)			*6.0%*	*100.0%*	*47.8%*	*47.8%*	*0.0%*	*95.5%*
%H (TV HH)			*6.0%*	*100.0%*	*47.8%*	*47.8%*	*0.0%*	
DTT	538	538	175	32	538	205	333	430
%V	*73.0%*	*74.8%*	*57.2%*	*47.8%*	*100.0%*	*100.0%*	*100.0%*	*71.2%*
%H (All HH)		*100.0%*	*32.5%*	*5.9%*	*100.0%*	*38.1%*	*61.9%*	*79.9%*
%H (TV HH)			*32.5%*	*5.9%*	*100.0%*	*38.1%*	*61.9%*	

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Household level data

Table 11.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
PVR	397	397	269	64	256	188	67	368
%V	*53.9%*	*55.2%*	*87.9%*	*95.5%*	*47.6%*	*91.7%*	*20.1%*	*60.9%*
%H (All HH)		*100.0%*	*67.8%*	*16.1%*	*64.5%*	*47.4%*	*16.9%*	*92.7%*
%H (TV HH)			*67.8%*	*16.1%*	*64.5%*	*47.4%*	*16.9%*	
DVDR	4	4	2	1	3	1	2	4
%V	*0.5%*	*0.6%*	*0.7%*	*1.5%*	*0.6%*	*0.5%*	*0.6%*	*0.7%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*75.0%*	*25.0%*	*50.0%*	
VCR	6	6	3	0	6	2	3	5
%V	*0.8%*	*0.8%*	*1.0%*	*0.0%*	*1.1%*	*1.0%*	*0.9%*	*0.8%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*100.0%*	*33.3%*	*50.0%*	*83.3%*
%H (TV HH)			*50.0%*	*0.0%*	*100.0%*	*33.3%*	*50.0%*	
Any recorder	401	401	270	64	260	189	71	371
%V	*54.4%*	*55.8%*	*88.2%*	*95.5%*	*48.3%*	*92.2%*	*21.3%*	*61.4%*
%H (All HH)		*100.0%*	*67.3%*	*16.0%*	*64.8%*	*47.1%*	*17.7%*	*92.5%*
%H (TV HH)			*67.3%*	*16.0%*	*64.8%*	*47.1%*	*17.7%*	
Receives HDTV (via STB or built-in reception)	516	516	251	56	396	183	213	460
%V	*70.0%*	*71.8%*	*82.0%*	*83.6%*	*73.6%*	*89.3%*	*64.0%*	*76.2%*
%H (All HH)		*100.0%*	*48.6%*	*10.9%*	*76.7%*	*35.5%*	*41.3%*	*89.1%*
%H (TV HH)			*48.6%*	*10.9%*	*76.7%*	*35.5%*	*41.3%*	
DVD/Blu-ray player or recorder	371	371	169	31	285	119	165	322
%V	*50.3%*	*51.6%*	*55.2%*	*46.3%*	*53.0%*	*58.0%*	*49.5%*	*53.3%*
%H (All HH)		*100.0%*	*45.6%*	*8.4%*	*76.8%*	*32.1%*	*44.5%*	*86.8%*
%H (TV HH)			*45.6%*	*8.4%*	*76.8%*	*32.1%*	*44.5%*	

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	737	719	306	67	538	205	333	604
%H (All HH)		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*
%H (TV HH)			*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	
Has broadband internet	604	593	278	64	430	192	238	604
%V	*82.0%*	*82.5%*	*90.8%*	*95.5%*	*79.9%*	*93.7%*	*71.5%*	*100.0%*
%H (All HH)		*98.2%*	*46.0%*	*10.6%*	*71.2%*	*31.8%*	*39.4%*	*100.0%*
%H (TV HH)			*46.9%*	*10.8%*	*72.5%*	*32.4%*	*40.1%*	
Number of computers (PCs and laptops)								
0	179	171	48	8	139	26	113	56
%V	*24.3%*	*23.8%*	*15.7%*	*11.9%*	*25.8%*	*12.7%*	*33.9%*	*9.3%*
%H (All HH)		*95.5%*	*26.8%*	*4.5%*	*77.7%*	*14.5%*	*63.1%*	*31.3%*
%H (TV HH)			*28.1%*	*4.7%*	*81.3%*	*15.2%*	*66.1%*	
1	193	188	82	15	136	48	87	185
%V	*26.2%*	*26.1%*	*26.8%*	*22.4%*	*25.3%*	*23.4%*	*26.1%*	*30.6%*
%H (All HH)		*97.4%*	*42.5%*	*7.8%*	*70.5%*	*24.9%*	*45.1%*	*95.9%*
%H (TV HH)			*43.6%*	*8.0%*	*72.3%*	*25.5%*	*46.3%*	
2	177	174	80	19	130	58	72	175
%V	*24.0%*	*24.2%*	*26.1%*	*28.4%*	*24.2%*	*28.3%*	*21.6%*	*29.0%*
%H (All HH)		*98.3%*	*45.2%*	*10.7%*	*73.4%*	*32.8%*	*40.7%*	*98.9%*
%H (TV HH)			*46.0%*	*10.9%*	*74.7%*	*33.3%*	*41.4%*	
3	92	91	47	11	64	34	31	92
%V	*12.5%*	*12.7%*	*15.4%*	*16.4%*	*11.9%*	*16.6%*	*9.3%*	*15.2%*
%H (All HH)		*98.9%*	*51.1%*	*12.0%*	*69.6%*	*37.0%*	*33.7%*	*100.0%*
%H (TV HH)			*51.6%*	*12.1%*	*70.3%*	*37.4%*	*34.1%*	
4	45	44	24	6	32	19	13	45
%V	*6.1%*	*6.1%*	*7.8%*	*9.0%*	*5.9%*	*9.3%*	*3.9%*	*7.5%*
%H (All HH)		*97.8%*	*53.3%*	*13.3%*	*71.1%*	*42.2%*	*28.9%*	*100.0%*
%H (TV HH)			*54.5%*	*13.6%*	*72.7%*	*43.2%*	*29.5%*	
5+	51	50	25	8	37	20	17	51
%V	*6.9%*	*7.0%*	*8.2%*	*11.9%*	*6.9%*	*9.8%*	*5.1%*	*8.4%*
%H (All HH)		*98.0%*	*49.0%*	*15.7%*	*72.5%*	*39.2%*	*33.3%*	*100.0%*
%H (TV HH)			*50.0%*	*16.0%*	*74.0%*	*40.0%*	*34.0%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1474	703	146	1144	534	610	1293
%H		*47.7%*	*9.9%*	*77.6%*	*36.2%*	*41.4%*	*87.7%*
Under 20"	68	29	6	60	28	33	57
%V	*4.6%*	*4.1%*	*4.1%*	*5.2%*	*5.2%*	*5.4%*	*4.4%*
%H		*42.6%*	*8.8%*	*88.2%*	*41.2%*	*48.5%*	*83.8%*
20" - 29"	273	125	20	232	105	127	232
%V	*18.5%*	*17.8%*	*13.7%*	*20.3%*	*19.7%*	*20.8%*	*17.9%*
%H		*45.8%*	*7.3%*	*85.0%*	*38.5%*	*46.5%*	*85.0%*
30" - 39"	472	202	46	375	155	220	399
%V	*32.0%*	*28.7%*	*31.5%*	*32.8%*	*29.0%*	*36.1%*	*30.9%*
%H		*42.8%*	*9.7%*	*79.4%*	*32.8%*	*46.6%*	*84.5%*
40" - 49"	486	248	54	356	179	177	442
%V	*33.0%*	*35.3%*	*37.0%*	*31.1%*	*33.5%*	*29.0%*	*34.2%*
%H		*51.0%*	*11.1%*	*73.3%*	*36.8%*	*36.4%*	*90.9%*
50" - 59"	144	84	17	97	56	41	138
%V	*9.8%*	*11.9%*	*11.6%*	*8.5%*	*10.5%*	*6.7%*	*10.7%*
%H		*58.3%*	*11.8%*	*67.4%*	*38.9%*	*28.5%*	*95.8%*
60"+	12	7	1	8	4	3	11
%V	*0.8%*	*1.0%*	*0.7%*	*0.7%*	*0.7%*	*0.5%*	*0.9%*
%H		*58.3%*	*8.3%*	*66.7%*	*33.3%*	*25.0%*	*91.7%*
Don't know	19	8	2	15	6	9	14
%V	*1.3%*	*1.1%*	*1.4%*	*1.3%*	*1.1%*	*1.5%*	*1.1%*
%H		*42.1%*	*10.5%*	*78.9%*	*31.6%*	*47.4%*	*73.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	1474	703	146	1144	534	610	1293
%H		*47.7%*	*9.9%*	*77.6%*	*36.2%*	*41.4%*	*87.7%*
Main living room	709	305	67	530	206	324	587
%V	*48.1%*	*43.4%*	*45.9%*	*46.3%*	*38.6%*	*53.1%*	*45.4%*
%H		*43.0%*	*9.4%*	*74.8%*	*29.1%*	*45.7%*	*82.8%*
Kitchen	169	82	10	149	71	77	147
%V	*11.5%*	*11.7%*	*6.8%*	*13.0%*	*13.3%*	*12.6%*	*11.4%*
%H		*48.5%*	*5.9%*	*88.2%*	*42.0%*	*45.6%*	*87.0%*
Adult's bedroom	345	182	40	274	153	122	316
%V	*23.4%*	*25.9%*	*27.4%*	*24.0%*	*28.7%*	*20.0%*	*24.4%*
%H		*52.8%*	*11.6%*	*79.4%*	*44.3%*	*35.4%*	*91.6%*
Child's bedroom	79	47	11	53	34	19	78
%V	*5.4%*	*6.7%*	*7.5%*	*4.6%*	*6.4%*	*3.1%*	*6.0%*
%H		*59.5%*	*13.9%*	*67.1%*	*43.0%*	*24.1%*	*98.7%*
Other bedroom	10	5	2	8	6	3	9
%V	*0.7%*	*0.7%*	*1.4%*	*0.7%*	*1.1%*	*0.5%*	*0.7%*
%H		*50.0%*	*20.0%*	*80.0%*	*60.0%*	*30.0%*	*90.0%*
Second living/dining room	116	60	13	89	44	45	111
%V	*7.9%*	*8.5%*	*8.9%*	*7.8%*	*8.2%*	*7.4%*	*8.6%*
%H		*51.7%*	*11.2%*	*76.7%*	*37.9%*	*38.8%*	*95.7%*
Study/office	10	4	1	8	3	4	9
%V	*0.7%*	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*
%H		*40.0%*	*10.0%*	*80.0%*	*30.0%*	*40.0%*	*90.0%*
TV room	9	5	0	9	5	5	9
%V	*0.6%*	*0.7%*	*0.0%*	*0.8%*	*0.9%*	*0.8%*	*0.7%*
%H		*55.6%*	*0.0%*	*100.0%*	*55.6%*	*55.6%*	*100.0%*
Conservatory	16	8	2	13	8	6	15
%V	*1.1%*	*1.1%*	*1.4%*	*1.1%*	*1.5%*	*1.0%*	*1.2%*
%H		*50.0%*	*12.5%*	*81.3%*	*50.0%*	*37.5%*	*93.8%*
Attic or loft room	1	1	0	1	1	1	1
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
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	9	5	1	7	4	4	9
%V	*0.6%*	*0.7%*	*0.7%*	*0.6%*	*0.7%*	*0.7%*	*0.7%*
%H		*55.6%*	*11.1%*	*77.8%*	*44.4%*	*44.4%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Set level data

Table 11.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1474	703	146	1144	534	610	1293
%H		*47.7%*	*9.9%*	*77.6%*	*36.2%*	*41.4%*	*87.7%*
PVR	553	393	89	337	260	78	519
%V	*37.5%*	*55.9%*	*61.0%*	*29.5%*	*48.7%*	*12.8%*	*40.1%*
%H		*71.1%*	*16.1%*	*60.9%*	*47.0%*	*14.1%*	*93.9%*
DVDR	4	2	1	3	1	2	4
%V	*0.3%*	*0.3%*	*0.7%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*
%H		*50.0%*	*25.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
VCR	6	3	0	6	2	3	5
%V	*0.4%*	*0.4%*	*0.0%*	*0.5%*	*0.4%*	*0.5%*	*0.4%*
%H		*50.0%*	*0.0%*	*100.0%*	*33.3%*	*50.0%*	*83.3%*
Any recorder	560	395	90	343	261	82	524
%V	*38.0%*	*56.2%*	*61.6%*	*30.0%*	*48.9%*	*13.4%*	*40.5%*
%H		*70.5%*	*16.1%*	*61.3%*	*46.6%*	*14.6%*	*93.6%*

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	1474	703	146	1144	534	610	1293
%H		*47.7%*	*9.9%*	*77.6%*	*36.2%*	*41.4%*	*87.7%*
Receives HDTV (via STB or built-in reception)	855	447	90	669	345	324	783
%V	*58.0%*	*63.6%*	*61.6%*	*58.5%*	*64.6%*	*53.1%*	*60.6%*
%H		*52.3%*	*10.5%*	*78.2%*	*40.4%*	*37.9%*	*91.6%*
DVD/Blu-ray player or recorder	499	244	42	385	179	206	445
%V	*33.9%*	*34.7%*	*28.8%*	*33.7%*	*33.5%*	*33.8%*	*34.4%*
%H		*48.9%*	*8.4%*	*77.2%*	*35.9%*	*41.3%*	*89.2%*

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

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	719	306	67	538	205	333	593
%H		*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	*82.5%*
Under 20"	4	1	0	3	0	3	1
%V	*0.6%*	*0.3%*	*0.0%*	*0.6%*	*0.0%*	*0.9%*	*0.2%*
%H		*25.0%*	*0.0%*	*75.0%*	*0.0%*	*75.0%*	*25.0%*
20" - 29"	44	9	2	38	6	32	26
%V	*6.1%*	*2.9%*	*3.0%*	*7.1%*	*2.9%*	*9.6%*	*4.4%*
%H		*20.5%*	*4.5%*	*86.4%*	*13.6%*	*72.7%*	*59.1%*
30" - 39"	208	68	14	167	43	124	151
%V	*28.9%*	*22.2%*	*20.9%*	*31.0%*	*21.0%*	*37.2%*	*25.5%*
%H		*32.7%*	*6.7%*	*80.3%*	*20.7%*	*59.6%*	*72.6%*
40" - 49"	332	156	35	242	108	134	294
%V	*46.2%*	*51.0%*	*52.2%*	*45.0%*	*52.7%*	*40.2%*	*49.6%*
%H		*47.0%*	*10.5%*	*72.9%*	*32.5%*	*40.4%*	*88.6%*
50" - 59"	114	65	14	76	43	33	108
%V	*15.9%*	*21.2%*	*20.9%*	*14.1%*	*21.0%*	*9.9%*	*18.2%*
%H		*57.0%*	*12.3%*	*66.7%*	*37.7%*	*28.9%*	*94.7%*
60"+	9	6	1	6	4	2	9
%V	*1.3%*	*2.0%*	*1.5%*	*1.1%*	*2.0%*	*0.6%*	*1.5%*
%H		*66.7%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
Don't know	7	1	0	6	1	5	4
%V	*1.0%*	*0.3%*	*0.0%*	*1.1%*	*0.5%*	*1.5%*	*0.7%*
%H		*14.3%*	*0.0%*	*85.7%*	*14.3%*	*71.4%*	*57.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	719	306	67	538	205	333	593
%H		*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	*82.5%*
PVR	381	262	62	242	181	61	353
%V	*53.0%*	*85.6%*	*92.5%*	*45.0%*	*88.3%*	*18.3%*	*59.5%*
%H		*68.8%*	*16.3%*	*63.5%*	*47.5%*	*16.0%*	*92.7%*
DVDR	3	1	0	3	1	2	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.6%*	*0.5%*	*0.6%*	*0.3%*
%H		*33.3%*	*0.0%*	*100.0%*	*33.3%*	*66.7%*	*66.7%*
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	386	263	62	247	182	65	356
%V	*53.7%*	*85.9%*	*92.5%*	*45.9%*	*88.8%*	*19.5%*	*60.0%*
%H		*68.1%*	*16.1%*	*64.0%*	*47.2%*	*16.8%*	*92.2%*

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	719	306	67	538	205	333	593
%H		*42.6%*	*9.3%*	*74.8%*	*28.5%*	*46.3%*	*82.5%*
Receives HDTV (via STB or built-in reception)	499	242	54	380	174	206	444
%V	*69.4%*	*79.1%*	*80.6%*	*70.6%*	*84.9%*	*61.9%*	*74.9%*
%H		*48.5%*	*10.8%*	*76.2%*	*34.9%*	*41.3%*	*89.0%*
DVD/Blu-ray player or recorder	307	135	24	238	95	144	260
%V	*42.7%*	*44.1%*	*35.8%*	*44.2%*	*46.3%*	*43.2%*	*43.8%*
%H		*44.0%*	*7.8%*	*77.5%*	*30.9%*	*46.9%*	*84.7%*

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	755	397	79	605	329	277	700
%H		*52.6%*	*10.5%*	*80.1%*	*43.6%*	*36.7%*	*92.7%*
Under 20"	64	28	6	57	27	30	55
%V	*8.5%*	*7.1%*	*7.6%*	*9.4%*	*8.2%*	*10.8%*	*7.9%*
%H		*43.8%*	*9.4%*	*89.1%*	*42.2%*	*46.9%*	*85.9%*
20" - 29"	229	116	18	194	99	94	207
%V	*30.3%*	*29.2%*	*22.8%*	*32.1%*	*30.1%*	*33.9%*	*29.6%*
%H		*50.7%*	*7.9%*	*84.7%*	*43.2%*	*41.0%*	*90.4%*
30" - 39"	264	134	32	209	112	96	248
%V	*35.0%*	*33.8%*	*40.5%*	*34.5%*	*34.0%*	*34.7%*	*35.4%*
%H		*50.8%*	*12.1%*	*79.2%*	*42.4%*	*36.4%*	*93.9%*
40" - 49"	153	92	18	114	71	42	148
%V	*20.3%*	*23.2%*	*22.8%*	*18.8%*	*21.6%*	*15.2%*	*21.1%*
%H		*60.1%*	*11.8%*	*74.5%*	*46.4%*	*27.5%*	*96.7%*
50" - 59"	30	18	3	21	13	9	30
%V	*4.0%*	*4.5%*	*3.8%*	*3.5%*	*4.0%*	*3.2%*	*4.3%*
%H		*60.0%*	*10.0%*	*70.0%*	*43.3%*	*30.0%*	*100.0%*
60"+	3	2	0	1	0	1	3
%V	*0.4%*	*0.5%*	*0.0%*	*0.2%*	*0.0%*	*0.4%*	*0.4%*
%H		*66.7%*	*0.0%*	*33.3%*	*0.0%*	*33.3%*	*100.0%*
Don't know	12	6	1	9	5	4	9
%V	*1.6%*	*1.5%*	*1.3%*	*1.5%*	*1.5%*	*1.4%*	*1.3%*
%H		*50.0%*	*8.3%*	*75.0%*	*41.7%*	*33.3%*	*75.0%*

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	755	397	79	605	329	277	700
%H		*52.6%*	*10.5%*	*80.1%*	*43.6%*	*36.7%*	*92.7%*
PVR	172	131	27	95	78	17	166
%V	*22.8%*	*33.0%*	*34.2%*	*15.7%*	*23.7%*	*6.1%*	*23.7%*
%H		*76.2%*	*15.7%*	*55.2%*	*45.3%*	*9.9%*	*96.5%*
DVDR	1	1	1	1	1	0	1
%V	*0.1%*	*0.3%*	*1.3%*	*0.2%*	*0.3%*	*0.0%*	*0.1%*
%H		*100.0%*	*100.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
VCR	2	2	0	1	1	0	1
%V	*0.3%*	*0.5%*	*0.0%*	*0.2%*	*0.3%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*50.0%*
Any recorder	174	132	28	97	80	17	168
%V	*23.0%*	*33.2%*	*35.4%*	*16.0%*	*24.3%*	*6.1%*	*24.0%*
%H		*75.9%*	*16.1%*	*55.7%*	*46.0%*	*9.8%*	*96.6%*

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	755	397	79	605	329	277	700
%H		*52.6%*	*10.5%*	*80.1%*	*43.6%*	*36.7%*	*92.7%*
Receives HDTV (via STB or built-in reception)	356	205	36	289	170	118	339
%V	*47.2%*	*51.6%*	*45.6%*	*47.8%*	*51.7%*	*42.6%*	*48.4%*
%H		*57.6%*	*10.1%*	*81.2%*	*47.8%*	*33.1%*	*95.2%*
DVD/Blu-ray player or recorder	191	108	19	147	84	62	184
%V	*25.3%*	*27.2%*	*24.1%*	*24.3%*	*25.5%*	*22.4%*	*26.3%*
%H		*56.5%*	*9.9%*	*77.0%*	*44.0%*	*32.5%*	*96.3%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1865	1827	849	188	1335	582	752	1678
%H		*98.0%*	*45.5%*	*10.1%*	*71.6%*	*31.2%*	*40.3%*	*90.0%*
Total Children	397	390	198	47	262	129	133	387
%V	*21.3%*	*21.3%*	*23.3%*	*25.0%*	*19.6%*	*22.2%*	*17.7%*	*23.1%*
%H		*98.2%*	*49.9%*	*11.8%*	*66.0%*	*32.5%*	*33.5%*	*97.5%*
0 - 3	99	98	49	11	60	26	34	95
%V	*5.3%*	*5.4%*	*5.8%*	*5.9%*	*4.5%*	*4.5%*	*4.5%*	*5.7%*
%H		*99.0%*	*49.5%*	*11.1%*	*60.6%*	*26.3%*	*34.3%*	*96.0%*
4 - 15	298	293	150	36	201	102	99	291
%V	*16.0%*	*16.0%*	*17.7%*	*19.1%*	*15.1%*	*17.5%*	*13.2%*	*17.3%*
%H		*98.3%*	*50.3%*	*12.1%*	*67.4%*	*34.2%*	*33.2%*	*97.7%*
4 - 9	151	149	73	21	97	48	49	147
%V	*8.1%*	*8.2%*	*8.6%*	*11.2%*	*7.3%*	*8.2%*	*6.5%*	*8.8%*
%H		*98.7%*	*48.3%*	*13.9%*	*64.2%*	*31.8%*	*32.5%*	*97.4%*
10 - 15	147	144	77	14	104	54	49	145
%V	*7.9%*	*7.9%*	*9.1%*	*7.4%*	*7.8%*	*9.3%*	*6.5%*	*8.6%*
%H		*98.0%*	*52.4%*	*9.5%*	*70.7%*	*36.7%*	*33.3%*	*98.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	1865	1827	849	188	1335	582	752	1678
%H		*98.0%*	*45.5%*	*10.1%*	*71.6%*	*31.2%*	*40.3%*	*90.0%*
Total Adults (16+)	1468	1437	651	141	1073	454	619	1291
%V	*78.7%*	*78.7%*	*76.7%*	*75.0%*	*80.4%*	*78.0%*	*82.3%*	*76.9%*
%H		*97.9%*	*44.3%*	*9.6%*	*73.1%*	*30.9%*	*42.2%*	*87.9%*
16 - 19	92	89	41	12	65	32	34	90
%V	*4.9%*	*4.9%*	*4.8%*	*6.4%*	*4.9%*	*5.5%*	*4.5%*	*5.4%*
%H		*96.7%*	*44.6%*	*13.0%*	*70.7%*	*34.8%*	*37.0%*	*97.8%*
20 - 24	107	104	48	11	75	35	40	104
%V	*5.7%*	*5.7%*	*5.7%*	*5.9%*	*5.6%*	*6.0%*	*5.3%*	*6.2%*
%H		*97.2%*	*44.9%*	*10.3%*	*70.1%*	*32.7%*	*37.4%*	*97.2%*
25 - 34	245	239	105	26	159	63	95	235
%V	*13.1%*	*13.1%*	*12.4%*	*13.8%*	*11.9%*	*10.8%*	*12.6%*	*14.0%*
%H		*97.6%*	*42.9%*	*10.6%*	*64.9%*	*25.7%*	*38.8%*	*95.9%*
35 - 44	237	231	120	26	164	85	79	226
%V	*12.7%*	*12.6%*	*14.1%*	*13.8%*	*12.3%*	*14.6%*	*10.5%*	*13.5%*
%H		*97.5%*	*50.6%*	*11.0%*	*69.2%*	*35.9%*	*33.3%*	*95.4%*
45 - 54	257	252	124	25	186	85	101	238
%V	*13.8%*	*13.8%*	*14.6%*	*13.3%*	*13.9%*	*14.6%*	*13.4%*	*14.2%*
%H		*98.1%*	*48.2%*	*9.7%*	*72.4%*	*33.1%*	*39.3%*	*92.6%*
55 - 64	227	223	100	22	173	71	101	204
%V	*12.2%*	*12.2%*	*11.8%*	*11.7%*	*13.0%*	*12.2%*	*13.4%*	*12.2%*
%H		*98.2%*	*44.1%*	*9.7%*	*76.2%*	*31.3%*	*44.5%*	*89.9%*
65+	303	298	112	18	252	83	170	194
%V	*16.2%*	*16.3%*	*13.2%*	*9.6%*	*18.9%*	*14.3%*	*22.6%*	*11.6%*
%H		*98.3%*	*37.0%*	*5.9%*	*83.2%*	*27.4%*	*56.1%*	*64.0%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	1468	1437	651	141	1073	454	619	1291
%H		*97.9%*	*44.3%*	*9.6%*	*73.1%*	*30.9%*	*42.2%*	*87.9%*
AB	373	366	176	44	276	133	143	361
%V	*25.4%*	*25.5%*	*27.0%*	*31.2%*	*25.7%*	*29.3%*	*23.1%*	*28.0%*
%H		*98.1%*	*47.2%*	*11.8%*	*74.0%*	*35.7%*	*38.3%*	*96.8%*
C1	367	362	172	44	268	128	140	341
%V	*25.0%*	*25.2%*	*26.4%*	*31.2%*	*25.0%*	*28.2%*	*22.6%*	*26.4%*
%H		*98.6%*	*46.9%*	*12.0%*	*73.0%*	*34.9%*	*38.1%*	*92.9%*
C2	307	301	139	20	231	96	135	276
%V	*20.9%*	*20.9%*	*21.4%*	*14.2%*	*21.5%*	*21.1%*	*21.8%*	*21.4%*
%H		*98.0%*	*45.3%*	*6.5%*	*75.2%*	*31.3%*	*44.0%*	*89.9%*
D	248	241	106	20	172	64	108	211
%V	*16.9%*	*16.8%*	*16.3%*	*14.2%*	*16.0%*	*14.1%*	*17.4%*	*16.3%*
%H		*97.2%*	*42.7%*	*8.1%*	*69.4%*	*25.8%*	*43.5%*	*85.1%*
E	174	167	58	13	126	33	93	103
%V	*11.9%*	*11.6%*	*8.9%*	*9.2%*	*11.7%*	*7.3%*	*15.0%*	*8.0%*
%H		*96.0%*	*33.3%*	*7.5%*	*72.4%*	*19.0%*	*53.4%*	*59.2%*

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+)	1468	1437	651	141	1073	454	619	1291
%H		*97.9%*	*44.3%*	*9.6%*	*73.1%*	*30.9%*	*42.2%*	*87.9%*
Working full time	703	689	329	74	503	230	273	674
%V	*47.9%*	*47.9%*	*50.5%*	*52.5%*	*46.9%*	*50.7%*	*44.1%*	*52.2%*
%H		*98.0%*	*46.8%*	*10.5%*	*71.6%*	*32.7%*	*38.8%*	*95.9%*
Working part time	124	120	58	15	83	39	45	116
%V	*8.4%*	*8.4%*	*8.9%*	*10.6%*	*7.7%*	*8.6%*	*7.3%*	*9.0%*
%H		*96.8%*	*46.8%*	*12.1%*	*66.9%*	*31.5%*	*36.3%*	*93.5%*
Not working	641	627	264	52	487	185	301	501
%V	*43.7%*	*43.6%*	*40.6%*	*36.9%*	*45.4%*	*40.7%*	*48.6%*	*38.8%*
%H		*97.8%*	*41.2%*	*8.1%*	*76.0%*	*28.9%*	*47.0%*	*78.2%*
Houseperson	737	719	306	67	538	205	333	604
%V	*50.2%*	*50.0%*	*47.0%*	*47.5%*	*50.1%*	*45.2%*	*53.8%*	*46.8%*
%H		*97.6%*	*41.5%*	*9.1%*	*73.0%*	*27.8%*	*45.2%*	*82.0%*

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	696	327	64	516	225	291	630
%H		*97.5%*	*45.8%*	*9.0%*	*72.3%*	*31.5%*	*40.8%*	*88.2%*
16 - 19	46	44	23	6	31	17	14	45
%V	*6.4%*	*6.3%*	*7.0%*	*9.4%*	*6.0%*	*7.6%*	*4.8%*	*7.1%*
%H		*95.7%*	*50.0%*	*13.0%*	*67.4%*	*37.0%*	*30.4%*	*97.8%*
20 - 24	56	54	25	5	40	19	22	55
%V	*7.8%*	*7.8%*	*7.6%*	*7.8%*	*7.8%*	*8.4%*	*7.6%*	*8.7%*
%H		*96.4%*	*44.6%*	*8.9%*	*71.4%*	*33.9%*	*39.3%*	*98.2%*
25 - 34	121	118	54	11	80	34	46	115
%V	*16.9%*	*17.0%*	*16.5%*	*17.2%*	*15.5%*	*15.1%*	*15.8%*	*18.3%*
%H		*97.5%*	*44.6%*	*9.1%*	*66.1%*	*28.1%*	*38.0%*	*95.0%*
35 - 44	115	112	60	12	78	41	37	108
%V	*16.1%*	*16.1%*	*18.3%*	*18.8%*	*15.1%*	*18.2%*	*12.7%*	*17.1%*
%H		*97.4%*	*52.2%*	*10.4%*	*67.8%*	*35.7%*	*32.2%*	*93.9%*
45 - 54	126	122	61	11	90	41	49	115
%V	*17.6%*	*17.5%*	*18.7%*	*17.2%*	*17.4%*	*18.2%*	*16.8%*	*18.3%*
%H		*96.8%*	*48.4%*	*8.7%*	*71.4%*	*32.5%*	*38.9%*	*91.3%*
55 - 64	112	110	49	10	84	33	51	101
%V	*15.7%*	*15.8%*	*15.0%*	*15.6%*	*16.3%*	*14.7%*	*17.5%*	*16.0%*
%H		*98.2%*	*43.8%*	*8.9%*	*75.0%*	*29.5%*	*45.5%*	*90.2%*
65+	138	136	54	9	113	41	73	92
%V	*19.3%*	*19.5%*	*16.5%*	*14.1%*	*21.9%*	*18.2%*	*25.1%*	*14.6%*
%H		*98.6%*	*39.1%*	*6.5%*	*81.9%*	*29.7%*	*52.9%*	*66.7%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Ulster

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	714	696	327	64	516	225	291	630
%H		*97.5%*	*45.8%*	*9.0%*	*72.3%*	*31.5%*	*40.8%*	*88.2%*
AB	185	181	87	22	136	66	70	180
%V	*25.9%*	*26.0%*	*26.6%*	*34.4%*	*26.4%*	*29.3%*	*24.1%*	*28.6%*
%H		*97.8%*	*47.0%*	*11.9%*	*73.5%*	*35.7%*	*37.8%*	*97.3%*
C1	171	169	86	20	124	63	61	161
%V	*23.9%*	*24.3%*	*26.3%*	*31.3%*	*24.0%*	*28.0%*	*21.0%*	*25.6%*
%H		*98.8%*	*50.3%*	*11.7%*	*72.5%*	*36.8%*	*35.7%*	*94.2%*
C2	165	161	76	10	122	51	71	146
%V	*23.1%*	*23.1%*	*23.2%*	*15.6%*	*23.6%*	*22.7%*	*24.4%*	*23.2%*
%H		*97.6%*	*46.1%*	*6.1%*	*73.9%*	*30.9%*	*43.0%*	*88.5%*
D	116	112	51	8	79	30	49	99
%V	*16.2%*	*16.1%*	*15.6%*	*12.5%*	*15.3%*	*13.3%*	*16.8%*	*15.7%*
%H		*96.6%*	*44.0%*	*6.9%*	*68.1%*	*25.9%*	*42.2%*	*85.3%*
E	77	73	27	5	55	15	40	44
%V	*10.8%*	*10.5%*	*8.3%*	*7.8%*	*10.7%*	*6.7%*	*13.7%*	*7.0%*
%H		*94.8%*	*35.1%*	*6.5%*	*71.4%*	*19.5%*	*51.9%*	*57.1%*

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	696	327	64	516	225	291	630
%H		*97.5%*	*45.8%*	*9.0%*	*72.3%*	*31.5%*	*40.8%*	*88.2%*
Working full time	422	412	204	40	297	138	159	403
%V	*59.1%*	*59.2%*	*62.4%*	*62.5%*	*57.6%*	*61.3%*	*54.6%*	*64.0%*
%H		*97.6%*	*48.3%*	*9.5%*	*70.4%*	*32.7%*	*37.7%*	*95.5%*
Working part time	25	24	11	3	18	8	10	22
%V	*3.5%*	*3.4%*	*3.4%*	*4.7%*	*3.5%*	*3.6%*	*3.4%*	*3.5%*
%H		*96.0%*	*44.0%*	*12.0%*	*72.0%*	*32.0%*	*40.0%*	*88.0%*
Not working	267	260	112	21	202	80	122	205
%V	*37.4%*	*37.4%*	*34.3%*	*32.8%*	*39.1%*	*35.6%*	*41.9%*	*32.5%*
%H		*97.4%*	*41.9%*	*7.9%*	*75.7%*	*30.0%*	*45.7%*	*76.8%*
Houseperson	140	131	51	8	97	29	68	92
%V	*19.6%*	*18.8%*	*15.6%*	*12.5%*	*18.8%*	*12.9%*	*23.4%*	*14.6%*
%H		*93.6%*	*36.4%*	*5.7%*	*69.3%*	*20.7%*	*48.6%*	*65.7%*

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+)	754	740	323	76	557	229	328	661
%H		*98.1%*	*42.8%*	*10.1%*	*73.9%*	*30.4%*	*43.5%*	*87.7%*
16 - 19	46	45	18	6	35	15	20	46
%V	*6.1%*	*6.1%*	*5.6%*	*7.9%*	*6.3%*	*6.6%*	*6.1%*	*7.0%*
%H		*97.8%*	*39.1%*	*13.0%*	*76.1%*	*32.6%*	*43.5%*	*100.0%*
20 - 24	52	50	22	6	35	16	18	50
%V	*6.9%*	*6.8%*	*6.8%*	*7.9%*	*6.3%*	*7.0%*	*5.5%*	*7.6%*
%H		*96.2%*	*42.3%*	*11.5%*	*67.3%*	*30.8%*	*34.6%*	*96.2%*
25 - 34	124	121	51	15	79	30	49	120
%V	*16.4%*	*16.4%*	*15.8%*	*19.7%*	*14.2%*	*13.1%*	*14.9%*	*18.2%*
%H		*97.6%*	*41.1%*	*12.1%*	*63.7%*	*24.2%*	*39.5%*	*96.8%*
35 - 44	122	119	60	14	86	44	42	118
%V	*16.2%*	*16.1%*	*18.6%*	*18.4%*	*15.4%*	*19.2%*	*12.8%*	*17.9%*
%H		*97.5%*	*49.2%*	*11.5%*	*70.5%*	*36.1%*	*34.4%*	*96.7%*
45 - 54	131	130	63	14	96	44	51	123
%V	*17.4%*	*17.6%*	*19.5%*	*18.4%*	*17.2%*	*19.2%*	*15.5%*	*18.6%*
%H		*99.2%*	*48.1%*	*10.7%*	*73.3%*	*33.6%*	*38.9%*	*93.9%*
55 - 64	114	113	51	12	88	38	50	103
%V	*15.1%*	*15.3%*	*15.8%*	*15.8%*	*15.8%*	*16.6%*	*15.2%*	*15.6%*
%H		*99.1%*	*44.7%*	*10.5%*	*77.2%*	*33.3%*	*43.9%*	*90.4%*
65+	165	163	58	9	139	42	97	102
%V	*21.9%*	*22.0%*	*18.0%*	*11.8%*	*25.0%*	*18.3%*	*29.6%*	*15.4%*
%H		*98.8%*	*35.2%*	*5.5%*	*84.2%*	*25.5%*	*58.8%*	*61.8%*

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+)	754	740	323	76	557	229	328	661
%H		*98.1%*	*42.8%*	*10.1%*	*73.9%*	*30.4%*	*43.5%*	*87.7%*
AB	188	185	88	22	140	67	73	181
%V	*24.9%*	*25.0%*	*27.2%*	*28.9%*	*25.1%*	*29.3%*	*22.3%*	*27.4%*
%H		*98.4%*	*46.8%*	*11.7%*	*74.5%*	*35.6%*	*38.8%*	*96.3%*
C1	195	192	87	24	144	65	79	180
%V	*25.9%*	*25.9%*	*26.9%*	*31.6%*	*25.9%*	*28.4%*	*24.1%*	*27.2%*
%H		*98.5%*	*44.6%*	*12.3%*	*73.8%*	*33.3%*	*40.5%*	*92.3%*
C2	142	140	63	10	109	45	64	130
%V	*18.8%*	*18.9%*	*19.5%*	*13.2%*	*19.6%*	*19.7%*	*19.5%*	*19.7%*
%H		*98.6%*	*44.4%*	*7.0%*	*76.8%*	*31.7%*	*45.1%*	*91.5%*
D	132	129	54	12	93	34	59	112
%V	*17.5%*	*17.4%*	*16.7%*	*15.8%*	*16.7%*	*14.8%*	*18.0%*	*16.9%*
%H		*97.7%*	*40.9%*	*9.1%*	*70.5%*	*25.8%*	*44.7%*	*84.8%*
E	97	94	31	8	71	18	53	58
%V	*12.9%*	*12.7%*	*9.6%*	*10.5%*	*12.7%*	*7.9%*	*16.2%*	*8.8%*
%H		*96.9%*	*32.0%*	*8.2%*	*73.2%*	*18.6%*	*54.6%*	*59.8%*

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+)	754	740	323	76	557	229	328	661
%H		*98.1%*	*42.8%*	*10.1%*	*73.9%*	*30.4%*	*43.5%*	*87.7%*
Working full time	281	277	125	34	207	93	114	271
%V	*37.3%*	*37.4%*	*38.7%*	*44.7%*	*37.2%*	*40.6%*	*34.8%*	*41.0%*
%H		*98.6%*	*44.5%*	*12.1%*	*73.7%*	*33.1%*	*40.6%*	*96.4%*
Working part time	98	96	47	12	65	31	34	94
%V	*13.0%*	*13.0%*	*14.6%*	*15.8%*	*11.7%*	*13.5%*	*10.4%*	*14.2%*
%H		*98.0%*	*48.0%*	*12.2%*	*66.3%*	*31.6%*	*34.7%*	*95.9%*
Not working	374	368	152	30	285	106	179	296
%V	*49.6%*	*49.7%*	*47.1%*	*39.5%*	*51.2%*	*46.3%*	*54.6%*	*44.8%*
%H		*98.4%*	*40.6%*	*8.0%*	*76.2%*	*28.3%*	*47.9%*	*79.1%*
Houseperson	598	588	255	59	441	176	265	512
%V	*79.3%*	*79.5%*	*78.9%*	*77.6%*	*79.2%*	*76.9%*	*80.8%*	*77.5%*
%H		*98.3%*	*42.6%*	*9.9%*	*73.7%*	*29.4%*	*44.3%*	*85.6%*

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Border

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
AB	67	62	33	3	42	15	27	64
%V	*22.9%*	*22.1%*	*22.4%*	*60.0%*	*22.5%*	*23.1%*	*22.0%*	*25.7%*
%H (All HH)		*92.5%*	*49.3%*	*4.5%*	*62.7%*	*22.4%*	*40.3%*	*95.5%*
%H (TV HH)			*53.2%*	*4.8%*	*67.7%*	*24.2%*	*43.5%*	
C1	72	69	37	1	45	16	29	66
%V	*24.7%*	*24.6%*	*25.2%*	*20.0%*	*24.1%*	*24.6%*	*23.6%*	*26.5%*
%H (All HH)		*95.8%*	*51.4%*	*1.4%*	*62.5%*	*22.2%*	*40.3%*	*91.7%*
%H (TV HH)			*53.6%*	*1.4%*	*65.2%*	*23.2%*	*42.0%*	
C2	76	76	41	0	50	17	33	65
%V	*26.0%*	*27.1%*	*27.9%*	*0.0%*	*26.7%*	*26.2%*	*26.8%*	*26.1%*
%H (All HH)		*100.0%*	*53.9%*	*0.0%*	*65.8%*	*22.4%*	*43.4%*	*85.5%*
%H (TV HH)			*53.9%*	*0.0%*	*65.8%*	*22.4%*	*43.4%*	
D	52	51	27	1	35	14	21	41
%V	*17.8%*	*18.2%*	*18.4%*	*20.0%*	*18.7%*	*21.5%*	*17.1%*	*16.5%*
%H (All HH)		*98.1%*	*51.9%*	*1.9%*	*67.3%*	*26.9%*	*40.4%*	*78.8%*
%H (TV HH)			*52.9%*	*2.0%*	*68.6%*	*27.5%*	*41.2%*	
E	24	22	9	0	16	3	13	12
%V	*8.2%*	*7.9%*	*6.1%*	*0.0%*	*8.6%*	*4.6%*	*10.6%*	*4.8%*
%H (All HH)		*91.7%*	*37.5%*	*0.0%*	*66.7%*	*12.5%*	*54.2%*	*50.0%*
%H (TV HH)			*40.9%*	*0.0%*	*72.7%*	*13.6%*	*59.1%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Household level data

Table 12.2: Houseperson Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Under 25	7	6	4	0	4	2	2	7
%V	*2.4%*	*2.1%*	*2.7%*	*0.0%*	*2.1%*	*3.1%*	*1.6%*	*2.8%*
%H (All HH)		*85.7%*	*57.1%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
25 - 34	38	34	23	1	17	8	8	37
%V	*13.0%*	*12.1%*	*15.6%*	*20.0%*	*9.1%*	*12.3%*	*6.5%*	*14.9%*
%H (All HH)		*89.5%*	*60.5%*	*2.6%*	*44.7%*	*21.1%*	*21.1%*	*97.4%*
%H (TV HH)			*67.6%*	*2.9%*	*50.0%*	*23.5%*	*23.5%*	
35 - 44	37	35	20	0	20	7	13	36
%V	*12.7%*	*12.5%*	*13.6%*	*0.0%*	*10.7%*	*10.8%*	*10.6%*	*14.5%*
%H (All HH)		*94.6%*	*54.1%*	*0.0%*	*54.1%*	*18.9%*	*35.1%*	*97.3%*
%H (TV HH)			*57.1%*	*0.0%*	*57.1%*	*20.0%*	*37.1%*	
45 - 54	53	50	31	3	33	15	18	50
%V	*18.2%*	*17.9%*	*21.1%*	*60.0%*	*17.6%*	*23.1%*	*14.6%*	*20.1%*
%H (All HH)		*94.3%*	*58.5%*	*5.7%*	*62.3%*	*28.3%*	*34.0%*	*94.3%*
%H (TV HH)			*62.0%*	*6.0%*	*66.0%*	*30.0%*	*36.0%*	
55 - 64	66	64	33	1	44	14	29	58
%V	*22.6%*	*22.9%*	*22.4%*	*20.0%*	*23.5%*	*21.5%*	*23.6%*	*23.3%*
%H (All HH)		*97.0%*	*50.0%*	*1.5%*	*66.7%*	*21.2%*	*43.9%*	*87.9%*
%H (TV HH)			*51.6%*	*1.6%*	*68.8%*	*21.9%*	*45.3%*	
65 +	92	91	37	1	71	19	52	61
%V	*31.5%*	*32.5%*	*25.2%*	*20.0%*	*38.0%*	*29.2%*	*42.3%*	*24.5%*
%H (All HH)		*98.9%*	*40.2%*	*1.1%*	*77.2%*	*20.7%*	*56.5%*	*66.3%*
%H (TV HH)			*40.7%*	*1.1%*	*78.0%*	*20.9%*	*57.1%*	

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 12.3: 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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
1	100	94	36	1	72	15	57	68
%V	*34.2%*	*33.6%*	*24.5%*	*20.0%*	*38.5%*	*23.1%*	*46.3%*	*27.3%*
%H (All HH)		*94.0%*	*36.0%*	*1.0%*	*72.0%*	*15.0%*	*57.0%*	*68.0%*
%H (TV HH)			*38.3%*	*1.1%*	*76.6%*	*16.0%*	*60.6%*	
2	109	106	60	1	67	25	42	100
%V	*37.3%*	*37.9%*	*40.8%*	*20.0%*	*35.8%*	*38.5%*	*34.1%*	*40.2%*
%H (All HH)		*97.2%*	*55.0%*	*0.9%*	*61.5%*	*22.9%*	*38.5%*	*91.7%*
%H (TV HH)			*56.6%*	*0.9%*	*63.2%*	*23.6%*	*39.6%*	
3	41	39	24	1	25	12	14	39
%V	*14.0%*	*13.9%*	*16.3%*	*20.0%*	*13.4%*	*18.5%*	*11.4%*	*15.7%*
%H (All HH)		*95.1%*	*58.5%*	*2.4%*	*61.0%*	*29.3%*	*34.1%*	*95.1%*
%H (TV HH)			*61.5%*	*2.6%*	*64.1%*	*30.8%*	*35.9%*	
4	31	31	22	2	15	10	5	31
%V	*10.6%*	*11.1%*	*15.0%*	*40.0%*	*8.0%*	*15.4%*	*4.1%*	*12.4%*
%H (All HH)		*100.0%*	*71.0%*	*6.5%*	*48.4%*	*32.3%*	*16.1%*	*100.0%*
%H (TV HH)			*71.0%*	*6.5%*	*48.4%*	*32.3%*	*16.1%*	
5+	10	10	6	0	8	3	4	10
%V	*3.4%*	*3.6%*	*4.1%*	*0.0%*	*4.3%*	*4.6%*	*3.3%*	*4.0%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*80.0%*	*30.0%*	*40.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*80.0%*	*30.0%*	*40.0%*	
Average HH size	2.14	2.15	2.35	2.71	2.07	2.46	1.86	2.28

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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Without	232	221	110	3	155	48	106	189
%V	*79.5%*	*78.9%*	*74.8%*	*60.0%*	*82.9%*	*73.8%*	*86.2%*	*75.9%*
%H (All HH)		*95.3%*	*47.4%*	*1.3%*	*66.8%*	*20.7%*	*45.7%*	*81.5%*
%H (TV HH)			*49.8%*	*1.4%*	*70.1%*	*21.7%*	*48.0%*	
With	60	59	37	3	33	17	16	59
%V	*20.5%*	*21.1%*	*25.2%*	*60.0%*	*17.6%*	*26.2%*	*13.0%*	*23.7%*
%H (All HH)		*98.3%*	*61.7%*	*5.0%*	*55.0%*	*28.3%*	*26.7%*	*98.3%*
%H (TV HH)			*62.7%*	*5.1%*	*55.9%*	*28.8%*	*27.1%*	
0 - 3	18	18	13	1	10	7	3	18
%V	*6.2%*	*6.4%*	*8.8%*	*20.0%*	*5.3%*	*10.8%*	*2.4%*	*7.2%*
%H (All HH)		*100.0%*	*72.2%*	*5.6%*	*55.6%*	*38.9%*	*16.7%*	*100.0%*
%H (TV HH)			*72.2%*	*5.6%*	*55.6%*	*38.9%*	*16.7%*	
4 - 9	31	31	18	1	17	8	9	31
%V	*10.6%*	*11.1%*	*12.2%*	*20.0%*	*9.1%*	*12.3%*	*7.3%*	*12.4%*
%H (All HH)		*100.0%*	*58.1%*	*3.2%*	*54.8%*	*25.8%*	*29.0%*	*100.0%*
%H (TV HH)			*58.1%*	*3.2%*	*54.8%*	*25.8%*	*29.0%*	
10 - 15	30	29	17	1	18	8	10	30
%V	*10.3%*	*10.4%*	*11.6%*	*20.0%*	*9.6%*	*12.3%*	*8.1%*	*12.0%*
%H (All HH)		*96.7%*	*56.7%*	*3.3%*	*60.0%*	*26.7%*	*33.3%*	*100.0%*
%H (TV HH)			*58.6%*	*3.4%*	*62.1%*	*27.6%*	*34.5%*	

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 12.5: 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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
1	114	114	52	1	69	11	57	91
%V	*39.0%*	*40.7%*	*35.4%*	*20.0%*	*36.9%*	*16.9%*	*46.3%*	*36.5%*
%H (All HH)		*100.0%*	*45.6%*	*0.9%*	*60.5%*	*9.6%*	*50.0%*	*79.8%*
%H (TV HH)			*45.6%*	*0.9%*	*60.5%*	*9.6%*	*50.0%*	
2	97	97	54	1	67	27	40	83
%V	*33.2%*	*34.6%*	*36.7%*	*20.0%*	*35.8%*	*41.5%*	*32.5%*	*33.3%*
%H (All HH)		*100.0%*	*55.7%*	*1.0%*	*69.1%*	*27.8%*	*41.2%*	*85.6%*
%H (TV HH)			*55.7%*	*1.0%*	*69.1%*	*27.8%*	*41.2%*	
3	44	44	25	2	32	15	17	41
%V	*15.1%*	*15.7%*	*17.0%*	*40.0%*	*17.1%*	*23.1%*	*13.8%*	*16.5%*
%H (All HH)		*100.0%*	*56.8%*	*4.5%*	*72.7%*	*34.1%*	*38.6%*	*93.2%*
%H (TV HH)			*56.8%*	*4.5%*	*72.7%*	*34.1%*	*38.6%*	
4	19	19	12	1	14	8	7	17
%V	*6.5%*	*6.8%*	*8.2%*	*20.0%*	*7.5%*	*12.3%*	*5.7%*	*6.8%*
%H (All HH)		*100.0%*	*63.2%*	*5.3%*	*73.7%*	*42.1%*	*36.8%*	*89.5%*
%H (TV HH)			*63.2%*	*5.3%*	*73.7%*	*42.1%*	*36.8%*	
5+	7	7	5	0	6	4	2	7
%V	*2.4%*	*2.5%*	*3.4%*	*0.0%*	*3.2%*	*6.2%*	*1.6%*	*2.8%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*85.7%*	*57.1%*	*28.6%*	

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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Under 20"	37	37	16	2	32	12	20	30
%V	*12.7%*	*13.2%*	*10.9%*	*40.0%*	*17.1%*	*18.5%*	*16.3%*	*12.0%*
%H (All HH)		*100.0%*	*43.2%*	*5.4%*	*86.5%*	*32.4%*	*54.1%*	*81.1%*
%H (TV HH)			*43.2%*	*5.4%*	*86.5%*	*32.4%*	*54.1%*	
20" - 29"	83	83	39	1	63	22	41	70
%V	*28.4%*	*29.6%*	*26.5%*	*20.0%*	*33.7%*	*33.8%*	*33.3%*	*28.1%*
%H (All HH)		*100.0%*	*47.0%*	*1.2%*	*75.9%*	*26.5%*	*49.4%*	*84.3%*
%H (TV HH)			*47.0%*	*1.2%*	*75.9%*	*26.5%*	*49.4%*	
30" - 39"	144	144	72	3	103	35	68	120
%V	*49.3%*	*51.4%*	*49.0%*	*60.0%*	*55.1%*	*53.8%*	*55.3%*	*48.2%*
%H (All HH)		*100.0%*	*50.0%*	*2.1%*	*71.5%*	*24.3%*	*47.2%*	*83.3%*
%H (TV HH)			*50.0%*	*2.1%*	*71.5%*	*24.3%*	*47.2%*	
40" - 49"	135	135	84	2	86	41	45	125
%V	*46.2%*	*48.2%*	*57.1%*	*40.0%*	*46.0%*	*63.1%*	*36.6%*	*50.2%*
%H (All HH)		*100.0%*	*62.2%*	*1.5%*	*63.7%*	*30.4%*	*33.3%*	*92.6%*
%H (TV HH)			*62.2%*	*1.5%*	*63.7%*	*30.4%*	*33.3%*	
50" - 59"	42	42	30	2	23	13	11	41
%V	*14.4%*	*15.0%*	*20.4%*	*40.0%*	*12.3%*	*20.0%*	*8.9%*	*16.5%*
%H (All HH)		*100.0%*	*71.4%*	*4.8%*	*54.8%*	*31.0%*	*26.2%*	*97.6%*
%H (TV HH)			*71.4%*	*4.8%*	*54.8%*	*31.0%*	*26.2%*	
60"+	5	5	3	0	3	2	1	5
%V	*1.7%*	*1.8%*	*2.0%*	*0.0%*	*1.6%*	*3.1%*	*0.8%*	*2.0%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*60.0%*	*40.0%*	*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

DATA PERIOD: ANNUAL
Jan - Dec 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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Main living room	276	276	145	5	185	64	121	235
%V	*94.5%*	*98.6%*	*98.6%*	*100.0%*	*98.9%*	*98.5%*	*98.4%*	*94.4%*
%H (All HH)		*100.0%*	*52.5%*	*1.8%*	*67.0%*	*23.2%*	*43.8%*	*85.1%*
%H (TV HH)			*52.5%*	*1.8%*	*67.0%*	*23.2%*	*43.8%*	
Kitchen	35	35	19	0	29	14	15	31
%V	*12.0%*	*12.5%*	*12.9%*	*0.0%*	*15.5%*	*21.5%*	*12.2%*	*12.4%*
%H (All HH)		*100.0%*	*54.3%*	*0.0%*	*82.9%*	*40.0%*	*42.9%*	*88.6%*
%H (TV HH)			*54.3%*	*0.0%*	*82.9%*	*40.0%*	*42.9%*	
Adult's bedroom	119	119	70	3	84	40	44	108
%V	*40.8%*	*42.5%*	*47.6%*	*60.0%*	*44.9%*	*61.5%*	*35.8%*	*43.4%*
%H (All HH)		*100.0%*	*58.8%*	*2.5%*	*70.6%*	*33.6%*	*37.0%*	*90.8%*
%H (TV HH)			*58.8%*	*2.5%*	*70.6%*	*33.6%*	*37.0%*	
Child's bedroom	24	24	17	1	16	9	7	24
%V	*8.2%*	*8.6%*	*11.6%*	*20.0%*	*8.6%*	*13.8%*	*5.7%*	*9.6%*
%H (All HH)		*100.0%*	*70.8%*	*4.2%*	*66.7%*	*37.5%*	*29.2%*	*100.0%*
%H (TV HH)			*70.8%*	*4.2%*	*66.7%*	*37.5%*	*29.2%*	
Other bedroom	7	7	4	0	5	3	3	6
%V	*2.4%*	*2.5%*	*2.7%*	*0.0%*	*2.7%*	*4.6%*	*2.4%*	*2.4%*
%H (All HH)		*100.0%*	*57.1%*	*0.0%*	*71.4%*	*42.9%*	*42.9%*	*85.7%*
%H (TV HH)			*57.1%*	*0.0%*	*71.4%*	*42.9%*	*42.9%*	
Second living/dining room	33	33	17	2	25	11	14	29
%V	*11.3%*	*11.8%*	*11.6%*	*40.0%*	*13.4%*	*16.9%*	*11.4%*	*11.6%*
%H (All HH)		*100.0%*	*51.5%*	*6.1%*	*75.8%*	*33.3%*	*42.4%*	*87.9%*
%H (TV HH)			*51.5%*	*6.1%*	*75.8%*	*33.3%*	*42.4%*	
Study/office	4	4	3	1	4	2	2	4
%V	*1.4%*	*1.4%*	*2.0%*	*20.0%*	*2.1%*	*3.1%*	*1.6%*	*1.6%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*75.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	
TV room	2	2	1	0	1	0	1	2
%V	*0.7%*	*0.7%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.8%*
%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	3	5
%V	*2.1%*	*2.1%*	*2.0%*	*0.0%*	*2.7%*	*3.1%*	*2.4%*	*2.0%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*83.3%*	*33.3%*	*50.0%*	*83.3%*
%H (TV HH)			*50.0%*	*0.0%*	*83.3%*	*33.3%*	*50.0%*	
Attic or loft room	1	1	1	0	1	1	0	1
%V	*0.3%*	*0.4%*	*0.7%*	*0.0%*	*0.5%*	*1.5%*	*0.0%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	2	0	1	1	1	2
%V	*0.7%*	*0.7%*	*1.4%*	*0.0%*	*0.5%*	*1.5%*	*0.8%*	*0.8%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*100.0%*	*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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Any DSAT provider	147	147	147	3	64	64	0	134
%V	*50.3%*	*52.5%*	*100.0%*	*60.0%*	*34.2%*	*98.5%*	*0.0%*	*53.8%*
%H (All HH)			*100.0%*	*2.0%*	*43.5%*	*43.5%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*2.0%*	*43.5%*	*43.5%*	*0.0%*	
Sky with subcription	120	120	120	2	51	51	0	112
%V	*41.1%*	*42.9%*	*81.6%*	*40.0%*	*27.3%*	*78.5%*	*0.0%*	*45.0%*
%H (All HH)			*100.0%*	*1.7%*	*42.5%*	*42.5%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*1.7%*	*42.5%*	*42.5%*	*0.0%*	
Sky without subscription	7	7	7	0	3	3	0	5
%V	*2.4%*	*2.5%*	*4.8%*	*0.0%*	*1.6%*	*4.6%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*0.0%*	*42.9%*	*42.9%*	*0.0%*	*71.4%*
%H (TV HH)			*100.0%*	*0.0%*	*42.9%*	*42.9%*	*0.0%*	
Freesat	16	16	16	0	7	7	0	12
%V	*5.5%*	*5.7%*	*10.9%*	*0.0%*	*3.7%*	*10.8%*	*0.0%*	*4.8%*
%H (All HH)			*100.0%*	*0.0%*	*43.8%*	*43.8%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*43.8%*	*43.8%*	*0.0%*	
Other satellite provider	12	12	12	1	7	7	0	11
%V	*4.1%*	*4.3%*	*8.2%*	*20.0%*	*3.7%*	*10.8%*	*0.0%*	*4.4%*
%H (All HH)			*100.0%*	*8.3%*	*58.3%*	*58.3%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*8.3%*	*58.3%*	*58.3%*	*0.0%*	
DCAB	5	5	3	5	4	4	0	5
%V	*1.7%*	*1.8%*	*2.0%*	*100.0%*	*2.1%*	*6.2%*	*0.0%*	*2.0%*
%H (All HH)			*60.0%*	*100.0%*	*80.0%*	*80.0%*	*0.0%*	*100.0%*
%H (TV HH)			*60.0%*	*100.0%*	*80.0%*	*80.0%*	*0.0%*	
DTT	187	187	64	4	187	65	123	153
%V	*64.0%*	*66.8%*	*43.5%*	*80.0%*	*100.0%*	*100.0%*	*100.0%*	*61.4%*
%H (All HH)		*100.0%*	*34.2%*	*2.1%*	*100.0%*	*34.8%*	*65.8%*	*81.8%*
%H (TV HH)			*34.2%*	*2.1%*	*100.0%*	*34.8%*	*65.8%*	

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
Jan - Dec 2018

ITV Border

Household level data

Table 12.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	292	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
PVR	181	181	130	5	108	58	50	165
%V	*62.0%*	*64.6%*	*88.4%*	*100.0%*	*57.8%*	*89.2%*	*40.7%*	*66.3%*
%H (All HH)		*100.0%*	*71.8%*	*2.8%*	*59.7%*	*32.0%*	*27.6%*	*91.2%*
%H (TV HH)			*71.8%*	*2.8%*	*59.7%*	*32.0%*	*27.6%*	
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	1	1	1	0	1	0	1	1
%V	*0.3%*	*0.4%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Any recorder	184	184	130	5	110	58	51	168
%V	*63.0%*	*65.7%*	*88.4%*	*100.0%*	*58.8%*	*89.2%*	*41.5%*	*67.5%*
%H (All HH)		*100.0%*	*70.7%*	*2.7%*	*59.8%*	*31.5%*	*27.7%*	*91.3%*
%H (TV HH)			*70.7%*	*2.7%*	*59.8%*	*31.5%*	*27.7%*	
Receives HDTV (via STB or built-in reception)	161	161	110	5	100	50	50	152
%V	*55.1%*	*57.5%*	*74.8%*	*100.0%*	*53.5%*	*76.9%*	*40.7%*	*61.0%*
%H (All HH)		*100.0%*	*68.3%*	*3.1%*	*62.1%*	*31.1%*	*31.1%*	*94.4%*
%H (TV HH)			*68.3%*	*3.1%*	*62.1%*	*31.1%*	*31.1%*	
DVD/Blu-ray player or recorder	190	190	101	4	129	48	82	166
%V	*65.1%*	*67.9%*	*68.7%*	*80.0%*	*69.0%*	*73.8%*	*66.7%*	*66.7%*
%H (All HH)		*100.0%*	*53.2%*	*2.1%*	*67.9%*	*25.3%*	*43.2%*	*87.4%*
%H (TV HH)			*53.2%*	*2.1%*	*67.9%*	*25.3%*	*43.2%*	

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	280	147	5	187	65	123	249
%H (All HH)		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*
%H (TV HH)			*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	
Has broadband internet	249	239	134	5	153	59	94	249
%V	*85.3%*	*85.4%*	*91.2%*	*100.0%*	*81.8%*	*90.8%*	*76.4%*	*100.0%*
%H (All HH)		*96.0%*	*53.8%*	*2.0%*	*61.4%*	*23.7%*	*37.8%*	*100.0%*
%H (TV HH)			*56.1%*	*2.1%*	*64.0%*	*24.7%*	*39.3%*	
Number of computers (PCs and laptops)								
0	59	56	21	0	43	9	35	17
%V	*20.2%*	*20.0%*	*14.3%*	*0.0%*	*23.0%*	*13.8%*	*28.5%*	*6.8%*
%H (All HH)		*94.9%*	*35.6%*	*0.0%*	*72.9%*	*15.3%*	*59.3%*	*28.8%*
%H (TV HH)			*37.5%*	*0.0%*	*76.8%*	*16.1%*	*62.5%*	
1	80	75	39	1	51	15	35	78
%V	*27.4%*	*26.8%*	*26.5%*	*20.0%*	*27.3%*	*23.1%*	*28.5%*	*31.3%*
%H (All HH)		*93.8%*	*48.8%*	*1.3%*	*63.8%*	*18.8%*	*43.8%*	*97.5%*
%H (TV HH)			*52.0%*	*1.3%*	*68.0%*	*20.0%*	*46.7%*	
2	71	69	36	1	45	15	30	71
%V	*24.3%*	*24.6%*	*24.5%*	*20.0%*	*24.1%*	*23.1%*	*24.4%*	*28.5%*
%H (All HH)		*97.2%*	*50.7%*	*1.4%*	*63.4%*	*21.1%*	*42.3%*	*100.0%*
%H (TV HH)			*52.2%*	*1.4%*	*65.2%*	*21.7%*	*43.5%*	
3	42	40	25	1	25	13	12	42
%V	*14.4%*	*14.3%*	*17.0%*	*20.0%*	*13.4%*	*20.0%*	*9.8%*	*16.9%*
%H (All HH)		*95.2%*	*59.5%*	*2.4%*	*59.5%*	*31.0%*	*28.6%*	*100.0%*
%H (TV HH)			*62.5%*	*2.5%*	*62.5%*	*32.5%*	*30.0%*	
4	21	20	13	1	12	6	6	21
%V	*7.2%*	*7.1%*	*8.8%*	*20.0%*	*6.4%*	*9.2%*	*4.9%*	*8.4%*
%H (All HH)		*95.2%*	*61.9%*	*4.8%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
%H (TV HH)			*65.0%*	*5.0%*	*60.0%*	*30.0%*	*30.0%*	
5+	20	20	13	1	11	7	5	20
%V	*6.8%*	*7.1%*	*8.8%*	*20.0%*	*5.9%*	*10.8%*	*4.1%*	*8.0%*
%H (All HH)		*100.0%*	*65.0%*	*5.0%*	*55.0%*	*35.0%*	*25.0%*	*100.0%*
%H (TV HH)			*65.0%*	*5.0%*	*55.0%*	*35.0%*	*25.0%*	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	549	306	13	387	163	224	486
%H		*55.7%*	*2.4%*	*70.5%*	*29.7%*	*40.8%*	*88.5%*
Under 20"	45	18	2	39	14	24	36
%V	*8.2%*	*5.9%*	*15.4%*	*10.1%*	*8.6%*	*10.7%*	*7.4%*
%H		*40.0%*	*4.4%*	*86.7%*	*31.1%*	*53.3%*	*80.0%*
20" - 29"	104	51	2	81	32	49	89
%V	*18.9%*	*16.7%*	*15.4%*	*20.9%*	*19.6%*	*21.9%*	*18.3%*
%H		*49.0%*	*1.9%*	*77.9%*	*30.8%*	*47.1%*	*85.6%*
30" - 39"	185	97	4	132	49	83	158
%V	*33.7%*	*31.7%*	*30.8%*	*34.1%*	*30.1%*	*37.1%*	*32.5%*
%H		*52.4%*	*2.2%*	*71.4%*	*26.5%*	*44.9%*	*85.4%*
40" - 49"	158	100	3	101	49	52	146
%V	*28.8%*	*32.7%*	*23.1%*	*26.1%*	*30.1%*	*23.2%*	*30.0%*
%H		*63.3%*	*1.9%*	*63.9%*	*31.0%*	*32.9%*	*92.4%*
50" - 59"	48	34	3	27	16	11	47
%V	*8.7%*	*11.1%*	*23.1%*	*7.0%*	*9.8%*	*4.9%*	*9.7%*
%H		*70.8%*	*6.3%*	*56.3%*	*33.3%*	*22.9%*	*97.9%*
60"+	5	3	0	3	2	1	5
%V	*0.9%*	*1.0%*	*0.0%*	*0.8%*	*1.2%*	*0.4%*	*1.0%*
%H		*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
Don't know	5	2	0	4	1	2	4
%V	*0.9%*	*0.7%*	*0.0%*	*1.0%*	*0.6%*	*0.9%*	*0.8%*
%H		*40.0%*	*0.0%*	*80.0%*	*20.0%*	*40.0%*	*80.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Set level data

Table 12.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	549	306	13	387	163	224	486
%H		*55.7%*	*2.4%*	*70.5%*	*29.7%*	*40.8%*	*88.5%*
Main living room	279	146	5	187	64	122	238
%V	*50.8%*	*47.7%*	*38.5%*	*48.3%*	*39.3%*	*54.5%*	*49.0%*
%H		*52.3%*	*1.8%*	*67.0%*	*22.9%*	*43.7%*	*85.3%*
Kitchen	35	20	0	29	14	15	31
%V	*6.4%*	*6.5%*	*0.0%*	*7.5%*	*8.6%*	*6.7%*	*6.4%*
%H		*57.1%*	*0.0%*	*82.9%*	*40.0%*	*42.9%*	*88.6%*
Adult's bedroom	147	86	5	104	50	54	134
%V	*26.8%*	*28.1%*	*38.5%*	*26.9%*	*30.7%*	*24.1%*	*27.6%*
%H		*58.5%*	*3.4%*	*70.7%*	*34.0%*	*36.7%*	*91.2%*
Child's bedroom	31	21	1	22	12	10	31
%V	*5.6%*	*6.9%*	*7.7%*	*5.7%*	*7.4%*	*4.5%*	*6.4%*
%H		*67.7%*	*3.2%*	*71.0%*	*38.7%*	*32.3%*	*100.0%*
Other bedroom	8	5	0	7	4	3	8
%V	*1.5%*	*1.6%*	*0.0%*	*1.8%*	*2.5%*	*1.3%*	*1.6%*
%H		*62.5%*	*0.0%*	*87.5%*	*50.0%*	*37.5%*	*100.0%*
Second living/dining room	33	18	2	26	11	15	29
%V	*6.0%*	*5.9%*	*15.4%*	*6.7%*	*6.7%*	*6.7%*	*6.0%*
%H		*54.5%*	*6.1%*	*78.8%*	*33.3%*	*45.5%*	*87.9%*
Study/office	4	3	1	4	2	2	4
%V	*0.7%*	*1.0%*	*7.7%*	*1.0%*	*1.2%*	*0.9%*	*0.8%*
%H		*75.0%*	*25.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
TV room	2	1	0	1	0	1	2
%V	*0.4%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.4%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*100.0%*
Conservatory	6	3	0	5	2	3	5
%V	*1.1%*	*1.0%*	*0.0%*	*1.3%*	*1.2%*	*1.3%*	*1.0%*
%H		*50.0%*	*0.0%*	*83.3%*	*33.3%*	*50.0%*	*83.3%*
Attic or loft room	1	1	0	1	1	0	1
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.6%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	2	2	0	1	1	1	2
%V	*0.4%*	*0.7%*	*0.0%*	*0.3%*	*0.6%*	*0.4%*	*0.4%*
%H		*100.0%*	*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
Jan - Dec 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	549	306	13	387	163	224	486
%H		*55.7%*	*2.4%*	*70.5%*	*29.7%*	*40.8%*	*88.5%*
PVR	243	184	10	133	78	55	224
%V	*44.3%*	*60.1%*	*76.9%*	*34.4%*	*47.9%*	*24.6%*	*46.1%*
%H		*75.7%*	*4.1%*	*54.7%*	*32.1%*	*22.6%*	*92.2%*
DVDR	3	1	0	2	1	2	2
%V	*0.5%*	*0.3%*	*0.0%*	*0.5%*	*0.6%*	*0.9%*	*0.4%*
%H		*33.3%*	*0.0%*	*66.7%*	*33.3%*	*66.7%*	*66.7%*
VCR	1	1	0	1	0	1	1
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.0%*	*0.4%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	247	185	10	136	78	58	228
%V	*45.0%*	*60.5%*	*76.9%*	*35.1%*	*47.9%*	*25.9%*	*46.9%*
%H		*74.9%*	*4.0%*	*55.1%*	*31.6%*	*23.5%*	*92.3%*

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	549	306	13	387	163	224	486
%H		*55.7%*	*2.4%*	*70.5%*	*29.7%*	*40.8%*	*88.5%*
Receives HDTV (via STB or built-in reception)	237	164	9	146	76	69	227
%V	*43.2%*	*53.6%*	*69.2%*	*37.7%*	*46.6%*	*30.8%*	*46.7%*
%H		*69.2%*	*3.8%*	*61.6%*	*32.1%*	*29.1%*	*95.8%*
DVD/Blu-ray player or recorder	257	141	5	177	71	106	231
%V	*46.8%*	*46.1%*	*38.5%*	*45.7%*	*43.6%*	*47.3%*	*47.5%*
%H		*54.9%*	*1.9%*	*68.9%*	*27.6%*	*41.2%*	*89.9%*

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

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	280	147	5	187	65	123	239
%H		*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	*85.4%*
Under 20"	5	1	0	5	0	4	3
%V	*1.8%*	*0.7%*	*0.0%*	*2.7%*	*0.0%*	*3.3%*	*1.3%*
%H		*20.0%*	*0.0%*	*100.0%*	*0.0%*	*80.0%*	*60.0%*
20" - 29"	21	6	1	16	2	14	14
%V	*7.5%*	*4.1%*	*20.0%*	*8.6%*	*3.1%*	*11.4%*	*5.9%*
%H		*28.6%*	*4.8%*	*76.2%*	*9.5%*	*66.7%*	*66.7%*
30" - 39"	92	40	1	65	15	51	70
%V	*32.9%*	*27.2%*	*20.0%*	*34.8%*	*23.1%*	*41.5%*	*29.3%*
%H		*43.5%*	*1.1%*	*70.7%*	*16.3%*	*55.4%*	*76.1%*
40" - 49"	117	71	2	78	37	41	108
%V	*41.8%*	*48.3%*	*40.0%*	*41.7%*	*56.9%*	*33.3%*	*45.2%*
%H		*60.7%*	*1.7%*	*66.7%*	*31.6%*	*35.0%*	*92.3%*
50" - 59"	37	26	2	19	9	10	36
%V	*13.2%*	*17.7%*	*40.0%*	*10.2%*	*13.8%*	*8.1%*	*15.1%*
%H		*70.3%*	*5.4%*	*51.4%*	*24.3%*	*27.0%*	*97.3%*
60"+	4	3	0	2	1	1	4
%V	*1.4%*	*2.0%*	*0.0%*	*1.1%*	*1.5%*	*0.8%*	*1.7%*
%H		*75.0%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*100.0%*
Don't know	3	1	0	2	0	2	3
%V	*1.1%*	*0.7%*	*0.0%*	*1.1%*	*0.0%*	*1.6%*	*1.3%*
%H		*33.3%*	*0.0%*	*66.7%*	*0.0%*	*66.7%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Set level data

Table 12.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	280	147	5	187	65	123	239
%H		*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	*85.4%*
PVR	177	129	5	104	58	46	161
%V	*63.2%*	*87.8%*	*100.0%*	*55.6%*	*89.2%*	*37.4%*	*67.4%*
%H		*72.9%*	*2.8%*	*58.8%*	*32.8%*	*26.0%*	*91.0%*
DVDR	1	0	0	1	0	1	1
%V	*0.4%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
VCR	1	1	0	1	0	1	1
%V	*0.4%*	*0.7%*	*0.0%*	*0.5%*	*0.0%*	*0.8%*	*0.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	179	129	5	106	58	48	163
%V	*63.9%*	*87.8%*	*100.0%*	*56.7%*	*89.2%*	*39.0%*	*68.2%*
%H		*72.1%*	*2.8%*	*59.2%*	*32.4%*	*26.8%*	*91.1%*

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	280	147	5	187	65	123	239
%H		*52.5%*	*1.8%*	*66.8%*	*23.2%*	*43.9%*	*85.4%*
Receives HDTV (via STB or built-in reception)	158	108	4	98	50	48	149
%V	*56.4%*	*73.5%*	*80.0%*	*52.4%*	*76.9%*	*39.0%*	*62.3%*
%H		*68.4%*	*2.5%*	*62.0%*	*31.6%*	*30.4%*	*94.3%*
DVD/Blu-ray player or recorder	166	87	3	113	40	73	145
%V	*59.3%*	*59.2%*	*60.0%*	*60.4%*	*61.5%*	*59.3%*	*60.7%*
%H		*52.4%*	*1.8%*	*68.1%*	*24.1%*	*44.0%*	*87.3%*

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	270	159	8	199	98	102	247
%H		*58.9%*	*3.0%*	*73.7%*	*36.3%*	*37.8%*	*91.5%*
Under 20"	40	18	2	34	14	20	33
%V	*14.8%*	*11.3%*	*25.0%*	*17.1%*	*14.3%*	*19.6%*	*13.4%*
%H		*45.0%*	*5.0%*	*85.0%*	*35.0%*	*50.0%*	*82.5%*
20" - 29"	83	45	1	65	30	36	74
%V	*30.7%*	*28.3%*	*12.5%*	*32.7%*	*30.6%*	*35.3%*	*30.0%*
%H		*54.2%*	*1.2%*	*78.3%*	*36.1%*	*43.4%*	*89.2%*
30" - 39"	93	58	3	67	34	33	88
%V	*34.4%*	*36.5%*	*37.5%*	*33.7%*	*34.7%*	*32.4%*	*35.6%*
%H		*62.4%*	*3.2%*	*72.0%*	*36.6%*	*35.5%*	*94.6%*
40" - 49"	41	29	2	23	12	11	38
%V	*15.2%*	*18.2%*	*25.0%*	*11.6%*	*12.2%*	*10.8%*	*15.4%*
%H		*70.7%*	*4.9%*	*56.1%*	*29.3%*	*26.8%*	*92.7%*
50" - 59"	11	8	1	8	6	1	11
%V	*4.1%*	*5.0%*	*12.5%*	*4.0%*	*6.1%*	*1.0%*	*4.5%*
%H		*72.7%*	*9.1%*	*72.7%*	*54.5%*	*9.1%*	*100.0%*
60"+	1	1	0	1	1	0	1
%V	*0.4%*	*0.6%*	*0.0%*	*0.5%*	*1.0%*	*0.0%*	*0.4%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Don't know	2	1	0	2	1	0	1
%V	*0.7%*	*0.6%*	*0.0%*	*1.0%*	*1.0%*	*0.0%*	*0.4%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*50.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

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	270	159	8	199	98	102	247
%H		*58.9%*	*3.0%*	*73.7%*	*36.3%*	*37.8%*	*91.5%*
PVR	66	55	5	29	20	9	63
%V	*24.4%*	*34.6%*	*62.5%*	*14.6%*	*20.4%*	*8.8%*	*25.5%*
%H		*83.3%*	*7.6%*	*43.9%*	*30.3%*	*13.6%*	*95.5%*
DVDR	2	1	0	1	0	1	1
%V	*0.7%*	*0.6%*	*0.0%*	*0.5%*	*0.0%*	*1.0%*	*0.4%*
%H		*50.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
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	67	56	5	30	20	10	65
%V	*24.8%*	*35.2%*	*62.5%*	*15.1%*	*20.4%*	*9.8%*	*26.3%*
%H		*83.6%*	*7.5%*	*44.8%*	*29.9%*	*14.9%*	*97.0%*

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	270	159	8	199	98	102	247
%H		*58.9%*	*3.0%*	*73.7%*	*36.3%*	*37.8%*	*91.5%*
Receives HDTV (via STB or built-in reception)	79	56	5	48	27	21	78
%V	*29.3%*	*35.2%*	*62.5%*	*24.1%*	*27.6%*	*20.6%*	*31.6%*
%H		*70.9%*	*6.3%*	*60.8%*	*34.2%*	*26.6%*	*98.7%*
DVD/Blu-ray player or recorder	91	54	2	64	30	34	87
%V	*33.7%*	*34.0%*	*25.0%*	*32.2%*	*30.6%*	*33.3%*	*35.2%*
%H		*59.3%*	*2.2%*	*70.3%*	*33.0%*	*37.4%*	*95.6%*

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	623	602	346	14	387	160	227	568
%H		*96.6%*	*55.5%*	*2.2%*	*62.1%*	*25.7%*	*36.4%*	*91.2%*
Total Children	101	100	62	3	59	30	29	101
%V	*16.2%*	*16.6%*	*17.9%*	*21.4%*	*15.2%*	*18.8%*	*12.8%*	*17.8%*
%H		*99.0%*	*61.4%*	*3.0%*	*58.4%*	*29.7%*	*28.7%*	*100.0%*
0 - 3	23	22	17	1	12	8	4	23
%V	*3.7%*	*3.7%*	*4.9%*	*7.1%*	*3.1%*	*5.0%*	*1.8%*	*4.0%*
%H		*95.7%*	*73.9%*	*4.3%*	*52.2%*	*34.8%*	*17.4%*	*100.0%*
4 - 15	78	77	46	3	47	22	25	78
%V	*12.5%*	*12.8%*	*13.3%*	*21.4%*	*12.1%*	*13.8%*	*11.0%*	*13.7%*
%H		*98.7%*	*59.0%*	*3.8%*	*60.3%*	*28.2%*	*32.1%*	*100.0%*
4 - 9	42	41	23	2	24	11	13	41
%V	*6.7%*	*6.8%*	*6.6%*	*14.3%*	*6.2%*	*6.9%*	*5.7%*	*7.2%*
%H		*97.6%*	*54.8%*	*4.8%*	*57.1%*	*26.2%*	*31.0%*	*97.6%*
10 - 15	37	36	22	1	22	10	12	37
%V	*5.9%*	*6.0%*	*6.4%*	*7.1%*	*5.7%*	*6.3%*	*5.3%*	*6.5%*
%H		*97.3%*	*59.5%*	*2.7%*	*59.5%*	*27.0%*	*32.4%*	*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	623	602	346	14	387	160	227	568
%H		*96.6%*	*55.5%*	*2.2%*	*62.1%*	*25.7%*	*36.4%*	*91.2%*
Total Adults (16+)	522	502	283	11	328	130	199	468
%V	*83.8%*	*83.4%*	*81.8%*	*78.6%*	*84.8%*	*81.3%*	*87.7%*	*82.4%*
%H		*96.2%*	*54.2%*	*2.1%*	*62.8%*	*24.9%*	*38.1%*	*89.7%*
16 - 19	25	24	17	1	15	9	6	25
%V	*4.0%*	*4.0%*	*4.9%*	*7.1%*	*3.9%*	*5.6%*	*2.6%*	*4.4%*
%H		*96.0%*	*68.0%*	*4.0%*	*60.0%*	*36.0%*	*24.0%*	*100.0%*
20 - 24	27	25	14	0	18	9	10	26
%V	*4.3%*	*4.2%*	*4.0%*	*0.0%*	*4.7%*	*5.6%*	*4.4%*	*4.6%*
%H		*92.6%*	*51.9%*	*0.0%*	*66.7%*	*33.3%*	*37.0%*	*96.3%*
25 - 34	73	66	44	2	33	17	17	71
%V	*11.7%*	*11.0%*	*12.7%*	*14.3%*	*8.5%*	*10.6%*	*7.5%*	*12.5%*
%H		*90.4%*	*60.3%*	*2.7%*	*45.2%*	*23.3%*	*23.3%*	*97.3%*
35 - 44	63	61	37	0	32	12	19	62
%V	*10.1%*	*10.1%*	*10.7%*	*0.0%*	*8.3%*	*7.5%*	*8.4%*	*10.9%*
%H		*96.8%*	*58.7%*	*0.0%*	*50.8%*	*19.0%*	*30.2%*	*98.4%*
45 - 54	89	85	53	4	56	26	30	85
%V	*14.3%*	*14.1%*	*15.3%*	*28.6%*	*14.5%*	*16.3%*	*13.2%*	*15.0%*
%H		*95.5%*	*59.6%*	*4.5%*	*62.9%*	*29.2%*	*33.7%*	*95.5%*
55 - 64	105	101	54	1	69	24	45	96
%V	*16.9%*	*16.8%*	*15.6%*	*7.1%*	*17.8%*	*15.0%*	*19.8%*	*16.9%*
%H		*96.2%*	*51.4%*	*1.0%*	*65.7%*	*22.9%*	*42.9%*	*91.4%*
65+	141	140	63	2	105	33	73	102
%V	*22.6%*	*23.3%*	*18.2%*	*14.3%*	*27.1%*	*20.6%*	*32.2%*	*18.0%*
%H		*99.3%*	*44.7%*	*1.4%*	*74.5%*	*23.4%*	*51.8%*	*72.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	522	502	283	11	328	130	199	468
%H		*96.2%*	*54.2%*	*2.1%*	*62.8%*	*24.9%*	*38.1%*	*89.7%*
AB	126	117	65	6	77	31	46	122
%V	*24.1%*	*23.3%*	*23.0%*	*54.5%*	*23.5%*	*23.8%*	*23.1%*	*26.1%*
%H		*92.9%*	*51.6%*	*4.8%*	*61.1%*	*24.6%*	*36.5%*	*96.8%*
C1	131	127	73	2	81	33	48	123
%V	*25.1%*	*25.3%*	*25.8%*	*18.2%*	*24.7%*	*25.4%*	*24.1%*	*26.3%*
%H		*96.9%*	*55.7%*	*1.5%*	*61.8%*	*25.2%*	*36.6%*	*93.9%*
C2	142	142	83	1	90	35	55	128
%V	*27.2%*	*28.3%*	*29.3%*	*9.1%*	*27.4%*	*26.9%*	*27.6%*	*27.4%*
%H		*100.0%*	*58.5%*	*0.7%*	*63.4%*	*24.6%*	*38.7%*	*90.1%*
D	90	88	50	1	60	26	33	75
%V	*17.2%*	*17.5%*	*17.7%*	*9.1%*	*18.3%*	*20.0%*	*16.6%*	*16.0%*
%H		*97.8%*	*55.6%*	*1.1%*	*66.7%*	*28.9%*	*36.7%*	*83.3%*
E	32	30	13	0	21	6	16	19
%V	*6.1%*	*6.0%*	*4.6%*	*0.0%*	*6.4%*	*4.6%*	*8.0%*	*4.1%*
%H		*93.8%*	*40.6%*	*0.0%*	*65.6%*	*18.8%*	*50.0%*	*59.4%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Individual level data

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+)	522	502	283	11	328	130	199	468
%H		*96.2%*	*54.2%*	*2.1%*	*62.8%*	*24.9%*	*38.1%*	*89.7%*
Working full time	237	227	140	6	134	57	77	230
%V	*45.4%*	*45.2%*	*49.5%*	*54.5%*	*40.9%*	*43.8%*	*38.7%*	*49.1%*
%H		*95.8%*	*59.1%*	*2.5%*	*56.5%*	*24.1%*	*32.5%*	*97.0%*
Working part time	61	57	36	2	36	16	20	57
%V	*11.7%*	*11.4%*	*12.7%*	*18.2%*	*11.0%*	*12.3%*	*10.1%*	*12.2%*
%H		*93.4%*	*59.0%*	*3.3%*	*59.0%*	*26.2%*	*32.8%*	*93.4%*
Not working	224	218	107	4	159	56	102	181
%V	*42.9%*	*43.4%*	*37.8%*	*36.4%*	*48.5%*	*43.1%*	*51.3%*	*38.7%*
%H		*97.3%*	*47.8%*	*1.8%*	*71.0%*	*25.0%*	*45.5%*	*80.8%*
Houseperson	292	280	147	5	187	65	123	249
%V	*55.9%*	*55.8%*	*51.9%*	*45.5%*	*57.0%*	*50.0%*	*61.8%*	*53.2%*
%H		*95.9%*	*50.3%*	*1.7%*	*64.0%*	*22.3%*	*42.1%*	*85.3%*

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+)	252	241	138	5	156	63	93	228
%H		*95.6%*	*54.8%*	*2.0%*	*61.9%*	*25.0%*	*36.9%*	*90.5%*
16 - 19	16	15	10	1	10	5	4	16
%V	*6.3%*	*6.2%*	*7.2%*	*20.0%*	*6.4%*	*7.9%*	*4.3%*	*7.0%*
%H		*93.8%*	*62.5%*	*6.3%*	*62.5%*	*31.3%*	*25.0%*	*100.0%*
20 - 24	15	14	8	0	10	4	6	15
%V	*6.0%*	*5.8%*	*5.8%*	*0.0%*	*6.4%*	*6.3%*	*6.5%*	*6.6%*
%H		*93.3%*	*53.3%*	*0.0%*	*66.7%*	*26.7%*	*40.0%*	*100.0%*
25 - 34	36	31	20	1	16	7	8	35
%V	*14.3%*	*12.9%*	*14.5%*	*20.0%*	*10.3%*	*11.1%*	*8.6%*	*15.4%*
%H		*86.1%*	*55.6%*	*2.8%*	*44.4%*	*19.4%*	*22.2%*	*97.2%*
35 - 44	29	29	18	0	13	5	8	29
%V	*11.5%*	*12.0%*	*13.0%*	*0.0%*	*8.3%*	*7.9%*	*8.6%*	*12.7%*
%H		*100.0%*	*62.1%*	*0.0%*	*44.8%*	*17.2%*	*27.6%*	*100.0%*
45 - 54	42	40	25	2	27	13	14	40
%V	*16.7%*	*16.6%*	*18.1%*	*40.0%*	*17.3%*	*20.6%*	*15.1%*	*17.5%*
%H		*95.2%*	*59.5%*	*4.8%*	*64.3%*	*31.0%*	*33.3%*	*95.2%*
55 - 64	51	49	25	1	35	11	23	46
%V	*20.2%*	*20.3%*	*18.1%*	*20.0%*	*22.4%*	*17.5%*	*24.7%*	*20.2%*
%H		*96.1%*	*49.0%*	*2.0%*	*68.6%*	*21.6%*	*45.1%*	*90.2%*
65+	62	62	31	1	46	17	29	48
%V	*24.6%*	*25.7%*	*22.5%*	*20.0%*	*29.5%*	*27.0%*	*31.2%*	*21.1%*
%H		*100.0%*	*50.0%*	*1.6%*	*74.2%*	*27.4%*	*46.8%*	*77.4%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	252	241	138	5	156	63	93	228
%H		*95.6%*	*54.8%*	*2.0%*	*61.9%*	*25.0%*	*36.9%*	*90.5%*
AB	63	57	31	3	39	15	23	61
%V	*25.0%*	*23.7%*	*22.5%*	*60.0%*	*25.0%*	*23.8%*	*24.7%*	*26.8%*
%H		*90.5%*	*49.2%*	*4.8%*	*61.9%*	*23.8%*	*36.5%*	*96.8%*
C1	59	57	35	1	35	15	20	56
%V	*23.4%*	*23.7%*	*25.4%*	*20.0%*	*22.4%*	*23.8%*	*21.5%*	*24.6%*
%H		*96.6%*	*59.3%*	*1.7%*	*59.3%*	*25.4%*	*33.9%*	*94.9%*
C2	79	78	45	0	50	19	31	69
%V	*31.3%*	*32.4%*	*32.6%*	*0.0%*	*32.1%*	*30.2%*	*33.3%*	*30.3%*
%H		*98.7%*	*57.0%*	*0.0%*	*63.3%*	*24.1%*	*39.2%*	*87.3%*
D	38	36	22	1	23	11	12	33
%V	*15.1%*	*14.9%*	*15.9%*	*20.0%*	*14.7%*	*17.5%*	*12.9%*	*14.5%*
%H		*94.7%*	*57.9%*	*2.6%*	*60.5%*	*28.9%*	*31.6%*	*86.8%*
E	14	13	5	0	9	3	7	9
%V	*5.6%*	*5.4%*	*3.6%*	*0.0%*	*5.8%*	*4.8%*	*7.5%*	*3.9%*
%H		*92.9%*	*35.7%*	*0.0%*	*64.3%*	*21.4%*	*50.0%*	*64.3%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	252	241	138	5	156	63	93	228
%H		*95.6%*	*54.8%*	*2.0%*	*61.9%*	*25.0%*	*36.9%*	*90.5%*
Working full time	140	133	82	3	76	32	44	135
%V	*55.6%*	*55.2%*	*59.4%*	*60.0%*	*48.7%*	*50.8%*	*47.3%*	*59.2%*
%H		*95.0%*	*58.6%*	*2.1%*	*54.3%*	*22.9%*	*31.4%*	*96.4%*
Working part time	15	13	8	1	10	5	5	13
%V	*6.0%*	*5.4%*	*5.8%*	*20.0%*	*6.4%*	*7.9%*	*5.4%*	*5.7%*
%H		*86.7%*	*53.3%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	*86.7%*
Not working	97	95	48	1	70	27	43	80
%V	*38.5%*	*39.4%*	*34.8%*	*20.0%*	*44.9%*	*42.9%*	*46.2%*	*35.1%*
%H		*97.9%*	*49.5%*	*1.0%*	*72.2%*	*27.8%*	*44.3%*	*82.5%*
Houseperson	59	54	23	1	40	12	28	44
%V	*23.4%*	*22.4%*	*16.7%*	*20.0%*	*25.6%*	*19.0%*	*30.1%*	*19.3%*
%H		*91.5%*	*39.0%*	*1.7%*	*67.8%*	*20.3%*	*47.5%*	*74.6%*

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+)	270	262	145	6	172	66	106	240
%H		*97.0%*	*53.7%*	*2.2%*	*63.7%*	*24.4%*	*39.3%*	*88.9%*
16 - 19	9	9	7	1	6	4	2	9
%V	*3.3%*	*3.4%*	*4.8%*	*16.7%*	*3.5%*	*6.1%*	*1.9%*	*3.8%*
%H		*100.0%*	*77.8%*	*11.1%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
20 - 24	12	11	6	0	8	4	4	11
%V	*4.4%*	*4.2%*	*4.1%*	*0.0%*	*4.7%*	*6.1%*	*3.8%*	*4.6%*
%H		*91.7%*	*50.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*91.7%*
25 - 34	37	35	24	1	18	10	8	36
%V	*13.7%*	*13.4%*	*16.6%*	*16.7%*	*10.5%*	*15.2%*	*7.5%*	*15.0%*
%H		*94.6%*	*64.9%*	*2.7%*	*48.6%*	*27.0%*	*21.6%*	*97.3%*
35 - 44	34	32	19	0	19	7	12	33
%V	*12.6%*	*12.2%*	*13.1%*	*0.0%*	*11.0%*	*10.6%*	*11.3%*	*13.8%*
%H		*94.1%*	*55.9%*	*0.0%*	*55.9%*	*20.6%*	*35.3%*	*97.1%*
45 - 54	47	45	28	2	29	13	16	45
%V	*17.4%*	*17.2%*	*19.3%*	*33.3%*	*16.9%*	*19.7%*	*15.1%*	*18.8%*
%H		*95.7%*	*59.6%*	*4.3%*	*61.7%*	*27.7%*	*34.0%*	*95.7%*
55 - 64	53	52	29	1	34	12	21	50
%V	*19.6%*	*19.8%*	*20.0%*	*16.7%*	*19.8%*	*18.2%*	*19.8%*	*20.8%*
%H		*98.1%*	*54.7%*	*1.9%*	*64.2%*	*22.6%*	*39.6%*	*94.3%*
65+	78	77	32	1	59	16	43	54
%V	*28.9%*	*29.4%*	*22.1%*	*16.7%*	*34.3%*	*24.2%*	*40.6%*	*22.5%*
%H		*98.7%*	*41.0%*	*1.3%*	*75.6%*	*20.5%*	*55.1%*	*69.2%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Border

Individual level data

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

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	270	262	145	6	172	66	106	240
%H		*97.0%*	*53.7%*	*2.2%*	*63.7%*	*24.4%*	*39.3%*	*88.9%*
AB	63	59	33	3	38	15	23	61
%V	*23.3%*	*22.5%*	*22.8%*	*50.0%*	*22.1%*	*22.7%*	*21.7%*	*25.4%*
%H		*93.7%*	*52.4%*	*4.8%*	*60.3%*	*23.8%*	*36.5%*	*96.8%*
C1	72	70	38	1	46	17	28	67
%V	*26.7%*	*26.7%*	*26.2%*	*16.7%*	*26.7%*	*25.8%*	*26.4%*	*27.9%*
%H		*97.2%*	*52.8%*	*1.4%*	*63.9%*	*23.6%*	*38.9%*	*93.1%*
C2	64	64	38	1	40	16	24	59
%V	*23.7%*	*24.4%*	*26.2%*	*16.7%*	*23.3%*	*24.2%*	*22.6%*	*24.6%*
%H		*100.0%*	*59.4%*	*1.6%*	*62.5%*	*25.0%*	*37.5%*	*92.2%*
D	53	52	28	1	37	15	22	42
%V	*19.6%*	*19.8%*	*19.3%*	*16.7%*	*21.5%*	*22.7%*	*20.8%*	*17.5%*
%H		*98.1%*	*52.8%*	*1.9%*	*69.8%*	*28.3%*	*41.5%*	*79.2%*
E	18	17	8	0	12	3	9	10
%V	*6.7%*	*6.5%*	*5.5%*	*0.0%*	*7.0%*	*4.5%*	*8.5%*	*4.2%*
%H		*94.4%*	*44.4%*	*0.0%*	*66.7%*	*16.7%*	*50.0%*	*55.6%*

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+)	270	262	145	6	172	66	106	240
%H		*97.0%*	*53.7%*	*2.2%*	*63.7%*	*24.4%*	*39.3%*	*88.9%*
Working full time	97	95	58	3	58	25	32	95
%V	*35.9%*	*36.3%*	*40.0%*	*50.0%*	*33.7%*	*37.9%*	*30.2%*	*39.6%*
%H		*97.9%*	*59.8%*	*3.1%*	*59.8%*	*25.8%*	*33.0%*	*97.9%*
Working part time	46	44	28	1	26	12	14	44
%V	*17.0%*	*16.8%*	*19.3%*	*16.7%*	*15.1%*	*18.2%*	*13.2%*	*18.3%*
%H		*95.7%*	*60.9%*	*2.2%*	*56.5%*	*26.1%*	*30.4%*	*95.7%*
Not working	126	123	59	3	89	29	59	101
%V	*46.7%*	*46.9%*	*40.7%*	*50.0%*	*51.7%*	*43.9%*	*55.7%*	*42.1%*
%H		*97.6%*	*46.8%*	*2.4%*	*70.6%*	*23.0%*	*46.8%*	*80.2%*
Houseperson	233	226	124	4	147	53	94	204
%V	*86.3%*	*86.3%*	*85.5%*	*66.7%*	*85.5%*	*80.3%*	*88.7%*	*85.0%*
%H		*97.0%*	*53.2%*	*1.7%*	*63.1%*	*22.7%*	*40.3%*	*87.6%*

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV West

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV West

Household level data

Table 13.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
AB	272	264	104	34	169	55	114	265
%V	*26.2%*	*26.6%*	*29.5%*	*24.1%*	*26.3%*	*29.1%*	*25.1%*	*28.9%*
%H (All HH)		*97.1%*	*38.2%*	*12.5%*	*62.1%*	*20.2%*	*41.9%*	*97.4%*
%H (TV HH)			*39.4%*	*12.9%*	*64.0%*	*20.8%*	*43.2%*	
C1	317	303	105	48	184	54	130	295
%V	*30.6%*	*30.5%*	*29.8%*	*34.0%*	*28.7%*	*28.6%*	*28.6%*	*32.2%*
%H (All HH)		*95.6%*	*33.1%*	*15.1%*	*58.0%*	*17.0%*	*41.0%*	*93.1%*
%H (TV HH)			*34.7%*	*15.8%*	*60.7%*	*17.8%*	*42.9%*	
C2	245	237	83	40	154	45	108	210
%V	*23.6%*	*23.8%*	*23.6%*	*28.4%*	*24.0%*	*23.8%*	*23.8%*	*22.9%*
%H (All HH)		*96.7%*	*33.9%*	*16.3%*	*62.9%*	*18.4%*	*44.1%*	*85.7%*
%H (TV HH)			*35.0%*	*16.9%*	*65.0%*	*19.0%*	*45.6%*	
D	120	114	41	14	76	22	54	96
%V	*11.6%*	*11.5%*	*11.6%*	*9.9%*	*11.8%*	*11.6%*	*11.9%*	*10.5%*
%H (All HH)		*95.0%*	*34.2%*	*11.7%*	*63.3%*	*18.3%*	*45.0%*	*80.0%*
%H (TV HH)			*36.0%*	*12.3%*	*66.7%*	*19.3%*	*47.4%*	
E	83	75	19	5	59	13	47	50
%V	*8.0%*	*7.5%*	*5.4%*	*3.5%*	*9.2%*	*6.9%*	*10.4%*	*5.5%*
%H (All HH)		*90.4%*	*22.9%*	*6.0%*	*71.1%*	*15.7%*	*56.6%*	*60.2%*
%H (TV HH)			*25.3%*	*6.7%*	*78.7%*	*17.3%*	*62.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.2: 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Under 25	38	32	9	3	17	3	14	37
%V	*3.7%*	*3.2%*	*2.6%*	*2.1%*	*2.6%*	*1.6%*	*3.1%*	*4.0%*
%H (All HH)		*84.2%*	*23.7%*	*7.9%*	*44.7%*	*7.9%*	*36.8%*	*97.4%*
%H (TV HH)			*28.1%*	*9.4%*	*53.1%*	*9.4%*	*43.8%*	
25 - 34	166	154	58	26	73	24	48	162
%V	*16.0%*	*15.5%*	*16.5%*	*18.4%*	*11.4%*	*12.7%*	*10.6%*	*17.7%*
%H (All HH)		*92.8%*	*34.9%*	*15.7%*	*44.0%*	*14.5%*	*28.9%*	*97.6%*
%H (TV HH)			*37.7%*	*16.9%*	*47.4%*	*15.6%*	*31.2%*	
35 - 44	154	146	60	19	78	23	55	150
%V	*14.9%*	*14.7%*	*17.0%*	*13.5%*	*12.1%*	*12.2%*	*12.1%*	*16.4%*
%H (All HH)		*94.8%*	*39.0%*	*12.3%*	*50.6%*	*14.9%*	*35.7%*	*97.4%*
%H (TV HH)			*41.1%*	*13.0%*	*53.4%*	*15.8%*	*37.7%*	
45 - 54	207	201	86	38	125	52	73	196
%V	*20.0%*	*20.2%*	*24.4%*	*27.0%*	*19.5%*	*27.5%*	*16.1%*	*21.4%*
%H (All HH)		*97.1%*	*41.5%*	*18.4%*	*60.4%*	*25.1%*	*35.3%*	*94.7%*
%H (TV HH)			*42.8%*	*18.9%*	*62.2%*	*25.9%*	*36.3%*	
55 - 64	170	162	59	27	112	39	73	159
%V	*16.4%*	*16.3%*	*16.8%*	*19.1%*	*17.4%*	*20.6%*	*16.1%*	*17.4%*
%H (All HH)		*95.3%*	*34.7%*	*15.9%*	*65.9%*	*22.9%*	*42.9%*	*93.5%*
%H (TV HH)			*36.4%*	*16.7%*	*69.1%*	*24.1%*	*45.1%*	
65 +	302	299	80	29	238	48	190	212
%V	*29.1%*	*30.1%*	*22.7%*	*20.6%*	*37.1%*	*25.4%*	*41.9%*	*23.1%*
%H (All HH)		*99.0%*	*26.5%*	*9.6%*	*78.8%*	*15.9%*	*62.9%*	*70.2%*
%H (TV HH)			*26.8%*	*9.7%*	*79.6%*	*16.1%*	*63.5%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.3: 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
1	318	293	74	31	215	41	173	232
%V	*30.7%*	*29.5%*	*21.0%*	*22.0%*	*33.5%*	*21.7%*	*38.1%*	*25.3%*
%H (All HH)		*92.1%*	*23.3%*	*9.7%*	*67.6%*	*12.9%*	*54.4%*	*73.0%*
%H (TV HH)			*25.3%*	*10.6%*	*73.4%*	*14.0%*	*59.0%*	
2	382	373	124	51	243	65	177	354
%V	*36.8%*	*37.5%*	*35.2%*	*36.2%*	*37.9%*	*34.4%*	*39.0%*	*38.6%*
%H (All HH)		*97.6%*	*32.5%*	*13.4%*	*63.6%*	*17.0%*	*46.3%*	*92.7%*
%H (TV HH)			*33.2%*	*13.7%*	*65.1%*	*17.4%*	*47.5%*	
3	147	141	65	24	79	33	46	141
%V	*14.2%*	*14.2%*	*18.5%*	*17.0%*	*12.3%*	*17.5%*	*10.1%*	*15.4%*
%H (All HH)		*95.9%*	*44.2%*	*16.3%*	*53.7%*	*22.4%*	*31.3%*	*95.9%*
%H (TV HH)			*46.1%*	*17.0%*	*56.0%*	*23.4%*	*32.6%*	
4	135	131	62	25	79	35	43	133
%V	*13.0%*	*13.2%*	*17.6%*	*17.7%*	*12.3%*	*18.5%*	*9.5%*	*14.5%*
%H (All HH)		*97.0%*	*45.9%*	*18.5%*	*58.5%*	*25.9%*	*31.9%*	*98.5%*
%H (TV HH)			*47.3%*	*19.1%*	*60.3%*	*26.7%*	*32.8%*	
5+	56	55	28	10	27	14	13	56
%V	*5.4%*	*5.5%*	*8.0%*	*7.1%*	*4.2%*	*7.4%*	*2.9%*	*6.1%*
%H (All HH)		*98.2%*	*50.0%*	*17.9%*	*48.2%*	*25.0%*	*23.2%*	*100.0%*
%H (TV HH)			*50.9%*	*18.2%*	*49.1%*	*25.5%*	*23.6%*	
Average HH size	2.28	2.30	2.59	2.54	2.18	2.57	2.01	2.40

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Without	789	750	240	103	510	138	372	673
%V	*76.1%*	*75.5%*	*68.2%*	*73.0%*	*79.4%*	*73.0%*	*81.9%*	*73.5%*
%H (All HH)		*95.1%*	*30.4%*	*13.1%*	*64.6%*	*17.5%*	*47.1%*	*85.3%*
%H (TV HH)			*32.0%*	*13.7%*	*68.0%*	*18.4%*	*49.6%*	
With	248	243	112	38	133	51	82	244
%V	*23.9%*	*24.4%*	*31.8%*	*27.0%*	*20.7%*	*27.0%*	*18.1%*	*26.6%*
%H (All HH)		*98.0%*	*45.2%*	*15.3%*	*53.6%*	*20.6%*	*33.1%*	*98.4%*
%H (TV HH)			*46.1%*	*15.6%*	*54.7%*	*21.0%*	*33.7%*	
0 - 3	94	93	37	14	56	20	35	92
%V	*9.1%*	*9.4%*	*10.5%*	*9.9%*	*8.7%*	*10.6%*	*7.7%*	*10.0%*
%H (All HH)		*98.9%*	*39.4%*	*14.9%*	*59.6%*	*21.3%*	*37.2%*	*97.9%*
%H (TV HH)			*39.8%*	*15.1%*	*60.2%*	*21.5%*	*37.6%*	
4 - 9	132	129	59	20	66	22	44	130
%V	*12.7%*	*13.0%*	*16.8%*	*14.2%*	*10.3%*	*11.6%*	*9.7%*	*14.2%*
%H (All HH)		*97.7%*	*44.7%*	*15.2%*	*50.0%*	*16.7%*	*33.3%*	*98.5%*
%H (TV HH)			*45.7%*	*15.5%*	*51.2%*	*17.1%*	*34.1%*	
10 - 15	109	107	52	21	57	26	32	107
%V	*10.5%*	*10.8%*	*14.8%*	*14.9%*	*8.9%*	*13.8%*	*7.0%*	*11.7%*
%H (All HH)		*98.2%*	*47.7%*	*19.3%*	*52.3%*	*23.9%*	*29.4%*	*98.2%*
%H (TV HH)			*48.6%*	*19.6%*	*53.3%*	*24.3%*	*29.9%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.5: 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
1	422	422	104	55	246	21	224	354
%V	*40.7%*	*42.5%*	*29.5%*	*39.0%*	*38.3%*	*11.1%*	*49.3%*	*38.6%*
%H (All HH)		*100.0%*	*24.6%*	*13.0%*	*58.3%*	*5.0%*	*53.1%*	*83.9%*
%H (TV HH)			*24.6%*	*13.0%*	*58.3%*	*5.0%*	*53.1%*	
2	338	338	134	49	225	78	147	304
%V	*32.6%*	*34.0%*	*38.1%*	*34.8%*	*35.0%*	*41.3%*	*32.4%*	*33.2%*
%H (All HH)		*100.0%*	*39.6%*	*14.5%*	*66.6%*	*23.1%*	*43.5%*	*89.9%*
%H (TV HH)			*39.6%*	*14.5%*	*66.6%*	*23.1%*	*43.5%*	
3	141	141	63	23	100	46	54	131
%V	*13.6%*	*14.2%*	*17.9%*	*16.3%*	*15.6%*	*24.3%*	*11.9%*	*14.3%*
%H (All HH)		*100.0%*	*44.7%*	*16.3%*	*70.9%*	*32.6%*	*38.3%*	*92.9%*
%H (TV HH)			*44.7%*	*16.3%*	*70.9%*	*32.6%*	*38.3%*	
4	62	62	32	10	46	25	21	60
%V	*6.0%*	*6.2%*	*9.1%*	*7.1%*	*7.2%*	*13.2%*	*4.6%*	*6.6%*
%H (All HH)		*100.0%*	*51.6%*	*16.1%*	*74.2%*	*40.3%*	*33.9%*	*96.8%*
%H (TV HH)			*51.6%*	*16.1%*	*74.2%*	*40.3%*	*33.9%*	
5+	31	31	19	5	26	18	8	30
%V	*3.0%*	*3.1%*	*5.4%*	*3.5%*	*4.0%*	*9.5%*	*1.8%*	*3.3%*
%H (All HH)		*100.0%*	*61.3%*	*16.1%*	*83.9%*	*58.1%*	*25.8%*	*96.8%*
%H (TV HH)			*61.3%*	*16.1%*	*83.9%*	*58.1%*	*25.8%*	

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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Under 20"	74	74	29	8	63	26	36	64
%V	*7.1%*	*7.4%*	*8.2%*	*5.7%*	*9.8%*	*13.8%*	*7.9%*	*7.0%*
%H (All HH)		*100.0%*	*39.2%*	*10.8%*	*85.1%*	*35.1%*	*48.6%*	*86.5%*
%H (TV HH)			*39.2%*	*10.8%*	*85.1%*	*35.1%*	*48.6%*	
20" - 29"	239	239	82	35	181	61	120	206
%V	*23.0%*	*24.0%*	*23.3%*	*24.8%*	*28.2%*	*32.3%*	*26.4%*	*22.5%*
%H (All HH)		*100.0%*	*34.3%*	*14.6%*	*75.7%*	*25.5%*	*50.2%*	*86.2%*
%H (TV HH)			*34.3%*	*14.6%*	*75.7%*	*25.5%*	*50.2%*	
30" - 39"	440	440	159	63	300	95	204	400
%V	*42.4%*	*44.3%*	*45.2%*	*44.7%*	*46.7%*	*50.3%*	*44.9%*	*43.7%*
%H (All HH)		*100.0%*	*36.1%*	*14.3%*	*68.2%*	*21.6%*	*46.4%*	*90.9%*
%H (TV HH)			*36.1%*	*14.3%*	*68.2%*	*21.6%*	*46.4%*	
40" - 49"	425	425	168	65	270	94	175	396
%V	*41.0%*	*42.8%*	*47.7%*	*46.1%*	*42.1%*	*49.7%*	*38.5%*	*43.2%*
%H (All HH)		*100.0%*	*39.5%*	*15.3%*	*63.5%*	*22.1%*	*41.2%*	*93.2%*
%H (TV HH)			*39.5%*	*15.3%*	*63.5%*	*22.1%*	*41.2%*	
50" - 59"	157	157	86	27	84	48	36	152
%V	*15.1%*	*15.8%*	*24.4%*	*19.1%*	*13.1%*	*25.4%*	*7.9%*	*16.6%*
%H (All HH)		*100.0%*	*54.8%*	*17.2%*	*53.5%*	*30.6%*	*22.9%*	*96.8%*
%H (TV HH)			*54.8%*	*17.2%*	*53.5%*	*30.6%*	*22.9%*	
60"+	18	18	12	2	8	5	2	18
%V	*1.7%*	*1.8%*	*3.4%*	*1.4%*	*1.2%*	*2.6%*	*0.4%*	*2.0%*
%H (All HH)		*100.0%*	*66.7%*	*11.1%*	*44.4%*	*27.8%*	*11.1%*	*100.0%*
%H (TV HH)			*66.7%*	*11.1%*	*44.4%*	*27.8%*	*11.1%*	

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
Jan - Dec 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Main living room	989	989	351	141	640	189	451	876
%V	*95.4%*	*99.5%*	*99.7%*	*100.0%*	*99.7%*	*100.0%*	*99.3%*	*95.6%*
%H (All HH)		*100.0%*	*35.5%*	*14.3%*	*64.7%*	*19.1%*	*45.6%*	*88.6%*
%H (TV HH)			*35.5%*	*14.3%*	*64.7%*	*19.1%*	*45.6%*	
Kitchen	105	105	44	13	90	41	49	92
%V	*10.1%*	*10.6%*	*12.5%*	*9.2%*	*14.0%*	*21.7%*	*10.8%*	*10.0%*
%H (All HH)		*100.0%*	*41.9%*	*12.4%*	*85.7%*	*39.0%*	*46.7%*	*87.6%*
%H (TV HH)			*41.9%*	*12.4%*	*85.7%*	*39.0%*	*46.7%*	
Adult's bedroom	441	441	199	66	308	140	169	406
%V	*42.5%*	*44.4%*	*56.5%*	*46.8%*	*48.0%*	*74.1%*	*37.2%*	*44.3%*
%H (All HH)		*100.0%*	*45.1%*	*15.0%*	*69.8%*	*31.7%*	*38.3%*	*92.1%*
%H (TV HH)			*45.1%*	*15.0%*	*69.8%*	*31.7%*	*38.3%*	
Child's bedroom	67	67	39	10	38	21	17	66
%V	*6.5%*	*6.7%*	*11.1%*	*7.1%*	*5.9%*	*11.1%*	*3.7%*	*7.2%*
%H (All HH)		*100.0%*	*58.2%*	*14.9%*	*56.7%*	*31.3%*	*25.4%*	*98.5%*
%H (TV HH)			*58.2%*	*14.9%*	*56.7%*	*31.3%*	*25.4%*	
Other bedroom	49	49	21	5	40	17	23	46
%V	*4.7%*	*4.9%*	*6.0%*	*3.5%*	*6.2%*	*9.0%*	*5.1%*	*5.0%*
%H (All HH)		*100.0%*	*42.9%*	*10.2%*	*81.6%*	*34.7%*	*46.9%*	*93.9%*
%H (TV HH)			*42.9%*	*10.2%*	*81.6%*	*34.7%*	*46.9%*	
Second living/dining room	109	109	49	18	72	32	41	102
%V	*10.5%*	*11.0%*	*13.9%*	*12.8%*	*11.2%*	*16.9%*	*9.0%*	*11.1%*
%H (All HH)		*100.0%*	*45.0%*	*16.5%*	*66.1%*	*29.4%*	*37.6%*	*93.6%*
%H (TV HH)			*45.0%*	*16.5%*	*66.1%*	*29.4%*	*37.6%*	
Study/office	15	15	8	2	9	4	5	14
%V	*1.4%*	*1.5%*	*2.3%*	*1.4%*	*1.4%*	*2.1%*	*1.1%*	*1.5%*
%H (All HH)		*100.0%*	*53.3%*	*13.3%*	*60.0%*	*26.7%*	*33.3%*	*93.3%*
%H (TV HH)			*53.3%*	*13.3%*	*60.0%*	*26.7%*	*33.3%*	
TV room	8	8	4	1	6	3	3	7
%V	*0.8%*	*0.8%*	*1.1%*	*0.7%*	*0.9%*	*1.6%*	*0.7%*	*0.8%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
%H (TV HH)			*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	
Conservatory	22	22	10	2	18	8	10	20
%V	*2.1%*	*2.2%*	*2.8%*	*1.4%*	*2.8%*	*4.2%*	*2.2%*	*2.2%*
%H (All HH)		*100.0%*	*45.5%*	*9.1%*	*81.8%*	*36.4%*	*45.5%*	*90.9%*
%H (TV HH)			*45.5%*	*9.1%*	*81.8%*	*36.4%*	*45.5%*	
Attic or loft room	2	2	2	0	1	1	0	2
%V	*0.2%*	*0.2%*	*0.6%*	*0.0%*	*0.2%*	*0.5%*	*0.0%*	*0.2%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
No specific location	0	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	8	8	5	1	8	5	3	8
%V	*0.8%*	*0.8%*	*1.4%*	*0.7%*	*1.2%*	*2.6%*	*0.7%*	*0.9%*
%H (All HH)		*100.0%*	*62.5%*	*12.5%*	*100.0%*	*62.5%*	*37.5%*	*100.0%*
%H (TV HH)			*62.5%*	*12.5%*	*100.0%*	*62.5%*	*37.5%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.8: 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Any DSAT provider	352	352	352	3	136	136	0	333
%V	*33.9%*	*35.4%*	*100.0%*	*2.1%*	*21.2%*	*72.0%*	*0.0%*	*36.4%*
%H (All HH)			*100.0%*	*0.9%*	*38.6%*	*38.6%*	*0.0%*	*94.6%*
%H (TV HH)			*100.0%*	*0.9%*	*38.6%*	*38.6%*	*0.0%*	
Sky with subcription	284	284	284	1	110	110	0	269
%V	*27.4%*	*28.6%*	*80.7%*	*0.7%*	*17.1%*	*58.2%*	*0.0%*	*29.4%*
%H (All HH)			*100.0%*	*0.4%*	*38.7%*	*38.7%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*0.4%*	*38.7%*	*38.7%*	*0.0%*	
Sky without subscription	12	12	12	0	6	6	0	10
%V	*1.2%*	*1.2%*	*3.4%*	*0.0%*	*0.9%*	*3.2%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*83.3%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	53	53	53	2	21	21	0	51
%V	*5.1%*	*5.3%*	*15.1%*	*1.4%*	*3.3%*	*11.1%*	*0.0%*	*5.6%*
%H (All HH)			*100.0%*	*3.8%*	*39.6%*	*39.6%*	*0.0%*	*96.2%*
%H (TV HH)			*100.0%*	*3.8%*	*39.6%*	*39.6%*	*0.0%*	
Other satellite provider	10	10	10	1	5	5	0	10
%V	*1.0%*	*1.0%*	*2.8%*	*0.7%*	*0.8%*	*2.6%*	*0.0%*	*1.1%*
%H (All HH)			*100.0%*	*10.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*10.0%*	*50.0%*	*50.0%*	*0.0%*	
DCAB	141	141	3	141	54	54	0	132
%V	*13.6%*	*14.2%*	*0.9%*	*100.0%*	*8.4%*	*28.6%*	*0.0%*	*14.4%*
%H (All HH)			*2.1%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	*93.6%*
%H (TV HH)			*2.1%*	*100.0%*	*38.3%*	*38.3%*	*0.0%*	
DTT	642	642	136	54	642	189	454	545
%V	*61.9%*	*64.6%*	*38.6%*	*38.3%*	*100.0%*	*100.0%*	*100.0%*	*59.5%*
%H (All HH)		*100.0%*	*21.2%*	*8.4%*	*100.0%*	*29.4%*	*70.7%*	*84.9%*
%H (TV HH)			*21.2%*	*8.4%*	*100.0%*	*29.4%*	*70.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.9: 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	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
PVR	624	624	316	139	347	176	171	581
%V	*60.2%*	*62.8%*	*89.8%*	*98.6%*	*54.0%*	*93.1%*	*37.7%*	*63.4%*
%H (All HH)		*100.0%*	*50.6%*	*22.3%*	*55.6%*	*28.2%*	*27.4%*	*93.1%*
%H (TV HH)			*50.6%*	*22.3%*	*55.6%*	*28.2%*	*27.4%*	
DVDR	4	4	1	0	4	1	3	4
%V	*0.4%*	*0.4%*	*0.3%*	*0.0%*	*0.6%*	*0.5%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*100.0%*
%H (TV HH)			*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	
VCR	4	4	0	2	4	2	2	3
%V	*0.4%*	*0.4%*	*0.0%*	*1.4%*	*0.6%*	*1.1%*	*0.4%*	*0.3%*
%H (All HH)		*100.0%*	*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
%H (TV HH)			*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	
Any recorder	628	628	316	139	351	176	174	585
%V	*60.6%*	*63.2%*	*89.8%*	*98.6%*	*54.7%*	*93.1%*	*38.3%*	*63.9%*
%H (All HH)		*100.0%*	*50.3%*	*22.1%*	*55.9%*	*28.0%*	*27.7%*	*93.2%*
%H (TV HH)			*50.3%*	*22.1%*	*55.9%*	*28.0%*	*27.7%*	
Receives HDTV (via STB or built-in reception)	736	736	311	120	478	172	307	679
%V	*71.0%*	*74.0%*	*88.4%*	*85.1%*	*74.5%*	*91.0%*	*67.6%*	*74.1%*
%H (All HH)		*100.0%*	*42.3%*	*16.3%*	*64.9%*	*23.4%*	*41.7%*	*92.3%*
%H (TV HH)			*42.3%*	*16.3%*	*64.9%*	*23.4%*	*41.7%*	
DVD/Blu-ray player or recorder	646	646	244	95	440	151	289	597
%V	*62.3%*	*65.0%*	*69.3%*	*67.4%*	*68.5%*	*79.9%*	*63.7%*	*65.2%*
%H (All HH)		*100.0%*	*37.8%*	*14.7%*	*68.1%*	*23.4%*	*44.7%*	*92.4%*
%H (TV HH)			*37.8%*	*14.7%*	*68.1%*	*23.4%*	*44.7%*	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

Table 13.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1037	994	352	141	642	189	454	916
%H (All HH)		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*
%H (TV HH)			*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	
Has broadband internet	916	879	333	132	545	175	369	916
%V	*88.3%*	*88.4%*	*94.6%*	*93.6%*	*84.9%*	*92.6%*	*81.3%*	*100.0%*
%H (All HH)		*96.0%*	*36.4%*	*14.4%*	*59.5%*	*19.1%*	*40.3%*	*100.0%*
%H (TV HH)			*37.9%*	*15.0%*	*62.0%*	*19.9%*	*42.0%*	
Number of computers (PCs and laptops)								
0	167	157	36	13	117	18	100	54
%V	*16.1%*	*15.8%*	*10.2%*	*9.2%*	*18.2%*	*9.5%*	*22.0%*	*5.9%*
%H (All HH)		*94.0%*	*21.6%*	*7.8%*	*70.1%*	*10.8%*	*59.9%*	*32.3%*
%H (TV HH)			*22.9%*	*8.3%*	*74.5%*	*11.5%*	*63.7%*	
1	254	242	73	35	157	36	121	250
%V	*24.5%*	*24.3%*	*20.7%*	*24.8%*	*24.5%*	*19.0%*	*26.7%*	*27.3%*
%H (All HH)		*95.3%*	*28.7%*	*13.8%*	*61.8%*	*14.2%*	*47.6%*	*98.4%*
%H (TV HH)			*30.2%*	*14.5%*	*64.9%*	*14.9%*	*50.0%*	
2	253	242	87	36	156	48	109	251
%V	*24.4%*	*24.3%*	*24.7%*	*25.5%*	*24.3%*	*25.4%*	*24.0%*	*27.4%*
%H (All HH)		*95.7%*	*34.4%*	*14.2%*	*61.7%*	*19.0%*	*43.1%*	*99.2%*
%H (TV HH)			*36.0%*	*14.9%*	*64.5%*	*19.8%*	*45.0%*	
3	164	160	67	19	99	33	66	163
%V	*15.8%*	*16.1%*	*19.0%*	*13.5%*	*15.4%*	*17.5%*	*14.5%*	*17.8%*
%H (All HH)		*97.6%*	*40.9%*	*11.6%*	*60.4%*	*20.1%*	*40.2%*	*99.4%*
%H (TV HH)			*41.9%*	*11.9%*	*61.9%*	*20.6%*	*41.3%*	
4	106	100	42	22	56	24	32	106
%V	*10.2%*	*10.1%*	*11.9%*	*15.6%*	*8.7%*	*12.7%*	*7.0%*	*11.6%*
%H (All HH)		*94.3%*	*39.6%*	*20.8%*	*52.8%*	*22.6%*	*30.2%*	*100.0%*
%H (TV HH)			*42.0%*	*22.0%*	*56.0%*	*24.0%*	*32.0%*	
5+	93	92	47	16	55	30	26	93
%V	*9.0%*	*9.3%*	*13.4%*	*11.3%*	*8.6%*	*15.9%*	*5.7%*	*10.2%*
%H (All HH)		*98.9%*	*50.5%*	*17.2%*	*59.1%*	*32.3%*	*28.0%*	*100.0%*
%H (TV HH)			*51.1%*	*17.4%*	*59.8%*	*32.6%*	*28.3%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV West

Set level data

Table 13.11: Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1944	795	287	1324	516	809	1766
%H		*40.9%*	*14.8%*	*68.1%*	*26.5%*	*41.6%*	*90.8%*
Under 20"	91	37	9	79	33	46	80
%V	*4.7%*	*4.7%*	*3.1%*	*6.0%*	*6.4%*	*5.7%*	*4.5%*
%H		*40.7%*	*9.9%*	*86.8%*	*36.3%*	*50.5%*	*87.9%*
20" - 29"	302	108	47	229	83	145	258
%V	*15.5%*	*13.6%*	*16.4%*	*17.3%*	*16.1%*	*17.9%*	*14.6%*
%H		*35.8%*	*15.6%*	*75.8%*	*27.5%*	*48.0%*	*85.4%*
30" - 39"	547	213	79	371	131	239	504
%V	*28.1%*	*26.8%*	*27.5%*	*28.0%*	*25.4%*	*29.5%*	*28.5%*
%H		*38.9%*	*14.4%*	*67.8%*	*23.9%*	*43.7%*	*92.1%*
40" - 49"	509	211	79	321	118	203	478
%V	*26.2%*	*26.5%*	*27.5%*	*24.2%*	*22.9%*	*25.1%*	*27.1%*
%H		*41.5%*	*15.5%*	*63.1%*	*23.2%*	*39.9%*	*93.9%*
50" - 59"	173	95	28	91	52	40	167
%V	*8.9%*	*11.9%*	*9.8%*	*6.9%*	*10.1%*	*4.9%*	*9.5%*
%H		*54.9%*	*16.2%*	*52.6%*	*30.1%*	*23.1%*	*96.5%*
60"+	18	12	2	8	5	2	18
%V	*0.9%*	*1.5%*	*0.7%*	*0.6%*	*1.0%*	*0.2%*	*1.0%*
%H		*66.7%*	*11.1%*	*44.4%*	*27.8%*	*11.1%*	*100.0%*
Don't know	304	119	43	226	93	133	261
%V	*15.6%*	*15.0%*	*15.0%*	*17.1%*	*18.0%*	*16.4%*	*14.8%*
%H		*39.1%*	*14.1%*	*74.3%*	*30.6%*	*43.8%*	*85.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	1944	795	287	1324	516	809	1766
%H		*40.9%*	*14.8%*	*68.1%*	*26.5%*	*41.6%*	*90.8%*
Main living room	992	353	141	640	189	452	878
%V	*51.0%*	*44.4%*	*49.1%*	*48.3%*	*36.6%*	*55.9%*	*49.7%*
%H		*35.6%*	*14.2%*	*64.5%*	*19.1%*	*45.6%*	*88.5%*
Kitchen	105	44	13	90	41	49	92
%V	*5.4%*	*5.5%*	*4.5%*	*6.8%*	*7.9%*	*6.1%*	*5.2%*
%H		*41.9%*	*12.4%*	*85.7%*	*39.0%*	*46.7%*	*87.6%*
Adult's bedroom	530	238	90	374	178	196	494
%V	*27.3%*	*29.9%*	*31.4%*	*28.2%*	*34.5%*	*24.2%*	*28.0%*
%H		*44.9%*	*17.0%*	*70.6%*	*33.6%*	*37.0%*	*93.2%*
Child's bedroom	94	55	16	56	33	23	93
%V	*4.8%*	*6.9%*	*5.6%*	*4.2%*	*6.4%*	*2.8%*	*5.3%*
%H		*58.5%*	*17.0%*	*59.6%*	*35.1%*	*24.5%*	*98.9%*
Other bedroom	55	26	5	46	21	25	52
%V	*2.8%*	*3.3%*	*1.7%*	*3.5%*	*4.1%*	*3.1%*	*2.9%*
%H		*47.3%*	*9.1%*	*83.6%*	*38.2%*	*45.5%*	*94.5%*
Second living/dining room	110	49	18	73	32	42	104
%V	*5.7%*	*6.2%*	*6.3%*	*5.5%*	*6.2%*	*5.2%*	*5.9%*
%H		*44.5%*	*16.4%*	*66.4%*	*29.1%*	*38.2%*	*94.5%*
Study/office	16	9	2	10	5	5	15
%V	*0.8%*	*1.1%*	*0.7%*	*0.8%*	*1.0%*	*0.6%*	*0.8%*
%H		*56.3%*	*12.5%*	*62.5%*	*31.3%*	*31.3%*	*93.8%*
TV room	8	4	1	6	3	3	7
%V	*0.4%*	*0.5%*	*0.3%*	*0.5%*	*0.6%*	*0.4%*	*0.4%*
%H		*50.0%*	*12.5%*	*75.0%*	*37.5%*	*37.5%*	*87.5%*
Conservatory	22	10	2	18	8	10	20
%V	*1.1%*	*1.3%*	*0.7%*	*1.4%*	*1.6%*	*1.2%*	*1.1%*
%H		*45.5%*	*9.1%*	*81.8%*	*36.4%*	*45.5%*	*90.9%*
Attic or loft room	3	3	0	1	1	0	3
%V	*0.2%*	*0.4%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.2%*
%H		*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	10	5	1	10	6	4	10
%V	*0.5%*	*0.6%*	*0.3%*	*0.8%*	*1.2%*	*0.5%*	*0.6%*
%H		*50.0%*	*10.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	1944	795	287	1324	516	809	1766
%H		*40.9%*	*14.8%*	*68.1%*	*26.5%*	*41.6%*	*90.8%*
PVR	881	491	197	443	246	197	832
%V	*45.3%*	*61.8%*	*68.6%*	*33.5%*	*47.7%*	*24.4%*	*47.1%*
%H		*55.7%*	*22.4%*	*50.3%*	*27.9%*	*22.4%*	*94.4%*
DVDR	4	1	0	4	1	3	4
%V	*0.2%*	*0.1%*	*0.0%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*
%H		*25.0%*	*0.0%*	*100.0%*	*25.0%*	*75.0%*	*100.0%*
VCR	4	0	2	4	2	2	3
%V	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*0.4%*	*0.2%*	*0.2%*
%H		*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*75.0%*
Any recorder	888	492	199	450	249	201	839
%V	*45.7%*	*61.9%*	*69.3%*	*34.0%*	*48.3%*	*24.8%*	*47.5%*
%H		*55.4%*	*22.4%*	*50.7%*	*28.0%*	*22.6%*	*94.5%*

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	1944	795	287	1324	516	809	1766
%H		*40.9%*	*14.8%*	*68.1%*	*26.5%*	*41.6%*	*90.8%*
Receives HDTV (via STB or built-in reception)	1108	530	177	711	306	405	1038
%V	*57.0%*	*66.7%*	*61.7%*	*53.7%*	*59.3%*	*50.1%*	*58.8%*
%H		*47.8%*	*16.0%*	*64.2%*	*27.6%*	*36.6%*	*93.7%*
DVD/Blu-ray player or recorder	917	386	139	640	268	372	862
%V	*47.2%*	*48.6%*	*48.4%*	*48.3%*	*51.9%*	*46.0%*	*48.8%*
%H		*42.1%*	*15.2%*	*69.8%*	*29.2%*	*40.6%*	*94.0%*

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	994	352	141	642	189	454	879
%H		*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	*88.4%*
Under 20"	7	1	1	5	1	5	4
%V	*0.7%*	*0.3%*	*0.7%*	*0.8%*	*0.5%*	*1.1%*	*0.5%*
%H		*14.3%*	*14.3%*	*71.4%*	*14.3%*	*71.4%*	*57.1%*
20" - 29"	58	11	9	40	4	36	38
%V	*5.8%*	*3.1%*	*6.4%*	*6.2%*	*2.1%*	*7.9%*	*4.3%*
%H		*19.0%*	*15.5%*	*69.0%*	*6.9%*	*62.1%*	*65.5%*
30" - 39"	274	77	36	192	43	149	238
%V	*27.6%*	*21.9%*	*25.5%*	*29.9%*	*22.8%*	*32.8%*	*27.1%*
%H		*28.1%*	*13.1%*	*70.1%*	*15.7%*	*54.4%*	*86.9%*
40" - 49"	368	137	55	236	75	160	340
%V	*37.0%*	*38.9%*	*39.0%*	*36.8%*	*39.7%*	*35.2%*	*38.7%*
%H		*37.2%*	*14.9%*	*64.1%*	*20.4%*	*43.5%*	*92.4%*
50" - 59"	146	78	25	75	41	34	140
%V	*14.7%*	*22.2%*	*17.7%*	*11.7%*	*21.7%*	*7.5%*	*15.9%*
%H		*53.4%*	*17.1%*	*51.4%*	*28.1%*	*23.3%*	*95.9%*
60"+	17	12	2	7	5	2	17
%V	*1.7%*	*3.4%*	*1.4%*	*1.1%*	*2.6%*	*0.4%*	*1.9%*
%H		*70.6%*	*11.8%*	*41.2%*	*29.4%*	*11.8%*	*100.0%*
Don't know	124	37	14	87	20	67	102
%V	*12.5%*	*10.5%*	*9.9%*	*13.6%*	*10.6%*	*14.8%*	*11.6%*
%H		*29.8%*	*11.3%*	*70.2%*	*16.1%*	*54.0%*	*82.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV West

Set level data

Table 13.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	994	352	141	642	189	454	879
%H		*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	*88.4%*
PVR	616	313	137	339	172	168	575
%V	*62.0%*	*88.9%*	*97.2%*	*52.8%*	*91.0%*	*37.0%*	*65.4%*
%H		*50.8%*	*22.2%*	*55.0%*	*27.9%*	*27.3%*	*93.3%*
DVDR	3	0	0	3	0	3	3
%V	*0.3%*	*0.0%*	*0.0%*	*0.5%*	*0.0%*	*0.7%*	*0.3%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
VCR	2	0	1	2	1	1	1
%V	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*0.5%*	*0.2%*	*0.1%*
%H		*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
Any recorder	620	314	138	343	173	170	578
%V	*62.4%*	*89.2%*	*97.9%*	*53.4%*	*91.5%*	*37.4%*	*65.8%*
%H		*50.6%*	*22.3%*	*55.3%*	*27.9%*	*27.4%*	*93.2%*

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

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	994	352	141	642	189	454	879
%H		*35.4%*	*14.2%*	*64.6%*	*19.0%*	*45.7%*	*88.4%*
Receives HDTV (via STB or built-in reception)	719	305	120	463	166	297	663
%V	*72.3%*	*86.6%*	*85.1%*	*72.1%*	*87.8%*	*65.4%*	*75.4%*
%H		*42.4%*	*16.7%*	*64.4%*	*23.1%*	*41.3%*	*92.2%*
DVD/Blu-ray player or recorder	568	209	80	393	129	263	522
%V	*57.1%*	*59.4%*	*56.7%*	*61.2%*	*68.3%*	*57.9%*	*59.4%*
%H		*36.8%*	*14.1%*	*69.2%*	*22.7%*	*46.3%*	*91.9%*

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	951	442	146	682	327	355	887
%H		*46.5%*	*15.4%*	*71.7%*	*34.4%*	*37.3%*	*93.3%*
Under 20"	85	36	8	74	33	41	76
%V	*8.9%*	*8.1%*	*5.5%*	*10.9%*	*10.1%*	*11.5%*	*8.6%*
%H		*42.4%*	*9.4%*	*87.1%*	*38.8%*	*48.2%*	*89.4%*
20" - 29"	244	98	38	188	79	109	221
%V	*25.7%*	*22.2%*	*26.0%*	*27.6%*	*24.2%*	*30.7%*	*24.9%*
%H		*40.2%*	*15.6%*	*77.0%*	*32.4%*	*44.7%*	*90.6%*
30" - 39"	273	135	44	179	89	90	267
%V	*28.7%*	*30.5%*	*30.1%*	*26.2%*	*27.2%*	*25.4%*	*30.1%*
%H		*49.5%*	*16.1%*	*65.6%*	*32.6%*	*33.0%*	*97.8%*
40" - 49"	141	74	24	86	43	43	137
%V	*14.8%*	*16.7%*	*16.4%*	*12.6%*	*13.1%*	*12.1%*	*15.4%*
%H		*52.5%*	*17.0%*	*61.0%*	*30.5%*	*30.5%*	*97.2%*
50" - 59"	27	17	3	16	10	6	27
%V	*2.8%*	*3.8%*	*2.1%*	*2.3%*	*3.1%*	*1.7%*	*3.0%*
%H		*63.0%*	*11.1%*	*59.3%*	*37.0%*	*22.2%*	*100.0%*
60"+	1	1	0	1	0	1	1
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.0%*	*0.3%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Don't know	180	82	29	138	73	65	159
%V	*18.9%*	*18.6%*	*19.9%*	*20.2%*	*22.3%*	*18.3%*	*17.9%*
%H		*45.6%*	*16.1%*	*76.7%*	*40.6%*	*36.1%*	*88.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	951	442	146	682	327	355	887
%H		*46.5%*	*15.4%*	*71.7%*	*34.4%*	*37.3%*	*93.3%*
PVR	265	178	60	103	74	29	257
%V	*27.9%*	*40.3%*	*41.1%*	*15.1%*	*22.6%*	*8.2%*	*29.0%*
%H		*67.2%*	*22.6%*	*38.9%*	*27.9%*	*10.9%*	*97.0%*
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	2	0	1	2	1	1	2
%V	*0.2%*	*0.0%*	*0.7%*	*0.3%*	*0.3%*	*0.3%*	*0.2%*
%H		*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	268	178	61	106	76	30	261
%V	*28.2%*	*40.3%*	*41.8%*	*15.5%*	*23.2%*	*8.5%*	*29.4%*
%H		*66.4%*	*22.8%*	*39.6%*	*28.4%*	*11.2%*	*97.4%*

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	951	442	146	682	327	355	887
%H		*46.5%*	*15.4%*	*71.7%*	*34.4%*	*37.3%*	*93.3%*
Receives HDTV (via STB or built-in reception)	389	226	58	247	139	108	376
%V	*40.9%*	*51.1%*	*39.7%*	*36.2%*	*42.5%*	*30.4%*	*42.4%*
%H		*58.1%*	*14.9%*	*63.5%*	*35.7%*	*27.8%*	*96.7%*
DVD/Blu-ray player or recorder	348	176	59	247	138	109	340
%V	*36.6%*	*39.8%*	*40.4%*	*36.2%*	*42.2%*	*30.7%*	*38.3%*
%H		*50.6%*	*17.0%*	*71.0%*	*39.7%*	*31.3%*	*97.7%*

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	2364	2282	911	359	1399	485	914	2197
%H		*96.5%*	*38.5%*	*15.2%*	*59.2%*	*20.5%*	*38.7%*	*92.9%*
Total Children	434	426	196	70	231	90	141	427
%V	*18.4%*	*18.7%*	*21.5%*	*19.5%*	*16.5%*	*18.6%*	*15.4%*	*19.4%*
%H		*98.2%*	*45.2%*	*16.1%*	*53.2%*	*20.7%*	*32.5%*	*98.4%*
0 - 3	111	109	45	17	64	24	40	109
%V	*4.7%*	*4.8%*	*4.9%*	*4.7%*	*4.6%*	*4.9%*	*4.4%*	*5.0%*
%H		*98.2%*	*40.5%*	*15.3%*	*57.7%*	*21.6%*	*36.0%*	*98.2%*
4 - 15	323	317	151	53	167	66	101	318
%V	*13.7%*	*13.9%*	*16.6%*	*14.8%*	*11.9%*	*13.6%*	*11.1%*	*14.5%*
%H		*98.1%*	*46.7%*	*16.4%*	*51.7%*	*20.4%*	*31.3%*	*98.5%*
4 - 9	171	167	79	26	85	30	54	169
%V	*7.2%*	*7.3%*	*8.7%*	*7.2%*	*6.1%*	*6.2%*	*5.9%*	*7.7%*
%H		*97.7%*	*46.2%*	*15.2%*	*49.7%*	*17.5%*	*31.6%*	*98.8%*
10 - 15	152	150	71	27	82	35	47	149
%V	*6.4%*	*6.6%*	*7.8%*	*7.5%*	*5.9%*	*7.2%*	*5.1%*	*6.8%*
%H		*98.7%*	*46.7%*	*17.8%*	*53.9%*	*23.0%*	*30.9%*	*98.0%*

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	2364	2282	911	359	1399	485	914	2197
%H		*96.5%*	*38.5%*	*15.2%*	*59.2%*	*20.5%*	*38.7%*	*92.9%*
Total Adults (16+)	1930	1856	715	289	1168	395	773	1770
%V	*81.6%*	*81.3%*	*78.5%*	*80.5%*	*83.5%*	*81.4%*	*84.6%*	*80.6%*
%H		*96.2%*	*37.0%*	*15.0%*	*60.5%*	*20.5%*	*40.1%*	*91.7%*
16 - 19	83	80	41	19	44	26	18	82
%V	*3.5%*	*3.5%*	*4.5%*	*5.3%*	*3.1%*	*5.4%*	*2.0%*	*3.7%*
%H		*96.4%*	*49.4%*	*22.9%*	*53.0%*	*31.3%*	*21.7%*	*98.8%*
20 - 24	157	137	56	24	78	32	46	151
%V	*6.6%*	*6.0%*	*6.1%*	*6.7%*	*5.6%*	*6.6%*	*5.0%*	*6.9%*
%H		*87.3%*	*35.7%*	*15.3%*	*49.7%*	*20.4%*	*29.3%*	*96.2%*
25 - 34	318	299	115	49	148	51	97	312
%V	*13.5%*	*13.1%*	*12.6%*	*13.6%*	*10.6%*	*10.5%*	*10.6%*	*14.2%*
%H		*94.0%*	*36.2%*	*15.4%*	*46.5%*	*16.0%*	*30.5%*	*98.1%*
35 - 44	280	268	114	41	140	46	94	274
%V	*11.8%*	*11.7%*	*12.5%*	*11.4%*	*10.0%*	*9.5%*	*10.3%*	*12.5%*
%H		*95.7%*	*40.7%*	*14.6%*	*50.0%*	*16.4%*	*33.6%*	*97.9%*
45 - 54	346	337	147	65	209	90	119	328
%V	*14.6%*	*14.8%*	*16.1%*	*18.1%*	*14.9%*	*18.6%*	*13.0%*	*14.9%*
%H		*97.4%*	*42.5%*	*18.8%*	*60.4%*	*26.0%*	*34.4%*	*94.8%*
55 - 64	291	282	110	45	194	71	123	276
%V	*12.3%*	*12.4%*	*12.1%*	*12.5%*	*13.9%*	*14.6%*	*13.5%*	*12.6%*
%H		*96.9%*	*37.8%*	*15.5%*	*66.7%*	*24.4%*	*42.3%*	*94.8%*
65+	456	453	131	46	355	80	275	345
%V	*19.3%*	*19.9%*	*14.4%*	*12.8%*	*25.4%*	*16.5%*	*30.1%*	*15.7%*
%H		*99.3%*	*28.7%*	*10.1%*	*77.9%*	*17.5%*	*60.3%*	*75.7%*

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+)	1930	1856	715	289	1168	395	773	1770
%H		*96.2%*	*37.0%*	*15.0%*	*60.5%*	*20.5%*	*40.1%*	*91.7%*
AB	536	522	227	74	324	121	203	527
%V	*27.8%*	*28.1%*	*31.7%*	*25.6%*	*27.7%*	*30.6%*	*26.3%*	*29.8%*
%H		*97.4%*	*42.4%*	*13.8%*	*60.4%*	*22.6%*	*37.9%*	*98.3%*
C1	594	566	208	91	345	116	228	564
%V	*30.8%*	*30.5%*	*29.1%*	*31.5%*	*29.5%*	*29.4%*	*29.5%*	*31.9%*
%H		*95.3%*	*35.0%*	*15.3%*	*58.1%*	*19.5%*	*38.4%*	*94.9%*
C2	481	468	178	88	292	99	193	428
%V	*24.9%*	*25.2%*	*24.9%*	*30.4%*	*25.0%*	*25.1%*	*25.0%*	*24.2%*
%H		*97.3%*	*37.0%*	*18.3%*	*60.7%*	*20.6%*	*40.1%*	*89.0%*
D	210	201	77	29	130	41	89	178
%V	*10.9%*	*10.8%*	*10.8%*	*10.0%*	*11.1%*	*10.4%*	*11.5%*	*10.1%*
%H		*95.7%*	*36.7%*	*13.8%*	*61.9%*	*19.5%*	*42.4%*	*84.8%*
E	108	98	26	7	77	18	59	73
%V	*5.6%*	*5.3%*	*3.6%*	*2.4%*	*6.6%*	*4.6%*	*7.6%*	*4.1%*
%H		*90.7%*	*24.1%*	*6.5%*	*71.3%*	*16.7%*	*54.6%*	*67.6%*

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+)	1930	1856	715	289	1168	395	773	1770
%H		*96.2%*	*37.0%*	*15.0%*	*60.5%*	*20.5%*	*40.1%*	*91.7%*
Working full time	977	942	405	161	524	205	319	951
%V	*50.6%*	*50.8%*	*56.6%*	*55.7%*	*44.9%*	*51.9%*	*41.3%*	*53.7%*
%H		*96.4%*	*41.5%*	*16.5%*	*53.6%*	*21.0%*	*32.7%*	*97.3%*
Working part time	204	201	77	37	129	47	81	193
%V	*10.6%*	*10.8%*	*10.8%*	*12.8%*	*11.0%*	*11.9%*	*10.5%*	*10.9%*
%H		*98.5%*	*37.7%*	*18.1%*	*63.2%*	*23.0%*	*39.7%*	*94.6%*
Not working	748	713	234	92	516	143	373	626
%V	*38.8%*	*38.4%*	*32.7%*	*31.8%*	*44.2%*	*36.2%*	*48.3%*	*35.4%*
%H		*95.3%*	*31.3%*	*12.3%*	*69.0%*	*19.1%*	*49.9%*	*83.7%*
Houseperson	1037	994	352	141	642	189	454	916
%V	*53.7%*	*53.6%*	*49.2%*	*48.8%*	*55.0%*	*47.8%*	*58.7%*	*51.8%*
%H		*95.9%*	*33.9%*	*13.6%*	*61.9%*	*18.2%*	*43.8%*	*88.3%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV West

Individual level data

Table 13.25: Males - Age Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	961	922	360	145	575	199	377	887
%H		*95.9%*	*37.5%*	*15.1%*	*59.8%*	*20.7%*	*39.2%*	*92.3%*
16 - 19	45	44	25	11	23	14	9	45
%V	*4.7%*	*4.8%*	*6.9%*	*7.6%*	*4.0%*	*7.0%*	*2.4%*	*5.1%*
%H		*97.8%*	*55.6%*	*24.4%*	*51.1%*	*31.1%*	*20.0%*	*100.0%*
20 - 24	82	73	34	9	42	17	25	78
%V	*8.5%*	*7.9%*	*9.4%*	*6.2%*	*7.3%*	*8.5%*	*6.6%*	*8.8%*
%H		*89.0%*	*41.5%*	*11.0%*	*51.2%*	*20.7%*	*30.5%*	*95.1%*
25 - 34	168	156	56	25	79	25	54	166
%V	*17.5%*	*16.9%*	*15.6%*	*17.2%*	*13.7%*	*12.6%*	*14.3%*	*18.7%*
%H		*92.9%*	*33.3%*	*14.9%*	*47.0%*	*14.9%*	*32.1%*	*98.8%*
35 - 44	141	134	54	24	68	23	45	139
%V	*14.7%*	*14.5%*	*15.0%*	*16.6%*	*11.8%*	*11.6%*	*11.9%*	*15.7%*
%H		*95.0%*	*38.3%*	*17.0%*	*48.2%*	*16.3%*	*31.9%*	*98.6%*
45 - 54	169	163	67	32	103	42	61	159
%V	*17.6%*	*17.7%*	*18.6%*	*22.1%*	*17.9%*	*21.1%*	*16.2%*	*17.9%*
%H		*96.4%*	*39.6%*	*18.9%*	*60.9%*	*24.9%*	*36.1%*	*94.1%*
55 - 64	144	141	59	21	97	37	59	138
%V	*15.0%*	*15.3%*	*16.4%*	*14.5%*	*16.9%*	*18.6%*	*15.6%*	*15.6%*
%H		*97.9%*	*41.0%*	*14.6%*	*67.4%*	*25.7%*	*41.0%*	*95.8%*
65+	212	211	64	23	165	41	124	163
%V	*22.1%*	*22.9%*	*17.8%*	*15.9%*	*28.7%*	*20.6%*	*32.9%*	*18.4%*
%H		*99.5%*	*30.2%*	*10.8%*	*77.8%*	*19.3%*	*58.5%*	*76.9%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV West

Individual level data

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+)	961	922	360	145	575	199	377	887
%H		*95.9%*	*37.5%*	*15.1%*	*59.8%*	*20.7%*	*39.2%*	*92.3%*
AB	271	264	115	36	168	64	104	266
%V	*28.2%*	*28.6%*	*31.9%*	*24.8%*	*29.2%*	*32.2%*	*27.6%*	*30.0%*
%H		*97.4%*	*42.4%*	*13.3%*	*62.0%*	*23.6%*	*38.4%*	*98.2%*
C1	283	270	105	45	161	58	103	271
%V	*29.4%*	*29.3%*	*29.2%*	*31.0%*	*28.0%*	*29.1%*	*27.3%*	*30.6%*
%H		*95.4%*	*37.1%*	*15.9%*	*56.9%*	*20.5%*	*36.4%*	*95.8%*
C2	263	256	94	47	159	52	107	232
%V	*27.4%*	*27.8%*	*26.1%*	*32.4%*	*27.7%*	*26.1%*	*28.4%*	*26.2%*
%H		*97.3%*	*35.7%*	*17.9%*	*60.5%*	*19.8%*	*40.7%*	*88.2%*
D	97	92	37	13	55	18	37	85
%V	*10.1%*	*10.0%*	*10.3%*	*9.0%*	*9.6%*	*9.0%*	*9.8%*	*9.6%*
%H		*94.8%*	*38.1%*	*13.4%*	*56.7%*	*18.6%*	*38.1%*	*87.6%*
E	47	40	8	3	32	6	26	32
%V	*4.9%*	*4.3%*	*2.2%*	*2.1%*	*5.6%*	*3.0%*	*6.9%*	*3.6%*
%H		*85.1%*	*17.0%*	*6.4%*	*68.1%*	*12.8%*	*55.3%*	*68.1%*

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+)	961	922	360	145	575	199	377	887
%H		*95.9%*	*37.5%*	*15.1%*	*59.8%*	*20.7%*	*39.2%*	*92.3%*
Working full time	591	569	245	98	317	122	195	575
%V	*61.5%*	*61.7%*	*68.1%*	*67.6%*	*55.1%*	*61.3%*	*51.7%*	*64.8%*
%H		*96.3%*	*41.5%*	*16.6%*	*53.6%*	*20.6%*	*33.0%*	*97.3%*
Working part time	38	38	12	10	26	12	14	34
%V	*4.0%*	*4.1%*	*3.3%*	*6.9%*	*4.5%*	*6.0%*	*3.7%*	*3.8%*
%H		*100.0%*	*31.6%*	*26.3%*	*68.4%*	*31.6%*	*36.8%*	*89.5%*
Not working	332	315	103	37	233	64	168	277
%V	*34.5%*	*34.2%*	*28.6%*	*25.5%*	*40.5%*	*32.2%*	*44.6%*	*31.2%*
%H		*94.9%*	*31.0%*	*11.1%*	*70.2%*	*19.3%*	*50.6%*	*83.4%*
Houseperson	209	191	53	22	135	32	102	167
%V	*21.7%*	*20.7%*	*14.7%*	*15.2%*	*23.5%*	*16.1%*	*27.1%*	*18.8%*
%H		*91.4%*	*25.4%*	*10.5%*	*64.6%*	*15.3%*	*48.8%*	*79.9%*

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+)	969	935	355	145	593	197	396	883
%H		*96.5%*	*36.6%*	*15.0%*	*61.2%*	*20.3%*	*40.9%*	*91.1%*
16 - 19	38	37	16	8	22	12	10	37
%V	*3.9%*	*4.0%*	*4.5%*	*5.5%*	*3.7%*	*6.1%*	*2.5%*	*4.2%*
%H		*97.4%*	*42.1%*	*21.1%*	*57.9%*	*31.6%*	*26.3%*	*97.4%*
20 - 24	75	64	22	14	35	15	21	73
%V	*7.7%*	*6.8%*	*6.2%*	*9.7%*	*5.9%*	*7.6%*	*5.3%*	*8.3%*
%H		*85.3%*	*29.3%*	*18.7%*	*46.7%*	*20.0%*	*28.0%*	*97.3%*
25 - 34	149	142	59	24	69	26	43	147
%V	*15.4%*	*15.2%*	*16.6%*	*16.6%*	*11.6%*	*13.2%*	*10.9%*	*16.6%*
%H		*95.3%*	*39.6%*	*16.1%*	*46.3%*	*17.4%*	*28.9%*	*98.7%*
35 - 44	139	134	60	18	72	23	49	135
%V	*14.3%*	*14.3%*	*16.9%*	*12.4%*	*12.1%*	*11.7%*	*12.4%*	*15.3%*
%H		*96.4%*	*43.2%*	*12.9%*	*51.8%*	*16.5%*	*35.3%*	*97.1%*
45 - 54	177	174	80	34	106	48	58	170
%V	*18.3%*	*18.6%*	*22.5%*	*23.4%*	*17.9%*	*24.4%*	*14.6%*	*19.3%*
%H		*98.3%*	*45.2%*	*19.2%*	*59.9%*	*27.1%*	*32.8%*	*96.0%*
55 - 64	147	142	52	25	98	34	64	138
%V	*15.2%*	*15.2%*	*14.6%*	*17.2%*	*16.5%*	*17.3%*	*16.2%*	*15.6%*
%H		*96.6%*	*35.4%*	*17.0%*	*66.7%*	*23.1%*	*43.5%*	*93.9%*
65+	244	242	67	23	190	39	152	182
%V	*25.2%*	*25.9%*	*18.9%*	*15.9%*	*32.0%*	*19.8%*	*38.4%*	*20.6%*
%H		*99.2%*	*27.5%*	*9.4%*	*77.9%*	*16.0%*	*62.3%*	*74.6%*

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+)	969	935	355	145	593	197	396	883
%H		*96.5%*	*36.6%*	*15.0%*	*61.2%*	*20.3%*	*40.9%*	*91.1%*
AB	265	258	112	38	156	57	98	260
%V	*27.3%*	*27.6%*	*31.5%*	*26.2%*	*26.3%*	*28.9%*	*24.7%*	*29.4%*
%H		*97.4%*	*42.3%*	*14.3%*	*58.9%*	*21.5%*	*37.0%*	*98.1%*
C1	311	297	102	46	184	58	126	293
%V	*32.1%*	*31.8%*	*28.7%*	*31.7%*	*31.0%*	*29.4%*	*31.8%*	*33.2%*
%H		*95.5%*	*32.8%*	*14.8%*	*59.2%*	*18.6%*	*40.5%*	*94.2%*
C2	218	212	84	41	133	47	86	196
%V	*22.5%*	*22.7%*	*23.7%*	*28.3%*	*22.4%*	*23.9%*	*21.7%*	*22.2%*
%H		*97.2%*	*38.5%*	*18.8%*	*61.0%*	*21.6%*	*39.4%*	*89.9%*
D	114	109	40	16	75	23	52	93
%V	*11.8%*	*11.7%*	*11.3%*	*11.0%*	*12.6%*	*11.7%*	*13.1%*	*10.5%*
%H		*95.6%*	*35.1%*	*14.0%*	*65.8%*	*20.2%*	*45.6%*	*81.6%*
E	62	58	18	4	45	12	33	41
%V	*6.4%*	*6.2%*	*5.1%*	*2.8%*	*7.6%*	*6.1%*	*8.3%*	*4.6%*
%H		*93.5%*	*29.0%*	*6.5%*	*72.6%*	*19.4%*	*53.2%*	*66.1%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	969	935	355	145	593	197	396	883
%H		*96.5%*	*36.6%*	*15.0%*	*61.2%*	*20.3%*	*40.9%*	*91.1%*
Working full time	387	373	160	63	207	82	124	375
%V	*39.9%*	*39.9%*	*45.1%*	*43.4%*	*34.9%*	*41.6%*	*31.3%*	*42.5%*
%H		*96.4%*	*41.3%*	*16.3%*	*53.5%*	*21.2%*	*32.0%*	*96.9%*
Working part time	167	163	65	27	103	36	67	158
%V	*17.2%*	*17.4%*	*18.3%*	*18.6%*	*17.4%*	*18.3%*	*16.9%*	*17.9%*
%H		*97.6%*	*38.9%*	*16.2%*	*61.7%*	*21.6%*	*40.1%*	*94.6%*
Not working	416	398	131	55	284	79	205	349
%V	*42.9%*	*42.6%*	*36.9%*	*37.9%*	*47.9%*	*40.1%*	*51.8%*	*39.5%*
%H		*95.7%*	*31.5%*	*13.2%*	*68.3%*	*19.0%*	*49.3%*	*83.9%*
Houseperson	828	802	300	120	508	156	352	749
%V	*85.4%*	*85.8%*	*84.5%*	*82.8%*	*85.7%*	*79.2%*	*88.9%*	*84.8%*
%H		*96.9%*	*36.2%*	*14.5%*	*61.4%*	*18.8%*	*42.5%*	*90.5%*

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV HTV Wales

Contents Page

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

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

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

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
AB	268	260	138	25	155	68	87	253
%V	*19.6%*	*19.7%*	*20.4%*	*20.3%*	*19.4%*	*20.8%*	*18.4%*	*22.0%*
%H (All HH)		*97.0%*	*51.5%*	*9.3%*	*57.8%*	*25.4%*	*32.5%*	*94.4%*
%H (TV HH)			*53.1%*	*9.6%*	*59.6%*	*26.2%*	*33.5%*	
C1	353	339	176	30	207	88	119	320
%V	*25.9%*	*25.6%*	*26.0%*	*24.4%*	*25.9%*	*26.9%*	*25.2%*	*27.8%*
%H (All HH)		*96.0%*	*49.9%*	*8.5%*	*58.6%*	*24.9%*	*33.7%*	*90.7%*
%H (TV HH)			*51.9%*	*8.8%*	*61.1%*	*26.0%*	*35.1%*	
C2	334	329	175	34	202	93	109	290
%V	*24.5%*	*24.9%*	*25.9%*	*27.6%*	*25.3%*	*28.4%*	*23.1%*	*25.2%*
%H (All HH)		*98.5%*	*52.4%*	*10.2%*	*60.5%*	*27.8%*	*32.6%*	*86.8%*
%H (TV HH)			*53.2%*	*10.3%*	*61.4%*	*28.3%*	*33.1%*	
D	246	238	116	23	144	54	89	191
%V	*18.0%*	*18.0%*	*17.2%*	*18.7%*	*18.0%*	*16.5%*	*18.9%*	*16.6%*
%H (All HH)		*96.7%*	*47.2%*	*9.3%*	*58.5%*	*22.0%*	*36.2%*	*77.6%*
%H (TV HH)			*48.7%*	*9.7%*	*60.5%*	*22.7%*	*37.4%*	
E	162	156	70	11	91	25	67	96
%V	*11.9%*	*11.8%*	*10.4%*	*8.9%*	*11.4%*	*7.6%*	*14.2%*	*8.3%*
%H (All HH)		*96.3%*	*43.2%*	*6.8%*	*56.2%*	*15.4%*	*41.4%*	*59.3%*
%H (TV HH)			*44.9%*	*7.1%*	*58.3%*	*16.0%*	*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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Under 25	65	57	24	3	27	7	20	62
%V	*4.8%*	*4.3%*	*3.6%*	*2.4%*	*3.4%*	*2.1%*	*4.2%*	*5.4%*
%H (All HH)		*87.7%*	*36.9%*	*4.6%*	*41.5%*	*10.8%*	*30.8%*	*95.4%*
%H (TV HH)			*42.1%*	*5.3%*	*47.4%*	*12.3%*	*35.1%*	
25 - 34	185	174	91	15	85	36	49	178
%V	*13.6%*	*13.2%*	*13.5%*	*12.2%*	*10.6%*	*11.0%*	*10.4%*	*15.5%*
%H (All HH)		*94.1%*	*49.2%*	*8.1%*	*45.9%*	*19.5%*	*26.5%*	*96.2%*
%H (TV HH)			*52.3%*	*8.6%*	*48.9%*	*20.7%*	*28.2%*	
35 - 44	194	189	102	18	101	46	56	188
%V	*14.2%*	*14.3%*	*15.1%*	*14.6%*	*12.6%*	*14.1%*	*11.9%*	*16.3%*
%H (All HH)		*97.4%*	*52.6%*	*9.3%*	*52.1%*	*23.7%*	*28.9%*	*96.9%*
%H (TV HH)			*54.0%*	*9.5%*	*53.4%*	*24.3%*	*29.6%*	
45 - 54	251	245	147	27	134	69	65	237
%V	*18.4%*	*18.5%*	*21.7%*	*22.0%*	*16.8%*	*21.1%*	*13.8%*	*20.6%*
%H (All HH)		*97.6%*	*58.6%*	*10.8%*	*53.4%*	*27.5%*	*25.9%*	*94.4%*
%H (TV HH)			*60.0%*	*11.0%*	*54.7%*	*28.2%*	*26.5%*	
55 - 64	247	241	124	27	159	71	88	220
%V	*18.1%*	*18.2%*	*18.3%*	*22.0%*	*19.9%*	*21.7%*	*18.6%*	*19.1%*
%H (All HH)		*97.6%*	*50.2%*	*10.9%*	*64.4%*	*28.7%*	*35.6%*	*89.1%*
%H (TV HH)			*51.5%*	*11.2%*	*66.0%*	*29.5%*	*36.5%*	
65 +	421	416	188	33	293	99	194	265
%V	*30.9%*	*31.5%*	*27.8%*	*26.8%*	*36.7%*	*30.3%*	*41.1%*	*23.0%*
%H (All HH)		*98.8%*	*44.7%*	*7.8%*	*69.6%*	*23.5%*	*46.1%*	*62.9%*
%H (TV HH)			*45.2%*	*7.9%*	*70.4%*	*23.8%*	*46.6%*	

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 14.3: 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
1	440	413	158	33	274	68	206	282
%V	*32.3%*	*31.2%*	*23.4%*	*26.8%*	*34.3%*	*20.8%*	*43.6%*	*24.5%*
%H (All HH)		*93.9%*	*35.9%*	*7.5%*	*62.3%*	*15.5%*	*46.8%*	*64.1%*
%H (TV HH)			*38.3%*	*8.0%*	*66.3%*	*16.5%*	*49.9%*	
2	472	465	249	43	280	120	160	426
%V	*34.6%*	*35.2%*	*36.8%*	*35.0%*	*35.0%*	*36.7%*	*33.9%*	*37.0%*
%H (All HH)		*98.5%*	*52.8%*	*9.1%*	*59.3%*	*25.4%*	*33.9%*	*90.3%*
%H (TV HH)			*53.5%*	*9.2%*	*60.2%*	*25.8%*	*34.4%*	
3	213	209	129	24	114	65	50	208
%V	*15.6%*	*15.8%*	*19.1%*	*19.5%*	*14.3%*	*19.9%*	*10.6%*	*18.1%*
%H (All HH)		*98.1%*	*60.6%*	*11.3%*	*53.5%*	*30.5%*	*23.5%*	*97.7%*
%H (TV HH)			*61.7%*	*11.5%*	*54.5%*	*31.1%*	*23.9%*	
4	157	155	97	15	85	49	35	155
%V	*11.5%*	*11.7%*	*14.3%*	*12.2%*	*10.6%*	*15.0%*	*7.4%*	*13.5%*
%H (All HH)		*98.7%*	*61.8%*	*9.6%*	*54.1%*	*31.2%*	*22.3%*	*98.7%*
%H (TV HH)			*62.6%*	*9.7%*	*54.8%*	*31.6%*	*22.6%*	
5+	81	79	44	8	46	25	21	80
%V	*5.9%*	*6.0%*	*6.5%*	*6.5%*	*5.8%*	*7.6%*	*4.4%*	*7.0%*
%H (All HH)		*97.5%*	*54.3%*	*9.9%*	*56.8%*	*30.9%*	*25.9%*	*98.8%*
%H (TV HH)			*55.7%*	*10.1%*	*58.2%*	*31.6%*	*26.6%*	
Average HH size	2.27	2.28	2.46	2.39	2.20	2.55	1.96	2.44

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Without	1035	1000	486	93	626	238	388	829
%V	*75.9%*	*75.6%*	*71.9%*	*75.6%*	*78.3%*	*72.8%*	*82.2%*	*72.0%*
%H (All HH)		*96.6%*	*47.0%*	*9.0%*	*60.5%*	*23.0%*	*37.5%*	*80.1%*
%H (TV HH)			*48.6%*	*9.3%*	*62.6%*	*23.8%*	*38.8%*	
With	328	322	189	30	173	90	83	322
%V	*24.0%*	*24.4%*	*28.0%*	*24.4%*	*21.7%*	*27.5%*	*17.6%*	*28.0%*
%H (All HH)		*98.2%*	*57.6%*	*9.1%*	*52.7%*	*27.4%*	*25.3%*	*98.2%*
%H (TV HH)			*58.7%*	*9.3%*	*53.7%*	*28.0%*	*25.8%*	
0 - 3	117	115	64	11	57	26	32	113
%V	*8.6%*	*8.7%*	*9.5%*	*8.9%*	*7.1%*	*8.0%*	*6.8%*	*9.8%*
%H (All HH)		*98.3%*	*54.7%*	*9.4%*	*48.7%*	*22.2%*	*27.4%*	*96.6%*
%H (TV HH)			*55.7%*	*9.6%*	*49.6%*	*22.6%*	*27.8%*	
4 - 9	172	169	97	15	87	44	43	169
%V	*12.6%*	*12.8%*	*14.3%*	*12.2%*	*10.9%*	*13.5%*	*9.1%*	*14.7%*
%H (All HH)		*98.3%*	*56.4%*	*8.7%*	*50.6%*	*25.6%*	*25.0%*	*98.3%*
%H (TV HH)			*57.4%*	*8.9%*	*51.5%*	*26.0%*	*25.4%*	
10 - 15	164	162	98	15	92	53	39	161
%V	*12.0%*	*12.3%*	*14.5%*	*12.2%*	*11.5%*	*16.2%*	*8.3%*	*14.0%*
%H (All HH)		*98.8%*	*59.8%*	*9.1%*	*56.1%*	*32.3%*	*23.8%*	*98.2%*
%H (TV HH)			*60.5%*	*9.3%*	*56.8%*	*32.7%*	*24.1%*	

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 14.5: 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
1	491	491	192	38	256	36	221	372
%V	*36.0%*	*37.1%*	*28.4%*	*30.9%*	*32.0%*	*11.0%*	*46.8%*	*32.3%*
%H (All HH)		*100.0%*	*39.1%*	*7.7%*	*52.1%*	*7.3%*	*45.0%*	*75.8%*
%H (TV HH)			*39.1%*	*7.7%*	*52.1%*	*7.3%*	*45.0%*	
2	465	465	250	49	285	127	157	398
%V	*34.1%*	*35.2%*	*37.0%*	*39.8%*	*35.7%*	*38.8%*	*33.3%*	*34.6%*
%H (All HH)		*100.0%*	*53.8%*	*10.5%*	*61.3%*	*27.3%*	*33.8%*	*85.6%*
%H (TV HH)			*53.8%*	*10.5%*	*61.3%*	*27.3%*	*33.8%*	
3	223	223	139	23	150	92	58	208
%V	*16.3%*	*16.9%*	*20.6%*	*18.7%*	*18.8%*	*28.1%*	*12.3%*	*18.1%*
%H (All HH)		*100.0%*	*62.3%*	*10.3%*	*67.3%*	*41.3%*	*26.0%*	*93.3%*
%H (TV HH)			*62.3%*	*10.3%*	*67.3%*	*41.3%*	*26.0%*	
4	95	95	63	8	73	49	25	93
%V	*7.0%*	*7.2%*	*9.3%*	*6.5%*	*9.1%*	*15.0%*	*5.3%*	*8.1%*
%H (All HH)		*100.0%*	*66.3%*	*8.4%*	*76.8%*	*51.6%*	*26.3%*	*97.9%*
%H (TV HH)			*66.3%*	*8.4%*	*76.8%*	*51.6%*	*26.3%*	
5+	48	48	31	5	35	23	11	46
%V	*3.5%*	*3.6%*	*4.6%*	*4.1%*	*4.4%*	*7.0%*	*2.3%*	*4.0%*
%H (All HH)		*100.0%*	*64.6%*	*10.4%*	*72.9%*	*47.9%*	*22.9%*	*95.8%*
%H (TV HH)			*64.6%*	*10.4%*	*72.9%*	*47.9%*	*22.9%*	

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 14.6: 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Under 20"	154	154	82	11	119	59	60	129
%V	*11.3%*	*11.6%*	*12.1%*	*8.9%*	*14.9%*	*18.0%*	*12.7%*	*11.2%*
%H (All HH)		*100.0%*	*53.2%*	*7.1%*	*77.3%*	*38.3%*	*39.0%*	*83.8%*
%H (TV HH)			*53.2%*	*7.1%*	*77.3%*	*38.3%*	*39.0%*	
20" - 29"	386	386	199	33	280	131	149	328
%V	*28.3%*	*29.2%*	*29.4%*	*26.8%*	*35.0%*	*40.1%*	*31.6%*	*28.5%*
%H (All HH)		*100.0%*	*51.6%*	*8.5%*	*72.5%*	*33.9%*	*38.6%*	*85.0%*
%H (TV HH)			*51.6%*	*8.5%*	*72.5%*	*33.9%*	*38.6%*	
30" - 39"	671	671	343	66	427	183	244	568
%V	*49.2%*	*50.8%*	*50.7%*	*53.7%*	*53.4%*	*56.0%*	*51.7%*	*49.3%*
%H (All HH)		*100.0%*	*51.1%*	*9.8%*	*63.6%*	*27.3%*	*36.4%*	*84.6%*
%H (TV HH)			*51.1%*	*9.8%*	*63.6%*	*27.3%*	*36.4%*	
40" - 49"	705	705	415	74	402	209	194	633
%V	*51.7%*	*53.3%*	*61.4%*	*60.2%*	*50.3%*	*63.9%*	*41.1%*	*55.0%*
%H (All HH)		*100.0%*	*58.9%*	*10.5%*	*57.0%*	*29.6%*	*27.5%*	*89.8%*
%H (TV HH)			*58.9%*	*10.5%*	*57.0%*	*29.6%*	*27.5%*	
50" - 59"	237	237	148	22	136	75	61	225
%V	*17.4%*	*17.9%*	*21.9%*	*17.9%*	*17.0%*	*22.9%*	*12.9%*	*19.5%*
%H (All HH)		*100.0%*	*62.4%*	*9.3%*	*57.4%*	*31.6%*	*25.7%*	*94.9%*
%H (TV HH)			*62.4%*	*9.3%*	*57.4%*	*31.6%*	*25.7%*	
60"+	25	25	16	2	12	6	6	24
%V	*1.8%*	*1.9%*	*2.4%*	*1.6%*	*1.5%*	*1.8%*	*1.3%*	*2.1%*
%H (All HH)		*100.0%*	*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	*96.0%*
%H (TV HH)			*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	

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
Jan - Dec 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Main living room	1309	1309	673	121	793	327	466	1107
%V	*96.0%*	*99.0%*	*99.6%*	*98.4%*	*99.2%*	*100.0%*	*98.7%*	*96.2%*
%H (All HH)		*100.0%*	*51.4%*	*9.2%*	*60.6%*	*25.0%*	*35.6%*	*84.6%*
%H (TV HH)			*51.4%*	*9.2%*	*60.6%*	*25.0%*	*35.6%*	
Kitchen	165	165	91	15	125	66	59	144
%V	*12.1%*	*12.5%*	*13.5%*	*12.2%*	*15.6%*	*20.2%*	*12.5%*	*12.5%*
%H (All HH)		*100.0%*	*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	*87.3%*
%H (TV HH)			*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	
Adult's bedroom	598	598	358	60	391	221	170	537
%V	*43.8%*	*45.2%*	*53.0%*	*48.8%*	*48.9%*	*67.6%*	*36.0%*	*46.7%*
%H (All HH)		*100.0%*	*59.9%*	*10.0%*	*65.4%*	*37.0%*	*28.4%*	*89.8%*
%H (TV HH)			*59.9%*	*10.0%*	*65.4%*	*37.0%*	*28.4%*	
Child's bedroom	141	141	90	15	86	53	32	139
%V	*10.3%*	*10.7%*	*13.3%*	*12.2%*	*10.8%*	*16.2%*	*6.8%*	*12.1%*
%H (All HH)		*100.0%*	*63.8%*	*10.6%*	*61.0%*	*37.6%*	*22.7%*	*98.6%*
%H (TV HH)			*63.8%*	*10.6%*	*61.0%*	*37.6%*	*22.7%*	
Other bedroom	100	100	65	9	67	42	25	94
%V	*7.3%*	*7.6%*	*9.6%*	*7.3%*	*8.4%*	*12.8%*	*5.3%*	*8.2%*
%H (All HH)		*100.0%*	*65.0%*	*9.0%*	*67.0%*	*42.0%*	*25.0%*	*94.0%*
%H (TV HH)			*65.0%*	*9.0%*	*67.0%*	*42.0%*	*25.0%*	
Second living/dining room	168	168	97	18	120	67	53	153
%V	*12.3%*	*12.7%*	*14.3%*	*14.6%*	*15.0%*	*20.5%*	*11.2%*	*13.3%*
%H (All HH)		*100.0%*	*57.7%*	*10.7%*	*71.4%*	*39.9%*	*31.5%*	*91.1%*
%H (TV HH)			*57.7%*	*10.7%*	*71.4%*	*39.9%*	*31.5%*	
Study/office	15	15	8	1	10	5	5	14
%V	*1.1%*	*1.1%*	*1.2%*	*0.8%*	*1.3%*	*1.5%*	*1.1%*	*1.2%*
%H (All HH)		*100.0%*	*53.3%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	*93.3%*
%H (TV HH)			*53.3%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	
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	31	31	21	3	22	14	8	30
%V	*2.3%*	*2.3%*	*3.1%*	*2.4%*	*2.8%*	*4.3%*	*1.7%*	*2.6%*
%H (All HH)		*100.0%*	*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	*96.8%*
%H (TV HH)			*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	
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	0	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	11	11	7	1	7	4	3	11
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*0.9%*	*1.2%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	*100.0%*
%H (TV HH)			*63.6%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Any DSAT provider	676	676	676	4	282	282	0	610
%V	*49.6%*	*51.1%*	*100.0%*	*3.3%*	*35.3%*	*86.2%*	*0.0%*	*53.0%*
%H (All HH)			*100.0%*	*0.6%*	*41.7%*	*41.7%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*0.6%*	*41.7%*	*41.7%*	*0.0%*	
Sky with subcription	552	552	552	1	231	231	0	506
%V	*40.5%*	*41.8%*	*81.7%*	*0.8%*	*28.9%*	*70.6%*	*0.0%*	*44.0%*
%H (All HH)			*100.0%*	*0.2%*	*41.8%*	*41.8%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.2%*	*41.8%*	*41.8%*	*0.0%*	
Sky without subscription	50	50	50	1	18	18	0	40
%V	*3.7%*	*3.8%*	*7.4%*	*0.8%*	*2.3%*	*5.5%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*2.0%*	*36.0%*	*36.0%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*2.0%*	*36.0%*	*36.0%*	*0.0%*	
Freesat	71	71	71	1	31	31	0	63
%V	*5.2%*	*5.4%*	*10.5%*	*0.8%*	*3.9%*	*9.5%*	*0.0%*	*5.5%*
%H (All HH)			*100.0%*	*1.4%*	*43.7%*	*43.7%*	*0.0%*	*88.7%*
%H (TV HH)			*100.0%*	*1.4%*	*43.7%*	*43.7%*	*0.0%*	
Other satellite provider	26	26	26	1	11	11	0	23
%V	*1.9%*	*2.0%*	*3.8%*	*0.8%*	*1.4%*	*3.4%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.8%*	*42.3%*	*42.3%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*3.8%*	*42.3%*	*42.3%*	*0.0%*	
DCAB	123	123	4	123	48	48	0	112
%V	*9.0%*	*9.3%*	*0.6%*	*100.0%*	*6.0%*	*14.7%*	*0.0%*	*9.7%*
%H (All HH)			*3.3%*	*100.0%*	*39.0%*	*39.0%*	*0.0%*	*91.1%*
%H (TV HH)			*3.3%*	*100.0%*	*39.0%*	*39.0%*	*0.0%*	
DTT	799	799	282	48	799	327	472	651
%V	*58.6%*	*60.4%*	*41.7%*	*39.0%*	*100.0%*	*100.0%*	*100.0%*	*56.6%*
%H (All HH)		*100.0%*	*35.3%*	*6.0%*	*100.0%*	*40.9%*	*59.1%*	*81.5%*
%H (TV HH)			*35.3%*	*6.0%*	*100.0%*	*40.9%*	*59.1%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
PVR	853	853	599	115	442	301	141	779
%V	*62.5%*	*64.5%*	*88.6%*	*93.5%*	*55.3%*	*92.0%*	*29.9%*	*67.7%*
%H (All HH)		*100.0%*	*70.2%*	*13.5%*	*51.8%*	*35.3%*	*16.5%*	*91.3%*
%H (TV HH)			*70.2%*	*13.5%*	*51.8%*	*35.3%*	*16.5%*	
DVDR	11	11	7	1	8	5	3	10
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.5%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*90.9%*
%H (TV HH)			*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	
VCR	2	2	0	0	1	0	1	1
%V	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
%H (TV HH)			*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Any recorder	857	857	600	115	445	301	144	781
%V	*62.8%*	*64.8%*	*88.8%*	*93.5%*	*55.7%*	*92.0%*	*30.5%*	*67.9%*
%H (All HH)		*100.0%*	*70.0%*	*13.4%*	*51.9%*	*35.1%*	*16.8%*	*91.1%*
%H (TV HH)			*70.0%*	*13.4%*	*51.9%*	*35.1%*	*16.8%*	
Receives HDTV (via STB or built-in reception)	913	913	530	106	551	269	282	819
%V	*66.9%*	*69.1%*	*78.4%*	*86.2%*	*69.0%*	*82.3%*	*59.7%*	*71.2%*
%H (All HH)		*100.0%*	*58.1%*	*11.6%*	*60.4%*	*29.5%*	*30.9%*	*89.7%*
%H (TV HH)			*58.1%*	*11.6%*	*60.4%*	*29.5%*	*30.9%*	
DVD/Blu-ray player or recorder	844	844	455	77	512	231	281	739
%V	*61.9%*	*63.8%*	*67.3%*	*62.6%*	*64.1%*	*70.6%*	*59.5%*	*64.2%*
%H (All HH)		*100.0%*	*53.9%*	*9.1%*	*60.7%*	*27.4%*	*33.3%*	*87.6%*
%H (TV HH)			*53.9%*	*9.1%*	*60.7%*	*27.4%*	*33.3%*	

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Has broadband internet	1151	1116	610	112	651	304	346	1151
%V	*84.4%*	*84.4%*	*90.2%*	*91.1%*	*81.5%*	*93.0%*	*73.3%*	*100.0%*
%H (All HH)		*97.0%*	*53.0%*	*9.7%*	*56.6%*	*26.4%*	*30.1%*	*100.0%*
%H (TV HH)			*54.7%*	*10.0%*	*58.3%*	*27.2%*	*31.0%*	
Number of computers (PCs and laptops)								
0	303	293	106	20	195	38	157	105
%V	*22.2%*	*22.2%*	*15.7%*	*16.3%*	*24.4%*	*11.6%*	*33.3%*	*9.1%*
%H (All HH)		*96.7%*	*35.0%*	*6.6%*	*64.4%*	*12.5%*	*51.8%*	*34.7%*
%H (TV HH)			*36.2%*	*6.8%*	*66.6%*	*13.0%*	*53.6%*	
1	362	348	177	31	213	88	126	352
%V	*26.5%*	*26.3%*	*26.2%*	*25.2%*	*26.7%*	*26.9%*	*26.7%*	*30.6%*
%H (All HH)		*96.1%*	*48.9%*	*8.6%*	*58.8%*	*24.3%*	*34.8%*	*97.2%*
%H (TV HH)			*50.9%*	*8.9%*	*61.2%*	*25.3%*	*36.2%*	
2	333	324	178	33	185	87	98	331
%V	*24.4%*	*24.5%*	*26.3%*	*26.8%*	*23.2%*	*26.6%*	*20.8%*	*28.8%*
%H (All HH)		*97.3%*	*53.5%*	*9.9%*	*55.6%*	*26.1%*	*29.4%*	*99.4%*
%H (TV HH)			*54.9%*	*10.2%*	*57.1%*	*26.9%*	*30.2%*	
3	179	174	99	19	99	49	50	177
%V	*13.1%*	*13.2%*	*14.6%*	*15.4%*	*12.4%*	*15.0%*	*10.6%*	*15.4%*
%H (All HH)		*97.2%*	*55.3%*	*10.6%*	*55.3%*	*27.4%*	*27.9%*	*98.9%*
%H (TV HH)			*56.9%*	*10.9%*	*56.9%*	*28.2%*	*28.7%*	
4	91	90	54	11	53	31	23	91
%V	*6.7%*	*6.8%*	*8.0%*	*8.9%*	*6.6%*	*9.5%*	*4.9%*	*7.9%*
%H (All HH)		*98.9%*	*59.3%*	*12.1%*	*58.2%*	*34.1%*	*25.3%*	*100.0%*
%H (TV HH)			*60.0%*	*12.2%*	*58.9%*	*34.4%*	*25.6%*	
5+	95	94	62	10	53	35	18	95
%V	*7.0%*	*7.1%*	*9.2%*	*8.1%*	*6.6%*	*10.7%*	*3.8%*	*8.3%*
%H (All HH)		*98.9%*	*65.3%*	*10.5%*	*55.8%*	*36.8%*	*18.9%*	*100.0%*
%H (TV HH)			*66.0%*	*10.6%*	*56.4%*	*37.2%*	*19.1%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Under 20"	185	98	13	146	74	72	156
%V	*6.8%*	*6.4%*	*5.0%*	*8.3%*	*8.3%*	*8.3%*	*6.5%*
%H		*53.0%*	*7.0%*	*78.9%*	*40.0%*	*38.9%*	*84.3%*
20" - 29"	493	259	42	362	178	185	424
%V	*18.1%*	*16.9%*	*16.0%*	*20.6%*	*20.0%*	*21.4%*	*17.6%*
%H		*52.5%*	*8.5%*	*73.4%*	*36.1%*	*37.5%*	*86.0%*
30" - 39"	870	461	91	561	265	297	754
%V	*31.9%*	*30.1%*	*34.7%*	*32.0%*	*29.8%*	*34.3%*	*31.3%*
%H		*53.0%*	*10.5%*	*64.5%*	*30.5%*	*34.1%*	*86.7%*
40" - 49"	851	514	88	491	267	223	773
%V	*31.2%*	*33.6%*	*33.6%*	*28.0%*	*30.0%*	*25.8%*	*32.1%*
%H		*60.4%*	*10.3%*	*57.7%*	*31.4%*	*26.2%*	*90.8%*
50" - 59"	264	168	25	153	88	65	250
%V	*9.7%*	*11.0%*	*9.5%*	*8.7%*	*9.9%*	*7.5%*	*10.4%*
%H		*63.6%*	*9.5%*	*58.0%*	*33.3%*	*24.6%*	*94.7%*
60"+	25	16	2	12	6	6	24
%V	*0.9%*	*1.0%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*1.0%*
%H		*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	*96.0%*
Don't know	37	16	1	30	11	19	31
%V	*1.4%*	*1.0%*	*0.4%*	*1.7%*	*1.2%*	*2.2%*	*1.3%*
%H		*43.2%*	*2.7%*	*81.1%*	*29.7%*	*51.4%*	*83.8%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Main living room	1314	676	121	797	328	469	1111
%V	*48.2%*	*44.1%*	*46.2%*	*45.4%*	*36.9%*	*54.2%*	*46.1%*
%H		*51.4%*	*9.2%*	*60.7%*	*25.0%*	*35.7%*	*84.6%*
Kitchen	165	91	15	125	66	59	144
%V	*6.1%*	*5.9%*	*5.7%*	*7.1%*	*7.4%*	*6.8%*	*6.0%*
%H		*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	*87.3%*
Adult's bedroom	704	428	71	469	272	196	640
%V	*25.8%*	*27.9%*	*27.1%*	*26.7%*	*30.6%*	*22.6%*	*26.5%*
%H		*60.8%*	*10.1%*	*66.6%*	*38.6%*	*27.8%*	*90.9%*
Child's bedroom	180	116	18	112	72	40	177
%V	*6.6%*	*7.6%*	*6.9%*	*6.4%*	*8.1%*	*4.6%*	*7.3%*
%H		*64.4%*	*10.0%*	*62.2%*	*40.0%*	*22.2%*	*98.3%*
Other bedroom	121	77	12	81	51	30	115
%V	*4.4%*	*5.0%*	*4.6%*	*4.6%*	*5.7%*	*3.5%*	*4.8%*
%H		*63.6%*	*9.9%*	*66.9%*	*42.1%*	*24.8%*	*95.0%*
Second living/dining room	171	98	19	122	68	53	155
%V	*6.3%*	*6.4%*	*7.3%*	*7.0%*	*7.6%*	*6.1%*	*6.4%*
%H		*57.3%*	*11.1%*	*71.3%*	*39.8%*	*31.0%*	*90.6%*
Study/office	15	9	1	10	6	5	14
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.6%*
%H		*60.0%*	*6.7%*	*66.7%*	*40.0%*	*33.3%*	*93.3%*
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	31	21	3	22	14	8	30
%V	*1.1%*	*1.4%*	*1.1%*	*1.3%*	*1.6%*	*0.9%*	*1.2%*
%H		*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	*96.8%*
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	0	1	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	11	7	1	8	5	3	11
%V	*0.4%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
PVR	1212	897	167	573	421	152	1125
%V	*44.5%*	*58.6%*	*63.7%*	*32.6%*	*47.4%*	*17.6%*	*46.7%*
%H		*74.0%*	*13.8%*	*47.3%*	*34.7%*	*12.5%*	*92.8%*
DVDR	12	8	1	9	6	3	10
%V	*0.4%*	*0.5%*	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.4%*
%H		*66.7%*	*8.3%*	*75.0%*	*50.0%*	*25.0%*	*83.3%*
VCR	2	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	1218	899	167	578	422	156	1129
%V	*44.7%*	*58.7%*	*63.7%*	*32.9%*	*47.5%*	*18.0%*	*46.8%*
%H		*73.8%*	*13.7%*	*47.5%*	*34.6%*	*12.8%*	*92.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Receives HDTV (via STB or built-in reception)	1494	908	181	930	516	413	1372
%V	*54.8%*	*59.3%*	*69.1%*	*53.0%*	*58.0%*	*47.7%*	*56.9%*
%H		*60.8%*	*12.1%*	*62.2%*	*34.5%*	*27.6%*	*91.8%*
DVD/Blu-ray player or recorder	1229	705	114	764	388	375	1107
%V	*45.1%*	*46.0%*	*43.5%*	*43.5%*	*43.6%*	*43.3%*	*45.9%*
%H		*57.4%*	*9.3%*	*62.2%*	*31.6%*	*30.5%*	*90.1%*

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	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
Under 20"	10	2	0	8	0	7	6
%V	*0.8%*	*0.3%*	*0.0%*	*1.0%*	*0.0%*	*1.5%*	*0.5%*
%H		*20.0%*	*0.0%*	*80.0%*	*0.0%*	*70.0%*	*60.0%*
20" - 29"	92	28	5	69	13	55	61
%V	*7.0%*	*4.1%*	*4.1%*	*8.6%*	*4.0%*	*11.7%*	*5.5%*
%H		*30.4%*	*5.4%*	*75.0%*	*14.1%*	*59.8%*	*66.3%*
30" - 39"	361	146	31	236	67	169	275
%V	*27.3%*	*21.6%*	*25.2%*	*29.5%*	*20.5%*	*35.8%*	*24.6%*
%H		*40.4%*	*8.6%*	*65.4%*	*18.6%*	*46.8%*	*76.2%*
40" - 49"	608	350	64	342	171	171	539
%V	*46.0%*	*51.8%*	*52.0%*	*42.8%*	*52.3%*	*36.2%*	*48.3%*
%H		*57.6%*	*10.5%*	*56.3%*	*28.1%*	*28.1%*	*88.7%*
50" - 59"	215	133	19	124	67	56	204
%V	*16.3%*	*19.7%*	*15.4%*	*15.5%*	*20.5%*	*11.9%*	*18.3%*
%H		*61.9%*	*8.8%*	*57.7%*	*31.2%*	*26.0%*	*94.9%*
60"+	23	14	2	10	5	5	22
%V	*1.7%*	*2.1%*	*1.6%*	*1.3%*	*1.5%*	*1.1%*	*2.0%*
%H		*60.9%*	*8.7%*	*43.5%*	*21.7%*	*21.7%*	*95.7%*
Don't know	12	3	1	11	3	8	9
%V	*0.9%*	*0.4%*	*0.8%*	*1.4%*	*0.9%*	*1.7%*	*0.8%*
%H		*25.0%*	*8.3%*	*91.7%*	*25.0%*	*66.7%*	*75.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
PVR	834	591	113	425	294	132	762
%V	*63.1%*	*87.4%*	*91.9%*	*53.2%*	*89.9%*	*28.0%*	*68.3%*
%H		*70.9%*	*13.5%*	*51.0%*	*35.3%*	*15.8%*	*91.4%*
DVDR	9	5	1	6	4	3	7
%V	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*0.6%*
%H		*55.6%*	*11.1%*	*66.7%*	*44.4%*	*33.3%*	*77.8%*
VCR	2	0	0	1	0	1	1
%V	*0.2%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	838	592	113	429	294	134	765
%V	*63.4%*	*87.6%*	*91.9%*	*53.7%*	*89.9%*	*28.4%*	*68.5%*
%H		*70.6%*	*13.5%*	*51.2%*	*35.1%*	*16.0%*	*91.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: 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	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
Receives HDTV (via STB or built-in reception)	890	518	103	531	259	273	797
%V	*67.4%*	*76.6%*	*83.7%*	*66.5%*	*79.2%*	*57.8%*	*71.4%*
%H		*58.2%*	*11.6%*	*59.7%*	*29.1%*	*30.7%*	*89.6%*
DVD/Blu-ray player or recorder	698	364	64	420	178	242	603
%V	*52.8%*	*53.8%*	*52.0%*	*52.6%*	*54.4%*	*51.3%*	*54.0%*
%H		*52.1%*	*9.2%*	*60.2%*	*25.5%*	*34.7%*	*86.4%*

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	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
Under 20"	174	97	13	138	74	64	150
%V	*12.4%*	*11.3%*	*9.3%*	*14.4%*	*13.2%*	*16.2%*	*11.6%*
%H		*55.7%*	*7.5%*	*79.3%*	*42.5%*	*36.8%*	*86.2%*
20" - 29"	401	231	37	294	165	129	363
%V	*28.6%*	*27.0%*	*26.4%*	*30.8%*	*29.4%*	*32.7%*	*28.0%*
%H		*57.6%*	*9.2%*	*73.3%*	*41.1%*	*32.2%*	*90.5%*
30" - 39"	509	315	59	326	198	128	479
%V	*36.3%*	*36.8%*	*42.1%*	*34.1%*	*35.3%*	*32.4%*	*37.0%*
%H		*61.9%*	*11.6%*	*64.0%*	*38.9%*	*25.1%*	*94.1%*
40" - 49"	243	164	24	148	96	52	233
%V	*17.3%*	*19.2%*	*17.1%*	*15.5%*	*17.1%*	*13.2%*	*18.0%*
%H		*67.5%*	*9.9%*	*60.9%*	*39.5%*	*21.4%*	*95.9%*
50" - 59"	49	34	5	29	21	9	46
%V	*3.5%*	*4.0%*	*3.6%*	*3.0%*	*3.7%*	*2.3%*	*3.6%*
%H		*69.4%*	*10.2%*	*59.2%*	*42.9%*	*18.4%*	*93.9%*
60"+	2	2	0	2	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Don't know	25	13	1	19	8	11	22
%V	*1.8%*	*1.5%*	*0.7%*	*2.0%*	*1.4%*	*2.8%*	*1.7%*
%H		*52.0%*	*4.0%*	*76.0%*	*32.0%*	*44.0%*	*88.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV HTV Wales

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
PVR	378	306	53	147	127	21	363
%V	*26.9%*	*35.7%*	*37.9%*	*15.4%*	*22.6%*	*5.3%*	*28.0%*
%H		*81.0%*	*14.0%*	*38.9%*	*33.6%*	*5.6%*	*96.0%*
DVDR	3	2	0	2	2	1	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	380	307	53	149	128	21	364
%V	*27.1%*	*35.9%*	*37.9%*	*15.6%*	*22.8%*	*5.3%*	*28.1%*
%H		*80.8%*	*13.9%*	*39.2%*	*33.7%*	*5.5%*	*95.8%*

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

Set level data

Table 14.20: 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	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
Receives HDTV (via STB or built-in reception)	604	390	77	398	258	141	575
%V	*43.0%*	*45.6%*	*55.0%*	*41.6%*	*46.0%*	*35.7%*	*44.4%*
%H		*64.6%*	*12.7%*	*65.9%*	*42.7%*	*23.3%*	*95.2%*
DVD/Blu-ray player or recorder	532	341	50	344	211	133	505
%V	*37.9%*	*39.8%*	*35.7%*	*36.0%*	*37.6%*	*33.7%*	*39.0%*
%H		*64.1%*	*9.4%*	*64.7%*	*39.7%*	*25.0%*	*94.9%*

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	3089	3015	1663	294	1760	833	927	2808
%H		*97.6%*	*53.8%*	*9.5%*	*57.0%*	*27.0%*	*30.0%*	*90.9%*
Total Children	564	553	316	48	296	149	147	550
%V	*18.3%*	*18.3%*	*19.0%*	*16.3%*	*16.8%*	*17.9%*	*15.9%*	*19.6%*
%H		*98.0%*	*56.0%*	*8.5%*	*52.5%*	*26.4%*	*26.1%*	*97.5%*
0 - 3	131	128	70	12	64	28	36	126
%V	*4.2%*	*4.2%*	*4.2%*	*4.1%*	*3.6%*	*3.4%*	*3.9%*	*4.5%*
%H		*97.7%*	*53.4%*	*9.2%*	*48.9%*	*21.4%*	*27.5%*	*96.2%*
4 - 15	433	425	245	37	232	121	111	424
%V	*14.0%*	*14.1%*	*14.7%*	*12.6%*	*13.2%*	*14.5%*	*12.0%*	*15.1%*
%H		*98.2%*	*56.6%*	*8.5%*	*53.6%*	*27.9%*	*25.6%*	*97.9%*
4 - 9	221	216	122	18	113	56	57	216
%V	*7.2%*	*7.2%*	*7.3%*	*6.1%*	*6.4%*	*6.7%*	*6.1%*	*7.7%*
%H		*97.7%*	*55.2%*	*8.1%*	*51.1%*	*25.3%*	*25.8%*	*97.7%*
10 - 15	211	208	124	18	119	66	53	208
%V	*6.8%*	*6.9%*	*7.5%*	*6.1%*	*6.8%*	*7.9%*	*5.7%*	*7.4%*
%H		*98.6%*	*58.8%*	*8.5%*	*56.4%*	*31.3%*	*25.1%*	*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	3089	3015	1663	294	1760	833	927	2808
%H		*97.6%*	*53.8%*	*9.5%*	*57.0%*	*27.0%*	*30.0%*	*90.9%*
Total Adults (16+)	2525	2462	1347	245	1464	684	780	2258
%V	*81.7%*	*81.7%*	*81.0%*	*83.3%*	*83.2%*	*82.1%*	*84.1%*	*80.4%*
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
16 - 19	138	133	79	17	70	40	30	137
%V	*4.5%*	*4.4%*	*4.8%*	*5.8%*	*4.0%*	*4.8%*	*3.2%*	*4.9%*
%H		*96.4%*	*57.2%*	*12.3%*	*50.7%*	*29.0%*	*21.7%*	*99.3%*
20 - 24	184	175	94	19	93	49	44	181
%V	*6.0%*	*5.8%*	*5.7%*	*6.5%*	*5.3%*	*5.9%*	*4.7%*	*6.4%*
%H		*95.1%*	*51.1%*	*10.3%*	*50.5%*	*26.6%*	*23.9%*	*98.4%*
25 - 34	394	375	205	35	191	90	101	381
%V	*12.8%*	*12.4%*	*12.3%*	*11.9%*	*10.9%*	*10.8%*	*10.9%*	*13.6%*
%H		*95.2%*	*52.0%*	*8.9%*	*48.5%*	*22.8%*	*25.6%*	*96.7%*
35 - 44	350	341	194	33	181	88	93	342
%V	*11.3%*	*11.3%*	*11.7%*	*11.2%*	*10.3%*	*10.6%*	*10.0%*	*12.2%*
%H		*97.4%*	*55.4%*	*9.4%*	*51.7%*	*25.1%*	*26.6%*	*97.7%*
45 - 54	419	411	256	46	227	125	102	400
%V	*13.6%*	*13.6%*	*15.4%*	*15.6%*	*12.9%*	*15.0%*	*11.0%*	*14.2%*
%H		*98.1%*	*61.1%*	*11.0%*	*54.2%*	*29.8%*	*24.3%*	*95.5%*
55 - 64	401	395	212	43	259	123	136	369
%V	*13.0%*	*13.1%*	*12.7%*	*14.6%*	*14.7%*	*14.8%*	*14.7%*	*13.1%*
%H		*98.5%*	*52.9%*	*10.7%*	*64.6%*	*30.7%*	*33.9%*	*92.0%*
65+	639	633	306	52	441	169	272	448
%V	*20.7%*	*21.0%*	*18.4%*	*17.7%*	*25.1%*	*20.3%*	*29.3%*	*16.0%*
%H		*99.1%*	*47.9%*	*8.1%*	*69.0%*	*26.4%*	*42.6%*	*70.1%*

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+)	2525	2462	1347	245	1464	684	780	2258
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
AB	525	511	286	56	295	142	153	505
%V	*20.8%*	*20.8%*	*21.2%*	*22.9%*	*20.2%*	*20.8%*	*19.6%*	*22.4%*
%H		*97.3%*	*54.5%*	*10.7%*	*56.2%*	*27.0%*	*29.1%*	*96.2%*
C1	664	641	350	61	386	182	204	623
%V	*26.3%*	*26.0%*	*26.0%*	*24.9%*	*26.4%*	*26.6%*	*26.2%*	*27.6%*
%H		*96.5%*	*52.7%*	*9.2%*	*58.1%*	*27.4%*	*30.7%*	*93.8%*
C2	665	658	375	70	404	208	196	603
%V	*26.3%*	*26.7%*	*27.8%*	*28.6%*	*27.6%*	*30.4%*	*25.1%*	*26.7%*
%H		*98.9%*	*56.4%*	*10.5%*	*60.8%*	*31.3%*	*29.5%*	*90.7%*
D	448	437	232	45	256	114	142	378
%V	*17.7%*	*17.7%*	*17.2%*	*18.4%*	*17.5%*	*16.7%*	*18.2%*	*16.7%*
%H		*97.5%*	*51.8%*	*10.0%*	*57.1%*	*25.4%*	*31.7%*	*84.4%*
E	223	216	104	14	123	38	85	149
%V	*8.8%*	*8.8%*	*7.7%*	*5.7%*	*8.4%*	*5.6%*	*10.9%*	*6.6%*
%H		*96.9%*	*46.6%*	*6.3%*	*55.2%*	*17.0%*	*38.1%*	*66.8%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2525	2462	1347	245	1464	684	780	2258
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
Working full time	1137	1113	660	117	616	323	293	1102
%V	*45.0%*	*45.2%*	*49.0%*	*47.8%*	*42.1%*	*47.2%*	*37.6%*	*48.8%*
%H		*97.9%*	*58.0%*	*10.3%*	*54.2%*	*28.4%*	*25.8%*	*96.9%*
Working part time	237	231	125	26	138	66	71	229
%V	*9.4%*	*9.4%*	*9.3%*	*10.6%*	*9.4%*	*9.6%*	*9.1%*	*10.1%*
%H		*97.5%*	*52.7%*	*11.0%*	*58.2%*	*27.8%*	*30.0%*	*96.6%*
Not working	1151	1118	562	102	710	295	415	927
%V	*45.6%*	*45.4%*	*41.7%*	*41.6%*	*48.5%*	*43.1%*	*53.2%*	*41.1%*
%H		*97.1%*	*48.8%*	*8.9%*	*61.7%*	*25.6%*	*36.1%*	*80.5%*
Houseperson	1364	1322	676	123	799	327	472	1151
%V	*54.0%*	*53.7%*	*50.2%*	*50.2%*	*54.6%*	*47.8%*	*60.5%*	*51.0%*
%H		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*

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+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
16 - 19	75	71	43	9	37	21	16	74
%V	*6.1%*	*5.9%*	*6.4%*	*7.4%*	*5.2%*	*6.2%*	*4.4%*	*6.6%*
%H		*94.7%*	*57.3%*	*12.0%*	*49.3%*	*28.0%*	*21.3%*	*98.7%*
20 - 24	95	91	51	11	46	28	19	95
%V	*7.7%*	*7.6%*	*7.6%*	*9.0%*	*6.5%*	*8.2%*	*5.2%*	*8.5%*
%H		*95.8%*	*53.7%*	*11.6%*	*48.4%*	*29.5%*	*20.0%*	*100.0%*
25 - 34	198	189	101	18	98	44	54	192
%V	*16.0%*	*15.7%*	*15.1%*	*14.8%*	*13.9%*	*12.9%*	*14.8%*	*17.1%*
%H		*95.5%*	*51.0%*	*9.1%*	*49.5%*	*22.2%*	*27.3%*	*97.0%*
35 - 44	172	168	92	17	90	41	48	168
%V	*13.9%*	*13.9%*	*13.7%*	*13.9%*	*12.7%*	*12.0%*	*13.2%*	*15.0%*
%H		*97.7%*	*53.5%*	*9.9%*	*52.3%*	*23.8%*	*27.9%*	*97.7%*
45 - 54	205	199	125	22	107	59	48	192
%V	*16.5%*	*16.5%*	*18.6%*	*18.0%*	*15.2%*	*17.3%*	*13.2%*	*17.1%*
%H		*97.1%*	*61.0%*	*10.7%*	*52.2%*	*28.8%*	*23.4%*	*93.7%*
55 - 64	195	192	104	20	126	59	67	179
%V	*15.7%*	*15.9%*	*15.5%*	*16.4%*	*17.8%*	*17.3%*	*18.4%*	*16.0%*
%H		*98.5%*	*53.3%*	*10.3%*	*64.6%*	*30.3%*	*34.4%*	*91.8%*
65+	298	295	155	25	203	89	114	221
%V	*24.1%*	*24.5%*	*23.1%*	*20.5%*	*28.8%*	*26.1%*	*31.2%*	*19.7%*
%H		*99.0%*	*52.0%*	*8.4%*	*68.1%*	*29.9%*	*38.3%*	*74.2%*

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+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
AB	265	257	146	29	146	72	74	257
%V	*21.4%*	*21.3%*	*21.8%*	*23.8%*	*20.7%*	*21.1%*	*20.3%*	*22.9%*
%H		*97.0%*	*55.1%*	*10.9%*	*55.1%*	*27.2%*	*27.9%*	*97.0%*
C1	309	298	167	29	177	87	89	293
%V	*24.9%*	*24.7%*	*24.9%*	*23.8%*	*25.1%*	*25.5%*	*24.4%*	*26.2%*
%H		*96.4%*	*54.0%*	*9.4%*	*57.3%*	*28.2%*	*28.8%*	*94.8%*
C2	363	358	205	38	218	112	106	326
%V	*29.3%*	*29.7%*	*30.6%*	*31.1%*	*30.9%*	*32.8%*	*29.0%*	*29.1%*
%H		*98.6%*	*56.5%*	*10.5%*	*60.1%*	*30.9%*	*29.2%*	*89.8%*
D	208	202	110	21	116	54	61	185
%V	*16.8%*	*16.8%*	*16.4%*	*17.2%*	*16.4%*	*15.8%*	*16.7%*	*16.5%*
%H		*97.1%*	*52.9%*	*10.1%*	*55.8%*	*26.0%*	*29.3%*	*88.9%*
E	93	89	43	5	50	15	35	60
%V	*7.5%*	*7.4%*	*6.4%*	*4.1%*	*7.1%*	*4.4%*	*9.6%*	*5.4%*
%H		*95.7%*	*46.2%*	*5.4%*	*53.8%*	*16.1%*	*37.6%*	*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+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
Working full time	690	674	395	72	371	191	180	668
%V	*55.7%*	*55.9%*	*58.9%*	*59.0%*	*52.5%*	*56.0%*	*49.3%*	*59.6%*
%H		*97.7%*	*57.2%*	*10.4%*	*53.8%*	*27.7%*	*26.1%*	*96.8%*
Working part time	49	47	22	3	30	12	18	47
%V	*4.0%*	*3.9%*	*3.3%*	*2.5%*	*4.2%*	*3.5%*	*4.9%*	*4.2%*
%H		*95.9%*	*44.9%*	*6.1%*	*61.2%*	*24.5%*	*36.7%*	*95.9%*
Not working	500	484	253	46	305	137	168	406
%V	*40.4%*	*40.2%*	*37.7%*	*37.7%*	*43.2%*	*40.2%*	*46.0%*	*36.3%*
%H		*96.8%*	*50.6%*	*9.2%*	*61.0%*	*27.4%*	*33.6%*	*81.2%*
Houseperson	291	273	119	24	164	50	114	217
%V	*23.5%*	*22.7%*	*17.7%*	*19.7%*	*23.2%*	*14.7%*	*31.2%*	*19.4%*
%H		*93.8%*	*40.9%*	*8.2%*	*56.4%*	*17.2%*	*39.2%*	*74.6%*

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
16 - 19	64	61	37	8	34	19	15	63
%V	*5.0%*	*4.9%*	*5.5%*	*6.5%*	*4.5%*	*5.5%*	*3.6%*	*5.5%*
%H		*95.3%*	*57.8%*	*12.5%*	*53.1%*	*29.7%*	*23.4%*	*98.4%*
20 - 24	89	84	43	8	47	21	26	86
%V	*6.9%*	*6.7%*	*6.4%*	*6.5%*	*6.2%*	*6.1%*	*6.3%*	*7.6%*
%H		*94.4%*	*48.3%*	*9.0%*	*52.8%*	*23.6%*	*29.2%*	*96.6%*
25 - 34	195	186	104	17	93	46	48	189
%V	*15.2%*	*14.8%*	*15.4%*	*13.7%*	*12.3%*	*13.4%*	*11.6%*	*16.6%*
%H		*95.4%*	*53.3%*	*8.7%*	*47.7%*	*23.6%*	*24.6%*	*96.9%*
35 - 44	177	173	102	16	91	46	45	174
%V	*13.8%*	*13.8%*	*15.1%*	*12.9%*	*12.0%*	*13.4%*	*10.9%*	*15.3%*
%H		*97.7%*	*57.6%*	*9.0%*	*51.4%*	*26.0%*	*25.4%*	*98.3%*
45 - 54	215	212	131	24	120	66	54	208
%V	*16.7%*	*16.9%*	*19.4%*	*19.4%*	*15.9%*	*19.2%*	*13.0%*	*18.3%*
%H		*98.6%*	*60.9%*	*11.2%*	*55.8%*	*30.7%*	*25.1%*	*96.7%*
55 - 64	206	203	109	23	133	64	69	190
%V	*16.0%*	*16.1%*	*16.1%*	*18.5%*	*17.6%*	*18.7%*	*16.7%*	*16.7%*
%H		*98.5%*	*52.9%*	*11.2%*	*64.6%*	*31.1%*	*33.5%*	*92.2%*
65+	341	338	151	28	239	81	158	227
%V	*26.5%*	*26.9%*	*22.3%*	*22.6%*	*31.6%*	*23.6%*	*38.2%*	*20.0%*
%H		*99.1%*	*44.3%*	*8.2%*	*70.1%*	*23.8%*	*46.3%*	*66.6%*

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
AB	260	254	140	26	150	70	80	249
%V	*20.2%*	*20.2%*	*20.7%*	*21.0%*	*19.8%*	*20.4%*	*19.3%*	*21.9%*
%H		*97.7%*	*53.8%*	*10.0%*	*57.7%*	*26.9%*	*30.8%*	*95.8%*
C1	356	343	183	33	209	94	115	331
%V	*27.7%*	*27.3%*	*27.0%*	*26.6%*	*27.6%*	*27.4%*	*27.8%*	*29.1%*
%H		*96.3%*	*51.4%*	*9.3%*	*58.7%*	*26.4%*	*32.3%*	*93.0%*
C2	302	300	171	32	186	96	89	277
%V	*23.5%*	*23.9%*	*25.3%*	*25.8%*	*24.6%*	*28.0%*	*21.5%*	*24.4%*
%H		*99.3%*	*56.6%*	*10.6%*	*61.6%*	*31.8%*	*29.5%*	*91.7%*
D	240	234	123	24	140	60	80	192
%V	*18.6%*	*18.6%*	*18.2%*	*19.4%*	*18.5%*	*17.5%*	*19.3%*	*16.9%*
%H		*97.5%*	*51.3%*	*10.0%*	*58.3%*	*25.0%*	*33.3%*	*80.0%*
E	130	126	61	9	73	23	50	88
%V	*10.1%*	*10.0%*	*9.0%*	*7.3%*	*9.6%*	*6.7%*	*12.1%*	*7.7%*
%H		*96.9%*	*46.9%*	*6.9%*	*56.2%*	*17.7%*	*38.5%*	*67.7%*

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
Working full time	447	439	265	45	245	132	113	434
%V	*34.7%*	*34.9%*	*39.1%*	*36.3%*	*32.4%*	*38.5%*	*27.3%*	*38.2%*
%H		*98.2%*	*59.3%*	*10.1%*	*54.8%*	*29.5%*	*25.3%*	*97.1%*
Working part time	188	185	103	22	108	54	54	182
%V	*14.6%*	*14.7%*	*15.2%*	*17.7%*	*14.3%*	*15.7%*	*13.0%*	*16.0%*
%H		*98.4%*	*54.8%*	*11.7%*	*57.4%*	*28.7%*	*28.7%*	*96.8%*
Not working	651	634	309	56	405	157	247	521
%V	*50.6%*	*50.4%*	*45.6%*	*45.2%*	*53.5%*	*45.8%*	*59.7%*	*45.8%*
%H		*97.4%*	*47.5%*	*8.6%*	*62.2%*	*24.1%*	*37.9%*	*80.0%*
Houseperson	1072	1049	557	99	635	277	358	934
%V	*83.3%*	*83.5%*	*82.3%*	*79.8%*	*83.9%*	*80.8%*	*86.5%*	*82.1%*
%H		*97.9%*	*52.0%*	*9.2%*	*59.2%*	*25.8%*	*33.4%*	*87.1%*

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Channel Islands

Contents Page

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

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

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

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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
AB	28	28	22	0	18	12	6	26
%V	*36.8%*	*38.4%*	*43.1%*	*0.0%*	*39.1%*	*44.4%*	*31.6%*	*40.6%*
%H (All HH)		*100.0%*	*78.6%*	*0.0%*	*64.3%*	*42.9%*	*21.4%*	*92.9%*
%H (TV HH)			*78.6%*	*0.0%*	*64.3%*	*42.9%*	*21.4%*	
C1	25	25	18	1	14	9	5	21
%V	*32.9%*	*34.2%*	*35.3%*	*100.0%*	*30.4%*	*33.3%*	*26.3%*	*32.8%*
%H (All HH)		*100.0%*	*72.0%*	*4.0%*	*56.0%*	*36.0%*	*20.0%*	*84.0%*
%H (TV HH)			*72.0%*	*4.0%*	*56.0%*	*36.0%*	*20.0%*	
C2	9	8	5	0	4	2	2	9
%V	*11.8%*	*11.0%*	*9.8%*	*0.0%*	*8.7%*	*7.4%*	*10.5%*	*14.1%*
%H (All HH)		*88.9%*	*55.6%*	*0.0%*	*44.4%*	*22.2%*	*22.2%*	*100.0%*
%H (TV HH)			*62.5%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	
D	9	9	5	0	6	2	3	6
%V	*11.8%*	*12.3%*	*9.8%*	*0.0%*	*13.0%*	*7.4%*	*15.8%*	*9.4%*
%H (All HH)		*100.0%*	*55.6%*	*0.0%*	*66.7%*	*22.2%*	*33.3%*	*66.7%*
%H (TV HH)			*55.6%*	*0.0%*	*66.7%*	*22.2%*	*33.3%*	
E	5	5	2	0	3	1	2	2
%V	*6.6%*	*6.8%*	*3.9%*	*0.0%*	*6.5%*	*3.7%*	*10.5%*	*3.1%*
%H (All HH)		*100.0%*	*40.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	*40.0%*
%H (TV HH)			*40.0%*	*0.0%*	*60.0%*	*20.0%*	*40.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.2: 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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Under 25	2	2	1	0	0	0	0	2
%V	*2.6%*	*2.7%*	*2.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*3.1%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	
25 - 34	4	4	2	0	3	1	1	4
%V	*5.3%*	*5.5%*	*3.9%*	*0.0%*	*6.5%*	*3.7%*	*5.3%*	*6.3%*
%H (All HH)		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*25.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*0.0%*	*75.0%*	*25.0%*	*25.0%*	
35 - 44	14	14	10	0	5	3	2	14
%V	*18.4%*	*19.2%*	*19.6%*	*0.0%*	*10.9%*	*11.1%*	*10.5%*	*21.9%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*35.7%*	*21.4%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*35.7%*	*21.4%*	*14.3%*	
45 - 54	17	17	15	1	9	8	1	17
%V	*22.4%*	*23.3%*	*29.4%*	*100.0%*	*19.6%*	*29.6%*	*5.3%*	*26.6%*
%H (All HH)		*100.0%*	*88.2%*	*5.9%*	*52.9%*	*47.1%*	*5.9%*	*100.0%*
%H (TV HH)			*88.2%*	*5.9%*	*52.9%*	*47.1%*	*5.9%*	
55 - 64	12	11	8	0	8	5	3	12
%V	*15.8%*	*15.1%*	*15.7%*	*0.0%*	*17.4%*	*18.5%*	*15.8%*	*18.8%*
%H (All HH)		*91.7%*	*66.7%*	*0.0%*	*66.7%*	*41.7%*	*25.0%*	*100.0%*
%H (TV HH)			*72.7%*	*0.0%*	*72.7%*	*45.5%*	*27.3%*	
65 +	27	26	14	0	21	10	11	15
%V	*35.5%*	*35.6%*	*27.5%*	*0.0%*	*45.7%*	*37.0%*	*57.9%*	*23.4%*
%H (All HH)		*96.3%*	*51.9%*	*0.0%*	*77.8%*	*37.0%*	*40.7%*	*55.6%*
%H (TV HH)			*53.8%*	*0.0%*	*80.8%*	*38.5%*	*42.3%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Channel Islands

Household level data

Table 15.3: Size of Household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
1	22	21	12	1	15	7	8	15
%V	*28.9%*	*28.8%*	*23.5%*	*100.0%*	*32.6%*	*25.9%*	*42.1%*	*23.4%*
%H (All HH)		*95.5%*	*54.5%*	*4.5%*	*68.2%*	*31.8%*	*36.4%*	*68.2%*
%H (TV HH)			*57.1%*	*4.8%*	*71.4%*	*33.3%*	*38.1%*	
2	24	24	16	0	15	9	6	20
%V	*31.6%*	*32.9%*	*31.4%*	*0.0%*	*32.6%*	*33.3%*	*31.6%*	*31.3%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*83.3%*
%H (TV HH)			*66.7%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	
3	14	13	10	0	7	5	3	14
%V	*18.4%*	*17.8%*	*19.6%*	*0.0%*	*15.2%*	*18.5%*	*15.8%*	*21.9%*
%H (All HH)		*92.9%*	*71.4%*	*0.0%*	*50.0%*	*35.7%*	*21.4%*	*100.0%*
%H (TV HH)			*76.9%*	*0.0%*	*53.8%*	*38.5%*	*23.1%*	
4	13	13	10	0	7	5	2	13
%V	*17.1%*	*17.8%*	*19.6%*	*0.0%*	*15.2%*	*18.5%*	*10.5%*	*20.3%*
%H (All HH)		*100.0%*	*76.9%*	*0.0%*	*53.8%*	*38.5%*	*15.4%*	*100.0%*
%H (TV HH)			*76.9%*	*0.0%*	*53.8%*	*38.5%*	*15.4%*	
5+	3	3	3	0	2	1	1	3
%V	*3.9%*	*4.1%*	*5.9%*	*0.0%*	*4.3%*	*3.7%*	*5.3%*	*4.7%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*66.7%*	*33.3%*	*33.3%*	
Average HH size	2.38	2.40	2.54	1.00	2.27	2.44	2.04	2.55

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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Without	56	55	38	1	36	21	16	45
%V	*73.7%*	*75.3%*	*74.5%*	*100.0%*	*78.3%*	*77.8%*	*84.2%*	*70.3%*
%H (All HH)		*98.2%*	*67.9%*	*1.8%*	*64.3%*	*37.5%*	*28.6%*	*80.4%*
%H (TV HH)			*69.1%*	*1.8%*	*65.5%*	*38.2%*	*29.1%*	
With	19	19	13	0	10	6	4	19
%V	*25.0%*	*26.0%*	*25.5%*	*0.0%*	*21.7%*	*22.2%*	*21.1%*	*29.7%*
%H (All HH)		*100.0%*	*68.4%*	*0.0%*	*52.6%*	*31.6%*	*21.1%*	*100.0%*
%H (TV HH)			*68.4%*	*0.0%*	*52.6%*	*31.6%*	*21.1%*	
0 - 3	5	5	3	0	3	2	1	5
%V	*6.6%*	*6.8%*	*5.9%*	*0.0%*	*6.5%*	*7.4%*	*5.3%*	*7.8%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	
4 - 9	11	11	7	0	5	3	2	11
%V	*14.5%*	*15.1%*	*13.7%*	*0.0%*	*10.9%*	*11.1%*	*10.5%*	*17.2%*
%H (All HH)		*100.0%*	*63.6%*	*0.0%*	*45.5%*	*27.3%*	*18.2%*	*100.0%*
%H (TV HH)			*63.6%*	*0.0%*	*45.5%*	*27.3%*	*18.2%*	
10 - 15	10	10	8	0	4	3	1	10
%V	*13.2%*	*13.7%*	*15.7%*	*0.0%*	*8.7%*	*11.1%*	*5.3%*	*15.6%*
%H (All HH)		*100.0%*	*80.0%*	*0.0%*	*40.0%*	*30.0%*	*10.0%*	*100.0%*
%H (TV HH)			*80.0%*	*0.0%*	*40.0%*	*30.0%*	*10.0%*	

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 15.5: 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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
1	19	19	14	0	10	5	5	14
%V	*25.0%*	*26.0%*	*27.5%*	*0.0%*	*21.7%*	*18.5%*	*26.3%*	*21.9%*
%H (All HH)		*100.0%*	*73.7%*	*0.0%*	*52.6%*	*26.3%*	*26.3%*	*73.7%*
%H (TV HH)			*73.7%*	*0.0%*	*52.6%*	*26.3%*	*26.3%*	
2	27	27	15	1	17	7	9	22
%V	*35.5%*	*37.0%*	*29.4%*	*100.0%*	*37.0%*	*25.9%*	*47.4%*	*34.4%*
%H (All HH)		*100.0%*	*55.6%*	*3.7%*	*63.0%*	*25.9%*	*33.3%*	*81.5%*
%H (TV HH)			*55.6%*	*3.7%*	*63.0%*	*25.9%*	*33.3%*	
3	13	13	10	0	10	7	3	13
%V	*17.1%*	*17.8%*	*19.6%*	*0.0%*	*21.7%*	*25.9%*	*15.8%*	*20.3%*
%H (All HH)		*100.0%*	*76.9%*	*0.0%*	*76.9%*	*53.8%*	*23.1%*	*100.0%*
%H (TV HH)			*76.9%*	*0.0%*	*76.9%*	*53.8%*	*23.1%*	
4	11	11	10	0	8	6	1	11
%V	*14.5%*	*15.1%*	*19.6%*	*0.0%*	*17.4%*	*22.2%*	*5.3%*	*17.2%*
%H (All HH)		*100.0%*	*90.9%*	*0.0%*	*72.7%*	*54.5%*	*9.1%*	*100.0%*
%H (TV HH)			*90.9%*	*0.0%*	*72.7%*	*54.5%*	*9.1%*	
5+	3	3	3	0	2	2	0	3
%V	*3.9%*	*4.1%*	*5.9%*	*0.0%*	*4.3%*	*7.4%*	*0.0%*	*4.7%*
%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%*	

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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Under 20"	18	18	11	1	13	6	7	15
%V	*23.7%*	*24.7%*	*21.6%*	*100.0%*	*28.3%*	*22.2%*	*36.8%*	*23.4%*
%H (All HH)		*100.0%*	*61.1%*	*5.6%*	*72.2%*	*33.3%*	*38.9%*	*83.3%*
%H (TV HH)			*61.1%*	*5.6%*	*72.2%*	*33.3%*	*38.9%*	
20" - 29"	25	25	16	0	18	10	8	22
%V	*32.9%*	*34.2%*	*31.4%*	*0.0%*	*39.1%*	*37.0%*	*42.1%*	*34.4%*
%H (All HH)		*100.0%*	*64.0%*	*0.0%*	*72.0%*	*40.0%*	*32.0%*	*88.0%*
%H (TV HH)			*64.0%*	*0.0%*	*72.0%*	*40.0%*	*32.0%*	
30" - 39"	31	31	21	1	21	12	9	27
%V	*40.8%*	*42.5%*	*41.2%*	*100.0%*	*45.7%*	*44.4%*	*47.4%*	*42.2%*
%H (All HH)		*100.0%*	*67.7%*	*3.2%*	*67.7%*	*38.7%*	*29.0%*	*87.1%*
%H (TV HH)			*67.7%*	*3.2%*	*67.7%*	*38.7%*	*29.0%*	
40" - 49"	43	43	33	0	27	19	7	37
%V	*56.6%*	*58.9%*	*64.7%*	*0.0%*	*58.7%*	*70.4%*	*36.8%*	*57.8%*
%H (All HH)		*100.0%*	*76.7%*	*0.0%*	*62.8%*	*44.2%*	*16.3%*	*86.0%*
%H (TV HH)			*76.7%*	*0.0%*	*62.8%*	*44.2%*	*16.3%*	
50" - 59"	18	18	17	0	10	9	1	18
%V	*23.7%*	*24.7%*	*33.3%*	*0.0%*	*21.7%*	*33.3%*	*5.3%*	*28.1%*
%H (All HH)		*100.0%*	*94.4%*	*0.0%*	*55.6%*	*50.0%*	*5.6%*	*100.0%*
%H (TV HH)			*94.4%*	*0.0%*	*55.6%*	*50.0%*	*5.6%*	
60"+	4	4	3	0	1	1	1	4
%V	*5.3%*	*5.5%*	*5.9%*	*0.0%*	*2.2%*	*3.7%*	*5.3%*	*6.3%*
%H (All HH)		*100.0%*	*75.0%*	*0.0%*	*25.0%*	*25.0%*	*25.0%*	*100.0%*
%H (TV HH)			*75.0%*	*0.0%*	*25.0%*	*25.0%*	*25.0%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.7: 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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Main living room	73	73	50	1	46	27	19	62
%V	*96.1%*	*100.0%*	*98.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*	*96.9%*
%H (All HH)		*100.0%*	*68.5%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	*84.9%*
%H (TV HH)			*68.5%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Kitchen	17	17	13	0	12	7	5	15
%V	*22.4%*	*23.3%*	*25.5%*	*0.0%*	*26.1%*	*25.9%*	*26.3%*	*23.4%*
%H (All HH)		*100.0%*	*76.5%*	*0.0%*	*70.6%*	*41.2%*	*29.4%*	*88.2%*
%H (TV HH)			*76.5%*	*0.0%*	*70.6%*	*41.2%*	*29.4%*	
Adult's bedroom	42	42	31	1	29	19	10	39
%V	*55.3%*	*57.5%*	*60.8%*	*100.0%*	*63.0%*	*70.4%*	*52.6%*	*60.9%*
%H (All HH)		*100.0%*	*73.8%*	*2.4%*	*69.0%*	*45.2%*	*23.8%*	*92.9%*
%H (TV HH)			*73.8%*	*2.4%*	*69.0%*	*45.2%*	*23.8%*	
Child's bedroom	7	7	5	0	4	2	2	7
%V	*9.2%*	*9.6%*	*9.8%*	*0.0%*	*8.7%*	*7.4%*	*10.5%*	*10.9%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	*100.0%*
%H (TV HH)			*71.4%*	*0.0%*	*57.1%*	*28.6%*	*28.6%*	
Other bedroom	7	7	6	0	5	4	1	6
%V	*9.2%*	*9.6%*	*11.8%*	*0.0%*	*10.9%*	*14.8%*	*5.3%*	*9.4%*
%H (All HH)		*100.0%*	*85.7%*	*0.0%*	*71.4%*	*57.1%*	*14.3%*	*85.7%*
%H (TV HH)			*85.7%*	*0.0%*	*71.4%*	*57.1%*	*14.3%*	
Second living/dining room	9	9	6	0	6	4	2	9
%V	*11.8%*	*12.3%*	*11.8%*	*0.0%*	*13.0%*	*14.8%*	*10.5%*	*14.1%*
%H (All HH)		*100.0%*	*66.7%*	*0.0%*	*66.7%*	*44.4%*	*22.2%*	*100.0%*
%H (TV HH)			*66.7%*	*0.0%*	*66.7%*	*44.4%*	*22.2%*	
Study/office	2	2	2	0	2	2	0	2
%V	*2.6%*	*2.7%*	*3.9%*	*0.0%*	*4.3%*	*7.4%*	*0.0%*	*3.1%*
%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%*	
TV room	1	1	1	0	1	1	0	1
%V	*1.3%*	*1.4%*	*2.0%*	*0.0%*	*2.2%*	*3.7%*	*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%*	*2.0%*	*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	1	1	1	0	1	1	0	1
%V	*1.3%*	*1.4%*	*2.0%*	*0.0%*	*2.2%*	*3.7%*	*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%*	
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	*2.6%*	*2.7%*	*3.9%*	*0.0%*	*4.3%*	*7.4%*	*0.0%*	*3.1%*
%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%*	

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
Jan - Dec 2018

ITV Channel Islands

Household level data

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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Any DSAT provider	51	51	51	0	27	27	0	46
%V	*67.1%*	*69.9%*	*100.0%*	*0.0%*	*58.7%*	*100.0%*	*0.0%*	*71.9%*
%H (All HH)			*100.0%*	*0.0%*	*52.9%*	*52.9%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*0.0%*	*52.9%*	*52.9%*	*0.0%*	
Sky with subcription	36	36	36	0	17	17	0	33
%V	*47.4%*	*49.3%*	*70.6%*	*0.0%*	*37.0%*	*63.0%*	*0.0%*	*51.6%*
%H (All HH)			*100.0%*	*0.0%*	*47.2%*	*47.2%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.0%*	*47.2%*	*47.2%*	*0.0%*	
Sky without subscription	5	5	5	0	4	4	0	4
%V	*6.6%*	*6.8%*	*9.8%*	*0.0%*	*8.7%*	*14.8%*	*0.0%*	*6.3%*
%H (All HH)			*100.0%*	*0.0%*	*80.0%*	*80.0%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*0.0%*	*80.0%*	*80.0%*	*0.0%*	
Freesat	8	8	8	0	6	6	0	8
%V	*10.5%*	*11.0%*	*15.7%*	*0.0%*	*13.0%*	*22.2%*	*0.0%*	*12.5%*
%H (All HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*75.0%*	*75.0%*	*0.0%*	
Other satellite provider	4	4	4	0	2	2	0	3
%V	*5.3%*	*5.5%*	*7.8%*	*0.0%*	*4.3%*	*7.4%*	*0.0%*	*4.7%*
%H (All HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*75.0%*
%H (TV HH)			*100.0%*	*0.0%*	*50.0%*	*50.0%*	*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	46	46	27	0	46	27	19	37
%V	*60.5%*	*63.0%*	*52.9%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*57.8%*
%H (All HH)		*100.0%*	*58.7%*	*0.0%*	*100.0%*	*58.7%*	*41.3%*	*80.4%*
%H (TV HH)			*58.7%*	*0.0%*	*100.0%*	*58.7%*	*41.3%*	

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 15.9: 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	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
PVR	45	45	41	1	26	22	4	42
%V	*59.2%*	*61.6%*	*80.4%*	*100.0%*	*56.5%*	*81.5%*	*21.1%*	*65.6%*
%H (All HH)		*100.0%*	*91.1%*	*2.2%*	*57.8%*	*48.9%*	*8.9%*	*93.3%*
%H (TV HH)			*91.1%*	*2.2%*	*57.8%*	*48.9%*	*8.9%*	
DVDR	1	1	1	0	0	0	0	1
%V	*1.3%*	*1.4%*	*2.0%*	*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	2	2	1	0	2	1	1	1
%V	*2.6%*	*2.7%*	*2.0%*	*0.0%*	*4.3%*	*3.7%*	*5.3%*	*1.6%*
%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%*	
Any recorder	47	47	41	1	27	22	5	42
%V	*61.8%*	*64.4%*	*80.4%*	*100.0%*	*58.7%*	*81.5%*	*26.3%*	*65.6%*
%H (All HH)		*100.0%*	*87.2%*	*2.1%*	*57.4%*	*46.8%*	*10.6%*	*89.4%*
%H (TV HH)			*87.2%*	*2.1%*	*57.4%*	*46.8%*	*10.6%*	
Receives HDTV (via STB or built-in reception)	53	53	41	1	33	23	11	48
%V	*69.7%*	*72.6%*	*80.4%*	*100.0%*	*71.7%*	*85.2%*	*57.9%*	*75.0%*
%H (All HH)		*100.0%*	*77.4%*	*1.9%*	*62.3%*	*43.4%*	*20.8%*	*90.6%*
%H (TV HH)			*77.4%*	*1.9%*	*62.3%*	*43.4%*	*20.8%*	
DVD/Blu-ray player or recorder	57	57	43	0	36	25	12	51
%V	*75.0%*	*78.1%*	*84.3%*	*0.0%*	*78.3%*	*92.6%*	*63.2%*	*79.7%*
%H (All HH)		*100.0%*	*75.4%*	*0.0%*	*63.2%*	*43.9%*	*21.1%*	*89.5%*
%H (TV HH)			*75.4%*	*0.0%*	*63.2%*	*43.9%*	*21.1%*	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

Table 15.10: Computers and Internet

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	76	73	51	1	46	27	19	64
%H (All HH)		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*
%H (TV HH)			*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	
Has broadband internet	64	63	46	1	37	24	13	64
%V	*84.2%*	*86.3%*	*90.2%*	*100.0%*	*80.4%*	*88.9%*	*68.4%*	*100.0%*
%H (All HH)		*98.4%*	*71.9%*	*1.6%*	*57.8%*	*37.5%*	*20.3%*	*100.0%*
%H (TV HH)			*73.0%*	*1.6%*	*58.7%*	*38.1%*	*20.6%*	
Number of computers (PCs and laptops)								
0	14	13	6	0	12	5	7	2
%V	*18.4%*	*17.8%*	*11.8%*	*0.0%*	*26.1%*	*18.5%*	*36.8%*	*3.1%*
%H (All HH)		*92.9%*	*42.9%*	*0.0%*	*85.7%*	*35.7%*	*50.0%*	*14.3%*
%H (TV HH)			*46.2%*	*0.0%*	*92.3%*	*38.5%*	*53.8%*	
1	16	14	8	1	10	5	5	16
%V	*21.1%*	*19.2%*	*15.7%*	*100.0%*	*21.7%*	*18.5%*	*26.3%*	*25.0%*
%H (All HH)		*87.5%*	*50.0%*	*6.3%*	*62.5%*	*31.3%*	*31.3%*	*100.0%*
%H (TV HH)			*57.1%*	*7.1%*	*71.4%*	*35.7%*	*35.7%*	
2	12	12	10	0	5	4	1	12
%V	*15.8%*	*16.4%*	*19.6%*	*0.0%*	*10.9%*	*14.8%*	*5.3%*	*18.8%*
%H (All HH)		*100.0%*	*83.3%*	*0.0%*	*41.7%*	*33.3%*	*8.3%*	*100.0%*
%H (TV HH)			*83.3%*	*0.0%*	*41.7%*	*33.3%*	*8.3%*	
3	10	10	6	0	7	3	4	10
%V	*13.2%*	*13.7%*	*11.8%*	*0.0%*	*15.2%*	*11.1%*	*21.1%*	*15.6%*
%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%*	
4	8	8	7	0	3	2	1	8
%V	*10.5%*	*11.0%*	*13.7%*	*0.0%*	*6.5%*	*7.4%*	*5.3%*	*12.5%*
%H (All HH)		*100.0%*	*87.5%*	*0.0%*	*37.5%*	*25.0%*	*12.5%*	*100.0%*
%H (TV HH)			*87.5%*	*0.0%*	*37.5%*	*25.0%*	*12.5%*	
5+	15	15	14	0	10	9	1	15
%V	*19.7%*	*20.5%*	*27.5%*	*0.0%*	*21.7%*	*33.3%*	*5.3%*	*23.4%*
%H (All HH)		*100.0%*	*93.3%*	*0.0%*	*66.7%*	*60.0%*	*6.7%*	*100.0%*
%H (TV HH)			*93.3%*	*0.0%*	*66.7%*	*60.0%*	*6.7%*	

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 15.11: 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	174	129	1	115	75	39	157
%H		*74.1%*	*0.6%*	*66.1%*	*43.1%*	*22.4%*	*90.2%*
Under 20"	22	15	1	16	9	7	19
%V	*12.6%*	*11.6%*	*100.0%*	*13.9%*	*12.0%*	*17.9%*	*12.1%*
%H		*68.2%*	*4.5%*	*72.7%*	*40.9%*	*31.8%*	*86.4%*
20" - 29"	35	23	0	25	14	11	32
%V	*20.1%*	*17.8%*	*0.0%*	*21.7%*	*18.7%*	*28.2%*	*20.4%*
%H		*65.7%*	*0.0%*	*71.4%*	*40.0%*	*31.4%*	*91.4%*
30" - 39"	40	27	1	28	17	11	36
%V	*23.0%*	*20.9%*	*100.0%*	*24.3%*	*22.7%*	*28.2%*	*22.9%*
%H		*67.5%*	*2.5%*	*70.0%*	*42.5%*	*27.5%*	*90.0%*
40" - 49"	53	41	0	35	25	9	46
%V	*30.5%*	*31.8%*	*0.0%*	*30.4%*	*33.3%*	*23.1%*	*29.3%*
%H		*77.4%*	*0.0%*	*66.0%*	*47.2%*	*17.0%*	*86.8%*
50" - 59"	19	19	0	10	9	1	19
%V	*10.9%*	*14.7%*	*0.0%*	*8.7%*	*12.0%*	*2.6%*	*12.1%*
%H		*100.0%*	*0.0%*	*52.6%*	*47.4%*	*5.3%*	*100.0%*
60"+	4	4	0	1	1	1	4
%V	*2.3%*	*3.1%*	*0.0%*	*0.9%*	*1.3%*	*2.6%*	*2.5%*
%H		*100.0%*	*0.0%*	*25.0%*	*25.0%*	*25.0%*	*100.0%*
Don't know	1	1	0	0	0	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%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

Table 15.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	174	129	1	115	75	39	157
%H		*74.1%*	*0.6%*	*66.1%*	*43.1%*	*22.4%*	*90.2%*
Main living room	73	50	1	46	27	19	62
%V	*42.0%*	*38.8%*	*100.0%*	*40.0%*	*36.0%*	*48.7%*	*39.5%*
%H		*68.5%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	*84.9%*
Kitchen	17	13	0	12	7	5	15
%V	*9.8%*	*10.1%*	*0.0%*	*10.4%*	*9.3%*	*12.8%*	*9.6%*
%H		*76.5%*	*0.0%*	*70.6%*	*41.2%*	*29.4%*	*88.2%*
Adult's bedroom	50	38	1	34	24	11	47
%V	*28.7%*	*29.5%*	*100.0%*	*29.6%*	*32.0%*	*28.2%*	*29.9%*
%H		*76.0%*	*2.0%*	*68.0%*	*48.0%*	*22.0%*	*94.0%*
Child's bedroom	9	7	0	4	2	2	9
%V	*5.2%*	*5.4%*	*0.0%*	*3.5%*	*2.7%*	*5.1%*	*5.7%*
%H		*77.8%*	*0.0%*	*44.4%*	*22.2%*	*22.2%*	*100.0%*
Other bedroom	9	8	0	6	5	1	9
%V	*5.2%*	*6.2%*	*0.0%*	*5.2%*	*6.7%*	*2.6%*	*5.7%*
%H		*88.9%*	*0.0%*	*66.7%*	*55.6%*	*11.1%*	*100.0%*
Second living/dining room	10	7	0	7	5	2	10
%V	*5.7%*	*5.4%*	*0.0%*	*6.1%*	*6.7%*	*5.1%*	*6.4%*
%H		*70.0%*	*0.0%*	*70.0%*	*50.0%*	*20.0%*	*100.0%*
Study/office	2	2	0	2	2	0	2
%V	*1.1%*	*1.6%*	*0.0%*	*1.7%*	*2.7%*	*0.0%*	*1.3%*
%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%*	*0.8%*	*0.0%*	*0.9%*	*1.3%*	*0.0%*	*0.6%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
Conservatory	1	1	0	0	0	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Attic or loft room	1	1	0	1	1	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.9%*	*1.3%*	*0.0%*	*0.6%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*0.0%*	*100.0%*
No specific location	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Other	2	2	0	2	2	0	2
%V	*1.1%*	*1.6%*	*0.0%*	*1.7%*	*2.7%*	*0.0%*	*1.3%*
%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	174	129	1	115	75	39	157
%H		*74.1%*	*0.6%*	*66.1%*	*43.1%*	*22.4%*	*90.2%*
PVR	86	81	1	48	44	4	81
%V	*49.4%*	*62.8%*	*100.0%*	*41.7%*	*58.7%*	*10.3%*	*51.6%*
%H		*94.2%*	*1.2%*	*55.8%*	*51.2%*	*4.7%*	*94.2%*
DVDR	1	1	0	0	0	0	1
%V	*0.6%*	*0.8%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.6%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
VCR	2	1	0	2	1	1	1
%V	*1.1%*	*0.8%*	*0.0%*	*1.7%*	*1.3%*	*2.6%*	*0.6%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
Any recorder	88	82	1	49	44	5	83
%V	*50.6%*	*63.6%*	*100.0%*	*42.6%*	*58.7%*	*12.8%*	*52.9%*
%H		*93.2%*	*1.1%*	*55.7%*	*50.0%*	*5.7%*	*94.3%*

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	174	129	1	115	75	39	157
%H		*74.1%*	*0.6%*	*66.1%*	*43.1%*	*22.4%*	*90.2%*
Receives HDTV (via STB or built-in reception)	105	88	1	68	52	16	99
%V	*60.3%*	*68.2%*	*100.0%*	*59.1%*	*69.3%*	*41.0%*	*63.1%*
%H		*83.8%*	*1.0%*	*64.8%*	*49.5%*	*15.2%*	*94.3%*
DVD/Blu-ray player or recorder	84	68	0	55	41	14	77
%V	*48.3%*	*52.7%*	*0.0%*	*47.8%*	*54.7%*	*35.9%*	*49.0%*
%H		*81.0%*	*0.0%*	*65.5%*	*48.8%*	*16.7%*	*91.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	73	51	1	46	27	19	63
%H		*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	*86.3%*
Under 20"	1	1	0	0	0	0	1
%V	*1.4%*	*2.0%*	*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"	4	0	0	4	0	4	2
%V	*5.5%*	*0.0%*	*0.0%*	*8.7%*	*0.0%*	*21.1%*	*3.2%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*
30" - 39"	16	7	1	11	3	8	12
%V	*21.9%*	*13.7%*	*100.0%*	*23.9%*	*11.1%*	*42.1%*	*19.0%*
%H		*43.8%*	*6.3%*	*68.8%*	*18.8%*	*50.0%*	*75.0%*
40" - 49"	34	25	0	22	16	6	28
%V	*46.6%*	*49.0%*	*0.0%*	*47.8%*	*59.3%*	*31.6%*	*44.4%*
%H		*73.5%*	*0.0%*	*64.7%*	*47.1%*	*17.6%*	*82.4%*
50" - 59"	15	15	0	8	7	1	15
%V	*20.5%*	*29.4%*	*0.0%*	*17.4%*	*25.9%*	*5.3%*	*23.8%*
%H		*100.0%*	*0.0%*	*53.3%*	*46.7%*	*6.7%*	*100.0%*
60"+	4	3	0	1	1	1	4
%V	*5.5%*	*5.9%*	*0.0%*	*2.2%*	*3.7%*	*5.3%*	*6.3%*
%H		*75.0%*	*0.0%*	*25.0%*	*25.0%*	*25.0%*	*100.0%*
Don't know	1	1	0	0	0	0	1
%V	*1.4%*	*2.0%*	*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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Channel Islands

Set level data

Table 15.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	73	51	1	46	27	19	63
%H		*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	*86.3%*
PVR	45	41	1	26	22	4	42
%V	*61.6%*	*80.4%*	*100.0%*	*56.5%*	*81.5%*	*21.1%*	*66.7%*
%H		*91.1%*	*2.2%*	*57.8%*	*48.9%*	*8.9%*	*93.3%*
DVDR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
VCR	1	1	0	1	1	1	1
%V	*1.4%*	*2.0%*	*0.0%*	*2.2%*	*3.7%*	*5.3%*	*1.6%*
%H		*100.0%*	*0.0%*	*100.0%*	*100.0%*	*100.0%*	*100.0%*
Any recorder	46	41	1	27	22	5	42
%V	*63.0%*	*80.4%*	*100.0%*	*58.7%*	*81.5%*	*26.3%*	*66.7%*
%H		*89.1%*	*2.2%*	*58.7%*	*47.8%*	*10.9%*	*91.3%*

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

Set level data

Table 15.17: 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	73	51	1	46	27	19	63
%H		*69.9%*	*1.4%*	*63.0%*	*37.0%*	*26.0%*	*86.3%*
Receives HDTV (via STB or built-in reception)	52	41	1	32	23	10	47
%V	*71.2%*	*80.4%*	*100.0%*	*69.6%*	*85.2%*	*52.6%*	*74.6%*
%H		*78.8%*	*1.9%*	*61.5%*	*44.2%*	*19.2%*	*90.4%*
DVD/Blu-ray player or recorder	49	36	0	32	21	11	43
%V	*67.1%*	*70.6%*	*0.0%*	*69.6%*	*77.8%*	*57.9%*	*68.3%*
%H		*73.5%*	*0.0%*	*65.3%*	*42.9%*	*22.4%*	*87.8%*

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

Table 15.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	101	78	1	69	48	20	95
%H		*77.2%*	*1.0%*	*68.3%*	*47.5%*	*19.8%*	*94.1%*
Under 20"	22	14	1	16	9	7	18
%V	*21.8%*	*17.9%*	*100.0%*	*23.2%*	*18.8%*	*35.0%*	*18.9%*
%H		*63.6%*	*4.5%*	*72.7%*	*40.9%*	*31.8%*	*81.8%*
20" - 29"	31	23	0	21	14	7	30
%V	*30.7%*	*29.5%*	*0.0%*	*30.4%*	*29.2%*	*35.0%*	*31.6%*
%H		*74.2%*	*0.0%*	*67.7%*	*45.2%*	*22.6%*	*96.8%*
30" - 39"	24	21	0	17	14	3	24
%V	*23.8%*	*26.9%*	*0.0%*	*24.6%*	*29.2%*	*15.0%*	*25.3%*
%H		*87.5%*	*0.0%*	*70.8%*	*58.3%*	*12.5%*	*100.0%*
40" - 49"	19	16	0	13	9	3	18
%V	*18.8%*	*20.5%*	*0.0%*	*18.8%*	*18.8%*	*15.0%*	*18.9%*
%H		*84.2%*	*0.0%*	*68.4%*	*47.4%*	*15.8%*	*94.7%*
50" - 59"	4	4	0	2	2	0	4
%V	*4.0%*	*5.1%*	*0.0%*	*2.9%*	*4.2%*	*0.0%*	*4.2%*
%H		*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
60"+	1	1	0	0	0	0	1
%V	*1.0%*	*1.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.1%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
Don't know	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*-*	*-*	*-*	*-*	*-*	*-*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Channel Islands

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	101	78	1	69	48	20	95
%H		*77.2%*	*1.0%*	*68.3%*	*47.5%*	*19.8%*	*94.1%*
PVR	40	40	0	22	22	0	40
%V	*39.6%*	*51.3%*	*0.0%*	*31.9%*	*45.8%*	*0.0%*	*42.1%*
%H		*100.0%*	*0.0%*	*55.0%*	*55.0%*	*0.0%*	*100.0%*
DVDR	1	1	0	0	0	0	1
%V	*1.0%*	*1.3%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*1.1%*
%H		*100.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*100.0%*
VCR	1	0	0	1	0	1	1
%V	*1.0%*	*0.0%*	*0.0%*	*1.4%*	*0.0%*	*5.0%*	*1.1%*
%H		*0.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Any recorder	41	41	0	23	22	1	41
%V	*40.6%*	*52.6%*	*0.0%*	*33.3%*	*45.8%*	*5.0%*	*43.2%*
%H		*100.0%*	*0.0%*	*56.1%*	*53.7%*	*2.4%*	*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	101	78	1	69	48	20	95
%H		*77.2%*	*1.0%*	*68.3%*	*47.5%*	*19.8%*	*94.1%*
Receives HDTV (via STB or built-in reception)	53	47	0	36	29	7	52
%V	*52.5%*	*60.3%*	*0.0%*	*52.2%*	*60.4%*	*35.0%*	*54.7%*
%H		*88.7%*	*0.0%*	*67.9%*	*54.7%*	*13.2%*	*98.1%*
DVD/Blu-ray player or recorder	35	32	0	22	20	2	34
%V	*34.7%*	*41.0%*	*0.0%*	*31.9%*	*41.7%*	*10.0%*	*35.8%*
%H		*91.4%*	*0.0%*	*62.9%*	*57.1%*	*5.7%*	*97.1%*

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	180	176	130	1	104	65	39	163
%H		*97.8%*	*72.2%*	*0.6%*	*57.8%*	*36.1%*	*21.7%*	*90.6%*
Total Children	32	31	22	0	15	9	6	32
%V	*17.8%*	*17.6%*	*16.9%*	*0.0%*	*14.4%*	*13.8%*	*15.4%*	*19.6%*
%H		*96.9%*	*68.8%*	*0.0%*	*46.9%*	*28.1%*	*18.8%*	*100.0%*
0 - 3	5	5	3	0	3	2	1	5
%V	*2.8%*	*2.8%*	*2.3%*	*0.0%*	*2.9%*	*3.1%*	*2.6%*	*3.1%*
%H		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*100.0%*
4 - 15	27	27	20	0	12	7	5	27
%V	*15.0%*	*15.3%*	*15.4%*	*0.0%*	*11.5%*	*10.8%*	*12.8%*	*16.6%*
%H		*100.0%*	*74.1%*	*0.0%*	*44.4%*	*25.9%*	*18.5%*	*100.0%*
4 - 9	14	13	10	0	6	4	2	14
%V	*7.8%*	*7.4%*	*7.7%*	*0.0%*	*5.8%*	*6.2%*	*5.1%*	*8.6%*
%H		*92.9%*	*71.4%*	*0.0%*	*42.9%*	*28.6%*	*14.3%*	*100.0%*
10 - 15	13	13	10	0	6	3	3	13
%V	*7.2%*	*7.4%*	*7.7%*	*0.0%*	*5.8%*	*4.6%*	*7.7%*	*8.0%*
%H		*100.0%*	*76.9%*	*0.0%*	*46.2%*	*23.1%*	*23.1%*	*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	180	176	130	1	104	65	39	163
%H		*97.8%*	*72.2%*	*0.6%*	*57.8%*	*36.1%*	*21.7%*	*90.6%*
Total Adults (16+)	148	145	107	1	89	56	33	131
%V	*82.2%*	*82.4%*	*82.3%*	*100.0%*	*85.6%*	*86.2%*	*84.6%*	*80.4%*
%H		*98.0%*	*72.3%*	*0.7%*	*60.1%*	*37.8%*	*22.3%*	*88.5%*
16 - 19	8	8	8	0	5	4	1	8
%V	*4.4%*	*4.5%*	*6.2%*	*0.0%*	*4.8%*	*6.2%*	*2.6%*	*4.9%*
%H		*100.0%*	*100.0%*	*0.0%*	*62.5%*	*50.0%*	*12.5%*	*100.0%*
20 - 24	14	14	11	0	5	4	1	14
%V	*7.8%*	*8.0%*	*8.5%*	*0.0%*	*4.8%*	*6.2%*	*2.6%*	*8.6%*
%H		*100.0%*	*78.6%*	*0.0%*	*35.7%*	*28.6%*	*7.1%*	*100.0%*
25 - 34	12	12	9	0	7	4	3	12
%V	*6.7%*	*6.8%*	*6.9%*	*0.0%*	*6.7%*	*6.2%*	*7.7%*	*7.4%*
%H		*100.0%*	*75.0%*	*0.0%*	*58.3%*	*33.3%*	*25.0%*	*100.0%*
35 - 44	23	22	15	0	9	5	4	23
%V	*12.8%*	*12.5%*	*11.5%*	*0.0%*	*8.7%*	*7.7%*	*10.3%*	*14.1%*
%H		*95.7%*	*65.2%*	*0.0%*	*39.1%*	*21.7%*	*17.4%*	*100.0%*
45 - 54	29	29	26	1	17	14	3	29
%V	*16.1%*	*16.5%*	*20.0%*	*100.0%*	*16.3%*	*21.5%*	*7.7%*	*17.8%*
%H		*100.0%*	*89.7%*	*3.4%*	*58.6%*	*48.3%*	*10.3%*	*100.0%*
55 - 64	22	21	15	0	14	8	7	20
%V	*12.2%*	*11.9%*	*11.5%*	*0.0%*	*13.5%*	*12.3%*	*17.9%*	*12.3%*
%H		*95.5%*	*68.2%*	*0.0%*	*63.6%*	*36.4%*	*31.8%*	*90.9%*
65+	40	39	24	0	32	16	15	26
%V	*22.2%*	*22.2%*	*18.5%*	*0.0%*	*30.8%*	*24.6%*	*38.5%*	*16.0%*
%H		*97.5%*	*60.0%*	*0.0%*	*80.0%*	*40.0%*	*37.5%*	*65.0%*

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+)	148	145	107	1	89	56	33	131
%H		*98.0%*	*72.3%*	*0.7%*	*60.1%*	*37.8%*	*22.3%*	*88.5%*
AB	59	59	48	0	38	27	12	57
%V	*39.9%*	*40.7%*	*44.9%*	*0.0%*	*42.7%*	*48.2%*	*36.4%*	*43.5%*
%H		*100.0%*	*81.4%*	*0.0%*	*64.4%*	*45.8%*	*20.3%*	*96.6%*
C1	47	46	38	1	25	18	7	41
%V	*31.8%*	*31.7%*	*35.5%*	*100.0%*	*28.1%*	*32.1%*	*21.2%*	*31.3%*
%H		*97.9%*	*80.9%*	*2.1%*	*53.2%*	*38.3%*	*14.9%*	*87.2%*
C2	18	15	9	0	9	5	4	16
%V	*12.2%*	*10.3%*	*8.4%*	*0.0%*	*10.1%*	*8.9%*	*12.1%*	*12.2%*
%H		*83.3%*	*50.0%*	*0.0%*	*50.0%*	*27.8%*	*22.2%*	*88.9%*
D	17	17	10	0	11	6	5	12
%V	*11.5%*	*11.7%*	*9.3%*	*0.0%*	*12.4%*	*10.7%*	*15.2%*	*9.2%*
%H		*100.0%*	*58.8%*	*0.0%*	*64.7%*	*35.3%*	*29.4%*	*70.6%*
E	8	8	3	0	5	1	5	4
%V	*5.4%*	*5.5%*	*2.8%*	*0.0%*	*5.6%*	*1.8%*	*15.2%*	*3.1%*
%H		*100.0%*	*37.5%*	*0.0%*	*62.5%*	*12.5%*	*62.5%*	*50.0%*

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+)	148	145	107	1	89	56	33	131
%H		*98.0%*	*72.3%*	*0.7%*	*60.1%*	*37.8%*	*22.3%*	*88.5%*
Working full time	72	71	56	1	36	26	11	71
%V	*48.6%*	*49.0%*	*52.3%*	*100.0%*	*40.4%*	*46.4%*	*33.3%*	*54.2%*
%H		*98.6%*	*77.8%*	*1.4%*	*50.0%*	*36.1%*	*15.3%*	*98.6%*
Working part time	12	12	7	0	10	6	4	12
%V	*8.1%*	*8.3%*	*6.5%*	*0.0%*	*11.2%*	*10.7%*	*12.1%*	*9.2%*
%H		*100.0%*	*58.3%*	*0.0%*	*83.3%*	*50.0%*	*33.3%*	*100.0%*
Not working	64	63	44	0	43	25	18	49
%V	*43.2%*	*43.4%*	*41.1%*	*0.0%*	*48.3%*	*44.6%*	*54.5%*	*37.4%*
%H		*98.4%*	*68.8%*	*0.0%*	*67.2%*	*39.1%*	*28.1%*	*76.6%*
Houseperson	76	73	51	1	46	27	19	64
%V	*51.4%*	*50.3%*	*47.7%*	*100.0%*	*51.7%*	*48.2%*	*57.6%*	*48.9%*
%H		*96.1%*	*67.1%*	*1.3%*	*60.5%*	*35.5%*	*25.0%*	*84.2%*

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	48	0	38	25	13	59
%H		*96.9%*	*73.8%*	*0.0%*	*58.5%*	*38.5%*	*20.0%*	*90.8%*
16 - 19	4	4	4	0	2	2	0	4
%V	*6.2%*	*6.3%*	*8.3%*	*-*	*5.3%*	*8.0%*	*0.0%*	*6.8%*
%H		*100.0%*	*100.0%*	*0.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
20 - 24	8	8	7	0	3	3	0	8
%V	*12.3%*	*12.7%*	*14.6%*	*-*	*7.9%*	*12.0%*	*0.0%*	*13.6%*
%H		*100.0%*	*87.5%*	*0.0%*	*37.5%*	*37.5%*	*0.0%*	*100.0%*
25 - 34	6	6	4	0	3	1	2	6
%V	*9.2%*	*9.5%*	*8.3%*	*-*	*7.9%*	*4.0%*	*15.4%*	*10.2%*
%H		*100.0%*	*66.7%*	*0.0%*	*50.0%*	*16.7%*	*33.3%*	*100.0%*
35 - 44	9	8	5	0	4	2	2	9
%V	*13.8%*	*12.7%*	*10.4%*	*-*	*10.5%*	*8.0%*	*15.4%*	*15.3%*
%H		*88.9%*	*55.6%*	*0.0%*	*44.4%*	*22.2%*	*22.2%*	*100.0%*
45 - 54	12	12	11	0	7	6	1	12
%V	*18.5%*	*19.0%*	*22.9%*	*-*	*18.4%*	*24.0%*	*7.7%*	*20.3%*
%H		*100.0%*	*91.7%*	*0.0%*	*58.3%*	*50.0%*	*8.3%*	*100.0%*
55 - 64	11	11	7	0	8	4	4	10
%V	*16.9%*	*17.5%*	*14.6%*	*-*	*21.1%*	*16.0%*	*30.8%*	*16.9%*
%H		*100.0%*	*63.6%*	*0.0%*	*72.7%*	*36.4%*	*36.4%*	*90.9%*
65+	15	14	10	0	11	6	5	11
%V	*23.1%*	*22.2%*	*20.8%*	*-*	*28.9%*	*24.0%*	*38.5%*	*18.6%*
%H		*93.3%*	*66.7%*	*0.0%*	*73.3%*	*40.0%*	*33.3%*	*73.3%*

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	48	0	38	25	13	59
%H		*96.9%*	*73.8%*	*0.0%*	*58.5%*	*38.5%*	*20.0%*	*90.8%*
AB	26	26	21	0	17	12	5	26
%V	*40.0%*	*41.3%*	*43.8%*	*-*	*44.7%*	*48.0%*	*38.5%*	*44.1%*
%H		*100.0%*	*80.8%*	*0.0%*	*65.4%*	*46.2%*	*19.2%*	*100.0%*
C1	18	17	16	0	9	7	2	16
%V	*27.7%*	*27.0%*	*33.3%*	*-*	*23.7%*	*28.0%*	*15.4%*	*27.1%*
%H		*94.4%*	*88.9%*	*0.0%*	*50.0%*	*38.9%*	*11.1%*	*88.9%*
C2	9	8	5	0	5	3	2	9
%V	*13.8%*	*12.7%*	*10.4%*	*-*	*13.2%*	*12.0%*	*15.4%*	*15.3%*
%H		*88.9%*	*55.6%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*100.0%*
D	8	8	6	0	5	3	2	7
%V	*12.3%*	*12.7%*	*12.5%*	*-*	*13.2%*	*12.0%*	*15.4%*	*11.9%*
%H		*100.0%*	*75.0%*	*0.0%*	*62.5%*	*37.5%*	*25.0%*	*87.5%*
E	4	4	1	0	3	0	3	2
%V	*6.2%*	*6.3%*	*2.1%*	*-*	*7.9%*	*0.0%*	*23.1%*	*3.4%*
%H		*100.0%*	*25.0%*	*0.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	65	63	48	0	38	25	13	59
%H		*96.9%*	*73.8%*	*0.0%*	*58.5%*	*38.5%*	*20.0%*	*90.8%*
Working full time	40	39	29	0	23	15	8	40
%V	*61.5%*	*61.9%*	*60.4%*	*-*	*60.5%*	*60.0%*	*61.5%*	*67.8%*
%H		*97.5%*	*72.5%*	*0.0%*	*57.5%*	*37.5%*	*20.0%*	*100.0%*
Working part time	2	2	2	0	2	1	1	2
%V	*3.1%*	*3.2%*	*4.2%*	*-*	*5.3%*	*4.0%*	*7.7%*	*3.4%*
%H		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Not working	23	22	17	0	14	9	5	17
%V	*35.4%*	*34.9%*	*35.4%*	*-*	*36.8%*	*36.0%*	*38.5%*	*28.8%*
%H		*95.7%*	*73.9%*	*0.0%*	*60.9%*	*39.1%*	*21.7%*	*73.9%*
Houseperson	9	8	6	0	5	3	2	7
%V	*13.8%*	*12.7%*	*12.5%*	*-*	*13.2%*	*12.0%*	*15.4%*	*11.9%*
%H		*88.9%*	*66.7%*	*0.0%*	*55.6%*	*33.3%*	*22.2%*	*77.8%*

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+)	82	82	59	1	50	31	20	72
%H		*100.0%*	*72.0%*	*1.2%*	*61.0%*	*37.8%*	*24.4%*	*87.8%*
16 - 19	4	4	3	0	3	2	1	4
%V	*4.9%*	*4.9%*	*5.1%*	*0.0%*	*6.0%*	*6.5%*	*5.0%*	*5.6%*
%H		*100.0%*	*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*100.0%*
20 - 24	6	6	4	0	2	1	1	6
%V	*7.3%*	*7.3%*	*6.8%*	*0.0%*	*4.0%*	*3.2%*	*5.0%*	*8.3%*
%H		*100.0%*	*66.7%*	*0.0%*	*33.3%*	*16.7%*	*16.7%*	*100.0%*
25 - 34	6	6	5	0	4	3	1	6
%V	*7.3%*	*7.3%*	*8.5%*	*0.0%*	*8.0%*	*9.7%*	*5.0%*	*8.3%*
%H		*100.0%*	*83.3%*	*0.0%*	*66.7%*	*50.0%*	*16.7%*	*100.0%*
35 - 44	14	14	10	0	5	3	2	14
%V	*17.1%*	*17.1%*	*16.9%*	*0.0%*	*10.0%*	*9.7%*	*10.0%*	*19.4%*
%H		*100.0%*	*71.4%*	*0.0%*	*35.7%*	*21.4%*	*14.3%*	*100.0%*
45 - 54	17	17	14	1	10	8	2	17
%V	*20.7%*	*20.7%*	*23.7%*	*100.0%*	*20.0%*	*25.8%*	*10.0%*	*23.6%*
%H		*100.0%*	*82.4%*	*5.9%*	*58.8%*	*47.1%*	*11.8%*	*100.0%*
55 - 64	11	11	8	0	7	4	3	11
%V	*13.4%*	*13.4%*	*13.6%*	*0.0%*	*14.0%*	*12.9%*	*15.0%*	*15.3%*
%H		*100.0%*	*72.7%*	*0.0%*	*63.6%*	*36.4%*	*27.3%*	*100.0%*
65+	25	25	14	0	21	10	11	15
%V	*30.5%*	*30.5%*	*23.7%*	*0.0%*	*42.0%*	*32.3%*	*55.0%*	*20.8%*
%H		*100.0%*	*56.0%*	*0.0%*	*84.0%*	*40.0%*	*44.0%*	*60.0%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	82	82	59	1	50	31	20	72
%H		*100.0%*	*72.0%*	*1.2%*	*61.0%*	*37.8%*	*24.4%*	*87.8%*
AB	33	33	26	0	22	15	7	32
%V	*40.2%*	*40.2%*	*44.1%*	*0.0%*	*44.0%*	*48.4%*	*35.0%*	*44.4%*
%H		*100.0%*	*78.8%*	*0.0%*	*66.7%*	*45.5%*	*21.2%*	*97.0%*
C1	29	29	22	1	16	11	5	25
%V	*35.4%*	*35.4%*	*37.3%*	*100.0%*	*32.0%*	*35.5%*	*25.0%*	*34.7%*
%H		*100.0%*	*75.9%*	*3.4%*	*55.2%*	*37.9%*	*17.2%*	*86.2%*
C2	8	8	5	0	4	2	2	8
%V	*9.8%*	*9.8%*	*8.5%*	*0.0%*	*8.0%*	*6.5%*	*10.0%*	*11.1%*
%H		*100.0%*	*62.5%*	*0.0%*	*50.0%*	*25.0%*	*25.0%*	*100.0%*
D	8	8	4	0	6	2	4	6
%V	*9.8%*	*9.8%*	*6.8%*	*0.0%*	*12.0%*	*6.5%*	*20.0%*	*8.3%*
%H		*100.0%*	*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*75.0%*
E	4	4	2	0	2	1	2	2
%V	*4.9%*	*4.9%*	*3.4%*	*0.0%*	*4.0%*	*3.2%*	*10.0%*	*2.8%*
%H		*100.0%*	*50.0%*	*0.0%*	*50.0%*	*25.0%*	*50.0%*	*50.0%*

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+)	82	82	59	1	50	31	20	72
%H		*100.0%*	*72.0%*	*1.2%*	*61.0%*	*37.8%*	*24.4%*	*87.8%*
Working full time	32	32	27	1	14	11	3	31
%V	*39.0%*	*39.0%*	*45.8%*	*100.0%*	*28.0%*	*35.5%*	*15.0%*	*43.1%*
%H		*100.0%*	*84.4%*	*3.1%*	*43.8%*	*34.4%*	*9.4%*	*96.9%*
Working part time	9	9	6	0	8	4	4	9
%V	*11.0%*	*11.0%*	*10.2%*	*0.0%*	*16.0%*	*12.9%*	*20.0%*	*12.5%*
%H		*100.0%*	*66.7%*	*0.0%*	*88.9%*	*44.4%*	*44.4%*	*100.0%*
Not working	41	41	26	0	28	15	13	31
%V	*50.0%*	*50.0%*	*44.1%*	*0.0%*	*56.0%*	*48.4%*	*65.0%*	*43.1%*
%H		*100.0%*	*63.4%*	*0.0%*	*68.3%*	*36.6%*	*31.7%*	*75.6%*
Houseperson	66	66	45	1	41	24	17	57
%V	*80.5%*	*80.5%*	*76.3%*	*100.0%*	*82.0%*	*77.4%*	*85.0%*	*79.2%*
%H		*100.0%*	*68.2%*	*1.5%*	*62.1%*	*36.4%*	*25.8%*	*86.4%*

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Scotland

Contents Page

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

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
AB	569	537	226	94	346	154	192	542
%V	*23.9%*	*23.8%*	*25.3%*	*23.8%*	*23.7%*	*25.6%*	*22.3%*	*26.7%*
%H (All HH)		*94.4%*	*39.7%*	*16.5%*	*60.8%*	*27.1%*	*33.7%*	*95.3%*
%H (TV HH)			*42.1%*	*17.5%*	*64.4%*	*28.7%*	*35.8%*	
C1	662	621	270	114	385	180	205	604
%V	*27.8%*	*27.5%*	*30.2%*	*28.9%*	*26.3%*	*30.0%*	*23.8%*	*29.7%*
%H (All HH)		*93.8%*	*40.8%*	*17.2%*	*58.2%*	*27.2%*	*31.0%*	*91.2%*
%H (TV HH)			*43.5%*	*18.4%*	*62.0%*	*29.0%*	*33.0%*	
C2	455	440	189	74	278	123	155	400
%V	*19.1%*	*19.5%*	*21.1%*	*18.7%*	*19.0%*	*20.5%*	*18.0%*	*19.7%*
%H (All HH)		*96.7%*	*41.5%*	*16.3%*	*61.1%*	*27.0%*	*34.1%*	*87.9%*
%H (TV HH)			*43.0%*	*16.8%*	*63.2%*	*28.0%*	*35.2%*	
D	413	392	132	72	267	97	169	317
%V	*17.4%*	*17.4%*	*14.8%*	*18.2%*	*18.3%*	*16.1%*	*19.6%*	*15.6%*
%H (All HH)		*94.9%*	*32.0%*	*17.4%*	*64.6%*	*23.5%*	*40.9%*	*76.8%*
%H (TV HH)			*33.7%*	*18.4%*	*68.1%*	*24.7%*	*43.1%*	
E	282	266	76	41	186	47	140	167
%V	*11.8%*	*11.8%*	*8.5%*	*10.4%*	*12.7%*	*7.8%*	*16.3%*	*8.2%*
%H (All HH)		*94.3%*	*27.0%*	*14.5%*	*66.0%*	*16.7%*	*49.6%*	*59.2%*
%H (TV HH)			*28.6%*	*15.4%*	*69.9%*	*17.7%*	*52.6%*	

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

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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Under 25	105	84	19	10	39	5	34	102
%V	*4.4%*	*3.7%*	*2.1%*	*2.5%*	*2.7%*	*0.8%*	*3.9%*	*5.0%*
%H (All HH)		*80.0%*	*18.1%*	*9.5%*	*37.1%*	*4.8%*	*32.4%*	*97.1%*
%H (TV HH)			*22.6%*	*11.9%*	*46.4%*	*6.0%*	*40.5%*	
25 - 34	379	339	132	63	164	66	98	365
%V	*15.9%*	*15.0%*	*14.8%*	*15.9%*	*11.2%*	*11.0%*	*11.4%*	*18.0%*
%H (All HH)		*89.4%*	*34.8%*	*16.6%*	*43.3%*	*17.4%*	*25.9%*	*96.3%*
%H (TV HH)			*38.9%*	*18.6%*	*48.4%*	*19.5%*	*28.9%*	
35 - 44	376	351	164	56	213	101	112	359
%V	*15.8%*	*15.6%*	*18.3%*	*14.2%*	*14.6%*	*16.8%*	*13.0%*	*17.7%*
%H (All HH)		*93.4%*	*43.6%*	*14.9%*	*56.6%*	*26.9%*	*29.8%*	*95.5%*
%H (TV HH)			*46.7%*	*16.0%*	*60.7%*	*28.8%*	*31.9%*	
45 - 54	445	429	196	82	272	134	139	415
%V	*18.7%*	*19.0%*	*21.9%*	*20.8%*	*18.6%*	*22.3%*	*16.1%*	*20.4%*
%H (All HH)		*96.4%*	*44.0%*	*18.4%*	*61.1%*	*30.1%*	*31.2%*	*93.3%*
%H (TV HH)			*45.7%*	*19.1%*	*63.4%*	*31.2%*	*32.4%*	
55 - 64	429	419	174	82	284	128	157	385
%V	*18.0%*	*18.6%*	*19.5%*	*20.8%*	*19.4%*	*21.3%*	*18.2%*	*19.0%*
%H (All HH)		*97.7%*	*40.6%*	*19.1%*	*66.2%*	*29.8%*	*36.6%*	*89.7%*
%H (TV HH)			*41.5%*	*19.6%*	*67.8%*	*30.5%*	*37.5%*	
65 +	646	634	209	103	490	167	323	404
%V	*27.1%*	*28.1%*	*23.4%*	*26.1%*	*33.5%*	*27.8%*	*37.5%*	*19.9%*
%H (All HH)		*98.1%*	*32.4%*	*15.9%*	*75.9%*	*25.9%*	*50.0%*	*62.5%*
%H (TV HH)			*33.0%*	*16.2%*	*77.3%*	*26.3%*	*50.9%*	

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 16.3: 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
1	873	800	231	119	570	150	420	593
%V	*36.7%*	*35.5%*	*25.8%*	*30.1%*	*39.0%*	*25.0%*	*48.8%*	*29.2%*
%H (All HH)		*91.6%*	*26.5%*	*13.6%*	*65.3%*	*17.2%*	*48.1%*	*67.9%*
%H (TV HH)			*28.9%*	*14.9%*	*71.3%*	*18.8%*	*52.5%*	
2	800	771	320	148	479	220	259	744
%V	*33.6%*	*34.2%*	*35.8%*	*37.5%*	*32.8%*	*36.6%*	*30.1%*	*36.6%*
%H (All HH)		*96.4%*	*40.0%*	*18.5%*	*59.9%*	*27.5%*	*32.4%*	*93.0%*
%H (TV HH)			*41.5%*	*19.2%*	*62.1%*	*28.5%*	*33.6%*	
3	336	321	154	63	192	98	94	327
%V	*14.1%*	*14.2%*	*17.2%*	*15.9%*	*13.1%*	*16.3%*	*10.9%*	*16.1%*
%H (All HH)		*95.5%*	*45.8%*	*18.8%*	*57.1%*	*29.2%*	*28.0%*	*97.3%*
%H (TV HH)			*48.0%*	*19.6%*	*59.8%*	*30.5%*	*29.3%*	
4	271	263	137	45	162	95	67	267
%V	*11.4%*	*11.7%*	*15.3%*	*11.4%*	*11.1%*	*15.8%*	*7.8%*	*13.1%*
%H (All HH)		*97.0%*	*50.6%*	*16.6%*	*59.8%*	*35.1%*	*24.7%*	*98.5%*
%H (TV HH)			*52.1%*	*17.1%*	*61.6%*	*36.1%*	*25.5%*	
5+	102	100	54	19	58	37	22	100
%V	*4.3%*	*4.4%*	*6.0%*	*4.8%*	*4.0%*	*6.2%*	*2.6%*	*4.9%*
%H (All HH)		*98.0%*	*52.9%*	*18.6%*	*56.9%*	*36.3%*	*21.6%*	*98.0%*
%H (TV HH)			*54.0%*	*19.0%*	*58.0%*	*37.0%*	*22.0%*	
Average HH size	2.15	2.17	2.42	2.24	2.10	2.43	1.87	2.30

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
Jan - Dec 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Without	1852	1742	638	301	1165	441	724	1514
%V	*77.8%*	*77.2%*	*71.4%*	*76.2%*	*79.7%*	*73.4%*	*84.1%*	*74.5%*
%H (All HH)		*94.1%*	*34.4%*	*16.3%*	*62.9%*	*23.8%*	*39.1%*	*81.7%*
%H (TV HH)			*36.6%*	*17.3%*	*66.9%*	*25.3%*	*41.6%*	
With	528	514	256	93	297	159	138	517
%V	*22.2%*	*22.8%*	*28.6%*	*23.5%*	*20.3%*	*26.5%*	*16.0%*	*25.5%*
%H (All HH)		*97.3%*	*48.5%*	*17.6%*	*56.3%*	*30.1%*	*26.1%*	*97.9%*
%H (TV HH)			*49.8%*	*18.1%*	*57.8%*	*30.9%*	*26.8%*	
0 - 3	178	172	85	27	94	45	48	174
%V	*7.5%*	*7.6%*	*9.5%*	*6.8%*	*6.4%*	*7.5%*	*5.6%*	*8.6%*
%H (All HH)		*96.6%*	*47.8%*	*15.2%*	*52.8%*	*25.3%*	*27.0%*	*97.8%*
%H (TV HH)			*49.4%*	*15.7%*	*54.7%*	*26.2%*	*27.9%*	
4 - 9	268	263	135	43	152	83	70	261
%V	*11.3%*	*11.7%*	*15.1%*	*10.9%*	*10.4%*	*13.8%*	*8.1%*	*12.9%*
%H (All HH)		*98.1%*	*50.4%*	*16.0%*	*56.7%*	*31.0%*	*26.1%*	*97.4%*
%H (TV HH)			*51.3%*	*16.3%*	*57.8%*	*31.6%*	*26.6%*	
10 - 15	248	242	126	46	146	85	62	244
%V	*10.4%*	*10.7%*	*14.1%*	*11.6%*	*10.0%*	*14.1%*	*7.2%*	*12.0%*
%H (All HH)		*97.6%*	*50.8%*	*18.5%*	*58.9%*	*34.3%*	*25.0%*	*98.4%*
%H (TV HH)			*52.1%*	*19.0%*	*60.3%*	*35.1%*	*25.6%*	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
1	900	900	260	126	514	85	429	697
%V	*37.8%*	*39.9%*	*29.1%*	*31.9%*	*35.2%*	*14.1%*	*49.8%*	*34.3%*
%H (All HH)		*100.0%*	*28.9%*	*14.0%*	*57.1%*	*9.4%*	*47.7%*	*77.4%*
%H (TV HH)			*28.9%*	*14.0%*	*57.1%*	*9.4%*	*47.7%*	
2	752	752	312	144	501	228	273	656
%V	*31.6%*	*33.3%*	*34.9%*	*36.5%*	*34.3%*	*37.9%*	*31.7%*	*32.3%*
%H (All HH)		*100.0%*	*41.5%*	*19.1%*	*66.6%*	*30.3%*	*36.3%*	*87.2%*
%H (TV HH)			*41.5%*	*19.1%*	*66.6%*	*30.3%*	*36.3%*	
3	386	386	198	74	284	171	113	366
%V	*16.2%*	*17.1%*	*22.1%*	*18.7%*	*19.4%*	*28.5%*	*13.1%*	*18.0%*
%H (All HH)		*100.0%*	*51.3%*	*19.2%*	*73.6%*	*44.3%*	*29.3%*	*94.8%*
%H (TV HH)			*51.3%*	*19.2%*	*73.6%*	*44.3%*	*29.3%*	
4	149	149	83	37	108	78	31	147
%V	*6.3%*	*6.6%*	*9.3%*	*9.4%*	*7.4%*	*13.0%*	*3.6%*	*7.2%*
%H (All HH)		*100.0%*	*55.7%*	*24.8%*	*72.5%*	*52.3%*	*20.8%*	*98.7%*
%H (TV HH)			*55.7%*	*24.8%*	*72.5%*	*52.3%*	*20.8%*	
5+	69	69	41	13	54	39	15	68
%V	*2.9%*	*3.1%*	*4.6%*	*3.3%*	*3.7%*	*6.5%*	*1.7%*	*3.3%*
%H (All HH)		*100.0%*	*59.4%*	*18.8%*	*78.3%*	*56.5%*	*21.7%*	*98.6%*
%H (TV HH)			*59.4%*	*18.8%*	*78.3%*	*56.5%*	*21.7%*	

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
Jan - Dec 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Under 20"	192	192	76	36	149	72	77	162
%V	*8.1%*	*8.5%*	*8.5%*	*9.1%*	*10.2%*	*12.0%*	*8.9%*	*8.0%*
%H (All HH)		*100.0%*	*39.6%*	*18.8%*	*77.6%*	*37.5%*	*40.1%*	*84.4%*
%H (TV HH)			*39.6%*	*18.8%*	*77.6%*	*37.5%*	*40.1%*	
20" - 29"	534	534	210	89	407	186	221	453
%V	*22.4%*	*23.7%*	*23.5%*	*22.5%*	*27.8%*	*30.9%*	*25.7%*	*22.3%*
%H (All HH)		*100.0%*	*39.3%*	*16.7%*	*76.2%*	*34.8%*	*41.4%*	*84.8%*
%H (TV HH)			*39.3%*	*16.7%*	*76.2%*	*34.8%*	*41.4%*	
30" - 39"	1078	1078	430	189	751	327	424	918
%V	*45.3%*	*47.8%*	*48.1%*	*47.8%*	*51.4%*	*54.4%*	*49.2%*	*45.2%*
%H (All HH)		*100.0%*	*39.9%*	*17.5%*	*69.7%*	*30.3%*	*39.3%*	*85.2%*
%H (TV HH)			*39.9%*	*17.5%*	*69.7%*	*30.3%*	*39.3%*	
40" - 49"	1170	1170	527	234	740	375	365	1072
%V	*49.2%*	*51.9%*	*58.9%*	*59.2%*	*50.6%*	*62.4%*	*42.4%*	*52.8%*
%H (All HH)		*100.0%*	*45.0%*	*20.0%*	*63.2%*	*32.1%*	*31.2%*	*91.6%*
%H (TV HH)			*45.0%*	*20.0%*	*63.2%*	*32.1%*	*31.2%*	
50" - 59"	470	470	244	93	291	174	117	442
%V	*19.7%*	*20.8%*	*27.3%*	*23.5%*	*19.9%*	*29.0%*	*13.6%*	*21.8%*
%H (All HH)		*100.0%*	*51.9%*	*19.8%*	*61.9%*	*37.0%*	*24.9%*	*94.0%*
%H (TV HH)			*51.9%*	*19.8%*	*61.9%*	*37.0%*	*24.9%*	
60"+	58	58	36	9	34	22	12	55
%V	*2.4%*	*2.6%*	*4.0%*	*2.3%*	*2.3%*	*3.7%*	*1.4%*	*2.7%*
%H (All HH)		*100.0%*	*62.1%*	*15.5%*	*58.6%*	*37.9%*	*20.7%*	*94.8%*
%H (TV HH)			*62.1%*	*15.5%*	*58.6%*	*37.9%*	*20.7%*	

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
Jan - Dec 2018

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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Main living room	2224	2224	883	391	1446	594	852	1906
%V	*93.4%*	*98.6%*	*98.8%*	*99.0%*	*98.9%*	*98.8%*	*99.0%*	*93.8%*
%H (All HH)		*100.0%*	*39.7%*	*17.6%*	*65.0%*	*26.7%*	*38.3%*	*85.7%*
%H (TV HH)			*39.7%*	*17.6%*	*65.0%*	*26.7%*	*38.3%*	
Kitchen	239	239	125	36	196	117	80	222
%V	*10.0%*	*10.6%*	*14.0%*	*9.1%*	*13.4%*	*19.5%*	*9.3%*	*10.9%*
%H (All HH)		*100.0%*	*52.3%*	*15.1%*	*82.0%*	*49.0%*	*33.5%*	*92.9%*
%H (TV HH)			*52.3%*	*15.1%*	*82.0%*	*49.0%*	*33.5%*	
Adult's bedroom	1056	1056	492	217	738	410	328	959
%V	*44.4%*	*46.8%*	*55.0%*	*54.9%*	*50.5%*	*68.2%*	*38.1%*	*47.2%*
%H (All HH)		*100.0%*	*46.6%*	*20.5%*	*69.9%*	*38.8%*	*31.1%*	*90.8%*
%H (TV HH)			*46.6%*	*20.5%*	*69.9%*	*38.8%*	*31.1%*	
Child's bedroom	244	244	131	52	151	97	54	241
%V	*10.3%*	*10.8%*	*14.7%*	*13.2%*	*10.3%*	*16.1%*	*6.3%*	*11.9%*
%H (All HH)		*100.0%*	*53.7%*	*21.3%*	*61.9%*	*39.8%*	*22.1%*	*98.8%*
%H (TV HH)			*53.7%*	*21.3%*	*61.9%*	*39.8%*	*22.1%*	
Other bedroom	115	115	55	28	85	54	32	107
%V	*4.8%*	*5.1%*	*6.2%*	*7.1%*	*5.8%*	*9.0%*	*3.7%*	*5.3%*
%H (All HH)		*100.0%*	*47.8%*	*24.3%*	*73.9%*	*47.0%*	*27.8%*	*93.0%*
%H (TV HH)			*47.8%*	*24.3%*	*73.9%*	*47.0%*	*27.8%*	
Second living/dining room	172	172	96	30	125	78	47	165
%V	*7.2%*	*7.6%*	*10.7%*	*7.6%*	*8.5%*	*13.0%*	*5.5%*	*8.1%*
%H (All HH)		*100.0%*	*55.8%*	*17.4%*	*72.7%*	*45.3%*	*27.3%*	*95.9%*
%H (TV HH)			*55.8%*	*17.4%*	*72.7%*	*45.3%*	*27.3%*	
Study/office	30	30	16	4	22	12	10	30
%V	*1.3%*	*1.3%*	*1.8%*	*1.0%*	*1.5%*	*2.0%*	*1.2%*	*1.5%*
%H (All HH)		*100.0%*	*53.3%*	*13.3%*	*73.3%*	*40.0%*	*33.3%*	*100.0%*
%H (TV HH)			*53.3%*	*13.3%*	*73.3%*	*40.0%*	*33.3%*	
TV room	38	38	22	7	26	16	9	37
%V	*1.6%*	*1.7%*	*2.5%*	*1.8%*	*1.8%*	*2.7%*	*1.0%*	*1.8%*
%H (All HH)		*100.0%*	*57.9%*	*18.4%*	*68.4%*	*42.1%*	*23.7%*	*97.4%*
%H (TV HH)			*57.9%*	*18.4%*	*68.4%*	*42.1%*	*23.7%*	
Conservatory	38	38	21	6	30	18	12	36
%V	*1.6%*	*1.7%*	*2.3%*	*1.5%*	*2.1%*	*3.0%*	*1.4%*	*1.8%*
%H (All HH)		*100.0%*	*55.3%*	*15.8%*	*78.9%*	*47.4%*	*31.6%*	*94.7%*
%H (TV HH)			*55.3%*	*15.8%*	*78.9%*	*47.4%*	*31.6%*	
Attic or loft room	5	5	3	2	2	2	0	5
%V	*0.2%*	*0.2%*	*0.3%*	*0.5%*	*0.1%*	*0.3%*	*0.0%*	*0.2%*
%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	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*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	18	18	10	2	14	8	6	18
%V	*0.8%*	*0.8%*	*1.1%*	*0.5%*	*1.0%*	*1.3%*	*0.7%*	*0.9%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*
%H (TV HH)			*55.6%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Any DSAT provider	894	894	894	12	436	436	0	838
%V	*37.6%*	*39.6%*	*100.0%*	*3.0%*	*29.8%*	*72.5%*	*0.0%*	*41.3%*
%H (All HH)			*100.0%*	*1.3%*	*48.8%*	*48.8%*	*0.0%*	*93.7%*
%H (TV HH)			*100.0%*	*1.3%*	*48.8%*	*48.8%*	*0.0%*	
Sky with subcription	744	744	744	7	362	362	0	708
%V	*31.3%*	*33.0%*	*83.2%*	*1.8%*	*24.8%*	*60.2%*	*0.0%*	*34.9%*
%H (All HH)			*100.0%*	*0.9%*	*48.7%*	*48.7%*	*0.0%*	*95.2%*
%H (TV HH)			*100.0%*	*0.9%*	*48.7%*	*48.7%*	*0.0%*	
Sky without subscription	62	62	62	2	31	31	0	53
%V	*2.6%*	*2.7%*	*6.9%*	*0.5%*	*2.1%*	*5.2%*	*0.0%*	*2.6%*
%H (All HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	*85.5%*
%H (TV HH)			*100.0%*	*3.2%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	78	78	78	3	38	38	0	69
%V	*3.3%*	*3.5%*	*8.7%*	*0.8%*	*2.6%*	*6.3%*	*0.0%*	*3.4%*
%H (All HH)			*100.0%*	*3.8%*	*48.7%*	*48.7%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*3.8%*	*48.7%*	*48.7%*	*0.0%*	
Other satellite provider	59	59	59	2	27	27	0	55
%V	*2.5%*	*2.6%*	*6.6%*	*0.5%*	*1.8%*	*4.5%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*3.4%*	*45.8%*	*45.8%*	*0.0%*	*93.2%*
%H (TV HH)			*100.0%*	*3.4%*	*45.8%*	*45.8%*	*0.0%*	
DCAB	395	395	12	395	172	172	0	360
%V	*16.6%*	*17.5%*	*1.3%*	*100.0%*	*11.8%*	*28.6%*	*0.0%*	*17.7%*
%H (All HH)			*3.0%*	*100.0%*	*43.5%*	*43.5%*	*0.0%*	*91.1%*
%H (TV HH)			*3.0%*	*100.0%*	*43.5%*	*43.5%*	*0.0%*	
DTT	1462	1462	436	172	1462	601	861	1190
%V	*61.4%*	*64.8%*	*48.8%*	*43.5%*	*100.0%*	*100.0%*	*100.0%*	*58.6%*
%H (All HH)		*100.0%*	*29.8%*	*11.8%*	*100.0%*	*41.1%*	*58.9%*	*81.4%*
%H (TV HH)			*29.8%*	*11.8%*	*100.0%*	*41.1%*	*58.9%*	

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
Jan - Dec 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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
PVR	1420	1420	789	371	825	556	269	1323
%V	*59.7%*	*62.9%*	*88.3%*	*93.9%*	*56.4%*	*92.5%*	*31.2%*	*65.1%*
%H (All HH)		*100.0%*	*55.6%*	*26.1%*	*58.1%*	*39.2%*	*18.9%*	*93.2%*
%H (TV HH)			*55.6%*	*26.1%*	*58.1%*	*39.2%*	*18.9%*	
DVDR	28	28	16	5	19	12	7	25
%V	*1.2%*	*1.2%*	*1.8%*	*1.3%*	*1.3%*	*2.0%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*57.1%*	*17.9%*	*67.9%*	*42.9%*	*25.0%*	*89.3%*
%H (TV HH)			*57.1%*	*17.9%*	*67.9%*	*42.9%*	*25.0%*	
VCR	11	11	4	1	9	2	7	6
%V	*0.5%*	*0.5%*	*0.4%*	*0.3%*	*0.6%*	*0.3%*	*0.8%*	*0.3%*
%H (All HH)		*100.0%*	*36.4%*	*9.1%*	*81.8%*	*18.2%*	*63.6%*	*54.5%*
%H (TV HH)			*36.4%*	*9.1%*	*81.8%*	*18.2%*	*63.6%*	
Any recorder	1436	1436	791	372	838	557	281	1332
%V	*60.3%*	*63.7%*	*88.5%*	*94.2%*	*57.3%*	*92.7%*	*32.6%*	*65.6%*
%H (All HH)		*100.0%*	*55.1%*	*25.9%*	*58.4%*	*38.8%*	*19.6%*	*92.8%*
%H (TV HH)			*55.1%*	*25.9%*	*58.4%*	*38.8%*	*19.6%*	
Receives HDTV (via STB or built-in reception)	1579	1579	745	346	1049	548	501	1432
%V	*66.3%*	*70.0%*	*83.3%*	*87.6%*	*71.8%*	*91.2%*	*58.2%*	*70.5%*
%H (All HH)		*100.0%*	*47.2%*	*21.9%*	*66.4%*	*34.7%*	*31.7%*	*90.7%*
%H (TV HH)			*47.2%*	*21.9%*	*66.4%*	*34.7%*	*31.7%*	
DVD/Blu-ray player or recorder	1450	1450	598	265	956	430	527	1283
%V	*60.9%*	*64.3%*	*66.9%*	*67.1%*	*65.4%*	*71.5%*	*61.2%*	*63.2%*
%H (All HH)		*100.0%*	*41.2%*	*18.3%*	*65.9%*	*29.7%*	*36.3%*	*88.5%*
%H (TV HH)			*41.2%*	*18.3%*	*65.9%*	*29.7%*	*36.3%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

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	2380	2256	894	395	1462	601	861	2031
%H (All HH)		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*
%H (TV HH)			*39.6%*	*17.5%*	*64.8%*	*26.6%*	*38.2%*	
Has broadband internet	2031	1934	838	360	1190	557	633	2031
%V	*85.3%*	*85.7%*	*93.7%*	*91.1%*	*81.4%*	*92.7%*	*73.5%*	*100.0%*
%H (All HH)		*95.2%*	*41.3%*	*17.7%*	*58.6%*	*27.4%*	*31.2%*	*100.0%*
%H (TV HH)			*43.3%*	*18.6%*	*61.5%*	*28.8%*	*32.7%*	
Number of computers (PCs and laptops)								
0	505	475	111	63	359	76	284	183
%V	*21.2%*	*21.1%*	*12.4%*	*15.9%*	*24.6%*	*12.6%*	*33.0%*	*9.0%*
%H (All HH)		*94.1%*	*22.0%*	*12.5%*	*71.1%*	*15.0%*	*56.2%*	*36.2%*
%H (TV HH)			*23.4%*	*13.3%*	*75.6%*	*16.0%*	*59.8%*	
1	618	578	215	109	373	144	229	599
%V	*26.0%*	*25.6%*	*24.0%*	*27.6%*	*25.5%*	*24.0%*	*26.6%*	*29.5%*
%H (All HH)		*93.5%*	*34.8%*	*17.6%*	*60.4%*	*23.3%*	*37.1%*	*96.9%*
%H (TV HH)			*37.2%*	*18.9%*	*64.5%*	*24.9%*	*39.6%*	
2	566	539	241	98	326	156	170	561
%V	*23.8%*	*23.9%*	*27.0%*	*24.8%*	*22.3%*	*26.0%*	*19.7%*	*27.6%*
%H (All HH)		*95.2%*	*42.6%*	*17.3%*	*57.6%*	*27.6%*	*30.0%*	*99.1%*
%H (TV HH)			*44.7%*	*18.2%*	*60.5%*	*28.9%*	*31.5%*	
3	331	319	154	61	198	106	92	331
%V	*13.9%*	*14.1%*	*17.2%*	*15.4%*	*13.5%*	*17.6%*	*10.7%*	*16.3%*
%H (All HH)		*96.4%*	*46.5%*	*18.4%*	*59.8%*	*32.0%*	*27.8%*	*100.0%*
%H (TV HH)			*48.3%*	*19.1%*	*62.1%*	*33.2%*	*28.8%*	
4	178	172	83	33	104	58	46	178
%V	*7.5%*	*7.6%*	*9.3%*	*8.4%*	*7.1%*	*9.7%*	*5.3%*	*8.8%*
%H (All HH)		*96.6%*	*46.6%*	*18.5%*	*58.4%*	*32.6%*	*25.8%*	*100.0%*
%H (TV HH)			*48.3%*	*19.2%*	*60.5%*	*33.7%*	*26.7%*	
5+	181	173	90	31	101	61	40	180
%V	*7.6%*	*7.7%*	*10.1%*	*7.8%*	*6.9%*	*10.1%*	*4.6%*	*8.9%*
%H (All HH)		*95.6%*	*49.7%*	*17.1%*	*55.8%*	*33.7%*	*22.1%*	*99.4%*
%H (TV HH)			*52.0%*	*17.9%*	*58.4%*	*35.3%*	*23.1%*	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Set level data

Table 16.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4529	2036	854	3094	1577	1518	4060
%H		*45.0%*	*18.9%*	*68.3%*	*34.8%*	*33.5%*	*89.6%*
Under 20"	224	88	41	176	85	91	191
%V	*4.9%*	*4.3%*	*4.8%*	*5.7%*	*5.4%*	*6.0%*	*4.7%*
%H		*39.3%*	*18.3%*	*78.6%*	*37.9%*	*40.6%*	*85.3%*
20" - 29"	664	272	117	514	250	263	571
%V	*14.7%*	*13.4%*	*13.7%*	*16.6%*	*15.9%*	*17.3%*	*14.1%*
%H		*41.0%*	*17.6%*	*77.4%*	*37.7%*	*39.6%*	*86.0%*
30" - 39"	1390	593	250	978	468	511	1209
%V	*30.7%*	*29.1%*	*29.3%*	*31.6%*	*29.7%*	*33.7%*	*29.8%*
%H		*42.7%*	*18.0%*	*70.4%*	*33.7%*	*36.8%*	*87.0%*
40" - 49"	1440	674	292	927	496	430	1335
%V	*31.8%*	*33.1%*	*34.2%*	*30.0%*	*31.5%*	*28.3%*	*32.9%*
%H		*46.8%*	*20.3%*	*64.4%*	*34.4%*	*29.9%*	*92.7%*
50" - 59"	537	288	106	335	207	128	509
%V	*11.9%*	*14.1%*	*12.4%*	*10.8%*	*13.1%*	*8.4%*	*12.5%*
%H		*53.6%*	*19.7%*	*62.4%*	*38.5%*	*23.8%*	*94.8%*
60"+	63	39	9	36	22	14	60
%V	*1.4%*	*1.9%*	*1.1%*	*1.2%*	*1.4%*	*0.9%*	*1.5%*
%H		*61.9%*	*14.3%*	*57.1%*	*34.9%*	*22.2%*	*95.2%*
Don't know	211	83	39	129	49	80	184
%V	*4.7%*	*4.1%*	*4.6%*	*4.2%*	*3.1%*	*5.3%*	*4.5%*
%H		*39.3%*	*18.5%*	*61.1%*	*23.2%*	*37.9%*	*87.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Set level data

Table 16.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4529	2036	854	3094	1577	1518	4060
%H		*45.0%*	*18.9%*	*68.3%*	*34.8%*	*33.5%*	*89.6%*
Main living room	2242	891	395	1458	600	858	1922
%V	*49.5%*	*43.8%*	*46.3%*	*47.1%*	*38.0%*	*56.5%*	*47.3%*
%H		*39.7%*	*17.6%*	*65.0%*	*26.8%*	*38.3%*	*85.7%*
Kitchen	240	125	36	197	117	80	223
%V	*5.3%*	*6.1%*	*4.2%*	*6.4%*	*7.4%*	*5.3%*	*5.5%*
%H		*52.1%*	*15.0%*	*82.1%*	*48.8%*	*33.3%*	*92.9%*
Adult's bedroom	1290	607	274	918	527	391	1183
%V	*28.5%*	*29.8%*	*32.1%*	*29.7%*	*33.4%*	*25.8%*	*29.1%*
%H		*47.1%*	*21.2%*	*71.2%*	*40.9%*	*30.3%*	*91.7%*
Child's bedroom	320	176	67	201	131	70	315
%V	*7.1%*	*8.6%*	*7.8%*	*6.5%*	*8.3%*	*4.6%*	*7.8%*
%H		*55.0%*	*20.9%*	*62.8%*	*40.9%*	*21.9%*	*98.4%*
Other bedroom	131	66	31	99	65	34	123
%V	*2.9%*	*3.2%*	*3.6%*	*3.2%*	*4.1%*	*2.2%*	*3.0%*
%H		*50.4%*	*23.7%*	*75.6%*	*49.6%*	*26.0%*	*93.9%*
Second living/dining room	175	98	31	127	80	47	167
%V	*3.9%*	*4.8%*	*3.6%*	*4.1%*	*5.1%*	*3.1%*	*4.1%*
%H		*56.0%*	*17.7%*	*72.6%*	*45.7%*	*26.9%*	*95.4%*
Study/office	30	16	4	22	12	10	30
%V	*0.7%*	*0.8%*	*0.5%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*
%H		*53.3%*	*13.3%*	*73.3%*	*40.0%*	*33.3%*	*100.0%*
TV room	38	23	7	26	16	10	38
%V	*0.8%*	*1.1%*	*0.8%*	*0.8%*	*1.0%*	*0.7%*	*0.9%*
%H		*60.5%*	*18.4%*	*68.4%*	*42.1%*	*26.3%*	*100.0%*
Conservatory	38	21	6	30	18	12	36
%V	*0.8%*	*1.0%*	*0.7%*	*1.0%*	*1.1%*	*0.8%*	*0.9%*
%H		*55.3%*	*15.8%*	*78.9%*	*47.4%*	*31.6%*	*94.7%*
Attic or loft room	5	3	2	2	2	0	5
%V	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*60.0%*	*40.0%*	*40.0%*	*40.0%*	*0.0%*	*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	18	10	2	14	8	6	18
%V	*0.4%*	*0.5%*	*0.2%*	*0.5%*	*0.5%*	*0.4%*	*0.4%*
%H		*55.6%*	*11.1%*	*77.8%*	*44.4%*	*33.3%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4529	2036	854	3094	1577	1518	4060
%H		*45.0%*	*18.9%*	*68.3%*	*34.8%*	*33.5%*	*89.6%*
PVR	2062	1233	541	1133	828	305	1941
%V	*45.5%*	*60.6%*	*63.3%*	*36.6%*	*52.5%*	*20.1%*	*47.8%*
%H		*59.8%*	*26.2%*	*54.9%*	*40.2%*	*14.8%*	*94.1%*
DVDR	30	18	5	20	13	7	26
%V	*0.7%*	*0.9%*	*0.6%*	*0.6%*	*0.8%*	*0.5%*	*0.6%*
%H		*60.0%*	*16.7%*	*66.7%*	*43.3%*	*23.3%*	*86.7%*
VCR	11	4	1	9	2	7	7
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*	*0.5%*	*0.2%*
%H		*36.4%*	*9.1%*	*81.8%*	*18.2%*	*63.6%*	*63.6%*
Any recorder	2087	1241	543	1152	833	319	1959
%V	*46.1%*	*61.0%*	*63.6%*	*37.2%*	*52.8%*	*21.0%*	*48.3%*
%H		*59.5%*	*26.0%*	*55.2%*	*39.9%*	*15.3%*	*93.9%*

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	4529	2036	854	3094	1577	1518	4060
%H		*45.0%*	*18.9%*	*68.3%*	*34.8%*	*33.5%*	*89.6%*
Receives HDTV (via STB or built-in reception)	2554	1285	563	1734	1006	728	2357
%V	*56.4%*	*63.1%*	*65.9%*	*56.0%*	*63.8%*	*48.0%*	*58.1%*
%H		*50.3%*	*22.0%*	*67.9%*	*39.4%*	*28.5%*	*92.3%*
DVD/Blu-ray player or recorder	2116	935	415	1409	714	694	1916
%V	*46.7%*	*45.9%*	*48.6%*	*45.5%*	*45.3%*	*45.7%*	*47.2%*
%H		*44.2%*	*19.6%*	*66.6%*	*33.7%*	*32.8%*	*90.5%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Set level data

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	2255	894	395	1461	601	861	1934
%H		*39.6%*	*17.5%*	*64.8%*	*26.7%*	*38.2%*	*85.8%*
Under 20"	17	2	2	10	0	10	9
%V	*0.8%*	*0.2%*	*0.5%*	*0.7%*	*0.0%*	*1.2%*	*0.5%*
%H		*11.8%*	*11.8%*	*58.8%*	*0.0%*	*58.8%*	*52.9%*
20" - 29"	116	19	10	89	10	79	76
%V	*5.1%*	*2.1%*	*2.5%*	*6.1%*	*1.7%*	*9.2%*	*3.9%*
%H		*16.4%*	*8.6%*	*76.7%*	*8.6%*	*68.1%*	*65.5%*
30" - 39"	549	159	79	387	104	284	414
%V	*24.3%*	*17.8%*	*20.0%*	*26.5%*	*17.3%*	*33.0%*	*21.4%*
%H		*29.0%*	*14.4%*	*70.5%*	*18.9%*	*51.7%*	*75.4%*
40" - 49"	991	426	194	623	295	328	898
%V	*43.9%*	*47.7%*	*49.1%*	*42.6%*	*49.1%*	*38.1%*	*46.4%*
%H		*43.0%*	*19.6%*	*62.9%*	*29.8%*	*33.1%*	*90.6%*
50" - 59"	430	223	86	267	161	106	404
%V	*19.1%*	*24.9%*	*21.8%*	*18.3%*	*26.8%*	*12.3%*	*20.9%*
%H		*51.9%*	*20.0%*	*62.1%*	*37.4%*	*24.7%*	*94.0%*
60"+	51	31	8	28	17	11	47
%V	*2.3%*	*3.5%*	*2.0%*	*1.9%*	*2.8%*	*1.3%*	*2.4%*
%H		*60.8%*	*15.7%*	*54.9%*	*33.3%*	*21.6%*	*92.2%*
Don't know	101	35	15	58	15	43	85
%V	*4.5%*	*3.9%*	*3.8%*	*4.0%*	*2.5%*	*5.0%*	*4.4%*
%H		*34.7%*	*14.9%*	*57.4%*	*14.9%*	*42.6%*	*84.2%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Set level data

Table 16.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	2255	894	395	1461	601	861	1934
%H		*39.6%*	*17.5%*	*64.8%*	*26.7%*	*38.2%*	*85.8%*
PVR	1393	778	367	801	545	256	1297
%V	*61.8%*	*87.0%*	*92.9%*	*54.8%*	*90.7%*	*29.7%*	*67.1%*
%H		*55.9%*	*26.3%*	*57.5%*	*39.1%*	*18.4%*	*93.1%*
DVDR	18	10	3	13	7	5	15
%V	*0.8%*	*1.1%*	*0.8%*	*0.9%*	*1.2%*	*0.6%*	*0.8%*
%H		*55.6%*	*16.7%*	*72.2%*	*38.9%*	*27.8%*	*83.3%*
VCR	9	3	1	8	1	6	5
%V	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*	*0.7%*	*0.3%*
%H		*33.3%*	*11.1%*	*88.9%*	*11.1%*	*66.7%*	*55.6%*
Any recorder	1408	781	368	813	547	266	1305
%V	*62.4%*	*87.4%*	*93.2%*	*55.6%*	*91.0%*	*30.9%*	*67.5%*
%H		*55.5%*	*26.1%*	*57.7%*	*38.8%*	*18.9%*	*92.7%*

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	2255	894	395	1461	601	861	1934
%H		*39.6%*	*17.5%*	*64.8%*	*26.7%*	*38.2%*	*85.8%*
Receives HDTV (via STB or built-in reception)	1545	727	341	1018	530	489	1400
%V	*68.5%*	*81.3%*	*86.3%*	*69.7%*	*88.2%*	*56.8%*	*72.4%*
%H		*47.1%*	*22.1%*	*65.9%*	*34.3%*	*31.7%*	*90.6%*
DVD/Blu-ray player or recorder	1233	500	221	801	346	455	1079
%V	*54.7%*	*55.9%*	*55.9%*	*54.8%*	*57.6%*	*52.8%*	*55.8%*
%H		*40.6%*	*17.9%*	*65.0%*	*28.1%*	*36.9%*	*87.5%*

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

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

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2275	1142	459	1633	976	657	2126
%H		*50.2%*	*20.2%*	*71.8%*	*42.9%*	*28.9%*	*93.5%*
Under 20"	207	86	39	166	85	81	182
%V	*9.1%*	*7.5%*	*8.5%*	*10.2%*	*8.7%*	*12.3%*	*8.6%*
%H		*41.5%*	*18.8%*	*80.2%*	*41.1%*	*39.1%*	*87.9%*
20" - 29"	548	253	107	425	241	184	496
%V	*24.1%*	*22.2%*	*23.3%*	*26.0%*	*24.7%*	*28.0%*	*23.3%*
%H		*46.2%*	*19.5%*	*77.6%*	*44.0%*	*33.6%*	*90.5%*
30" - 39"	841	435	172	591	364	227	795
%V	*37.0%*	*38.1%*	*37.5%*	*36.2%*	*37.3%*	*34.6%*	*37.4%*
%H		*51.7%*	*20.5%*	*70.3%*	*43.3%*	*27.0%*	*94.5%*
40" - 49"	450	248	98	304	201	103	437
%V	*19.8%*	*21.7%*	*21.4%*	*18.6%*	*20.6%*	*15.7%*	*20.6%*
%H		*55.1%*	*21.8%*	*67.6%*	*44.7%*	*22.9%*	*97.1%*
50" - 59"	107	65	20	68	46	22	105
%V	*4.7%*	*5.7%*	*4.4%*	*4.2%*	*4.7%*	*3.3%*	*4.9%*
%H		*60.7%*	*18.7%*	*63.6%*	*43.0%*	*20.6%*	*98.1%*
60"+	13	8	1	8	5	3	13
%V	*0.6%*	*0.7%*	*0.2%*	*0.5%*	*0.5%*	*0.5%*	*0.6%*
%H		*61.5%*	*7.7%*	*61.5%*	*38.5%*	*23.1%*	*100.0%*
Don't know	109	48	23	71	34	38	98
%V	*4.8%*	*4.2%*	*5.0%*	*4.3%*	*3.5%*	*5.8%*	*4.6%*
%H		*44.0%*	*21.1%*	*65.1%*	*31.2%*	*34.9%*	*89.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	2275	1142	459	1633	976	657	2126
%H		*50.2%*	*20.2%*	*71.8%*	*42.9%*	*28.9%*	*93.5%*
PVR	669	455	174	332	283	49	644
%V	*29.4%*	*39.8%*	*37.9%*	*20.3%*	*29.0%*	*7.5%*	*30.3%*
%H		*68.0%*	*26.0%*	*49.6%*	*42.3%*	*7.3%*	*96.3%*
DVDR	12	7	3	7	5	2	11
%V	*0.5%*	*0.6%*	*0.7%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*58.3%*	*25.0%*	*58.3%*	*41.7%*	*16.7%*	*91.7%*
VCR	2	2	0	2	1	0	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Any recorder	679	460	176	339	286	52	654
%V	*29.8%*	*40.3%*	*38.3%*	*20.8%*	*29.3%*	*7.9%*	*30.8%*
%H		*67.7%*	*25.9%*	*49.9%*	*42.1%*	*7.7%*	*96.3%*

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	2275	1142	459	1633	976	657	2126
%H		*50.2%*	*20.2%*	*71.8%*	*42.9%*	*28.9%*	*93.5%*
Receives HDTV (via STB or built-in reception)	1009	558	222	716	476	240	957
%V	*44.4%*	*48.9%*	*48.4%*	*43.8%*	*48.8%*	*36.5%*	*45.0%*
%H		*55.3%*	*22.0%*	*71.0%*	*47.2%*	*23.8%*	*94.8%*
DVD/Blu-ray player or recorder	882	435	194	608	369	239	838
%V	*38.8%*	*38.1%*	*42.3%*	*37.2%*	*37.8%*	*36.4%*	*39.4%*
%H		*49.3%*	*22.0%*	*68.9%*	*41.8%*	*27.1%*	*95.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	5110	4900	2165	885	3068	1459	1609	4668
%H		*95.9%*	*42.4%*	*17.3%*	*60.0%*	*28.6%*	*31.5%*	*91.4%*
Total Children	881	861	436	152	493	270	223	862
%V	*17.2%*	*17.6%*	*20.1%*	*17.2%*	*16.1%*	*18.5%*	*13.9%*	*18.5%*
%H		*97.7%*	*49.5%*	*17.3%*	*56.0%*	*30.6%*	*25.3%*	*97.8%*
0 - 3	206	200	99	32	106	52	54	201
%V	*4.0%*	*4.1%*	*4.6%*	*3.6%*	*3.5%*	*3.6%*	*3.4%*	*4.3%*
%H		*97.1%*	*48.1%*	*15.5%*	*51.5%*	*25.2%*	*26.2%*	*97.6%*
4 - 15	674	661	338	120	386	218	169	661
%V	*13.2%*	*13.5%*	*15.6%*	*13.6%*	*12.6%*	*14.9%*	*10.5%*	*14.2%*
%H		*98.1%*	*50.1%*	*17.8%*	*57.3%*	*32.3%*	*25.1%*	*98.1%*
4 - 9	353	347	175	56	197	106	91	343
%V	*6.9%*	*7.1%*	*8.1%*	*6.3%*	*6.4%*	*7.3%*	*5.7%*	*7.3%*
%H		*98.3%*	*49.6%*	*15.9%*	*55.8%*	*30.0%*	*25.8%*	*97.2%*
10 - 15	322	315	162	64	190	112	78	318
%V	*6.3%*	*6.4%*	*7.5%*	*7.2%*	*6.2%*	*7.7%*	*4.8%*	*6.8%*
%H		*97.8%*	*50.3%*	*19.9%*	*59.0%*	*34.8%*	*24.2%*	*98.8%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Individual level data

Table 16.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	5110	4900	2165	885	3068	1459	1609	4668
%H		*95.9%*	*42.4%*	*17.3%*	*60.0%*	*28.6%*	*31.5%*	*91.4%*
Total Adults (16+)	4229	4039	1729	733	2576	1189	1386	3806
%V	*82.8%*	*82.4%*	*79.9%*	*82.8%*	*84.0%*	*81.5%*	*86.1%*	*81.5%*
%H		*95.5%*	*40.9%*	*17.3%*	*60.9%*	*28.1%*	*32.8%*	*90.0%*
16 - 19	207	195	93	38	122	65	57	202
%V	*4.1%*	*4.0%*	*4.3%*	*4.3%*	*4.0%*	*4.5%*	*3.5%*	*4.3%*
%H		*94.2%*	*44.9%*	*18.4%*	*58.9%*	*31.4%*	*27.5%*	*97.6%*
20 - 24	323	280	96	39	163	64	99	316
%V	*6.3%*	*5.7%*	*4.4%*	*4.4%*	*5.3%*	*4.4%*	*6.2%*	*6.8%*
%H		*86.7%*	*29.7%*	*12.1%*	*50.5%*	*19.8%*	*30.7%*	*97.8%*
25 - 34	713	658	271	121	334	149	185	694
%V	*14.0%*	*13.4%*	*12.5%*	*13.7%*	*10.9%*	*10.2%*	*11.5%*	*14.9%*
%H		*92.3%*	*38.0%*	*17.0%*	*46.8%*	*20.9%*	*25.9%*	*97.3%*
35 - 44	639	606	295	99	358	183	175	618
%V	*12.5%*	*12.4%*	*13.6%*	*11.2%*	*11.7%*	*12.5%*	*10.9%*	*13.2%*
%H		*94.8%*	*46.2%*	*15.5%*	*56.0%*	*28.6%*	*27.4%*	*96.7%*
45 - 54	726	706	337	139	449	235	214	688
%V	*14.2%*	*14.4%*	*15.6%*	*15.7%*	*14.6%*	*16.1%*	*13.3%*	*14.7%*
%H		*97.2%*	*46.4%*	*19.1%*	*61.8%*	*32.4%*	*29.5%*	*94.8%*
55 - 64	685	673	301	139	452	228	225	633
%V	*13.4%*	*13.7%*	*13.9%*	*15.7%*	*14.7%*	*15.6%*	*14.0%*	*13.6%*
%H		*98.2%*	*43.9%*	*20.3%*	*66.0%*	*33.3%*	*32.8%*	*92.4%*
65+	935	921	336	157	697	266	430	655
%V	*18.3%*	*18.8%*	*15.5%*	*17.7%*	*22.7%*	*18.2%*	*26.7%*	*14.0%*
%H		*98.5%*	*35.9%*	*16.8%*	*74.5%*	*28.4%*	*46.0%*	*70.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4229	4039	1729	733	2576	1189	1386	3806
%H		*95.5%*	*40.9%*	*17.3%*	*60.9%*	*28.1%*	*32.8%*	*90.0%*
AB	1110	1064	477	187	675	329	346	1077
%V	*26.2%*	*26.3%*	*27.6%*	*25.5%*	*26.2%*	*27.7%*	*25.0%*	*28.3%*
%H		*95.9%*	*43.0%*	*16.8%*	*60.8%*	*29.6%*	*31.2%*	*97.0%*
C1	1219	1145	531	208	700	357	342	1150
%V	*28.8%*	*28.3%*	*30.7%*	*28.4%*	*27.2%*	*30.0%*	*24.7%*	*30.2%*
%H		*93.9%*	*43.6%*	*17.1%*	*57.4%*	*29.3%*	*28.1%*	*94.3%*
C2	858	836	378	148	531	256	275	783
%V	*20.3%*	*20.7%*	*21.9%*	*20.2%*	*20.6%*	*21.5%*	*19.8%*	*20.6%*
%H		*97.4%*	*44.1%*	*17.2%*	*61.9%*	*29.8%*	*32.1%*	*91.3%*
D	682	654	237	134	435	182	253	566
%V	*16.1%*	*16.2%*	*13.7%*	*18.3%*	*16.9%*	*15.3%*	*18.3%*	*14.9%*
%H		*95.9%*	*34.8%*	*19.6%*	*63.8%*	*26.7%*	*37.1%*	*83.0%*
E	360	340	105	55	235	65	170	230
%V	*8.5%*	*8.4%*	*6.1%*	*7.5%*	*9.1%*	*5.5%*	*12.3%*	*6.0%*
%H		*94.4%*	*29.2%*	*15.3%*	*65.3%*	*18.1%*	*47.2%*	*63.9%*

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+)	4229	4039	1729	733	2576	1189	1386	3806
%H		*95.5%*	*40.9%*	*17.3%*	*60.9%*	*28.1%*	*32.8%*	*90.0%*
Working full time	1965	1880	896	350	1110	586	524	1907
%V	*46.5%*	*46.5%*	*51.8%*	*47.7%*	*43.1%*	*49.3%*	*37.8%*	*50.1%*
%H		*95.7%*	*45.6%*	*17.8%*	*56.5%*	*29.8%*	*26.7%*	*97.0%*
Working part time	425	409	190	68	257	130	128	412
%V	*10.0%*	*10.1%*	*11.0%*	*9.3%*	*10.0%*	*10.9%*	*9.2%*	*10.8%*
%H		*96.2%*	*44.7%*	*16.0%*	*60.5%*	*30.6%*	*30.1%*	*96.9%*
Not working	1839	1750	642	314	1208	474	734	1487
%V	*43.5%*	*43.3%*	*37.1%*	*42.8%*	*46.9%*	*39.9%*	*53.0%*	*39.1%*
%H		*95.2%*	*34.9%*	*17.1%*	*65.7%*	*25.8%*	*39.9%*	*80.9%*
Houseperson	2380	2256	894	395	1462	601	861	2031
%V	*56.3%*	*55.9%*	*51.7%*	*53.9%*	*56.8%*	*50.5%*	*62.1%*	*53.4%*
%H		*94.8%*	*37.6%*	*16.6%*	*61.4%*	*25.3%*	*36.2%*	*85.3%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Individual level data

Table 16.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2039	1935	834	353	1218	580	638	1845
%H		*94.9%*	*40.9%*	*17.3%*	*59.7%*	*28.4%*	*31.3%*	*90.5%*
16 - 19	104	98	45	20	64	35	29	100
%V	*5.1%*	*5.1%*	*5.4%*	*5.7%*	*5.3%*	*6.0%*	*4.5%*	*5.4%*
%H		*94.2%*	*43.3%*	*19.2%*	*61.5%*	*33.7%*	*27.9%*	*96.2%*
20 - 24	159	140	49	21	82	38	44	156
%V	*7.8%*	*7.2%*	*5.9%*	*5.9%*	*6.7%*	*6.6%*	*6.9%*	*8.5%*
%H		*88.1%*	*30.8%*	*13.2%*	*51.6%*	*23.9%*	*27.7%*	*98.1%*
25 - 34	352	320	126	57	164	71	93	342
%V	*17.3%*	*16.5%*	*15.1%*	*16.1%*	*13.5%*	*12.2%*	*14.6%*	*18.5%*
%H		*90.9%*	*35.8%*	*16.2%*	*46.6%*	*20.2%*	*26.4%*	*97.2%*
35 - 44	313	291	136	51	169	87	82	299
%V	*15.4%*	*15.0%*	*16.3%*	*14.4%*	*13.9%*	*15.0%*	*12.9%*	*16.2%*
%H		*93.0%*	*43.5%*	*16.3%*	*54.0%*	*27.8%*	*26.2%*	*95.5%*
45 - 54	352	343	162	65	216	111	104	330
%V	*17.3%*	*17.7%*	*19.4%*	*18.4%*	*17.7%*	*19.1%*	*16.3%*	*17.9%*
%H		*97.4%*	*46.0%*	*18.5%*	*61.4%*	*31.5%*	*29.5%*	*93.8%*
55 - 64	334	327	152	66	219	113	105	304
%V	*16.4%*	*16.9%*	*18.2%*	*18.7%*	*18.0%*	*19.5%*	*16.5%*	*16.5%*
%H		*97.9%*	*45.5%*	*19.8%*	*65.6%*	*33.8%*	*31.4%*	*91.0%*
65+	425	415	164	72	305	125	180	314
%V	*20.8%*	*21.4%*	*19.7%*	*20.4%*	*25.0%*	*21.6%*	*28.2%*	*17.0%*
%H		*97.6%*	*38.6%*	*16.9%*	*71.8%*	*29.4%*	*42.4%*	*73.9%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Scotland

Individual level data

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+)	2039	1935	834	353	1218	580	638	1845
%H		*94.9%*	*40.9%*	*17.3%*	*59.7%*	*28.4%*	*31.3%*	*90.5%*
AB	548	524	236	89	333	165	169	532
%V	*26.9%*	*27.1%*	*28.3%*	*25.2%*	*27.3%*	*28.4%*	*26.5%*	*28.8%*
%H		*95.6%*	*43.1%*	*16.2%*	*60.8%*	*30.1%*	*30.8%*	*97.1%*
C1	547	510	247	93	298	166	131	526
%V	*26.8%*	*26.4%*	*29.6%*	*26.3%*	*24.5%*	*28.6%*	*20.5%*	*28.5%*
%H		*93.2%*	*45.2%*	*17.0%*	*54.5%*	*30.3%*	*23.9%*	*96.2%*
C2	464	448	197	82	283	135	149	416
%V	*22.8%*	*23.2%*	*23.6%*	*23.2%*	*23.2%*	*23.3%*	*23.4%*	*22.5%*
%H		*96.6%*	*42.5%*	*17.7%*	*61.0%*	*29.1%*	*32.1%*	*89.7%*
D	325	309	111	70	203	91	112	272
%V	*15.9%*	*16.0%*	*13.3%*	*19.8%*	*16.7%*	*15.7%*	*17.6%*	*14.7%*
%H		*95.1%*	*34.2%*	*21.5%*	*62.5%*	*28.0%*	*34.5%*	*83.7%*
E	154	143	43	19	101	23	78	100
%V	*7.6%*	*7.4%*	*5.2%*	*5.4%*	*8.3%*	*4.0%*	*12.2%*	*5.4%*
%H		*92.9%*	*27.9%*	*12.3%*	*65.6%*	*14.9%*	*50.6%*	*64.9%*

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+)	2039	1935	834	353	1218	580	638	1845
%H		*94.9%*	*40.9%*	*17.3%*	*59.7%*	*28.4%*	*31.3%*	*90.5%*
Working full time	1160	1110	526	206	664	355	309	1125
%V	*56.9%*	*57.4%*	*63.1%*	*58.4%*	*54.5%*	*61.2%*	*48.4%*	*61.0%*
%H		*95.7%*	*45.3%*	*17.8%*	*57.2%*	*30.6%*	*26.6%*	*97.0%*
Working part time	85	78	31	14	43	18	25	78
%V	*4.2%*	*4.0%*	*3.7%*	*4.0%*	*3.5%*	*3.1%*	*3.9%*	*4.2%*
%H		*91.8%*	*36.5%*	*16.5%*	*50.6%*	*21.2%*	*29.4%*	*91.8%*
Not working	794	747	277	133	511	207	304	643
%V	*38.9%*	*38.6%*	*33.2%*	*37.7%*	*42.0%*	*35.7%*	*47.6%*	*34.9%*
%H		*94.1%*	*34.9%*	*16.8%*	*64.4%*	*26.1%*	*38.3%*	*81.0%*
Houseperson	566	508	169	83	330	110	219	433
%V	*27.8%*	*26.3%*	*20.3%*	*23.5%*	*27.1%*	*19.0%*	*34.3%*	*23.5%*
%H		*89.8%*	*29.9%*	*14.7%*	*58.3%*	*19.4%*	*38.7%*	*76.5%*

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+)	2190	2104	895	380	1357	610	748	1961
%H		*96.1%*	*40.9%*	*17.4%*	*62.0%*	*27.9%*	*34.2%*	*89.5%*
16 - 19	104	97	48	18	58	30	28	102
%V	*4.7%*	*4.6%*	*5.4%*	*4.7%*	*4.3%*	*4.9%*	*3.7%*	*5.2%*
%H		*93.3%*	*46.2%*	*17.3%*	*55.8%*	*28.8%*	*26.9%*	*98.1%*
20 - 24	164	139	47	18	81	26	55	160
%V	*7.5%*	*6.6%*	*5.3%*	*4.7%*	*6.0%*	*4.3%*	*7.4%*	*8.2%*
%H		*84.8%*	*28.7%*	*11.0%*	*49.4%*	*15.9%*	*33.5%*	*97.6%*
25 - 34	361	338	145	64	170	78	92	352
%V	*16.5%*	*16.1%*	*16.2%*	*16.8%*	*12.5%*	*12.8%*	*12.3%*	*18.0%*
%H		*93.6%*	*40.2%*	*17.7%*	*47.1%*	*21.6%*	*25.5%*	*97.5%*
35 - 44	327	315	159	48	189	96	93	319
%V	*14.9%*	*15.0%*	*17.8%*	*12.6%*	*13.9%*	*15.7%*	*12.4%*	*16.3%*
%H		*96.3%*	*48.6%*	*14.7%*	*57.8%*	*29.4%*	*28.4%*	*97.6%*
45 - 54	374	363	175	74	234	124	110	358
%V	*17.1%*	*17.3%*	*19.6%*	*19.5%*	*17.2%*	*20.3%*	*14.7%*	*18.3%*
%H		*97.1%*	*46.8%*	*19.8%*	*62.6%*	*33.2%*	*29.4%*	*95.7%*
55 - 64	351	346	149	73	234	115	119	329
%V	*16.0%*	*16.4%*	*16.6%*	*19.2%*	*17.2%*	*18.9%*	*15.9%*	*16.8%*
%H		*98.6%*	*42.5%*	*20.8%*	*66.7%*	*32.8%*	*33.9%*	*93.7%*
65+	510	506	172	85	392	142	251	342
%V	*23.3%*	*24.0%*	*19.2%*	*22.4%*	*28.9%*	*23.3%*	*33.6%*	*17.4%*
%H		*99.2%*	*33.7%*	*16.7%*	*76.9%*	*27.8%*	*49.2%*	*67.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 16.29: Social Grade (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2190	2104	895	380	1357	610	748	1961
%H		*96.1%*	*40.9%*	*17.4%*	*62.0%*	*27.9%*	*34.2%*	*89.5%*
AB	562	540	241	98	342	165	177	545
%V	*25.7%*	*25.7%*	*26.9%*	*25.8%*	*25.2%*	*27.0%*	*23.7%*	*27.8%*
%H		*96.1%*	*42.9%*	*17.4%*	*60.9%*	*29.4%*	*31.5%*	*97.0%*
C1	672	635	285	115	402	191	211	624
%V	*30.7%*	*30.2%*	*31.8%*	*30.3%*	*29.6%*	*31.3%*	*28.2%*	*31.8%*
%H		*94.5%*	*42.4%*	*17.1%*	*59.8%*	*28.4%*	*31.4%*	*92.9%*
C2	394	387	181	66	248	121	127	366
%V	*18.0%*	*18.4%*	*20.2%*	*17.4%*	*18.3%*	*19.8%*	*17.0%*	*18.7%*
%H		*98.2%*	*45.9%*	*16.8%*	*62.9%*	*30.7%*	*32.2%*	*92.9%*
D	357	345	126	64	232	91	140	294
%V	*16.3%*	*16.4%*	*14.1%*	*16.8%*	*17.1%*	*14.9%*	*18.7%*	*15.0%*
%H		*96.6%*	*35.3%*	*17.9%*	*65.0%*	*25.5%*	*39.2%*	*82.4%*
E	206	197	62	36	134	42	92	130
%V	*9.4%*	*9.4%*	*6.9%*	*9.5%*	*9.9%*	*6.9%*	*12.3%*	*6.6%*
%H		*95.6%*	*30.1%*	*17.5%*	*65.0%*	*20.4%*	*44.7%*	*63.1%*

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+)	2190	2104	895	380	1357	610	748	1961
%H		*96.1%*	*40.9%*	*17.4%*	*62.0%*	*27.9%*	*34.2%*	*89.5%*
Working full time	805	770	371	145	446	231	215	783
%V	*36.8%*	*36.6%*	*41.5%*	*38.2%*	*32.9%*	*37.9%*	*28.7%*	*39.9%*
%H		*95.7%*	*46.1%*	*18.0%*	*55.4%*	*28.7%*	*26.7%*	*97.3%*
Working part time	340	331	159	54	214	111	103	334
%V	*15.5%*	*15.7%*	*17.8%*	*14.2%*	*15.8%*	*18.2%*	*13.8%*	*17.0%*
%H		*97.4%*	*46.8%*	*15.9%*	*62.9%*	*32.6%*	*30.3%*	*98.2%*
Not working	1045	1002	365	181	697	267	430	844
%V	*47.7%*	*47.6%*	*40.8%*	*47.6%*	*51.4%*	*43.8%*	*57.5%*	*43.0%*
%H		*95.9%*	*34.9%*	*17.3%*	*66.7%*	*25.6%*	*41.1%*	*80.8%*
Houseperson	1814	1748	725	311	1132	490	642	1598
%V	*82.8%*	*83.1%*	*81.0%*	*81.8%*	*83.4%*	*80.3%*	*85.8%*	*81.5%*
%H		*96.4%*	*40.0%*	*17.1%*	*62.4%*	*27.0%*	*35.4%*	*88.1%*

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Wales and West

Contents Page

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

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

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

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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
AB	540	524	243	59	324	122	201	518
%V	*22.5%*	*22.6%*	*23.6%*	*22.3%*	*22.5%*	*23.6%*	*21.7%*	*25.1%*
%H (All HH)		*97.0%*	*45.0%*	*10.9%*	*60.0%*	*22.6%*	*37.2%*	*95.9%*
%H (TV HH)			*46.4%*	*11.3%*	*61.8%*	*23.3%*	*38.4%*	
C1	670	642	281	78	391	142	249	615
%V	*27.9%*	*27.7%*	*27.3%*	*29.5%*	*27.1%*	*27.5%*	*26.9%*	*29.8%*
%H (All HH)		*95.8%*	*41.9%*	*11.6%*	*58.4%*	*21.2%*	*37.2%*	*91.8%*
%H (TV HH)			*43.8%*	*12.1%*	*60.9%*	*22.1%*	*38.8%*	
C2	579	566	259	74	356	138	218	500
%V	*24.1%*	*24.4%*	*25.2%*	*28.0%*	*24.7%*	*26.7%*	*23.5%*	*24.2%*
%H (All HH)		*97.8%*	*44.7%*	*12.8%*	*61.5%*	*23.8%*	*37.7%*	*86.4%*
%H (TV HH)			*45.8%*	*13.1%*	*62.9%*	*24.4%*	*38.5%*	
D	366	352	157	37	220	76	144	288
%V	*15.2%*	*15.2%*	*15.3%*	*14.0%*	*15.3%*	*14.7%*	*15.6%*	*13.9%*
%H (All HH)		*96.2%*	*42.9%*	*10.1%*	*60.1%*	*20.8%*	*39.3%*	*78.7%*
%H (TV HH)			*44.6%*	*10.5%*	*62.5%*	*21.6%*	*40.9%*	
E	245	231	89	16	151	37	113	147
%V	*10.2%*	*10.0%*	*8.7%*	*6.1%*	*10.5%*	*7.2%*	*12.2%*	*7.1%*
%H (All HH)		*94.3%*	*36.3%*	*6.5%*	*61.6%*	*15.1%*	*46.1%*	*60.0%*
%H (TV HH)			*38.5%*	*6.9%*	*65.4%*	*16.0%*	*48.9%*	

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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Under 25	103	88	33	6	43	10	34	100
%V	*4.3%*	*3.8%*	*3.2%*	*2.3%*	*3.0%*	*1.9%*	*3.7%*	*4.8%*
%H (All HH)		*85.4%*	*32.0%*	*5.8%*	*41.7%*	*9.7%*	*33.0%*	*97.1%*
%H (TV HH)			*37.5%*	*6.8%*	*48.9%*	*11.4%*	*38.6%*	
25 - 34	352	328	149	41	158	60	98	340
%V	*14.7%*	*14.2%*	*14.5%*	*15.5%*	*11.0%*	*11.6%*	*10.6%*	*16.4%*
%H (All HH)		*93.2%*	*42.3%*	*11.6%*	*44.9%*	*17.0%*	*27.8%*	*96.6%*
%H (TV HH)			*45.4%*	*12.5%*	*48.2%*	*18.3%*	*29.9%*	
35 - 44	349	334	161	37	179	68	111	338
%V	*14.5%*	*14.4%*	*15.7%*	*14.0%*	*12.4%*	*13.2%*	*12.0%*	*16.4%*
%H (All HH)		*95.7%*	*46.1%*	*10.6%*	*51.3%*	*19.5%*	*31.8%*	*96.8%*
%H (TV HH)			*48.2%*	*11.1%*	*53.6%*	*20.4%*	*33.2%*	
45 - 54	458	446	233	65	259	121	139	433
%V	*19.1%*	*19.3%*	*22.7%*	*24.6%*	*18.0%*	*23.4%*	*15.0%*	*20.9%*
%H (All HH)		*97.4%*	*50.9%*	*14.2%*	*56.6%*	*26.4%*	*30.3%*	*94.5%*
%H (TV HH)			*52.2%*	*14.6%*	*58.1%*	*27.1%*	*31.2%*	
55 - 64	417	403	183	54	271	110	161	379
%V	*17.4%*	*17.4%*	*17.8%*	*20.5%*	*18.8%*	*21.3%*	*17.4%*	*18.3%*
%H (All HH)		*96.6%*	*43.9%*	*12.9%*	*65.0%*	*26.4%*	*38.6%*	*90.9%*
%H (TV HH)			*45.4%*	*13.4%*	*67.2%*	*27.3%*	*40.0%*	
65 +	723	715	268	61	531	147	384	477
%V	*30.1%*	*30.9%*	*26.1%*	*23.1%*	*36.8%*	*28.5%*	*41.5%*	*23.1%*
%H (All HH)		*98.9%*	*37.1%*	*8.4%*	*73.4%*	*20.3%*	*53.1%*	*66.0%*
%H (TV HH)			*37.5%*	*8.5%*	*74.3%*	*20.6%*	*53.7%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Wales and West

Household level data

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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
1	758	707	232	64	489	109	380	514
%V	*31.6%*	*30.5%*	*22.6%*	*24.2%*	*33.9%*	*21.1%*	*41.0%*	*24.9%*
%H (All HH)		*93.3%*	*30.6%*	*8.4%*	*64.5%*	*14.4%*	*50.1%*	*67.8%*
%H (TV HH)			*32.8%*	*9.1%*	*69.2%*	*15.4%*	*53.7%*	
2	854	838	373	94	523	185	337	780
%V	*35.6%*	*36.2%*	*36.3%*	*35.6%*	*36.3%*	*35.9%*	*36.4%*	*37.7%*
%H (All HH)		*98.1%*	*43.7%*	*11.0%*	*61.2%*	*21.7%*	*39.5%*	*91.3%*
%H (TV HH)			*44.5%*	*11.2%*	*62.4%*	*22.1%*	*40.2%*	
3	360	350	193	49	194	98	96	349
%V	*15.0%*	*15.1%*	*18.8%*	*18.6%*	*13.5%*	*19.0%*	*10.4%*	*16.9%*
%H (All HH)		*97.2%*	*53.6%*	*13.6%*	*53.9%*	*27.2%*	*26.7%*	*96.9%*
%H (TV HH)			*55.1%*	*14.0%*	*55.4%*	*28.0%*	*27.4%*	
4	292	286	158	40	163	84	79	287
%V	*12.2%*	*12.4%*	*15.4%*	*15.2%*	*11.3%*	*16.3%*	*8.5%*	*13.9%*
%H (All HH)		*97.9%*	*54.1%*	*13.7%*	*55.8%*	*28.8%*	*27.1%*	*98.3%*
%H (TV HH)			*55.2%*	*14.0%*	*57.0%*	*29.4%*	*27.6%*	
5+	137	134	72	18	73	39	34	137
%V	*5.7%*	*5.8%*	*7.0%*	*6.8%*	*5.1%*	*7.6%*	*3.7%*	*6.6%*
%H (All HH)		*97.8%*	*52.6%*	*13.1%*	*53.3%*	*28.5%*	*24.8%*	*100.0%*
%H (TV HH)			*53.7%*	*13.4%*	*54.5%*	*29.1%*	*25.4%*	
Average HH size	2.27	2.29	2.50	2.47	2.19	2.56	1.99	2.42

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
Jan - Dec 2018

ITV Wales and West

Household level data

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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Without	1824	1750	727	196	1136	376	760	1501
%V	*76.0%*	*75.6%*	*70.7%*	*74.2%*	*78.8%*	*72.9%*	*82.1%*	*72.6%*
%H (All HH)		*95.9%*	*39.9%*	*10.7%*	*62.3%*	*20.6%*	*41.7%*	*82.3%*
%H (TV HH)			*41.5%*	*11.2%*	*64.9%*	*21.5%*	*43.4%*	
With	576	565	301	68	306	140	165	566
%V	*24.0%*	*24.4%*	*29.3%*	*25.8%*	*21.2%*	*27.1%*	*17.8%*	*27.4%*
%H (All HH)		*98.1%*	*52.3%*	*11.8%*	*53.1%*	*24.3%*	*28.6%*	*98.3%*
%H (TV HH)			*53.3%*	*12.0%*	*54.2%*	*24.8%*	*29.2%*	
0 - 3	211	207	101	25	113	46	67	205
%V	*8.8%*	*8.9%*	*9.8%*	*9.5%*	*7.8%*	*8.9%*	*7.2%*	*9.9%*
%H (All HH)		*98.1%*	*47.9%*	*11.8%*	*53.6%*	*21.8%*	*31.8%*	*97.2%*
%H (TV HH)			*48.8%*	*12.1%*	*54.6%*	*22.2%*	*32.4%*	
4 - 9	304	298	157	35	153	66	87	299
%V	*12.7%*	*12.9%*	*15.3%*	*13.3%*	*10.6%*	*12.8%*	*9.4%*	*14.5%*
%H (All HH)		*98.0%*	*51.6%*	*11.5%*	*50.3%*	*21.7%*	*28.6%*	*98.4%*
%H (TV HH)			*52.7%*	*11.7%*	*51.3%*	*22.1%*	*29.2%*	
10 - 15	273	269	150	36	150	79	71	269
%V	*11.4%*	*11.6%*	*14.6%*	*13.6%*	*10.4%*	*15.3%*	*7.7%*	*13.0%*
%H (All HH)		*98.5%*	*54.9%*	*13.2%*	*54.9%*	*28.9%*	*26.0%*	*98.5%*
%H (TV HH)			*55.8%*	*13.4%*	*55.8%*	*29.4%*	*26.4%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Wales and West

Household level data

Table 17.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
1	913	913	296	93	502	57	445	725
%V	*38.0%*	*39.4%*	*28.8%*	*35.2%*	*34.8%*	*11.0%*	*48.1%*	*35.1%*
%H (All HH)		*100.0%*	*32.4%*	*10.2%*	*55.0%*	*6.2%*	*48.7%*	*79.4%*
%H (TV HH)			*32.4%*	*10.2%*	*55.0%*	*6.2%*	*48.7%*	
2	803	803	385	98	510	205	304	702
%V	*33.4%*	*34.7%*	*37.5%*	*37.1%*	*35.4%*	*39.7%*	*32.8%*	*34.0%*
%H (All HH)		*100.0%*	*47.9%*	*12.2%*	*63.5%*	*25.5%*	*37.9%*	*87.4%*
%H (TV HH)			*47.9%*	*12.2%*	*63.5%*	*25.5%*	*37.9%*	
3	364	364	202	46	250	138	112	339
%V	*15.2%*	*15.7%*	*19.6%*	*17.4%*	*17.3%*	*26.7%*	*12.1%*	*16.4%*
%H (All HH)		*100.0%*	*55.5%*	*12.6%*	*68.7%*	*37.9%*	*30.8%*	*93.1%*
%H (TV HH)			*55.5%*	*12.6%*	*68.7%*	*37.9%*	*30.8%*	
4	157	157	95	17	119	73	45	153
%V	*6.5%*	*6.8%*	*9.2%*	*6.4%*	*8.3%*	*14.1%*	*4.9%*	*7.4%*
%H (All HH)		*100.0%*	*60.5%*	*10.8%*	*75.8%*	*46.5%*	*28.7%*	*97.5%*
%H (TV HH)			*60.5%*	*10.8%*	*75.8%*	*46.5%*	*28.7%*	
5+	79	79	50	10	61	42	19	77
%V	*3.3%*	*3.4%*	*4.9%*	*3.8%*	*4.2%*	*8.1%*	*2.1%*	*3.7%*
%H (All HH)		*100.0%*	*63.3%*	*12.7%*	*77.2%*	*53.2%*	*24.1%*	*97.5%*
%H (TV HH)			*63.3%*	*12.7%*	*77.2%*	*53.2%*	*24.1%*	

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

%V = percentage of vertical total

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

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

Table 17.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Under 20"	228	228	111	19	182	86	96	193
%V	*9.5%*	*9.8%*	*10.8%*	*7.2%*	*12.6%*	*16.7%*	*10.4%*	*9.3%*
%H (All HH)		*100.0%*	*48.7%*	*8.3%*	*79.8%*	*37.7%*	*42.1%*	*84.6%*
%H (TV HH)			*48.7%*	*8.3%*	*79.8%*	*37.7%*	*42.1%*	
20" - 29"	625	625	281	67	461	192	269	534
%V	*26.0%*	*27.0%*	*27.3%*	*25.4%*	*32.0%*	*37.2%*	*29.0%*	*25.8%*
%H (All HH)		*100.0%*	*45.0%*	*10.7%*	*73.8%*	*30.7%*	*43.0%*	*85.4%*
%H (TV HH)			*45.0%*	*10.7%*	*73.8%*	*30.7%*	*43.0%*	
30" - 39"	1112	1112	502	130	727	278	448	968
%V	*46.3%*	*48.0%*	*48.8%*	*49.2%*	*50.4%*	*53.9%*	*48.4%*	*46.8%*
%H (All HH)		*100.0%*	*45.1%*	*11.7%*	*65.4%*	*25.0%*	*40.3%*	*87.1%*
%H (TV HH)			*45.1%*	*11.7%*	*65.4%*	*25.0%*	*40.3%*	
40" - 49"	1130	1130	583	139	672	303	369	1029
%V	*47.1%*	*48.8%*	*56.7%*	*52.7%*	*46.6%*	*58.7%*	*39.8%*	*49.8%*
%H (All HH)		*100.0%*	*51.6%*	*12.3%*	*59.5%*	*26.8%*	*32.7%*	*91.1%*
%H (TV HH)			*51.6%*	*12.3%*	*59.5%*	*26.8%*	*32.7%*	
50" - 59"	394	394	233	49	220	123	97	377
%V	*16.4%*	*17.0%*	*22.7%*	*18.6%*	*15.3%*	*23.8%*	*10.5%*	*18.2%*
%H (All HH)		*100.0%*	*59.1%*	*12.4%*	*55.8%*	*31.2%*	*24.6%*	*95.7%*
%H (TV HH)			*59.1%*	*12.4%*	*55.8%*	*31.2%*	*24.6%*	
60"+	43	43	28	4	19	11	8	42
%V	*1.8%*	*1.9%*	*2.7%*	*1.5%*	*1.3%*	*2.1%*	*0.9%*	*2.0%*
%H (All HH)		*100.0%*	*65.1%*	*9.3%*	*44.2%*	*25.6%*	*18.6%*	*97.7%*
%H (TV HH)			*65.1%*	*9.3%*	*44.2%*	*25.6%*	*18.6%*	

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
Jan - Dec 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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Main living room	2298	2298	1025	261	1433	515	918	1982
%V	*95.7%*	*99.3%*	*99.7%*	*98.9%*	*99.4%*	*99.8%*	*99.1%*	*95.9%*
%H (All HH)		*100.0%*	*44.6%*	*11.4%*	*62.4%*	*22.4%*	*39.9%*	*86.2%*
%H (TV HH)			*44.6%*	*11.4%*	*62.4%*	*22.4%*	*39.9%*	
Kitchen	270	270	135	28	215	107	107	235
%V	*11.2%*	*11.7%*	*13.1%*	*10.6%*	*14.9%*	*20.7%*	*11.6%*	*11.4%*
%H (All HH)		*100.0%*	*50.0%*	*10.4%*	*79.6%*	*39.6%*	*39.6%*	*87.0%*
%H (TV HH)			*50.0%*	*10.4%*	*79.6%*	*39.6%*	*39.6%*	
Adult's bedroom	1038	1038	557	126	700	361	339	944
%V	*43.2%*	*44.8%*	*54.2%*	*47.7%*	*48.5%*	*70.0%*	*36.6%*	*45.7%*
%H (All HH)		*100.0%*	*53.7%*	*12.1%*	*67.4%*	*34.8%*	*32.7%*	*90.9%*
%H (TV HH)			*53.7%*	*12.1%*	*67.4%*	*34.8%*	*32.7%*	
Child's bedroom	208	208	129	26	124	74	49	205
%V	*8.7%*	*9.0%*	*12.5%*	*9.8%*	*8.6%*	*14.3%*	*5.3%*	*9.9%*
%H (All HH)		*100.0%*	*62.0%*	*12.5%*	*59.6%*	*35.6%*	*23.6%*	*98.6%*
%H (TV HH)			*62.0%*	*12.5%*	*59.6%*	*35.6%*	*23.6%*	
Other bedroom	149	149	85	14	107	60	48	140
%V	*6.2%*	*6.4%*	*8.3%*	*5.3%*	*7.4%*	*11.6%*	*5.2%*	*6.8%*
%H (All HH)		*100.0%*	*57.0%*	*9.4%*	*71.8%*	*40.3%*	*32.2%*	*94.0%*
%H (TV HH)			*57.0%*	*9.4%*	*71.8%*	*40.3%*	*32.2%*	
Second living/dining room	277	277	145	37	192	98	94	255
%V	*11.5%*	*12.0%*	*14.1%*	*14.0%*	*13.3%*	*19.0%*	*10.2%*	*12.3%*
%H (All HH)		*100.0%*	*52.3%*	*13.4%*	*69.3%*	*35.4%*	*33.9%*	*92.1%*
%H (TV HH)			*52.3%*	*13.4%*	*69.3%*	*35.4%*	*33.9%*	
Study/office	30	30	17	3	19	9	10	28
%V	*1.2%*	*1.3%*	*1.7%*	*1.1%*	*1.3%*	*1.7%*	*1.1%*	*1.4%*
%H (All HH)		*100.0%*	*56.7%*	*10.0%*	*63.3%*	*30.0%*	*33.3%*	*93.3%*
%H (TV HH)			*56.7%*	*10.0%*	*63.3%*	*30.0%*	*33.3%*	
TV room	15	15	9	1	11	7	5	14
%V	*0.6%*	*0.6%*	*0.9%*	*0.4%*	*0.8%*	*1.4%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*60.0%*	*6.7%*	*73.3%*	*46.7%*	*33.3%*	*93.3%*
%H (TV HH)			*60.0%*	*6.7%*	*73.3%*	*46.7%*	*33.3%*	
Conservatory	53	53	31	5	40	22	18	49
%V	*2.2%*	*2.3%*	*3.0%*	*1.9%*	*2.8%*	*4.3%*	*1.9%*	*2.4%*
%H (All HH)		*100.0%*	*58.5%*	*9.4%*	*75.5%*	*41.5%*	*34.0%*	*92.5%*
%H (TV HH)			*58.5%*	*9.4%*	*75.5%*	*41.5%*	*34.0%*	
Attic or loft room	7	7	5	1	4	3	1	7
%V	*0.3%*	*0.3%*	*0.5%*	*0.4%*	*0.3%*	*0.6%*	*0.1%*	*0.3%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*57.1%*	*42.9%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*57.1%*	*42.9%*	*14.3%*	
No specific location	1	1	1	0	1	0	1	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	19	19	11	1	15	10	6	19
%V	*0.8%*	*0.8%*	*1.1%*	*0.4%*	*1.0%*	*1.9%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*57.9%*	*5.3%*	*78.9%*	*52.6%*	*31.6%*	*100.0%*
%H (TV HH)			*57.9%*	*5.3%*	*78.9%*	*52.6%*	*31.6%*	

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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Any DSAT provider	1028	1028	1028	8	418	418	0	943
%V	*42.8%*	*44.4%*	*100.0%*	*3.0%*	*29.0%*	*81.0%*	*0.0%*	*45.6%*
%H (All HH)			*100.0%*	*0.8%*	*40.7%*	*40.7%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.8%*	*40.7%*	*40.7%*	*0.0%*	
Sky with subcription	836	836	836	2	340	340	0	774
%V	*34.8%*	*36.1%*	*81.3%*	*0.8%*	*23.6%*	*65.9%*	*0.0%*	*37.4%*
%H (All HH)			*100.0%*	*0.2%*	*40.7%*	*40.7%*	*0.0%*	*92.6%*
%H (TV HH)			*100.0%*	*0.2%*	*40.7%*	*40.7%*	*0.0%*	
Sky without subscription	62	62	62	1	24	24	0	50
%V	*2.6%*	*2.7%*	*6.0%*	*0.4%*	*1.7%*	*4.7%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*1.6%*	*38.7%*	*38.7%*	*0.0%*	*80.6%*
%H (TV HH)			*100.0%*	*1.6%*	*38.7%*	*38.7%*	*0.0%*	
Freesat	123	123	123	3	52	52	0	114
%V	*5.1%*	*5.3%*	*12.0%*	*1.1%*	*3.6%*	*10.1%*	*0.0%*	*5.5%*
%H (All HH)			*100.0%*	*2.4%*	*42.3%*	*42.3%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*2.4%*	*42.3%*	*42.3%*	*0.0%*	
Other satellite provider	36	36	36	2	16	16	0	33
%V	*1.5%*	*1.6%*	*3.5%*	*0.8%*	*1.1%*	*3.1%*	*0.0%*	*1.6%*
%H (All HH)			*100.0%*	*5.6%*	*44.4%*	*44.4%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*5.6%*	*44.4%*	*44.4%*	*0.0%*	
DCAB	264	264	8	264	102	102	0	243
%V	*11.0%*	*11.4%*	*0.8%*	*100.0%*	*7.1%*	*19.8%*	*0.0%*	*11.8%*
%H (All HH)			*3.0%*	*100.0%*	*38.6%*	*38.6%*	*0.0%*	*92.0%*
%H (TV HH)			*3.0%*	*100.0%*	*38.6%*	*38.6%*	*0.0%*	
DTT	1442	1442	418	102	1442	516	926	1195
%V	*60.1%*	*62.3%*	*40.7%*	*38.6%*	*100.0%*	*100.0%*	*100.0%*	*57.8%*
%H (All HH)		*100.0%*	*29.0%*	*7.1%*	*100.0%*	*35.8%*	*64.2%*	*82.9%*
%H (TV HH)			*29.0%*	*7.1%*	*100.0%*	*35.8%*	*64.2%*	

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

%V = percentage of vertical total

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

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

Table 17.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
PVR	1477	1477	915	253	789	477	312	1361
%V	*61.5%*	*63.8%*	*89.0%*	*95.8%*	*54.7%*	*92.4%*	*33.7%*	*65.8%*
%H (All HH)		*100.0%*	*61.9%*	*17.1%*	*53.4%*	*32.3%*	*21.1%*	*92.1%*
%H (TV HH)			*61.9%*	*17.1%*	*53.4%*	*32.3%*	*21.1%*	
DVDR	15	15	8	1	12	6	6	13
%V	*0.6%*	*0.6%*	*0.8%*	*0.4%*	*0.8%*	*1.2%*	*0.6%*	*0.6%*
%H (All HH)		*100.0%*	*53.3%*	*6.7%*	*80.0%*	*40.0%*	*40.0%*	*86.7%*
%H (TV HH)			*53.3%*	*6.7%*	*80.0%*	*40.0%*	*40.0%*	
VCR	6	6	0	2	5	2	3	5
%V	*0.2%*	*0.3%*	*0.0%*	*0.8%*	*0.3%*	*0.4%*	*0.3%*	*0.2%*
%H (All HH)		*100.0%*	*0.0%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	*83.3%*
%H (TV HH)			*0.0%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	
Any recorder	1485	1485	916	253	796	478	318	1367
%V	*61.8%*	*64.1%*	*89.1%*	*95.8%*	*55.2%*	*92.6%*	*34.3%*	*66.1%*
%H (All HH)		*100.0%*	*61.7%*	*17.0%*	*53.6%*	*32.2%*	*21.4%*	*92.1%*
%H (TV HH)			*61.7%*	*17.0%*	*53.6%*	*32.2%*	*21.4%*	
Receives HDTV (via STB or built-in reception)	1649	1649	841	226	1029	441	589	1498
%V	*68.7%*	*71.2%*	*81.8%*	*85.6%*	*71.4%*	*85.5%*	*63.6%*	*72.5%*
%H (All HH)		*100.0%*	*51.0%*	*13.7%*	*62.4%*	*26.7%*	*35.7%*	*90.8%*
%H (TV HH)			*51.0%*	*13.7%*	*62.4%*	*26.7%*	*35.7%*	
DVD/Blu-ray player or recorder	1490	1490	699	173	952	381	571	1335
%V	*62.1%*	*64.4%*	*68.0%*	*65.5%*	*66.0%*	*73.8%*	*61.7%*	*64.6%*
%H (All HH)		*100.0%*	*46.9%*	*11.6%*	*63.9%*	*25.6%*	*38.3%*	*89.6%*
%H (TV HH)			*46.9%*	*11.6%*	*63.9%*	*25.6%*	*38.3%*	

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 17.10: 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	2401	2315	1028	264	1442	516	926	2067
%H (All HH)		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*
%H (TV HH)			*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	
Has broadband internet	2067	1996	943	243	1195	480	716	2067
%V	*86.1%*	*86.2%*	*91.7%*	*92.0%*	*82.9%*	*93.0%*	*77.3%*	*100.0%*
%H (All HH)		*96.6%*	*45.6%*	*11.8%*	*57.8%*	*23.2%*	*34.6%*	*100.0%*
%H (TV HH)			*47.2%*	*12.2%*	*59.9%*	*24.0%*	*35.9%*	
Number of computers (PCs and laptops)								
0	470	449	142	33	313	56	257	158
%V	*19.6%*	*19.4%*	*13.8%*	*12.5%*	*21.7%*	*10.9%*	*27.8%*	*7.6%*
%H (All HH)		*95.5%*	*30.2%*	*7.0%*	*66.6%*	*11.9%*	*54.7%*	*33.6%*
%H (TV HH)			*31.6%*	*7.3%*	*69.7%*	*12.5%*	*57.2%*	
1	616	590	250	66	371	124	247	602
%V	*25.7%*	*25.5%*	*24.3%*	*25.0%*	*25.7%*	*24.0%*	*26.7%*	*29.1%*
%H (All HH)		*95.8%*	*40.6%*	*10.7%*	*60.2%*	*20.1%*	*40.1%*	*97.7%*
%H (TV HH)			*42.4%*	*11.2%*	*62.9%*	*21.0%*	*41.9%*	
2	586	567	266	69	341	134	207	582
%V	*24.4%*	*24.5%*	*25.9%*	*26.1%*	*23.6%*	*26.0%*	*22.4%*	*28.2%*
%H (All HH)		*96.8%*	*45.4%*	*11.8%*	*58.2%*	*22.9%*	*35.3%*	*99.3%*
%H (TV HH)			*46.9%*	*12.2%*	*60.1%*	*23.6%*	*36.5%*	
3	342	333	166	37	198	82	117	340
%V	*14.2%*	*14.4%*	*16.1%*	*14.0%*	*13.7%*	*15.9%*	*12.6%*	*16.4%*
%H (All HH)		*97.4%*	*48.5%*	*10.8%*	*57.9%*	*24.0%*	*34.2%*	*99.4%*
%H (TV HH)			*49.8%*	*11.1%*	*59.5%*	*24.6%*	*35.1%*	
4	198	191	96	33	110	55	55	197
%V	*8.2%*	*8.3%*	*9.3%*	*12.5%*	*7.6%*	*10.7%*	*5.9%*	*9.5%*
%H (All HH)		*96.5%*	*48.5%*	*16.7%*	*55.6%*	*27.8%*	*27.8%*	*99.5%*
%H (TV HH)			*50.3%*	*17.3%*	*57.6%*	*28.8%*	*28.8%*	
5+	189	186	109	26	109	65	44	188
%V	*7.9%*	*8.0%*	*10.6%*	*9.8%*	*7.6%*	*12.6%*	*4.8%*	*9.1%*
%H (All HH)		*98.4%*	*57.7%*	*13.8%*	*57.7%*	*34.4%*	*23.3%*	*99.5%*
%H (TV HH)			*58.6%*	*14.0%*	*58.6%*	*34.9%*	*23.7%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	4670	2327	550	3079	1404	1675	4178
%H		*49.8%*	*11.8%*	*65.9%*	*30.1%*	*35.9%*	*89.5%*
Under 20"	276	135	22	225	108	117	236
%V	*5.9%*	*5.8%*	*4.0%*	*7.3%*	*7.7%*	*7.0%*	*5.6%*
%H		*48.9%*	*8.0%*	*81.5%*	*39.1%*	*42.4%*	*85.5%*
20" - 29"	795	367	89	591	261	330	682
%V	*17.0%*	*15.8%*	*16.2%*	*19.2%*	*18.6%*	*19.7%*	*16.3%*
%H		*46.2%*	*11.2%*	*74.3%*	*32.8%*	*41.5%*	*85.8%*
30" - 39"	1417	674	170	932	396	536	1258
%V	*30.3%*	*29.0%*	*30.9%*	*30.3%*	*28.2%*	*32.0%*	*30.1%*
%H		*47.6%*	*12.0%*	*65.8%*	*27.9%*	*37.8%*	*88.8%*
40" - 49"	1361	724	167	812	386	426	1250
%V	*29.1%*	*31.1%*	*30.4%*	*26.4%*	*27.5%*	*25.4%*	*29.9%*
%H		*53.2%*	*12.3%*	*59.7%*	*28.4%*	*31.3%*	*91.8%*
50" - 59"	436	263	53	244	140	105	417
%V	*9.3%*	*11.3%*	*9.6%*	*7.9%*	*10.0%*	*6.3%*	*10.0%*
%H		*60.3%*	*12.2%*	*56.0%*	*32.1%*	*24.1%*	*95.6%*
60"+	44	28	4	20	11	8	43
%V	*0.9%*	*1.2%*	*0.7%*	*0.6%*	*0.8%*	*0.5%*	*1.0%*
%H		*63.6%*	*9.1%*	*45.5%*	*25.0%*	*18.2%*	*97.7%*
Don't know	342	135	44	256	104	152	292
%V	*7.3%*	*5.8%*	*8.0%*	*8.3%*	*7.4%*	*9.1%*	*7.0%*
%H		*39.5%*	*12.9%*	*74.9%*	*30.4%*	*44.4%*	*85.4%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.12: Location of set

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4670	2327	550	3079	1404	1675	4178
%H		*49.8%*	*11.8%*	*65.9%*	*30.1%*	*35.9%*	*89.5%*
Main living room	2306	1028	262	1438	517	921	1989
%V	*49.4%*	*44.2%*	*47.6%*	*46.7%*	*36.8%*	*55.0%*	*47.6%*
%H		*44.6%*	*11.4%*	*62.4%*	*22.4%*	*39.9%*	*86.3%*
Kitchen	270	135	28	215	107	108	236
%V	*5.8%*	*5.8%*	*5.1%*	*7.0%*	*7.6%*	*6.4%*	*5.6%*
%H		*50.0%*	*10.4%*	*79.6%*	*39.6%*	*40.0%*	*87.4%*
Adult's bedroom	1234	665	161	843	451	392	1134
%V	*26.4%*	*28.6%*	*29.3%*	*27.4%*	*32.1%*	*23.4%*	*27.1%*
%H		*53.9%*	*13.0%*	*68.3%*	*36.5%*	*31.8%*	*91.9%*
Child's bedroom	273	171	34	168	105	63	270
%V	*5.8%*	*7.3%*	*6.2%*	*5.5%*	*7.5%*	*3.8%*	*6.5%*
%H		*62.6%*	*12.5%*	*61.5%*	*38.5%*	*23.1%*	*98.9%*
Other bedroom	176	102	17	127	72	55	167
%V	*3.8%*	*4.4%*	*3.1%*	*4.1%*	*5.1%*	*3.3%*	*4.0%*
%H		*58.0%*	*9.7%*	*72.2%*	*40.9%*	*31.3%*	*94.9%*
Second living/dining room	281	147	37	195	100	95	259
%V	*6.0%*	*6.3%*	*6.7%*	*6.3%*	*7.1%*	*5.7%*	*6.2%*
%H		*52.3%*	*13.2%*	*69.4%*	*35.6%*	*33.8%*	*92.2%*
Study/office	31	17	3	20	10	10	29
%V	*0.7%*	*0.7%*	*0.5%*	*0.6%*	*0.7%*	*0.6%*	*0.7%*
%H		*54.8%*	*9.7%*	*64.5%*	*32.3%*	*32.3%*	*93.5%*
TV room	15	9	1	11	7	5	14
%V	*0.3%*	*0.4%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.3%*
%H		*60.0%*	*6.7%*	*73.3%*	*46.7%*	*33.3%*	*93.3%*
Conservatory	53	31	5	40	22	18	49
%V	*1.1%*	*1.3%*	*0.9%*	*1.3%*	*1.6%*	*1.1%*	*1.2%*
%H		*58.5%*	*9.4%*	*75.5%*	*41.5%*	*34.0%*	*92.5%*
Attic or loft room	8	6	1	4	3	1	8
%V	*0.2%*	*0.3%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*75.0%*	*12.5%*	*50.0%*	*37.5%*	*12.5%*	*100.0%*
No specific location	1	1	0	1	0	1	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	21	13	1	18	11	7	21
%V	*0.4%*	*0.6%*	*0.2%*	*0.6%*	*0.8%*	*0.4%*	*0.5%*
%H		*61.9%*	*4.8%*	*85.7%*	*52.4%*	*33.3%*	*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
Jan - Dec 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	4670	2327	550	3079	1404	1675	4178
%H		*49.8%*	*11.8%*	*65.9%*	*30.1%*	*35.9%*	*89.5%*
PVR	2093	1388	364	1015	666	349	1957
%V	*44.8%*	*59.6%*	*66.2%*	*33.0%*	*47.4%*	*20.8%*	*46.8%*
%H		*66.3%*	*17.4%*	*48.5%*	*31.8%*	*16.7%*	*93.5%*
DVDR	15	8	1	12	6	6	14
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*
%H		*53.3%*	*6.7%*	*80.0%*	*40.0%*	*40.0%*	*93.3%*
VCR	6	0	2	5	2	3	5
%V	*0.1%*	*0.0%*	*0.4%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*0.0%*	*33.3%*	*83.3%*	*33.3%*	*50.0%*	*83.3%*
Any recorder	2107	1391	365	1028	671	357	1967
%V	*45.1%*	*59.8%*	*66.4%*	*33.4%*	*47.8%*	*21.3%*	*47.1%*
%H		*66.0%*	*17.3%*	*48.8%*	*31.8%*	*16.9%*	*93.4%*

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

Set level data

Table 17.14: Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	4670	2327	550	3079	1404	1675	4178
%H		*49.8%*	*11.8%*	*65.9%*	*30.1%*	*35.9%*	*89.5%*
Receives HDTV (via STB or built-in reception)	2602	1439	358	1640	822	818	2410
%V	*55.7%*	*61.8%*	*65.1%*	*53.3%*	*58.5%*	*48.8%*	*57.7%*
%H		*55.3%*	*13.8%*	*63.0%*	*31.6%*	*31.4%*	*92.6%*
DVD/Blu-ray player or recorder	2146	1091	253	1404	656	748	1969
%V	*46.0%*	*46.9%*	*46.0%*	*45.6%*	*46.7%*	*44.7%*	*47.1%*
%H		*50.8%*	*11.8%*	*65.4%*	*30.6%*	*34.9%*	*91.8%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Wales and West

Set level data

Table 17.15: 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	2315	1028	264	1442	516	926	1995
%H		*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	*86.2%*
Under 20"	17	2	1	13	1	12	10
%V	*0.7%*	*0.2%*	*0.4%*	*0.9%*	*0.2%*	*1.3%*	*0.5%*
%H		*11.8%*	*5.9%*	*76.5%*	*5.9%*	*70.6%*	*58.8%*
20" - 29"	149	38	14	109	17	92	99
%V	*6.4%*	*3.7%*	*5.3%*	*7.6%*	*3.3%*	*9.9%*	*5.0%*
%H		*25.5%*	*9.4%*	*73.2%*	*11.4%*	*61.7%*	*66.4%*
30" - 39"	634	223	67	427	110	318	513
%V	*27.4%*	*21.7%*	*25.4%*	*29.6%*	*21.3%*	*34.3%*	*25.7%*
%H		*35.2%*	*10.6%*	*67.4%*	*17.4%*	*50.2%*	*80.9%*
40" - 49"	977	487	119	578	246	331	880
%V	*42.2%*	*47.4%*	*45.1%*	*40.1%*	*47.7%*	*35.7%*	*44.1%*
%H		*49.8%*	*12.2%*	*59.2%*	*25.2%*	*33.9%*	*90.1%*
50" - 59"	361	211	44	198	109	90	344
%V	*15.6%*	*20.5%*	*16.7%*	*13.7%*	*21.1%*	*9.7%*	*17.2%*
%H		*58.4%*	*12.2%*	*54.8%*	*30.2%*	*24.9%*	*95.3%*
60"+	40	26	4	17	10	7	39
%V	*1.7%*	*2.5%*	*1.5%*	*1.2%*	*1.9%*	*0.8%*	*2.0%*
%H		*65.0%*	*10.0%*	*42.5%*	*25.0%*	*17.5%*	*97.5%*
Don't know	137	40	15	99	23	75	111
%V	*5.9%*	*3.9%*	*5.7%*	*6.9%*	*4.5%*	*8.1%*	*5.6%*
%H		*29.2%*	*10.9%*	*72.3%*	*16.8%*	*54.7%*	*81.0%*

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	2315	1028	264	1442	516	926	1995
%H		*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	*86.2%*
PVR	1451	904	250	765	465	299	1337
%V	*62.7%*	*87.9%*	*94.7%*	*53.1%*	*90.1%*	*32.3%*	*67.0%*
%H		*62.3%*	*17.2%*	*52.7%*	*32.0%*	*20.6%*	*92.1%*
DVDR	12	5	1	9	4	6	10
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.8%*	*0.6%*	*0.5%*
%H		*41.7%*	*8.3%*	*75.0%*	*33.3%*	*50.0%*	*83.3%*
VCR	4	0	1	3	1	3	3
%V	*0.2%*	*0.0%*	*0.4%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*0.0%*	*25.0%*	*75.0%*	*25.0%*	*75.0%*	*75.0%*
Any recorder	1459	906	251	772	467	305	1343
%V	*63.0%*	*88.1%*	*95.1%*	*53.5%*	*90.5%*	*32.9%*	*67.3%*
%H		*62.1%*	*17.2%*	*52.9%*	*32.0%*	*20.9%*	*92.0%*

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	2315	1028	264	1442	516	926	1995
%H		*44.4%*	*11.4%*	*62.3%*	*22.3%*	*40.0%*	*86.2%*
Receives HDTV (via STB or built-in reception)	1609	823	223	995	425	570	1460
%V	*69.5%*	*80.1%*	*84.5%*	*69.0%*	*82.4%*	*61.6%*	*73.2%*
%H		*51.1%*	*13.9%*	*61.8%*	*26.4%*	*35.4%*	*90.7%*
DVD/Blu-ray player or recorder	1266	574	144	813	307	505	1124
%V	*54.7%*	*55.8%*	*54.5%*	*56.4%*	*59.5%*	*54.5%*	*56.3%*
%H		*45.3%*	*11.4%*	*64.2%*	*24.2%*	*39.9%*	*88.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2355	1298	286	1638	888	749	2182
%H		*55.1%*	*12.1%*	*69.6%*	*37.7%*	*31.8%*	*92.7%*
Under 20"	259	133	21	212	107	105	226
%V	*11.0%*	*10.2%*	*7.3%*	*12.9%*	*12.0%*	*14.0%*	*10.4%*
%H		*51.4%*	*8.1%*	*81.9%*	*41.3%*	*40.5%*	*87.3%*
20" - 29"	645	329	75	482	244	238	583
%V	*27.4%*	*25.3%*	*26.2%*	*29.4%*	*27.5%*	*31.8%*	*26.7%*
%H		*51.0%*	*11.6%*	*74.7%*	*37.8%*	*36.9%*	*90.4%*
30" - 39"	782	451	103	505	286	218	745
%V	*33.2%*	*34.7%*	*36.0%*	*30.8%*	*32.2%*	*29.1%*	*34.1%*
%H		*57.7%*	*13.2%*	*64.6%*	*36.6%*	*27.9%*	*95.3%*
40" - 49"	384	237	48	234	139	95	371
%V	*16.3%*	*18.3%*	*16.8%*	*14.3%*	*15.7%*	*12.7%*	*17.0%*
%H		*61.7%*	*12.5%*	*60.9%*	*36.2%*	*24.7%*	*96.6%*
50" - 59"	75	52	9	46	31	15	73
%V	*3.2%*	*4.0%*	*3.1%*	*2.8%*	*3.5%*	*2.0%*	*3.3%*
%H		*69.3%*	*12.0%*	*61.3%*	*41.3%*	*20.0%*	*97.3%*
60"+	4	2	0	3	1	1	4
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*25.0%*	*100.0%*
Don't know	205	95	30	157	80	77	180
%V	*8.7%*	*7.3%*	*10.5%*	*9.6%*	*9.0%*	*10.3%*	*8.2%*
%H		*46.3%*	*14.6%*	*76.6%*	*39.0%*	*37.6%*	*87.8%*

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	2355	1298	286	1638	888	749	2182
%H		*55.1%*	*12.1%*	*69.6%*	*37.7%*	*31.8%*	*92.7%*
PVR	643	483	114	251	201	50	620
%V	*27.3%*	*37.2%*	*39.9%*	*15.3%*	*22.6%*	*6.7%*	*28.4%*
%H		*75.1%*	*17.7%*	*39.0%*	*31.3%*	*7.8%*	*96.4%*
DVDR	4	3	0	3	2	1	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*75.0%*	*0.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
VCR	2	0	1	2	1	1	2
%V	*0.1%*	*0.0%*	*0.3%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*0.0%*	*50.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Any recorder	648	485	115	255	204	52	625
%V	*27.5%*	*37.4%*	*40.2%*	*15.6%*	*23.0%*	*6.9%*	*28.6%*
%H		*74.8%*	*17.7%*	*39.4%*	*31.5%*	*8.0%*	*96.5%*

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

Set level data

Table 17.20: 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	2355	1298	286	1638	888	749	2182
%H		*55.1%*	*12.1%*	*69.6%*	*37.7%*	*31.8%*	*92.7%*
Receives HDTV (via STB or built-in reception)	993	616	135	646	397	249	951
%V	*42.2%*	*47.5%*	*47.2%*	*39.4%*	*44.7%*	*33.2%*	*43.6%*
%H		*62.0%*	*13.6%*	*65.1%*	*40.0%*	*25.1%*	*95.8%*
DVD/Blu-ray player or recorder	880	518	109	591	349	242	845
%V	*37.4%*	*39.9%*	*38.1%*	*36.1%*	*39.3%*	*32.3%*	*38.7%*
%H		*58.9%*	*12.4%*	*67.2%*	*39.7%*	*27.5%*	*96.0%*

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	5452	5298	2575	653	3159	1319	1841	5005
%H		*97.2%*	*47.2%*	*12.0%*	*57.9%*	*24.2%*	*33.8%*	*91.8%*
Total Children	997	979	512	118	527	239	288	977
%V	*18.3%*	*18.5%*	*19.9%*	*18.1%*	*16.7%*	*18.1%*	*15.6%*	*19.5%*
%H		*98.2%*	*51.4%*	*11.8%*	*52.9%*	*24.0%*	*28.9%*	*98.0%*
0 - 3	241	237	116	28	128	52	76	235
%V	*4.4%*	*4.5%*	*4.5%*	*4.3%*	*4.1%*	*3.9%*	*4.1%*	*4.7%*
%H		*98.3%*	*48.1%*	*11.6%*	*53.1%*	*21.6%*	*31.5%*	*97.5%*
4 - 15	756	742	396	90	399	187	212	743
%V	*13.9%*	*14.0%*	*15.4%*	*13.8%*	*12.6%*	*14.2%*	*11.5%*	*14.8%*
%H		*98.1%*	*52.4%*	*11.9%*	*52.8%*	*24.7%*	*28.0%*	*98.3%*
4 - 9	393	384	201	44	198	86	112	385
%V	*7.2%*	*7.2%*	*7.8%*	*6.7%*	*6.3%*	*6.5%*	*6.1%*	*7.7%*
%H		*97.7%*	*51.1%*	*11.2%*	*50.4%*	*21.9%*	*28.5%*	*98.0%*
10 - 15	363	358	195	45	201	101	100	358
%V	*6.7%*	*6.8%*	*7.6%*	*6.9%*	*6.4%*	*7.7%*	*5.4%*	*7.2%*
%H		*98.6%*	*53.7%*	*12.4%*	*55.4%*	*27.8%*	*27.5%*	*98.6%*

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	5452	5298	2575	653	3159	1319	1841	5005
%H		*97.2%*	*47.2%*	*12.0%*	*57.9%*	*24.2%*	*33.8%*	*91.8%*
Total Adults (16+)	4455	4318	2063	535	2632	1079	1553	4027
%V	*81.7%*	*81.5%*	*80.1%*	*81.9%*	*83.3%*	*81.8%*	*84.4%*	*80.5%*
%H		*96.9%*	*46.3%*	*12.0%*	*59.1%*	*24.2%*	*34.9%*	*90.4%*
16 - 19	221	213	121	36	115	66	49	219
%V	*4.1%*	*4.0%*	*4.7%*	*5.5%*	*3.6%*	*5.0%*	*2.7%*	*4.4%*
%H		*96.4%*	*54.8%*	*16.3%*	*52.0%*	*29.9%*	*22.2%*	*99.1%*
20 - 24	340	311	151	42	171	81	91	332
%V	*6.2%*	*5.9%*	*5.9%*	*6.4%*	*5.4%*	*6.1%*	*4.9%*	*6.6%*
%H		*91.5%*	*44.4%*	*12.4%*	*50.3%*	*23.8%*	*26.8%*	*97.6%*
25 - 34	711	673	320	84	339	141	199	693
%V	*13.0%*	*12.7%*	*12.4%*	*12.9%*	*10.7%*	*10.7%*	*10.8%*	*13.8%*
%H		*94.7%*	*45.0%*	*11.8%*	*47.7%*	*19.8%*	*28.0%*	*97.5%*
35 - 44	629	609	308	75	321	133	188	616
%V	*11.5%*	*11.5%*	*12.0%*	*11.5%*	*10.2%*	*10.1%*	*10.2%*	*12.3%*
%H		*96.8%*	*49.0%*	*11.9%*	*51.0%*	*21.1%*	*29.9%*	*97.9%*
45 - 54	765	749	403	111	436	215	221	729
%V	*14.0%*	*14.1%*	*15.7%*	*17.0%*	*13.8%*	*16.3%*	*12.0%*	*14.6%*
%H		*97.9%*	*52.7%*	*14.5%*	*57.0%*	*28.1%*	*28.9%*	*95.3%*
55 - 64	693	677	323	89	453	194	259	646
%V	*12.7%*	*12.8%*	*12.5%*	*13.6%*	*14.3%*	*14.7%*	*14.1%*	*12.9%*
%H		*97.7%*	*46.6%*	*12.8%*	*65.4%*	*28.0%*	*37.4%*	*93.2%*
65+	1095	1086	437	98	797	249	547	794
%V	*20.1%*	*20.5%*	*17.0%*	*15.0%*	*25.2%*	*18.9%*	*29.7%*	*15.9%*
%H		*99.2%*	*39.9%*	*8.9%*	*72.8%*	*22.7%*	*50.0%*	*72.5%*

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
Jan - Dec 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+)	4455	4318	2063	535	2632	1079	1553	4027
%H		*96.9%*	*46.3%*	*12.0%*	*59.1%*	*24.2%*	*34.9%*	*90.4%*
AB	1061	1033	513	129	620	264	356	1032
%V	*23.8%*	*23.9%*	*24.9%*	*24.1%*	*23.6%*	*24.5%*	*22.9%*	*25.6%*
%H		*97.4%*	*48.4%*	*12.2%*	*58.4%*	*24.9%*	*33.6%*	*97.3%*
C1	1258	1207	558	153	730	298	432	1187
%V	*28.2%*	*28.0%*	*27.0%*	*28.6%*	*27.7%*	*27.6%*	*27.8%*	*29.5%*
%H		*95.9%*	*44.4%*	*12.2%*	*58.0%*	*23.7%*	*34.3%*	*94.4%*
C2	1146	1126	553	158	696	307	389	1031
%V	*25.7%*	*26.1%*	*26.8%*	*29.5%*	*26.4%*	*28.5%*	*25.0%*	*25.6%*
%H		*98.3%*	*48.3%*	*13.8%*	*60.7%*	*26.8%*	*33.9%*	*90.0%*
D	658	638	309	74	386	155	231	556
%V	*14.8%*	*14.8%*	*15.0%*	*13.8%*	*14.7%*	*14.4%*	*14.9%*	*13.8%*
%H		*97.0%*	*47.0%*	*11.2%*	*58.7%*	*23.6%*	*35.1%*	*84.5%*
E	331	314	130	21	200	56	144	222
%V	*7.4%*	*7.3%*	*6.3%*	*3.9%*	*7.6%*	*5.2%*	*9.3%*	*5.5%*
%H		*94.9%*	*39.3%*	*6.3%*	*60.4%*	*16.9%*	*43.5%*	*67.1%*

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+)	4455	4318	2063	535	2632	1079	1553	4027
%H		*96.9%*	*46.3%*	*12.0%*	*59.1%*	*24.2%*	*34.9%*	*90.4%*
Working full time	2114	2056	1065	278	1139	527	612	2052
%V	*47.5%*	*47.6%*	*51.6%*	*52.0%*	*43.3%*	*48.8%*	*39.4%*	*51.0%*
%H		*97.3%*	*50.4%*	*13.2%*	*53.9%*	*24.9%*	*28.9%*	*97.1%*
Working part time	442	432	202	62	266	114	153	422
%V	*9.9%*	*10.0%*	*9.8%*	*11.6%*	*10.1%*	*10.6%*	*9.9%*	*10.5%*
%H		*97.7%*	*45.7%*	*14.0%*	*60.2%*	*25.8%*	*34.6%*	*95.5%*
Not working	1899	1830	796	194	1226	438	788	1553
%V	*42.6%*	*42.4%*	*38.6%*	*36.3%*	*46.6%*	*40.6%*	*50.7%*	*38.6%*
%H		*96.4%*	*41.9%*	*10.2%*	*64.6%*	*23.1%*	*41.5%*	*81.8%*
Houseperson	2401	2315	1028	264	1442	516	926	2067
%V	*53.9%*	*53.6%*	*49.8%*	*49.3%*	*54.8%*	*47.8%*	*59.6%*	*51.3%*
%H		*96.4%*	*42.8%*	*11.0%*	*60.1%*	*21.5%*	*38.6%*	*86.1%*

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+)	2200	2127	1031	266	1282	540	742	2007
%H		*96.7%*	*46.9%*	*12.1%*	*58.3%*	*24.5%*	*33.7%*	*91.2%*
16 - 19	120	115	68	20	59	35	24	119
%V	*5.5%*	*5.4%*	*6.6%*	*7.5%*	*4.6%*	*6.5%*	*3.2%*	*5.9%*
%H		*95.8%*	*56.7%*	*16.7%*	*49.2%*	*29.2%*	*20.0%*	*99.2%*
20 - 24	177	164	86	20	89	44	44	172
%V	*8.0%*	*7.7%*	*8.3%*	*7.5%*	*6.9%*	*8.1%*	*5.9%*	*8.6%*
%H		*92.7%*	*48.6%*	*11.3%*	*50.3%*	*24.9%*	*24.9%*	*97.2%*
25 - 34	367	346	158	43	176	69	108	358
%V	*16.7%*	*16.3%*	*15.3%*	*16.2%*	*13.7%*	*12.8%*	*14.6%*	*17.8%*
%H		*94.3%*	*43.1%*	*11.7%*	*48.0%*	*18.8%*	*29.4%*	*97.5%*
35 - 44	313	302	146	41	158	64	93	307
%V	*14.2%*	*14.2%*	*14.2%*	*15.4%*	*12.3%*	*11.9%*	*12.5%*	*15.3%*
%H		*96.5%*	*46.6%*	*13.1%*	*50.5%*	*20.4%*	*29.7%*	*98.1%*
45 - 54	374	362	192	53	209	101	108	351
%V	*17.0%*	*17.0%*	*18.6%*	*19.9%*	*16.3%*	*18.7%*	*14.6%*	*17.5%*
%H		*96.8%*	*51.3%*	*14.2%*	*55.9%*	*27.0%*	*28.9%*	*93.9%*
55 - 64	339	333	162	41	223	96	127	317
%V	*15.4%*	*15.7%*	*15.7%*	*15.4%*	*17.4%*	*17.8%*	*17.1%*	*15.8%*
%H		*98.2%*	*47.8%*	*12.1%*	*65.8%*	*28.3%*	*37.5%*	*93.5%*
65+	510	506	219	48	368	130	238	384
%V	*23.2%*	*23.8%*	*21.2%*	*18.0%*	*28.7%*	*24.1%*	*32.1%*	*19.1%*
%H		*99.2%*	*42.9%*	*9.4%*	*72.2%*	*25.5%*	*46.7%*	*75.3%*

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+)	2200	2127	1031	266	1282	540	742	2007
%H		*96.7%*	*46.9%*	*12.1%*	*58.3%*	*24.5%*	*33.7%*	*91.2%*
AB	536	522	261	65	314	136	178	523
%V	*24.4%*	*24.5%*	*25.3%*	*24.4%*	*24.5%*	*25.2%*	*24.0%*	*26.1%*
%H		*97.4%*	*48.7%*	*12.1%*	*58.6%*	*25.4%*	*33.2%*	*97.6%*
C1	592	568	272	74	338	146	192	564
%V	*26.9%*	*26.7%*	*26.4%*	*27.8%*	*26.4%*	*27.0%*	*25.9%*	*28.1%*
%H		*95.9%*	*45.9%*	*12.5%*	*57.1%*	*24.7%*	*32.4%*	*95.3%*
C2	626	614	299	85	377	164	213	557
%V	*28.5%*	*28.9%*	*29.0%*	*32.0%*	*29.4%*	*30.4%*	*28.7%*	*27.8%*
%H		*98.1%*	*47.8%*	*13.6%*	*60.2%*	*26.2%*	*34.0%*	*89.0%*
D	305	294	147	34	171	72	99	271
%V	*13.9%*	*13.8%*	*14.3%*	*12.8%*	*13.3%*	*13.3%*	*13.3%*	*13.5%*
%H		*96.4%*	*48.2%*	*11.1%*	*56.1%*	*23.6%*	*32.5%*	*88.9%*
E	140	129	51	8	82	21	61	93
%V	*6.4%*	*6.1%*	*4.9%*	*3.0%*	*6.4%*	*3.9%*	*8.2%*	*4.6%*
%H		*92.1%*	*36.4%*	*5.7%*	*58.6%*	*15.0%*	*43.6%*	*66.4%*

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+)	2200	2127	1031	266	1282	540	742	2007
%H		*96.7%*	*46.9%*	*12.1%*	*58.3%*	*24.5%*	*33.7%*	*91.2%*
Working full time	1281	1244	640	169	688	314	375	1243
%V	*58.2%*	*58.5%*	*62.1%*	*63.5%*	*53.7%*	*58.1%*	*50.5%*	*61.9%*
%H		*97.1%*	*50.0%*	*13.2%*	*53.7%*	*24.5%*	*29.3%*	*97.0%*
Working part time	87	84	34	13	56	24	32	81
%V	*4.0%*	*3.9%*	*3.3%*	*4.9%*	*4.4%*	*4.4%*	*4.3%*	*4.0%*
%H		*96.6%*	*39.1%*	*14.9%*	*64.4%*	*27.6%*	*36.8%*	*93.1%*
Not working	832	799	356	83	538	202	336	683
%V	*37.8%*	*37.6%*	*34.5%*	*31.2%*	*42.0%*	*37.4%*	*45.3%*	*34.0%*
%H		*96.0%*	*42.8%*	*10.0%*	*64.7%*	*24.3%*	*40.4%*	*82.1%*
Houseperson	500	464	172	46	298	82	216	384
%V	*22.7%*	*21.8%*	*16.7%*	*17.3%*	*23.2%*	*15.2%*	*29.1%*	*19.1%*
%H		*92.8%*	*34.4%*	*9.2%*	*59.6%*	*16.4%*	*43.2%*	*76.8%*

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+)	2255	2192	1032	269	1350	540	810	2020
%H		*97.2%*	*45.8%*	*11.9%*	*59.9%*	*23.9%*	*35.9%*	*89.6%*
16 - 19	101	98	53	16	56	31	24	100
%V	*4.5%*	*4.5%*	*5.1%*	*5.9%*	*4.1%*	*5.7%*	*3.0%*	*5.0%*
%H		*97.0%*	*52.5%*	*15.8%*	*55.4%*	*30.7%*	*23.8%*	*99.0%*
20 - 24	164	148	65	22	82	36	46	159
%V	*7.3%*	*6.8%*	*6.3%*	*8.2%*	*6.1%*	*6.7%*	*5.7%*	*7.9%*
%H		*90.2%*	*39.6%*	*13.4%*	*50.0%*	*22.0%*	*28.0%*	*97.0%*
25 - 34	345	328	163	41	163	72	91	335
%V	*15.3%*	*15.0%*	*15.8%*	*15.2%*	*12.1%*	*13.3%*	*11.2%*	*16.6%*
%H		*95.1%*	*47.2%*	*11.9%*	*47.2%*	*20.9%*	*26.4%*	*97.1%*
35 - 44	316	307	162	34	163	69	94	309
%V	*14.0%*	*14.0%*	*15.7%*	*12.6%*	*12.1%*	*12.8%*	*11.6%*	*15.3%*
%H		*97.2%*	*51.3%*	*10.8%*	*51.6%*	*21.8%*	*29.7%*	*97.8%*
45 - 54	391	387	211	57	226	114	112	378
%V	*17.3%*	*17.7%*	*20.4%*	*21.2%*	*16.7%*	*21.1%*	*13.8%*	*18.7%*
%H		*99.0%*	*54.0%*	*14.6%*	*57.8%*	*29.2%*	*28.6%*	*96.7%*
55 - 64	353	345	161	48	230	98	133	328
%V	*15.7%*	*15.7%*	*15.6%*	*17.8%*	*17.0%*	*18.1%*	*16.4%*	*16.2%*
%H		*97.7%*	*45.6%*	*13.6%*	*65.2%*	*27.8%*	*37.7%*	*92.9%*
65+	585	580	218	50	429	120	309	410
%V	*25.9%*	*26.5%*	*21.1%*	*18.6%*	*31.8%*	*22.2%*	*38.1%*	*20.3%*
%H		*99.1%*	*37.3%*	*8.5%*	*73.3%*	*20.5%*	*52.8%*	*70.1%*

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+)	2255	2192	1032	269	1350	540	810	2020
%H		*97.2%*	*45.8%*	*11.9%*	*59.9%*	*23.9%*	*35.9%*	*89.6%*
AB	525	512	251	64	305	127	178	509
%V	*23.3%*	*23.4%*	*24.3%*	*23.8%*	*22.6%*	*23.5%*	*22.0%*	*25.2%*
%H		*97.5%*	*47.8%*	*12.2%*	*58.1%*	*24.2%*	*33.9%*	*97.0%*
C1	667	639	285	78	393	152	241	623
%V	*29.6%*	*29.2%*	*27.6%*	*29.0%*	*29.1%*	*28.1%*	*29.8%*	*30.8%*
%H		*95.8%*	*42.7%*	*11.7%*	*58.9%*	*22.8%*	*36.1%*	*93.4%*
C2	520	512	254	73	318	143	176	474
%V	*23.1%*	*23.4%*	*24.6%*	*27.1%*	*23.6%*	*26.5%*	*21.7%*	*23.5%*
%H		*98.5%*	*48.8%*	*14.0%*	*61.2%*	*27.5%*	*33.8%*	*91.2%*
D	353	344	162	40	215	83	133	285
%V	*15.7%*	*15.7%*	*15.7%*	*14.9%*	*15.9%*	*15.4%*	*16.4%*	*14.1%*
%H		*97.5%*	*45.9%*	*11.3%*	*60.9%*	*23.5%*	*37.7%*	*80.7%*
E	191	185	79	13	118	35	83	129
%V	*8.5%*	*8.4%*	*7.7%*	*4.8%*	*8.7%*	*6.5%*	*10.2%*	*6.4%*
%H		*96.9%*	*41.4%*	*6.8%*	*61.8%*	*18.3%*	*43.5%*	*67.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 17.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	2255	2192	1032	269	1350	540	810	2020
%H		*97.2%*	*45.8%*	*11.9%*	*59.9%*	*23.9%*	*35.9%*	*89.6%*
Working full time	834	812	425	108	451	214	237	809
%V	*37.0%*	*37.0%*	*41.2%*	*40.1%*	*33.4%*	*39.6%*	*29.3%*	*40.0%*
%H		*97.4%*	*51.0%*	*12.9%*	*54.1%*	*25.7%*	*28.4%*	*97.0%*
Working part time	355	348	167	49	211	90	121	341
%V	*15.7%*	*15.9%*	*16.2%*	*18.2%*	*15.6%*	*16.7%*	*14.9%*	*16.9%*
%H		*98.0%*	*47.0%*	*13.8%*	*59.4%*	*25.4%*	*34.1%*	*96.1%*
Not working	1067	1032	439	111	688	236	452	870
%V	*47.3%*	*47.1%*	*42.5%*	*41.3%*	*51.0%*	*43.7%*	*55.8%*	*43.1%*
%H		*96.7%*	*41.1%*	*10.4%*	*64.5%*	*22.1%*	*42.4%*	*81.5%*
Houseperson	1901	1851	856	218	1143	434	710	1683
%V	*84.3%*	*84.4%*	*82.9%*	*81.0%*	*84.7%*	*80.4%*	*87.7%*	*83.3%*
%H		*97.4%*	*45.0%*	*11.5%*	*60.1%*	*22.8%*	*37.3%*	*88.5%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

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

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
AB	754	732	326	72	481	173	308	718
%V	*23.4%*	*23.5%*	*24.3%*	*22.0%*	*23.7%*	*24.4%*	*23.3%*	*25.7%*
%H (All HH)		*97.1%*	*43.2%*	*9.5%*	*63.8%*	*22.9%*	*40.8%*	*95.2%*
%H (TV HH)			*44.5%*	*9.8%*	*65.7%*	*23.6%*	*42.1%*	
C1	913	878	373	94	566	200	366	838
%V	*28.3%*	*28.2%*	*27.8%*	*28.7%*	*27.9%*	*28.2%*	*27.7%*	*30.0%*
%H (All HH)		*96.2%*	*40.9%*	*10.3%*	*62.0%*	*21.9%*	*40.1%*	*91.8%*
%H (TV HH)			*42.5%*	*10.7%*	*64.5%*	*22.8%*	*41.7%*	
C2	762	747	334	95	481	185	296	667
%V	*23.6%*	*24.0%*	*24.9%*	*29.0%*	*23.7%*	*26.1%*	*22.4%*	*23.9%*
%H (All HH)		*98.0%*	*43.8%*	*12.5%*	*63.1%*	*24.3%*	*38.8%*	*87.5%*
%H (TV HH)			*44.7%*	*12.7%*	*64.4%*	*24.8%*	*39.6%*	
D	480	461	196	48	299	101	198	379
%V	*14.9%*	*14.8%*	*14.6%*	*14.6%*	*14.7%*	*14.2%*	*15.0%*	*13.6%*
%H (All HH)		*96.0%*	*40.8%*	*10.0%*	*62.3%*	*21.0%*	*41.3%*	*79.0%*
%H (TV HH)			*42.5%*	*10.4%*	*64.9%*	*21.9%*	*43.0%*	
E	317	298	111	19	203	50	153	189
%V	*9.8%*	*9.6%*	*8.3%*	*5.8%*	*10.0%*	*7.1%*	*11.6%*	*6.8%*
%H (All HH)		*94.0%*	*35.0%*	*6.0%*	*64.0%*	*15.8%*	*48.3%*	*59.6%*
%H (TV HH)			*37.2%*	*6.4%*	*68.1%*	*16.8%*	*51.3%*	

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 18.2: 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Under 25	138	121	39	12	64	15	49	134
%V	*4.3%*	*3.9%*	*2.9%*	*3.7%*	*3.2%*	*2.1%*	*3.7%*	*4.8%*
%H (All HH)		*87.7%*	*28.3%*	*8.7%*	*46.4%*	*10.9%*	*35.5%*	*97.1%*
%H (TV HH)			*32.2%*	*9.9%*	*52.9%*	*12.4%*	*40.5%*	
25 - 34	456	427	189	50	221	85	136	444
%V	*14.1%*	*13.7%*	*14.1%*	*15.2%*	*10.9%*	*12.0%*	*10.3%*	*15.9%*
%H (All HH)		*93.6%*	*41.4%*	*11.0%*	*48.5%*	*18.6%*	*29.8%*	*97.4%*
%H (TV HH)			*44.3%*	*11.7%*	*51.8%*	*19.9%*	*31.9%*	
35 - 44	448	427	203	48	233	87	146	436
%V	*13.9%*	*13.7%*	*15.1%*	*14.6%*	*11.5%*	*12.3%*	*11.1%*	*15.6%*
%H (All HH)		*95.3%*	*45.3%*	*10.7%*	*52.0%*	*19.4%*	*32.6%*	*97.3%*
%H (TV HH)			*47.5%*	*11.2%*	*54.6%*	*20.4%*	*34.2%*	
45 - 54	593	578	292	82	350	160	190	567
%V	*18.4%*	*18.5%*	*21.8%*	*25.0%*	*17.2%*	*22.6%*	*14.4%*	*20.3%*
%H (All HH)		*97.5%*	*49.2%*	*13.8%*	*59.0%*	*27.0%*	*32.0%*	*95.6%*
%H (TV HH)			*50.5%*	*14.2%*	*60.6%*	*27.7%*	*32.9%*	
55 - 64	573	556	255	63	384	154	230	526
%V	*17.8%*	*17.8%*	*19.0%*	*19.2%*	*18.9%*	*21.7%*	*17.4%*	*18.8%*
%H (All HH)		*97.0%*	*44.5%*	*11.0%*	*67.0%*	*26.9%*	*40.1%*	*91.8%*
%H (TV HH)			*45.9%*	*11.3%*	*69.1%*	*27.7%*	*41.4%*	
65 +	1018	1007	362	73	779	209	570	685
%V	*31.6%*	*32.3%*	*27.0%*	*22.3%*	*38.4%*	*29.5%*	*43.1%*	*24.5%*
%H (All HH)		*98.9%*	*35.6%*	*7.2%*	*76.5%*	*20.5%*	*56.0%*	*67.3%*
%H (TV HH)			*35.9%*	*7.2%*	*77.4%*	*20.8%*	*56.6%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV West Macro

Household level data

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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
1	1015	953	305	76	680	149	531	692
%V	*31.5%*	*30.6%*	*22.8%*	*23.2%*	*33.5%*	*21.0%*	*40.2%*	*24.8%*
%H (All HH)		*93.9%*	*30.0%*	*7.5%*	*67.0%*	*14.7%*	*52.3%*	*68.2%*
%H (TV HH)			*32.0%*	*8.0%*	*71.4%*	*15.6%*	*55.7%*	
2	1180	1158	497	119	771	272	499	1086
%V	*36.6%*	*37.2%*	*37.1%*	*36.3%*	*38.0%*	*38.4%*	*37.8%*	*38.9%*
%H (All HH)		*98.1%*	*42.1%*	*10.1%*	*65.3%*	*23.1%*	*42.3%*	*92.0%*
%H (TV HH)			*42.9%*	*10.3%*	*66.6%*	*23.5%*	*43.1%*	
3	472	458	247	62	257	129	128	461
%V	*14.6%*	*14.7%*	*18.4%*	*18.9%*	*12.7%*	*18.2%*	*9.7%*	*16.5%*
%H (All HH)		*97.0%*	*52.3%*	*13.1%*	*54.4%*	*27.3%*	*27.1%*	*97.7%*
%H (TV HH)			*53.9%*	*13.5%*	*56.1%*	*28.2%*	*27.9%*	
4	387	379	201	50	225	110	115	382
%V	*12.0%*	*12.2%*	*15.0%*	*15.2%*	*11.1%*	*15.5%*	*8.7%*	*13.7%*
%H (All HH)		*97.9%*	*51.9%*	*12.9%*	*58.1%*	*28.4%*	*29.7%*	*98.7%*
%H (TV HH)			*53.0%*	*13.2%*	*59.4%*	*29.0%*	*30.3%*	
5+	172	168	90	21	97	49	47	171
%V	*5.3%*	*5.4%*	*6.7%*	*6.4%*	*4.8%*	*6.9%*	*3.6%*	*6.1%*
%H (All HH)		*97.7%*	*52.3%*	*12.2%*	*56.4%*	*28.5%*	*27.3%*	*99.4%*
%H (TV HH)			*53.6%*	*12.5%*	*57.7%*	*29.2%*	*28.0%*	
Average HH size	2.25	2.27	2.48	2.48	2.18	2.52	1.99	2.40

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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Without	2462	2369	952	237	1610	518	1092	2039
%V	*76.3%*	*76.0%*	*71.0%*	*72.3%*	*79.3%*	*73.1%*	*82.7%*	*73.1%*
%H (All HH)		*96.2%*	*38.7%*	*9.6%*	*65.4%*	*21.0%*	*44.4%*	*82.8%*
%H (TV HH)			*40.2%*	*10.0%*	*68.0%*	*21.9%*	*46.1%*	
With	764	747	388	90	420	192	229	753
%V	*23.7%*	*24.0%*	*29.0%*	*27.4%*	*20.7%*	*27.1%*	*17.3%*	*27.0%*
%H (All HH)		*97.8%*	*50.8%*	*11.8%*	*55.0%*	*25.1%*	*30.0%*	*98.6%*
%H (TV HH)			*51.9%*	*12.0%*	*56.2%*	*25.7%*	*30.7%*	
0 - 3	278	272	130	33	151	63	89	272
%V	*8.6%*	*8.7%*	*9.7%*	*10.1%*	*7.4%*	*8.9%*	*6.7%*	*9.7%*
%H (All HH)		*97.8%*	*46.8%*	*11.9%*	*54.3%*	*22.7%*	*32.0%*	*97.8%*
%H (TV HH)			*47.8%*	*12.1%*	*55.5%*	*23.2%*	*32.7%*	
4 - 9	401	391	200	44	212	91	121	396
%V	*12.4%*	*12.5%*	*14.9%*	*13.4%*	*10.4%*	*12.8%*	*9.2%*	*14.2%*
%H (All HH)		*97.5%*	*49.9%*	*11.0%*	*52.9%*	*22.7%*	*30.2%*	*98.8%*
%H (TV HH)			*51.2%*	*11.3%*	*54.2%*	*23.3%*	*30.9%*	
10 - 15	364	358	199	45	211	110	101	360
%V	*11.3%*	*11.5%*	*14.9%*	*13.7%*	*10.4%*	*15.5%*	*7.6%*	*12.9%*
%H (All HH)		*98.4%*	*54.7%*	*12.4%*	*58.0%*	*30.2%*	*27.7%*	*98.9%*
%H (TV HH)			*55.6%*	*12.6%*	*58.9%*	*30.7%*	*28.2%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV West Macro

Household level data

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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
1	1234	1234	407	109	720	105	615	989
%V	*38.3%*	*39.6%*	*30.4%*	*33.2%*	*35.5%*	*14.8%*	*46.6%*	*35.4%*
%H (All HH)		*100.0%*	*33.0%*	*8.8%*	*58.3%*	*8.5%*	*49.8%*	*80.1%*
%H (TV HH)			*33.0%*	*8.8%*	*58.3%*	*8.5%*	*49.8%*	
2	1091	1091	487	125	729	272	457	960
%V	*33.8%*	*35.0%*	*36.3%*	*38.1%*	*35.9%*	*38.4%*	*34.6%*	*34.4%*
%H (All HH)		*100.0%*	*44.6%*	*11.5%*	*66.8%*	*24.9%*	*41.9%*	*88.0%*
%H (TV HH)			*44.6%*	*11.5%*	*66.8%*	*24.9%*	*41.9%*	
3	491	491	267	61	349	190	160	458
%V	*15.2%*	*15.8%*	*19.9%*	*18.6%*	*17.2%*	*26.8%*	*12.1%*	*16.4%*
%H (All HH)		*100.0%*	*54.4%*	*12.4%*	*71.1%*	*38.7%*	*32.6%*	*93.3%*
%H (TV HH)			*54.4%*	*12.4%*	*71.1%*	*38.7%*	*32.6%*	
4	201	201	119	20	154	92	62	195
%V	*6.2%*	*6.5%*	*8.9%*	*6.1%*	*7.6%*	*13.0%*	*4.7%*	*7.0%*
%H (All HH)		*100.0%*	*59.2%*	*10.0%*	*76.6%*	*45.8%*	*30.8%*	*97.0%*
%H (TV HH)			*59.2%*	*10.0%*	*76.6%*	*45.8%*	*30.8%*	
5+	100	100	60	13	78	50	27	97
%V	*3.1%*	*3.2%*	*4.5%*	*4.0%*	*3.8%*	*7.1%*	*2.0%*	*3.5%*
%H (All HH)		*100.0%*	*60.0%*	*13.0%*	*78.0%*	*50.0%*	*27.0%*	*97.0%*
%H (TV HH)			*60.0%*	*13.0%*	*78.0%*	*50.0%*	*27.0%*	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Under 20"	337	337	156	22	277	120	157	291
%V	*10.4%*	*10.8%*	*11.6%*	*6.7%*	*13.6%*	*16.9%*	*11.9%*	*10.4%*
%H (All HH)		*100.0%*	*46.3%*	*6.5%*	*82.2%*	*35.6%*	*46.6%*	*86.4%*
%H (TV HH)			*46.3%*	*6.5%*	*82.2%*	*35.6%*	*46.6%*	
20" - 29"	883	883	370	87	673	259	414	755
%V	*27.4%*	*28.3%*	*27.6%*	*26.5%*	*33.2%*	*36.5%*	*31.3%*	*27.1%*
%H (All HH)		*100.0%*	*41.9%*	*9.9%*	*76.2%*	*29.3%*	*46.9%*	*85.5%*
%H (TV HH)			*41.9%*	*9.9%*	*76.2%*	*29.3%*	*46.9%*	
30" - 39"	1510	1510	654	164	1020	374	646	1312
%V	*46.8%*	*48.5%*	*48.8%*	*50.0%*	*50.2%*	*52.8%*	*48.9%*	*47.0%*
%H (All HH)		*100.0%*	*43.3%*	*10.9%*	*67.5%*	*24.8%*	*42.8%*	*86.9%*
%H (TV HH)			*43.3%*	*10.9%*	*67.5%*	*24.8%*	*42.8%*	
40" - 49"	1508	1508	749	177	948	415	533	1381
%V	*46.8%*	*48.4%*	*55.9%*	*54.0%*	*46.7%*	*58.5%*	*40.3%*	*49.5%*
%H (All HH)		*100.0%*	*49.7%*	*11.7%*	*62.9%*	*27.5%*	*35.3%*	*91.6%*
%H (TV HH)			*49.7%*	*11.7%*	*62.9%*	*27.5%*	*35.3%*	
50" - 59"	516	516	299	64	298	165	133	496
%V	*16.0%*	*16.6%*	*22.3%*	*19.5%*	*14.7%*	*23.3%*	*10.1%*	*17.8%*
%H (All HH)		*100.0%*	*57.9%*	*12.4%*	*57.8%*	*32.0%*	*25.8%*	*96.1%*
%H (TV HH)			*57.9%*	*12.4%*	*57.8%*	*32.0%*	*25.8%*	
60"+	51	51	32	5	24	13	11	50
%V	*1.6%*	*1.6%*	*2.4%*	*1.5%*	*1.2%*	*1.8%*	*0.8%*	*1.8%*
%H (All HH)		*100.0%*	*62.7%*	*9.8%*	*47.1%*	*25.5%*	*21.6%*	*98.0%*
%H (TV HH)			*62.7%*	*9.8%*	*47.1%*	*25.5%*	*21.6%*	

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 18.7: 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Main living room	3093	3093	1336	324	2016	708	1308	2681
%V	*95.9%*	*99.3%*	*99.7%*	*98.8%*	*99.3%*	*99.9%*	*99.0%*	*96.1%*
%H (All HH)		*100.0%*	*43.2%*	*10.5%*	*65.2%*	*22.9%*	*42.3%*	*86.7%*
%H (TV HH)			*43.2%*	*10.5%*	*65.2%*	*22.9%*	*42.3%*	
Kitchen	368	368	174	35	298	138	160	323
%V	*11.4%*	*11.8%*	*13.0%*	*10.7%*	*14.7%*	*19.5%*	*12.1%*	*11.6%*
%H (All HH)		*100.0%*	*47.3%*	*9.5%*	*81.0%*	*37.5%*	*43.5%*	*87.8%*
%H (TV HH)			*47.3%*	*9.5%*	*81.0%*	*37.5%*	*43.5%*	
Adult's bedroom	1389	1389	715	162	968	476	492	1271
%V	*43.1%*	*44.6%*	*53.4%*	*49.4%*	*47.7%*	*67.1%*	*37.2%*	*45.5%*
%H (All HH)		*100.0%*	*51.5%*	*11.7%*	*69.7%*	*34.3%*	*35.4%*	*91.5%*
%H (TV HH)			*51.5%*	*11.7%*	*69.7%*	*34.3%*	*35.4%*	
Child's bedroom	271	271	165	33	164	95	69	268
%V	*8.4%*	*8.7%*	*12.3%*	*10.1%*	*8.1%*	*13.4%*	*5.2%*	*9.6%*
%H (All HH)		*100.0%*	*60.9%*	*12.2%*	*60.5%*	*35.1%*	*25.5%*	*98.9%*
%H (TV HH)			*60.9%*	*12.2%*	*60.5%*	*35.1%*	*25.5%*	
Other bedroom	193	193	107	20	144	80	65	182
%V	*6.0%*	*6.2%*	*8.0%*	*6.1%*	*7.1%*	*11.3%*	*4.9%*	*6.5%*
%H (All HH)		*100.0%*	*55.4%*	*10.4%*	*74.6%*	*41.5%*	*33.7%*	*94.3%*
%H (TV HH)			*55.4%*	*10.4%*	*74.6%*	*41.5%*	*33.7%*	
Second living/dining room	362	362	180	44	267	130	137	330
%V	*11.2%*	*11.6%*	*13.4%*	*13.4%*	*13.2%*	*18.3%*	*10.4%*	*11.8%*
%H (All HH)		*100.0%*	*49.7%*	*12.2%*	*73.8%*	*35.9%*	*37.8%*	*91.2%*
%H (TV HH)			*49.7%*	*12.2%*	*73.8%*	*35.9%*	*37.8%*	
Study/office	47	47	22	4	32	12	20	46
%V	*1.5%*	*1.5%*	*1.6%*	*1.2%*	*1.6%*	*1.7%*	*1.5%*	*1.6%*
%H (All HH)		*100.0%*	*46.8%*	*8.5%*	*68.1%*	*25.5%*	*42.6%*	*97.9%*
%H (TV HH)			*46.8%*	*8.5%*	*68.1%*	*25.5%*	*42.6%*	
TV room	20	20	13	1	15	9	6	19
%V	*0.6%*	*0.6%*	*1.0%*	*0.3%*	*0.7%*	*1.3%*	*0.5%*	*0.7%*
%H (All HH)		*100.0%*	*65.0%*	*5.0%*	*75.0%*	*45.0%*	*30.0%*	*95.0%*
%H (TV HH)			*65.0%*	*5.0%*	*75.0%*	*45.0%*	*30.0%*	
Conservatory	68	68	38	5	50	25	25	64
%V	*2.1%*	*2.2%*	*2.8%*	*1.5%*	*2.5%*	*3.5%*	*1.9%*	*2.3%*
%H (All HH)		*100.0%*	*55.9%*	*7.4%*	*73.5%*	*36.8%*	*36.8%*	*94.1%*
%H (TV HH)			*55.9%*	*7.4%*	*73.5%*	*36.8%*	*36.8%*	
Attic or loft room	10	10	6	1	5	3	3	10
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.2%*	*0.4%*
%H (All HH)		*100.0%*	*60.0%*	*10.0%*	*50.0%*	*30.0%*	*30.0%*	*100.0%*
%H (TV HH)			*60.0%*	*10.0%*	*50.0%*	*30.0%*	*30.0%*	
No specific location	2	2	1	0	2	1	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*
%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%*	
Other	23	23	14	1	18	11	7	22
%V	*0.7%*	*0.7%*	*1.0%*	*0.3%*	*0.9%*	*1.6%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*60.9%*	*4.3%*	*78.3%*	*47.8%*	*30.4%*	*95.7%*
%H (TV HH)			*60.9%*	*4.3%*	*78.3%*	*47.8%*	*30.4%*	

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 18.8: 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Any DSAT provider	1340	1340	1340	10	570	570	0	1235
%V	*41.6%*	*43.0%*	*100.0%*	*3.0%*	*28.1%*	*80.4%*	*0.0%*	*44.2%*
%H (All HH)			*100.0%*	*0.7%*	*42.5%*	*42.5%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*0.7%*	*42.5%*	*42.5%*	*0.0%*	
Sky with subcription	1070	1070	1070	3	452	452	0	994
%V	*33.2%*	*34.3%*	*79.9%*	*0.9%*	*22.3%*	*63.8%*	*0.0%*	*35.6%*
%H (All HH)			*100.0%*	*0.3%*	*42.2%*	*42.2%*	*0.0%*	*92.9%*
%H (TV HH)			*100.0%*	*0.3%*	*42.2%*	*42.2%*	*0.0%*	
Sky without subscription	78	78	78	1	33	33	0	64
%V	*2.4%*	*2.5%*	*5.8%*	*0.3%*	*1.6%*	*4.7%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*1.3%*	*42.3%*	*42.3%*	*0.0%*	*82.1%*
%H (TV HH)			*100.0%*	*1.3%*	*42.3%*	*42.3%*	*0.0%*	
Freesat	177	177	177	4	80	80	0	163
%V	*5.5%*	*5.7%*	*13.2%*	*1.2%*	*3.9%*	*11.3%*	*0.0%*	*5.8%*
%H (All HH)			*100.0%*	*2.3%*	*45.2%*	*45.2%*	*0.0%*	*92.1%*
%H (TV HH)			*100.0%*	*2.3%*	*45.2%*	*45.2%*	*0.0%*	
Other satellite provider	60	60	60	2	26	26	0	56
%V	*1.9%*	*1.9%*	*4.5%*	*0.6%*	*1.3%*	*3.7%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.3%*	*43.3%*	*43.3%*	*0.0%*	*93.3%*
%H (TV HH)			*100.0%*	*3.3%*	*43.3%*	*43.3%*	*0.0%*	
DCAB	328	328	10	328	144	144	0	304
%V	*10.2%*	*10.5%*	*0.7%*	*100.0%*	*7.1%*	*20.3%*	*0.0%*	*10.9%*
%H (All HH)			*3.0%*	*100.0%*	*43.9%*	*43.9%*	*0.0%*	*92.7%*
%H (TV HH)			*3.0%*	*100.0%*	*43.9%*	*43.9%*	*0.0%*	
DTT	2030	2030	570	144	2030	709	1321	1701
%V	*62.9%*	*65.1%*	*42.5%*	*43.9%*	*100.0%*	*100.0%*	*100.0%*	*60.9%*
%H (All HH)		*100.0%*	*28.1%*	*7.1%*	*100.0%*	*34.9%*	*65.1%*	*83.8%*
%H (TV HH)			*28.1%*	*7.1%*	*100.0%*	*34.9%*	*65.1%*	

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 18.9: 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
PVR	2012	2012	1192	314	1166	656	510	1850
%V	*62.4%*	*64.6%*	*89.0%*	*95.7%*	*57.4%*	*92.5%*	*38.6%*	*66.3%*
%H (All HH)		*100.0%*	*59.2%*	*15.6%*	*58.0%*	*32.6%*	*25.3%*	*91.9%*
%H (TV HH)			*59.2%*	*15.6%*	*58.0%*	*32.6%*	*25.3%*	
DVDR	20	20	10	2	16	8	8	18
%V	*0.6%*	*0.6%*	*0.7%*	*0.6%*	*0.8%*	*1.1%*	*0.6%*	*0.6%*
%H (All HH)		*100.0%*	*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	*90.0%*
%H (TV HH)			*50.0%*	*10.0%*	*80.0%*	*40.0%*	*40.0%*	
VCR	8	8	2	3	7	3	4	7
%V	*0.2%*	*0.3%*	*0.1%*	*0.9%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H (All HH)		*100.0%*	*25.0%*	*37.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
%H (TV HH)			*25.0%*	*37.5%*	*87.5%*	*37.5%*	*50.0%*	
Any recorder	2022	2022	1194	315	1174	657	517	1857
%V	*62.7%*	*64.9%*	*89.1%*	*96.0%*	*57.8%*	*92.7%*	*39.1%*	*66.5%*
%H (All HH)		*100.0%*	*59.1%*	*15.6%*	*58.1%*	*32.5%*	*25.6%*	*91.8%*
%H (TV HH)			*59.1%*	*15.6%*	*58.1%*	*32.5%*	*25.6%*	
Receives HDTV (via STB or built-in reception)	2270	2270	1107	286	1503	618	885	2064
%V	*70.4%*	*72.8%*	*82.6%*	*87.2%*	*74.0%*	*87.2%*	*67.0%*	*74.0%*
%H (All HH)		*100.0%*	*48.8%*	*12.6%*	*66.2%*	*27.2%*	*39.0%*	*90.9%*
%H (TV HH)			*48.8%*	*12.6%*	*66.2%*	*27.2%*	*39.0%*	
DVD/Blu-ray player or recorder	2106	2106	944	223	1406	539	867	1895
%V	*65.3%*	*67.6%*	*70.4%*	*68.0%*	*69.3%*	*76.0%*	*65.6%*	*67.9%*
%H (All HH)		*100.0%*	*44.8%*	*10.6%*	*66.8%*	*25.6%*	*41.2%*	*90.0%*
%H (TV HH)			*44.8%*	*10.6%*	*66.8%*	*25.6%*	*41.2%*	

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 18.10: 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	3225	3116	1340	328	2030	709	1321	2791
%H (All HH)		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*
%H (TV HH)			*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	
Has broadband internet	2791	2699	1235	304	1701	663	1037	2791
%V	*86.5%*	*86.6%*	*92.2%*	*92.7%*	*83.8%*	*93.5%*	*78.5%*	*100.0%*
%H (All HH)		*96.7%*	*44.2%*	*10.9%*	*60.9%*	*23.8%*	*37.2%*	*100.0%*
%H (TV HH)			*45.8%*	*11.3%*	*63.0%*	*24.6%*	*38.4%*	
Number of computers (PCs and laptops)								
0	589	567	170	37	407	68	339	182
%V	*18.3%*	*18.2%*	*12.7%*	*11.3%*	*20.0%*	*9.6%*	*25.7%*	*6.5%*
%H (All HH)		*96.3%*	*28.9%*	*6.3%*	*69.1%*	*11.5%*	*57.6%*	*30.9%*
%H (TV HH)			*30.0%*	*6.5%*	*71.8%*	*12.0%*	*59.8%*	
1	823	787	324	79	519	170	348	804
%V	*25.5%*	*25.3%*	*24.2%*	*24.1%*	*25.6%*	*24.0%*	*26.3%*	*28.8%*
%H (All HH)		*95.6%*	*39.4%*	*9.6%*	*63.1%*	*20.7%*	*42.3%*	*97.7%*
%H (TV HH)			*41.2%*	*10.0%*	*65.9%*	*21.6%*	*44.2%*	
2	799	775	353	85	492	189	304	795
%V	*24.8%*	*24.9%*	*26.3%*	*25.9%*	*24.2%*	*26.7%*	*23.0%*	*28.5%*
%H (All HH)		*97.0%*	*44.2%*	*10.6%*	*61.6%*	*23.7%*	*38.0%*	*99.5%*
%H (TV HH)			*45.5%*	*11.0%*	*63.5%*	*24.4%*	*39.2%*	
3	469	457	217	53	284	115	169	467
%V	*14.5%*	*14.7%*	*16.2%*	*16.2%*	*14.0%*	*16.2%*	*12.8%*	*16.7%*
%H (All HH)		*97.4%*	*46.3%*	*11.3%*	*60.6%*	*24.5%*	*36.0%*	*99.6%*
%H (TV HH)			*47.5%*	*11.6%*	*62.1%*	*25.2%*	*37.0%*	
4	264	255	125	40	153	73	80	264
%V	*8.2%*	*8.2%*	*9.3%*	*12.2%*	*7.5%*	*10.3%*	*6.1%*	*9.5%*
%H (All HH)		*96.6%*	*47.3%*	*15.2%*	*58.0%*	*27.7%*	*30.3%*	*100.0%*
%H (TV HH)			*49.0%*	*15.7%*	*60.0%*	*28.6%*	*31.4%*	
5+	280	275	151	34	176	94	82	279
%V	*8.7%*	*8.8%*	*11.3%*	*10.4%*	*8.7%*	*13.3%*	*6.2%*	*10.0%*
%H (All HH)		*98.2%*	*53.9%*	*12.1%*	*62.9%*	*33.6%*	*29.3%*	*99.6%*
%H (TV HH)			*54.9%*	*12.4%*	*64.0%*	*34.2%*	*29.8%*	

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 18.11: 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	6235	2985	691	4265	1862	2404	5595
%H		*47.9%*	*11.1%*	*68.4%*	*29.9%*	*38.6%*	*89.7%*
Under 20"	414	191	26	345	151	195	359
%V	*6.6%*	*6.4%*	*3.8%*	*8.1%*	*8.1%*	*8.1%*	*6.4%*
%H		*46.1%*	*6.3%*	*83.3%*	*36.5%*	*47.1%*	*86.7%*
20" - 29"	1118	486	114	859	353	506	964
%V	*17.9%*	*16.3%*	*16.5%*	*20.1%*	*19.0%*	*21.0%*	*17.2%*
%H		*43.5%*	*10.2%*	*76.8%*	*31.6%*	*45.3%*	*86.2%*
30" - 39"	1899	867	213	1294	526	768	1678
%V	*30.5%*	*29.0%*	*30.8%*	*30.3%*	*28.2%*	*31.9%*	*30.0%*
%H		*45.7%*	*11.2%*	*68.1%*	*27.7%*	*40.4%*	*88.4%*
40" - 49"	1803	922	216	1131	520	611	1666
%V	*28.9%*	*30.9%*	*31.3%*	*26.5%*	*27.9%*	*25.4%*	*29.8%*
%H		*51.1%*	*12.0%*	*62.7%*	*28.8%*	*33.9%*	*92.4%*
50" - 59"	573	339	69	333	189	144	551
%V	*9.2%*	*11.4%*	*10.0%*	*7.8%*	*10.2%*	*6.0%*	*9.8%*
%H		*59.2%*	*12.0%*	*58.1%*	*33.0%*	*25.1%*	*96.2%*
60"+	52	33	5	24	13	12	51
%V	*0.8%*	*1.1%*	*0.7%*	*0.6%*	*0.7%*	*0.5%*	*0.9%*
%H		*63.5%*	*9.6%*	*46.2%*	*25.0%*	*23.1%*	*98.1%*
Don't know	375	147	49	279	111	168	324
%V	*6.0%*	*4.9%*	*7.1%*	*6.5%*	*6.0%*	*7.0%*	*5.8%*
%H		*39.2%*	*13.1%*	*74.4%*	*29.6%*	*44.8%*	*86.4%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6235	2985	691	4265	1862	2404	5595
%H		*47.9%*	*11.1%*	*68.4%*	*29.9%*	*38.6%*	*89.7%*
Main living room	3103	1339	326	2023	710	1313	2690
%V	*49.8%*	*44.9%*	*47.2%*	*47.4%*	*38.1%*	*54.6%*	*48.1%*
%H		*43.2%*	*10.5%*	*65.2%*	*22.9%*	*42.3%*	*86.7%*
Kitchen	369	175	35	299	139	161	324
%V	*5.9%*	*5.9%*	*5.1%*	*7.0%*	*7.5%*	*6.7%*	*5.8%*
%H		*47.4%*	*9.5%*	*81.0%*	*37.7%*	*43.6%*	*87.8%*
Adult's bedroom	1643	847	208	1159	590	569	1518
%V	*26.4%*	*28.4%*	*30.1%*	*27.2%*	*31.7%*	*23.7%*	*27.1%*
%H		*51.6%*	*12.7%*	*70.5%*	*35.9%*	*34.6%*	*92.4%*
Child's bedroom	353	217	43	222	133	89	350
%V	*5.7%*	*7.3%*	*6.2%*	*5.2%*	*7.1%*	*3.7%*	*6.3%*
%H		*61.5%*	*12.2%*	*62.9%*	*37.7%*	*25.2%*	*99.2%*
Other bedroom	223	125	23	167	94	73	211
%V	*3.6%*	*4.2%*	*3.3%*	*3.9%*	*5.0%*	*3.0%*	*3.8%*
%H		*56.1%*	*10.3%*	*74.9%*	*42.2%*	*32.7%*	*94.6%*
Second living/dining room	367	183	44	271	133	138	334
%V	*5.9%*	*6.1%*	*6.4%*	*6.4%*	*7.1%*	*5.7%*	*6.0%*
%H		*49.9%*	*12.0%*	*73.8%*	*36.2%*	*37.6%*	*91.0%*
Study/office	49	24	4	33	13	20	48
%V	*0.8%*	*0.8%*	*0.6%*	*0.8%*	*0.7%*	*0.8%*	*0.9%*
%H		*49.0%*	*8.2%*	*67.3%*	*26.5%*	*40.8%*	*98.0%*
TV room	20	13	1	15	9	6	19
%V	*0.3%*	*0.4%*	*0.1%*	*0.4%*	*0.5%*	*0.2%*	*0.3%*
%H		*65.0%*	*5.0%*	*75.0%*	*45.0%*	*30.0%*	*95.0%*
Conservatory	68	38	5	50	25	25	64
%V	*1.1%*	*1.3%*	*0.7%*	*1.2%*	*1.3%*	*1.0%*	*1.1%*
%H		*55.9%*	*7.4%*	*73.5%*	*36.8%*	*36.8%*	*94.1%*
Attic or loft room	11	7	1	5	3	3	11
%V	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*63.6%*	*9.1%*	*45.5%*	*27.3%*	*27.3%*	*100.0%*
No specific location	2	1	0	2	1	1	1
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*50.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*50.0%*
Other	27	16	1	21	12	9	25
%V	*0.4%*	*0.5%*	*0.1%*	*0.5%*	*0.6%*	*0.4%*	*0.4%*
%H		*59.3%*	*3.7%*	*77.8%*	*44.4%*	*33.3%*	*92.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV West Macro

Set level data

Table 18.13: Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	6235	2985	691	4265	1862	2404	5595
%H		*47.9%*	*11.1%*	*68.4%*	*29.9%*	*38.6%*	*89.7%*
PVR	2815	1806	450	1488	919	568	2625
%V	*45.1%*	*60.5%*	*65.1%*	*34.9%*	*49.4%*	*23.6%*	*46.9%*
%H		*64.2%*	*16.0%*	*52.9%*	*32.6%*	*20.2%*	*93.3%*
DVDR	21	11	2	16	8	8	19
%V	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*	*0.3%*	*0.3%*
%H		*52.4%*	*9.5%*	*76.2%*	*38.1%*	*38.1%*	*90.5%*
VCR	8	2	3	7	3	4	7
%V	*0.1%*	*0.1%*	*0.4%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*
%H		*25.0%*	*37.5%*	*87.5%*	*37.5%*	*50.0%*	*87.5%*
Any recorder	2831	1810	452	1502	924	578	2638
%V	*45.4%*	*60.6%*	*65.4%*	*35.2%*	*49.6%*	*24.0%*	*47.1%*
%H		*63.9%*	*16.0%*	*53.1%*	*32.6%*	*20.4%*	*93.2%*

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

Set level data

Table 18.14: 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	6235	2985	691	4265	1862	2404	5595
%H		*47.9%*	*11.1%*	*68.4%*	*29.9%*	*38.6%*	*89.7%*
Receives HDTV (via STB or built-in reception)	3554	1878	456	2355	1121	1235	3290
%V	*57.0%*	*62.9%*	*66.0%*	*55.2%*	*60.2%*	*51.4%*	*58.8%*
%H		*52.8%*	*12.8%*	*66.3%*	*31.5%*	*34.7%*	*92.6%*
DVD/Blu-ray player or recorder	3037	1460	342	2064	913	1152	2793
%V	*48.7%*	*48.9%*	*49.5%*	*48.4%*	*49.0%*	*47.9%*	*49.9%*
%H		*48.1%*	*11.3%*	*68.0%*	*30.1%*	*37.9%*	*92.0%*

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	3116	1340	327	2030	709	1321	2699
%H		*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	*86.6%*
Under 20"	26	3	1	21	2	20	18
%V	*0.8%*	*0.2%*	*0.3%*	*1.0%*	*0.3%*	*1.5%*	*0.7%*
%H		*11.5%*	*3.8%*	*80.8%*	*7.7%*	*76.9%*	*69.2%*
20" - 29"	222	52	16	169	24	145	151
%V	*7.1%*	*3.9%*	*4.9%*	*8.3%*	*3.4%*	*11.0%*	*5.6%*
%H		*23.4%*	*7.2%*	*76.1%*	*10.8%*	*65.3%*	*68.0%*
30" - 39"	893	309	82	621	156	465	723
%V	*28.7%*	*23.1%*	*25.1%*	*30.6%*	*22.0%*	*35.2%*	*26.8%*
%H		*34.6%*	*9.2%*	*69.5%*	*17.5%*	*52.1%*	*81.0%*
40" - 49"	1302	628	149	819	343	476	1180
%V	*41.8%*	*46.9%*	*45.6%*	*40.3%*	*48.4%*	*36.0%*	*43.7%*
%H		*48.2%*	*11.4%*	*62.9%*	*26.3%*	*36.6%*	*90.6%*
50" - 59"	471	270	58	269	147	122	452
%V	*15.1%*	*20.1%*	*17.7%*	*13.3%*	*20.7%*	*9.2%*	*16.7%*
%H		*57.3%*	*12.3%*	*57.1%*	*31.2%*	*25.9%*	*96.0%*
60"+	48	31	5	21	12	10	47
%V	*1.5%*	*2.3%*	*1.5%*	*1.0%*	*1.7%*	*0.8%*	*1.7%*
%H		*64.6%*	*10.4%*	*43.8%*	*25.0%*	*20.8%*	*97.9%*
Don't know	154	46	16	110	26	84	128
%V	*4.9%*	*3.4%*	*4.9%*	*5.4%*	*3.7%*	*6.4%*	*4.7%*
%H		*29.9%*	*10.4%*	*71.4%*	*16.9%*	*54.5%*	*83.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV West Macro

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	3116	1340	327	2030	709	1321	2699
%H		*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	*86.6%*
PVR	1973	1178	310	1131	641	490	1815
%V	*63.3%*	*87.9%*	*94.8%*	*55.7%*	*90.4%*	*37.1%*	*67.2%*
%H		*59.7%*	*15.7%*	*57.3%*	*32.5%*	*24.8%*	*92.0%*
DVDR	15	7	1	12	5	7	14
%V	*0.5%*	*0.5%*	*0.3%*	*0.6%*	*0.7%*	*0.5%*	*0.5%*
%H		*46.7%*	*6.7%*	*80.0%*	*33.3%*	*46.7%*	*93.3%*
VCR	5	1	2	4	1	3	4
%V	*0.2%*	*0.1%*	*0.6%*	*0.2%*	*0.1%*	*0.2%*	*0.1%*
%H		*20.0%*	*40.0%*	*80.0%*	*20.0%*	*60.0%*	*80.0%*
Any recorder	1983	1180	311	1139	643	496	1822
%V	*63.6%*	*88.1%*	*95.1%*	*56.1%*	*90.7%*	*37.5%*	*67.5%*
%H		*59.5%*	*15.7%*	*57.4%*	*32.4%*	*25.0%*	*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	3116	1340	327	2030	709	1321	2699
%H		*43.0%*	*10.5%*	*65.1%*	*22.8%*	*42.4%*	*86.6%*
Receives HDTV (via STB or built-in reception)	2213	1080	282	1452	593	859	2010
%V	*71.0%*	*80.6%*	*86.2%*	*71.5%*	*83.6%*	*65.0%*	*74.5%*
%H		*48.8%*	*12.7%*	*65.6%*	*26.8%*	*38.8%*	*90.8%*
DVD/Blu-ray player or recorder	1831	796	188	1228	449	779	1636
%V	*58.8%*	*59.4%*	*57.5%*	*60.5%*	*63.3%*	*59.0%*	*60.6%*
%H		*43.5%*	*10.3%*	*67.1%*	*24.5%*	*42.5%*	*89.4%*

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	3119	1645	364	2235	1152	1083	2896
%H		*52.7%*	*11.7%*	*71.7%*	*36.9%*	*34.7%*	*92.9%*
Under 20"	388	188	24	324	149	175	341
%V	*12.4%*	*11.4%*	*6.6%*	*14.5%*	*12.9%*	*16.2%*	*11.8%*
%H		*48.5%*	*6.2%*	*83.5%*	*38.4%*	*45.1%*	*87.9%*
20" - 29"	897	434	98	690	329	362	814
%V	*28.8%*	*26.4%*	*26.9%*	*30.9%*	*28.6%*	*33.4%*	*28.1%*
%H		*48.4%*	*10.9%*	*76.9%*	*36.7%*	*40.4%*	*90.7%*
30" - 39"	1006	558	131	674	370	304	955
%V	*32.3%*	*33.9%*	*36.0%*	*30.2%*	*32.1%*	*28.1%*	*33.0%*
%H		*55.5%*	*13.0%*	*67.0%*	*36.8%*	*30.2%*	*94.9%*
40" - 49"	502	294	67	312	177	135	487
%V	*16.1%*	*17.9%*	*18.4%*	*14.0%*	*15.4%*	*12.5%*	*16.8%*
%H		*58.6%*	*13.3%*	*62.2%*	*35.3%*	*26.9%*	*97.0%*
50" - 59"	102	69	11	64	42	22	99
%V	*3.3%*	*4.2%*	*3.0%*	*2.9%*	*3.6%*	*2.0%*	*3.4%*
%H		*67.6%*	*10.8%*	*62.7%*	*41.2%*	*21.6%*	*97.1%*
60"+	4	2	0	3	1	2	4
%V	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*
%H		*50.0%*	*0.0%*	*75.0%*	*25.0%*	*50.0%*	*100.0%*
Don't know	221	101	33	169	85	84	196
%V	*7.1%*	*6.1%*	*9.1%*	*7.6%*	*7.4%*	*7.8%*	*6.8%*
%H		*45.7%*	*14.9%*	*76.5%*	*38.5%*	*38.0%*	*88.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.19: 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	3119	1645	364	2235	1152	1083	2896
%H		*52.7%*	*11.7%*	*71.7%*	*36.9%*	*34.7%*	*92.9%*
PVR	842	628	140	357	278	78	810
%V	*27.0%*	*38.2%*	*38.5%*	*16.0%*	*24.1%*	*7.2%*	*28.0%*
%H		*74.6%*	*16.6%*	*42.4%*	*33.0%*	*9.3%*	*96.2%*
DVDR	6	4	1	4	3	1	5
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.1%*	*0.2%*
%H		*66.7%*	*16.7%*	*66.7%*	*50.0%*	*16.7%*	*83.3%*
VCR	3	1	1	3	2	1	3
%V	*0.1%*	*0.1%*	*0.3%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*33.3%*	*33.3%*	*100.0%*	*66.7%*	*33.3%*	*100.0%*
Any recorder	849	631	141	363	282	81	816
%V	*27.2%*	*38.4%*	*38.7%*	*16.2%*	*24.5%*	*7.5%*	*28.2%*
%H		*74.3%*	*16.6%*	*42.8%*	*33.2%*	*9.5%*	*96.1%*

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

Set level data

Table 18.20: 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	3119	1645	364	2235	1152	1083	2896
%H		*52.7%*	*11.7%*	*71.7%*	*36.9%*	*34.7%*	*92.9%*
Receives HDTV (via STB or built-in reception)	1341	799	174	903	528	375	1280
%V	*43.0%*	*48.6%*	*47.8%*	*40.4%*	*45.8%*	*34.6%*	*44.2%*
%H		*59.6%*	*13.0%*	*67.3%*	*39.4%*	*28.0%*	*95.5%*
DVD/Blu-ray player or recorder	1206	664	154	836	463	373	1157
%V	*38.7%*	*40.4%*	*42.3%*	*37.4%*	*40.2%*	*34.4%*	*40.0%*
%H		*55.1%*	*12.8%*	*69.3%*	*38.4%*	*30.9%*	*95.9%*

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	7268	7070	3327	811	4419	1787	2633	6700
%H		*97.3%*	*45.8%*	*11.2%*	*60.8%*	*24.6%*	*36.2%*	*92.2%*
Total Children	1320	1295	667	149	732	331	401	1301
%V	*18.2%*	*18.3%*	*20.0%*	*18.4%*	*16.6%*	*18.5%*	*15.2%*	*19.4%*
%H		*98.1%*	*50.5%*	*11.3%*	*55.5%*	*25.1%*	*30.4%*	*98.6%*
0 - 3	324	317	151	37	175	71	105	317
%V	*4.5%*	*4.5%*	*4.5%*	*4.6%*	*4.0%*	*4.0%*	*4.0%*	*4.7%*
%H		*97.8%*	*46.6%*	*11.4%*	*54.0%*	*21.9%*	*32.4%*	*97.8%*
4 - 15	997	978	516	111	557	260	297	983
%V	*13.7%*	*13.8%*	*15.5%*	*13.7%*	*12.6%*	*14.5%*	*11.3%*	*14.7%*
%H		*98.1%*	*51.8%*	*11.1%*	*55.9%*	*26.1%*	*29.8%*	*98.6%*
4 - 9	518	505	258	56	275	119	156	510
%V	*7.1%*	*7.1%*	*7.8%*	*6.9%*	*6.2%*	*6.7%*	*5.9%*	*7.6%*
%H		*97.5%*	*49.8%*	*10.8%*	*53.1%*	*23.0%*	*30.1%*	*98.5%*
10 - 15	479	473	257	55	282	141	141	473
%V	*6.6%*	*6.7%*	*7.7%*	*6.8%*	*6.4%*	*7.9%*	*5.4%*	*7.1%*
%H		*98.7%*	*53.7%*	*11.5%*	*58.9%*	*29.4%*	*29.4%*	*98.7%*

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	7268	7070	3327	811	4419	1787	2633	6700
%H		*97.3%*	*45.8%*	*11.2%*	*60.8%*	*24.6%*	*36.2%*	*92.2%*
Total Adults (16+)	5948	5775	2660	662	3687	1456	2231	5400
%V	*81.8%*	*81.7%*	*80.0%*	*81.6%*	*83.4%*	*81.5%*	*84.7%*	*80.6%*
%H		*97.1%*	*44.7%*	*11.1%*	*62.0%*	*24.5%*	*37.5%*	*90.8%*
16 - 19	296	287	152	44	163	86	77	294
%V	*4.1%*	*4.1%*	*4.6%*	*5.4%*	*3.7%*	*4.8%*	*2.9%*	*4.4%*
%H		*97.0%*	*51.4%*	*14.9%*	*55.1%*	*29.1%*	*26.0%*	*99.3%*
20 - 24	433	400	181	53	228	99	129	424
%V	*6.0%*	*5.7%*	*5.4%*	*6.5%*	*5.2%*	*5.5%*	*4.9%*	*6.3%*
%H		*92.4%*	*41.8%*	*12.2%*	*52.7%*	*22.9%*	*29.8%*	*97.9%*
25 - 34	908	861	393	103	465	189	276	890
%V	*12.5%*	*12.2%*	*11.8%*	*12.7%*	*10.5%*	*10.6%*	*10.5%*	*13.3%*
%H		*94.8%*	*43.3%*	*11.3%*	*51.2%*	*20.8%*	*30.4%*	*98.0%*
35 - 44	812	782	391	94	418	169	249	797
%V	*11.2%*	*11.1%*	*11.8%*	*11.6%*	*9.5%*	*9.5%*	*9.5%*	*11.9%*
%H		*96.3%*	*48.2%*	*11.6%*	*51.5%*	*20.8%*	*30.7%*	*98.2%*
45 - 54	1005	984	512	143	598	289	309	967
%V	*13.8%*	*13.9%*	*15.4%*	*17.6%*	*13.5%*	*16.2%*	*11.7%*	*14.4%*
%H		*97.9%*	*50.9%*	*14.2%*	*59.5%*	*28.8%*	*30.7%*	*96.2%*
55 - 64	947	927	437	105	640	267	373	889
%V	*13.0%*	*13.1%*	*13.1%*	*12.9%*	*14.5%*	*14.9%*	*14.2%*	*13.3%*
%H		*97.9%*	*46.1%*	*11.1%*	*67.6%*	*28.2%*	*39.4%*	*93.9%*
65+	1547	1534	593	120	1175	358	817	1140
%V	*21.3%*	*21.7%*	*17.8%*	*14.8%*	*26.6%*	*20.0%*	*31.0%*	*17.0%*
%H		*99.2%*	*38.3%*	*7.8%*	*76.0%*	*23.1%*	*52.8%*	*73.7%*

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+)	5948	5775	2660	662	3687	1456	2231	5400
%H		*97.1%*	*44.7%*	*11.1%*	*62.0%*	*24.5%*	*37.5%*	*90.8%*
AB	1476	1437	684	154	919	363	556	1428
%V	*24.8%*	*24.9%*	*25.7%*	*23.3%*	*24.9%*	*24.9%*	*24.9%*	*26.4%*
%H		*97.4%*	*46.3%*	*10.4%*	*62.3%*	*24.6%*	*37.7%*	*96.7%*
C1	1702	1640	732	187	1043	408	635	1608
%V	*28.6%*	*28.4%*	*27.5%*	*28.2%*	*28.3%*	*28.0%*	*28.5%*	*29.8%*
%H		*96.4%*	*43.0%*	*11.0%*	*61.3%*	*24.0%*	*37.3%*	*94.5%*
C2	1496	1473	703	204	940	409	530	1360
%V	*25.2%*	*25.5%*	*26.4%*	*30.8%*	*25.5%*	*28.1%*	*23.8%*	*25.2%*
%H		*98.5%*	*47.0%*	*13.6%*	*62.8%*	*27.3%*	*35.4%*	*90.9%*
D	846	818	380	92	516	201	315	717
%V	*14.2%*	*14.2%*	*14.3%*	*13.9%*	*14.0%*	*13.8%*	*14.1%*	*13.3%*
%H		*96.7%*	*44.9%*	*10.9%*	*61.0%*	*23.8%*	*37.2%*	*84.8%*
E	428	406	162	26	270	75	195	287
%V	*7.2%*	*7.0%*	*6.1%*	*3.9%*	*7.3%*	*5.2%*	*8.7%*	*5.3%*
%H		*94.9%*	*37.9%*	*6.1%*	*63.1%*	*17.5%*	*45.6%*	*67.1%*

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+)	5948	5775	2660	662	3687	1456	2231	5400
%H		*97.1%*	*44.7%*	*11.1%*	*62.0%*	*24.5%*	*37.5%*	*90.8%*
Working full time	2725	2650	1323	346	1537	687	850	2657
%V	*45.8%*	*45.9%*	*49.7%*	*52.3%*	*41.7%*	*47.2%*	*38.1%*	*49.2%*
%H		*97.2%*	*48.6%*	*12.7%*	*56.4%*	*25.2%*	*31.2%*	*97.5%*
Working part time	620	606	278	81	384	164	220	595
%V	*10.4%*	*10.5%*	*10.5%*	*12.2%*	*10.4%*	*11.3%*	*9.9%*	*11.0%*
%H		*97.7%*	*44.8%*	*13.1%*	*61.9%*	*26.5%*	*35.5%*	*96.0%*
Not working	2603	2519	1060	235	1766	605	1161	2148
%V	*43.8%*	*43.6%*	*39.8%*	*35.5%*	*47.9%*	*41.6%*	*52.0%*	*39.8%*
%H		*96.8%*	*40.7%*	*9.0%*	*67.8%*	*23.2%*	*44.6%*	*82.5%*
Houseperson	3225	3116	1340	328	2030	709	1321	2791
%V	*54.2%*	*54.0%*	*50.4%*	*49.5%*	*55.1%*	*48.7%*	*59.2%*	*51.7%*
%H		*96.6%*	*41.6%*	*10.2%*	*62.9%*	*22.0%*	*41.0%*	*86.5%*

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+)	2912	2817	1317	334	1775	723	1052	2670
%H		*96.7%*	*45.2%*	*11.5%*	*61.0%*	*24.8%*	*36.1%*	*91.7%*
16 - 19	153	147	84	23	79	44	35	152
%V	*5.3%*	*5.2%*	*6.4%*	*6.9%*	*4.5%*	*6.1%*	*3.3%*	*5.7%*
%H		*96.1%*	*54.9%*	*15.0%*	*51.6%*	*28.8%*	*22.9%*	*99.3%*
20 - 24	226	209	103	24	116	54	62	222
%V	*7.8%*	*7.4%*	*7.8%*	*7.2%*	*6.5%*	*7.5%*	*5.9%*	*8.3%*
%H		*92.5%*	*45.6%*	*10.6%*	*51.3%*	*23.9%*	*27.4%*	*98.2%*
25 - 34	459	434	187	55	237	91	146	450
%V	*15.8%*	*15.4%*	*14.2%*	*16.5%*	*13.4%*	*12.6%*	*13.9%*	*16.9%*
%H		*94.6%*	*40.7%*	*12.0%*	*51.6%*	*19.8%*	*31.8%*	*98.0%*
35 - 44	402	386	187	51	203	81	122	395
%V	*13.8%*	*13.7%*	*14.2%*	*15.3%*	*11.4%*	*11.2%*	*11.6%*	*14.8%*
%H		*96.0%*	*46.5%*	*12.7%*	*50.5%*	*20.1%*	*30.3%*	*98.3%*
45 - 54	490	475	244	69	287	135	152	465
%V	*16.8%*	*16.9%*	*18.5%*	*20.7%*	*16.2%*	*18.7%*	*14.4%*	*17.4%*
%H		*96.9%*	*49.8%*	*14.1%*	*58.6%*	*27.6%*	*31.0%*	*94.9%*
55 - 64	462	453	213	50	314	131	184	431
%V	*15.9%*	*16.1%*	*16.2%*	*15.0%*	*17.7%*	*18.1%*	*17.5%*	*16.1%*
%H		*98.1%*	*46.1%*	*10.8%*	*68.0%*	*28.4%*	*39.8%*	*93.3%*
65+	719	712	299	61	538	188	350	555
%V	*24.7%*	*25.3%*	*22.7%*	*18.3%*	*30.3%*	*26.0%*	*33.3%*	*20.8%*
%H		*99.0%*	*41.6%*	*8.5%*	*74.8%*	*26.1%*	*48.7%*	*77.2%*

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+)	2912	2817	1317	334	1775	723	1052	2670
%H		*96.7%*	*45.2%*	*11.5%*	*61.0%*	*24.8%*	*36.1%*	*91.7%*
AB	741	720	344	82	462	188	274	720
%V	*25.4%*	*25.6%*	*26.1%*	*24.6%*	*26.0%*	*26.0%*	*26.0%*	*27.0%*
%H		*97.2%*	*46.4%*	*11.1%*	*62.3%*	*25.4%*	*37.0%*	*97.2%*
C1	798	767	355	91	478	197	281	762
%V	*27.4%*	*27.2%*	*27.0%*	*27.2%*	*26.9%*	*27.2%*	*26.7%*	*28.5%*
%H		*96.1%*	*44.5%*	*11.4%*	*59.9%*	*24.7%*	*35.2%*	*95.5%*
C2	800	787	374	109	499	218	281	720
%V	*27.5%*	*27.9%*	*28.4%*	*32.6%*	*28.1%*	*30.2%*	*26.7%*	*27.0%*
%H		*98.4%*	*46.8%*	*13.6%*	*62.4%*	*27.3%*	*35.1%*	*90.0%*
D	389	372	179	41	225	92	133	343
%V	*13.4%*	*13.2%*	*13.6%*	*12.3%*	*12.7%*	*12.7%*	*12.6%*	*12.8%*
%H		*95.6%*	*46.0%*	*10.5%*	*57.8%*	*23.7%*	*34.2%*	*88.2%*
E	185	171	65	11	112	29	83	126
%V	*6.4%*	*6.1%*	*4.9%*	*3.3%*	*6.3%*	*4.0%*	*7.9%*	*4.7%*
%H		*92.4%*	*35.1%*	*5.9%*	*60.5%*	*15.7%*	*44.9%*	*68.1%*

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+)	2912	2817	1317	334	1775	723	1052	2670
%H		*96.7%*	*45.2%*	*11.5%*	*61.0%*	*24.8%*	*36.1%*	*91.7%*
Working full time	1634	1587	786	213	919	407	512	1592
%V	*56.1%*	*56.3%*	*59.7%*	*63.8%*	*51.8%*	*56.3%*	*48.7%*	*59.6%*
%H		*97.1%*	*48.1%*	*13.0%*	*56.2%*	*24.9%*	*31.3%*	*97.4%*
Working part time	127	124	53	17	83	38	45	118
%V	*4.4%*	*4.4%*	*4.0%*	*5.1%*	*4.7%*	*5.3%*	*4.3%*	*4.4%*
%H		*97.6%*	*41.7%*	*13.4%*	*65.4%*	*29.9%*	*35.4%*	*92.9%*
Not working	1151	1106	478	104	774	279	495	961
%V	*39.5%*	*39.3%*	*36.3%*	*31.1%*	*43.6%*	*38.6%*	*47.1%*	*36.0%*
%H		*96.1%*	*41.5%*	*9.0%*	*67.2%*	*24.2%*	*43.0%*	*83.5%*
Houseperson	655	609	221	61	403	115	288	507
%V	*22.5%*	*21.6%*	*16.8%*	*18.3%*	*22.7%*	*15.9%*	*27.4%*	*19.0%*
%H		*93.0%*	*33.7%*	*9.3%*	*61.5%*	*17.6%*	*44.0%*	*77.4%*

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+)	3036	2958	1343	329	1912	733	1179	2730
%H		*97.4%*	*44.2%*	*10.8%*	*63.0%*	*24.1%*	*38.8%*	*89.9%*
16 - 19	143	140	68	20	84	42	42	142
%V	*4.7%*	*4.7%*	*5.1%*	*6.1%*	*4.4%*	*5.7%*	*3.6%*	*5.2%*
%H		*97.9%*	*47.6%*	*14.0%*	*58.7%*	*29.4%*	*29.4%*	*99.3%*
20 - 24	206	191	78	29	112	45	67	202
%V	*6.8%*	*6.5%*	*5.8%*	*8.8%*	*5.9%*	*6.1%*	*5.7%*	*7.4%*
%H		*92.7%*	*37.9%*	*14.1%*	*54.4%*	*21.8%*	*32.5%*	*98.1%*
25 - 34	449	427	206	49	228	98	129	440
%V	*14.8%*	*14.4%*	*15.3%*	*14.9%*	*11.9%*	*13.4%*	*10.9%*	*16.1%*
%H		*95.1%*	*45.9%*	*10.9%*	*50.8%*	*21.8%*	*28.7%*	*98.0%*
35 - 44	410	396	204	43	215	87	127	402
%V	*13.5%*	*13.4%*	*15.2%*	*13.1%*	*11.2%*	*11.9%*	*10.8%*	*14.7%*
%H		*96.6%*	*49.8%*	*10.5%*	*52.4%*	*21.2%*	*31.0%*	*98.0%*
45 - 54	515	509	269	74	310	153	157	502
%V	*17.0%*	*17.2%*	*20.0%*	*22.5%*	*16.2%*	*20.9%*	*13.3%*	*18.4%*
%H		*98.8%*	*52.2%*	*14.4%*	*60.2%*	*29.7%*	*30.5%*	*97.5%*
55 - 64	485	474	224	55	326	136	190	458
%V	*16.0%*	*16.0%*	*16.7%*	*16.7%*	*17.1%*	*18.6%*	*16.1%*	*16.8%*
%H		*97.7%*	*46.2%*	*11.3%*	*67.2%*	*28.0%*	*39.2%*	*94.4%*
65+	828	821	295	59	638	170	467	585
%V	*27.3%*	*27.8%*	*22.0%*	*17.9%*	*33.4%*	*23.2%*	*39.6%*	*21.4%*
%H		*99.2%*	*35.6%*	*7.1%*	*77.1%*	*20.5%*	*56.4%*	*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+)	3036	2958	1343	329	1912	733	1179	2730
%H		*97.4%*	*44.2%*	*10.8%*	*63.0%*	*24.1%*	*38.8%*	*89.9%*
AB	736	718	339	72	457	175	282	708
%V	*24.2%*	*24.3%*	*25.2%*	*21.9%*	*23.9%*	*23.9%*	*23.9%*	*25.9%*
%H		*97.6%*	*46.1%*	*9.8%*	*62.1%*	*23.8%*	*38.3%*	*96.2%*
C1	904	873	377	96	566	211	354	846
%V	*29.8%*	*29.5%*	*28.1%*	*29.2%*	*29.6%*	*28.8%*	*30.0%*	*31.0%*
%H		*96.6%*	*41.7%*	*10.6%*	*62.6%*	*23.3%*	*39.2%*	*93.6%*
C2	696	686	328	94	441	191	249	639
%V	*22.9%*	*23.2%*	*24.4%*	*28.6%*	*23.1%*	*26.1%*	*21.1%*	*23.4%*
%H		*98.6%*	*47.1%*	*13.5%*	*63.4%*	*27.4%*	*35.8%*	*91.8%*
D	457	446	202	51	291	109	182	374
%V	*15.1%*	*15.1%*	*15.0%*	*15.5%*	*15.2%*	*14.9%*	*15.4%*	*13.7%*
%H		*97.6%*	*44.2%*	*11.2%*	*63.7%*	*23.9%*	*39.8%*	*81.8%*
E	243	235	97	15	158	46	112	162
%V	*8.0%*	*7.9%*	*7.2%*	*4.6%*	*8.3%*	*6.3%*	*9.5%*	*5.9%*
%H		*96.7%*	*39.9%*	*6.2%*	*65.0%*	*18.9%*	*46.1%*	*66.7%*

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+)	3036	2958	1343	329	1912	733	1179	2730
%H		*97.4%*	*44.2%*	*10.8%*	*63.0%*	*24.1%*	*38.8%*	*89.9%*
Working full time	1091	1062	537	133	619	280	339	1066
%V	*35.9%*	*35.9%*	*40.0%*	*40.4%*	*32.4%*	*38.2%*	*28.8%*	*39.0%*
%H		*97.3%*	*49.2%*	*12.2%*	*56.7%*	*25.7%*	*31.1%*	*97.7%*
Working part time	493	482	225	65	301	126	175	477
%V	*16.2%*	*16.3%*	*16.8%*	*19.8%*	*15.7%*	*17.2%*	*14.8%*	*17.5%*
%H		*97.8%*	*45.6%*	*13.2%*	*61.1%*	*25.6%*	*35.5%*	*96.8%*
Not working	1452	1413	582	131	992	326	666	1187
%V	*47.8%*	*47.8%*	*43.3%*	*39.8%*	*51.9%*	*44.5%*	*56.5%*	*43.5%*
%H		*97.3%*	*40.1%*	*9.0%*	*68.3%*	*22.5%*	*45.9%*	*81.7%*
Houseperson	2570	2506	1119	266	1628	594	1033	2284
%V	*84.7%*	*84.7%*	*83.3%*	*80.9%*	*85.1%*	*81.0%*	*87.6%*	*83.7%*
%H		*97.5%*	*43.5%*	*10.4%*	*63.3%*	*23.1%*	*40.2%*	*88.9%*

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV MidWest

Contents Page

Household
- Table 19.1: Social Grade 508
- Table 19.2: Houseperson Age 509
- Table 19.3: Size of Household 510
- Table 19.4: Presence of Children 511
- Table 19.5: Number of TV sets in household 512
- Table 19.6: Screen size 513
- Table 19.7: Location of ANY set in household 514
- Table 19.8: Platform Provider 515
- Table 19.9: Recorders and other equipment 516
- Table 19.10: Computers and Internet 517

Sets
- Table 19.11: Screen Size 518
- Table 19.12: Location of set 519
- Table 19.13: Recorders 520
- Table 19.14: Other TV equipment 520
- Table 19.15: Main Set Screen Size 521
- Table 19.16: Main Set Recorders 522
- Table 19.17: Main Set - Other TV equipment 522
- Table 19.18: Other Sets (non-Main Set) Screen Size 523
- Table 19.19: Other Set (non-Main Set) Recorders 524
- Table 19.20: Other Set (non-Main Set) - Other TV equipment 524

Individuals
- Table 19.21: Age of Children 525
- Table 19.22: Adults - Age 526
- Table 19.23: Social Grade (Adults 16+) 527
- Table 19.24: Working Status (Adults 16+) 528
- Table 19.25: Males - Age 529
- Table 19.26: Social Grade (Males 16+) 530
- Table 19.27: Working Status (Males 16+) 531
- Table 19.28: Females - Age 532
- Table 19.29: Social Grade (Females 16+) 533
- Table 19.30: Working Status (Females 16+) 534

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Household level data

Table 19.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
AB	1616	1569	654	230	1065	426	639	1556
%V	*23.2%*	*23.3%*	*25.2%*	*23.0%*	*22.9%*	*24.6%*	*21.9%*	*26.0%*
%H (All HH)		*97.1%*	*40.5%*	*14.2%*	*65.9%*	*26.4%*	*39.5%*	*96.3%*
%H (TV HH)			*41.7%*	*14.7%*	*67.9%*	*27.2%*	*40.7%*	
C1	1905	1830	694	289	1259	478	781	1738
%V	*27.3%*	*27.2%*	*26.8%*	*29.0%*	*27.1%*	*27.6%*	*26.7%*	*29.1%*
%H (All HH)		*96.1%*	*36.4%*	*15.2%*	*66.1%*	*25.1%*	*41.0%*	*91.2%*
%H (TV HH)			*37.9%*	*15.8%*	*68.8%*	*26.1%*	*42.7%*	
C2	1580	1541	616	251	1077	439	638	1363
%V	*22.6%*	*22.9%*	*23.7%*	*25.2%*	*23.1%*	*25.4%*	*21.8%*	*22.8%*
%H (All HH)		*97.5%*	*39.0%*	*15.9%*	*68.2%*	*27.8%*	*40.4%*	*86.3%*
%H (TV HH)			*40.0%*	*16.3%*	*69.9%*	*28.5%*	*41.4%*	
D	1117	1064	408	157	729	265	463	877
%V	*16.0%*	*15.8%*	*15.7%*	*15.7%*	*15.7%*	*15.3%*	*15.8%*	*14.7%*
%H (All HH)		*95.3%*	*36.5%*	*14.1%*	*65.3%*	*23.7%*	*41.5%*	*78.5%*
%H (TV HH)			*38.3%*	*14.8%*	*68.5%*	*24.9%*	*43.5%*	
E	760	718	222	72	523	122	401	442
%V	*10.9%*	*10.7%*	*8.6%*	*7.2%*	*11.2%*	*7.1%*	*13.7%*	*7.4%*
%H (All HH)		*94.5%*	*29.2%*	*9.5%*	*68.8%*	*16.1%*	*52.8%*	*58.2%*
%H (TV HH)			*30.9%*	*10.0%*	*72.8%*	*17.0%*	*55.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

Table 19.2: 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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Under 25	314	267	81	38	157	43	114	301
%V	*4.5%*	*4.0%*	*3.1%*	*3.8%*	*3.4%*	*2.5%*	*3.9%*	*5.0%*
%H (All HH)		*85.0%*	*25.8%*	*12.1%*	*50.0%*	*13.7%*	*36.3%*	*95.9%*
%H (TV HH)			*30.3%*	*14.2%*	*58.8%*	*16.1%*	*42.7%*	
25 - 34	1023	958	377	155	554	217	337	988
%V	*14.7%*	*14.3%*	*14.5%*	*15.5%*	*11.9%*	*12.5%*	*11.5%*	*16.5%*
%H (All HH)		*93.6%*	*36.9%*	*15.2%*	*54.2%*	*21.2%*	*32.9%*	*96.6%*
%H (TV HH)			*39.4%*	*16.2%*	*57.8%*	*22.7%*	*35.2%*	
35 - 44	1060	1006	445	168	608	266	342	1022
%V	*15.2%*	*15.0%*	*17.2%*	*16.8%*	*13.1%*	*15.4%*	*11.7%*	*17.1%*
%H (All HH)		*94.9%*	*42.0%*	*15.8%*	*57.4%*	*25.1%*	*32.3%*	*96.4%*
%H (TV HH)			*44.2%*	*16.7%*	*60.4%*	*26.4%*	*34.0%*	
45 - 54	1288	1253	567	217	824	380	444	1225
%V	*18.5%*	*18.6%*	*21.9%*	*21.7%*	*17.7%*	*22.0%*	*15.2%*	*20.5%*
%H (All HH)		*97.3%*	*44.0%*	*16.8%*	*64.0%*	*29.5%*	*34.5%*	*95.1%*
%H (TV HH)			*45.3%*	*17.3%*	*65.8%*	*30.3%*	*35.4%*	
55 - 64	1208	1175	467	200	861	360	501	1099
%V	*17.3%*	*17.5%*	*18.0%*	*20.0%*	*18.5%*	*20.8%*	*17.1%*	*18.4%*
%H (All HH)		*97.3%*	*38.7%*	*16.6%*	*71.3%*	*29.8%*	*41.5%*	*91.0%*
%H (TV HH)			*39.7%*	*17.0%*	*73.3%*	*30.6%*	*42.6%*	
65 +	2085	2061	658	220	1649	463	1186	1340
%V	*29.9%*	*30.7%*	*25.4%*	*22.0%*	*35.4%*	*26.8%*	*40.6%*	*22.4%*
%H (All HH)		*98.8%*	*31.6%*	*10.6%*	*79.1%*	*22.2%*	*56.9%*	*64.3%*
%H (TV HH)			*31.9%*	*10.7%*	*80.0%*	*22.5%*	*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
Jan - Dec 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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
1	2139	2009	559	206	1512	327	1184	1411
%V	*30.7%*	*29.9%*	*21.5%*	*20.6%*	*32.5%*	*18.9%*	*40.5%*	*23.6%*
%H (All HH)		*93.9%*	*26.1%*	*9.6%*	*70.7%*	*15.3%*	*55.4%*	*66.0%*
%H (TV HH)			*27.8%*	*10.3%*	*75.3%*	*16.3%*	*58.9%*	
2	2470	2418	948	362	1705	665	1040	2244
%V	*35.4%*	*36.0%*	*36.5%*	*36.3%*	*36.6%*	*38.4%*	*35.6%*	*37.6%*
%H (All HH)		*97.9%*	*38.4%*	*14.7%*	*69.0%*	*26.9%*	*42.1%*	*90.9%*
%H (TV HH)			*39.2%*	*15.0%*	*70.5%*	*27.5%*	*43.0%*	
3	1067	1033	489	197	645	337	308	1040
%V	*15.3%*	*15.4%*	*18.9%*	*19.7%*	*13.9%*	*19.5%*	*10.5%*	*17.4%*
%H (All HH)		*96.8%*	*45.8%*	*18.5%*	*60.4%*	*31.6%*	*28.9%*	*97.5%*
%H (TV HH)			*47.3%*	*19.1%*	*62.4%*	*32.6%*	*29.8%*	
4	882	855	400	163	543	273	270	868
%V	*12.6%*	*12.7%*	*15.4%*	*16.3%*	*11.7%*	*15.8%*	*9.2%*	*14.5%*
%H (All HH)		*96.9%*	*45.4%*	*18.5%*	*61.6%*	*31.0%*	*30.6%*	*98.4%*
%H (TV HH)			*46.8%*	*19.1%*	*63.5%*	*31.9%*	*31.6%*	
5+	420	406	199	70	248	127	121	413
%V	*6.0%*	*6.0%*	*7.7%*	*7.0%*	*5.3%*	*7.3%*	*4.1%*	*6.9%*
%H (All HH)		*96.7%*	*47.4%*	*16.7%*	*59.0%*	*30.2%*	*28.8%*	*98.3%*
%H (TV HH)			*49.0%*	*17.2%*	*61.1%*	*31.3%*	*29.8%*	
Average HH size	2.31	2.32	2.55	2.56	2.23	2.58	2.03	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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Without	5217	5004	1791	706	3603	1230	2372	4251
%V	*74.8%*	*74.5%*	*69.0%*	*70.7%*	*77.4%*	*71.1%*	*81.1%*	*71.1%*
%H (All HH)		*95.9%*	*34.3%*	*13.5%*	*69.1%*	*23.6%*	*45.5%*	*81.5%*
%H (TV HH)			*35.8%*	*14.1%*	*72.0%*	*24.6%*	*47.4%*	
With	1761	1717	803	292	1050	500	551	1725
%V	*25.2%*	*25.5%*	*31.0%*	*29.3%*	*22.6%*	*28.9%*	*18.9%*	*28.9%*
%H (All HH)		*97.5%*	*45.6%*	*16.6%*	*59.6%*	*28.4%*	*31.3%*	*98.0%*
%H (TV HH)			*46.8%*	*17.0%*	*61.2%*	*29.1%*	*32.1%*	
0 - 3	647	629	277	103	376	165	211	631
%V	*9.3%*	*9.4%*	*10.7%*	*10.3%*	*8.1%*	*9.5%*	*7.2%*	*10.6%*
%H (All HH)		*97.2%*	*42.8%*	*15.9%*	*58.1%*	*25.5%*	*32.6%*	*97.5%*
%H (TV HH)			*44.0%*	*16.4%*	*59.8%*	*26.2%*	*33.5%*	
4 - 9	922	893	426	143	526	244	281	901
%V	*13.2%*	*13.3%*	*16.4%*	*14.3%*	*11.3%*	*14.1%*	*9.6%*	*15.1%*
%H (All HH)		*96.9%*	*46.2%*	*15.5%*	*57.0%*	*26.5%*	*30.5%*	*97.7%*
%H (TV HH)			*47.7%*	*16.0%*	*58.9%*	*27.3%*	*31.5%*	
10 - 15	843	825	407	154	518	272	246	829
%V	*12.1%*	*12.3%*	*15.7%*	*15.4%*	*11.1%*	*15.7%*	*8.4%*	*13.9%*
%H (All HH)		*97.9%*	*48.3%*	*18.3%*	*61.4%*	*32.3%*	*29.2%*	*98.3%*
%H (TV HH)			*49.3%*	*18.7%*	*62.8%*	*33.0%*	*29.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Household level data

Table 19.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
1	2737	2737	819	327	1700	284	1416	2150
%V	*39.2%*	*40.7%*	*31.6%*	*32.8%*	*36.5%*	*16.4%*	*48.4%*	*36.0%*
%H (All HH)		*100.0%*	*29.9%*	*11.9%*	*62.1%*	*10.4%*	*51.7%*	*78.6%*
%H (TV HH)			*29.9%*	*11.9%*	*62.1%*	*10.4%*	*51.7%*	
2	2298	2298	935	359	1641	671	970	2017
%V	*32.9%*	*34.2%*	*36.0%*	*36.0%*	*35.3%*	*38.8%*	*33.2%*	*33.8%*
%H (All HH)		*100.0%*	*40.7%*	*15.6%*	*71.4%*	*29.2%*	*42.2%*	*87.8%*
%H (TV HH)			*40.7%*	*15.6%*	*71.4%*	*29.2%*	*42.2%*	
3	1064	1064	510	197	818	462	357	996
%V	*15.2%*	*15.8%*	*19.7%*	*19.7%*	*17.6%*	*26.7%*	*12.2%*	*16.7%*
%H (All HH)		*100.0%*	*47.9%*	*18.5%*	*76.9%*	*43.4%*	*33.6%*	*93.6%*
%H (TV HH)			*47.9%*	*18.5%*	*76.9%*	*43.4%*	*33.6%*	
4	411	411	214	75	325	201	125	399
%V	*5.9%*	*6.1%*	*8.2%*	*7.5%*	*7.0%*	*11.6%*	*4.3%*	*6.7%*
%H (All HH)		*100.0%*	*52.1%*	*18.2%*	*79.1%*	*48.9%*	*30.4%*	*97.1%*
%H (TV HH)			*52.1%*	*18.2%*	*79.1%*	*48.9%*	*30.4%*	
5+	211	211	116	40	169	113	56	207
%V	*3.0%*	*3.1%*	*4.5%*	*4.0%*	*3.6%*	*6.5%*	*1.9%*	*3.5%*
%H (All HH)		*100.0%*	*55.0%*	*19.0%*	*80.1%*	*53.6%*	*26.5%*	*98.1%*
%H (TV HH)			*55.0%*	*19.0%*	*80.1%*	*53.6%*	*26.5%*	

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 19.6: 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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Under 20"	708	708	281	95	602	273	329	608
%V	*10.1%*	*10.5%*	*10.8%*	*9.5%*	*12.9%*	*15.8%*	*11.3%*	*10.2%*
%H (All HH)		*100.0%*	*39.7%*	*13.4%*	*85.0%*	*38.6%*	*46.5%*	*85.9%*
%H (TV HH)			*39.7%*	*13.4%*	*85.0%*	*38.6%*	*46.5%*	
20" - 29"	1888	1888	712	262	1505	610	895	1596
%V	*27.1%*	*28.1%*	*27.4%*	*26.3%*	*32.3%*	*35.3%*	*30.6%*	*26.7%*
%H (All HH)		*100.0%*	*37.7%*	*13.9%*	*79.7%*	*32.3%*	*47.4%*	*84.5%*
%H (TV HH)			*37.7%*	*13.9%*	*79.7%*	*32.3%*	*47.4%*	
30" - 39"	3285	3285	1255	497	2393	930	1463	2823
%V	*47.1%*	*48.9%*	*48.4%*	*49.8%*	*51.4%*	*53.8%*	*50.1%*	*47.2%*
%H (All HH)		*100.0%*	*38.2%*	*15.1%*	*72.8%*	*28.3%*	*44.5%*	*85.9%*
%H (TV HH)			*38.2%*	*15.1%*	*72.8%*	*28.3%*	*44.5%*	
40" - 49"	3277	3277	1461	563	2186	1018	1168	3004
%V	*47.0%*	*48.8%*	*56.3%*	*56.4%*	*47.0%*	*58.8%*	*40.0%*	*50.3%*
%H (All HH)		*100.0%*	*44.6%*	*17.2%*	*66.7%*	*31.1%*	*35.6%*	*91.7%*
%H (TV HH)			*44.6%*	*17.2%*	*66.7%*	*31.1%*	*35.6%*	
50" - 59"	1153	1153	606	207	724	416	308	1108
%V	*16.5%*	*17.2%*	*23.4%*	*20.7%*	*15.6%*	*24.0%*	*10.5%*	*18.5%*
%H (All HH)		*100.0%*	*52.6%*	*18.0%*	*62.8%*	*36.1%*	*26.7%*	*96.1%*
%H (TV HH)			*52.6%*	*18.0%*	*62.8%*	*36.1%*	*26.7%*	
60"+	113	113	70	19	61	39	22	112
%V	*1.6%*	*1.7%*	*2.7%*	*1.9%*	*1.3%*	*2.3%*	*0.8%*	*1.9%*
%H (All HH)		*100.0%*	*61.9%*	*16.8%*	*54.0%*	*34.5%*	*19.5%*	*99.1%*
%H (TV HH)			*61.9%*	*16.8%*	*54.0%*	*34.5%*	*19.5%*	

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
Jan - Dec 2018

ITV MidWest

Household level data

Table 19.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Main living room	6664	6664	2580	990	4617	1722	2895	5722
%V	*95.5%*	*99.2%*	*99.5%*	*99.2%*	*99.2%*	*99.5%*	*99.0%*	*95.7%*
%H (All HH)		*100.0%*	*38.7%*	*14.9%*	*69.3%*	*25.8%*	*43.4%*	*85.9%*
%H (TV HH)			*38.7%*	*14.9%*	*69.3%*	*25.8%*	*43.4%*	
Kitchen	747	747	331	103	625	312	313	663
%V	*10.7%*	*11.1%*	*12.8%*	*10.3%*	*13.4%*	*18.0%*	*10.7%*	*11.1%*
%H (All HH)		*100.0%*	*44.3%*	*13.8%*	*83.7%*	*41.8%*	*41.9%*	*88.8%*
%H (TV HH)			*44.3%*	*13.8%*	*83.7%*	*41.8%*	*41.9%*	
Adult's bedroom	3008	3008	1364	518	2245	1145	1100	2749
%V	*43.1%*	*44.8%*	*52.6%*	*51.9%*	*48.2%*	*66.2%*	*37.6%*	*46.0%*
%H (All HH)		*100.0%*	*45.3%*	*17.2%*	*74.6%*	*38.1%*	*36.6%*	*91.4%*
%H (TV HH)			*45.3%*	*17.2%*	*74.6%*	*38.1%*	*36.6%*	
Child's bedroom	578	578	305	112	391	231	160	570
%V	*8.3%*	*8.6%*	*11.8%*	*11.2%*	*8.4%*	*13.4%*	*5.5%*	*9.5%*
%H (All HH)		*100.0%*	*52.8%*	*19.4%*	*67.6%*	*40.0%*	*27.7%*	*98.6%*
%H (TV HH)			*52.8%*	*19.4%*	*67.6%*	*40.0%*	*27.7%*	
Other bedroom	373	373	186	61	289	165	124	354
%V	*5.3%*	*5.5%*	*7.2%*	*6.1%*	*6.2%*	*9.5%*	*4.2%*	*5.9%*
%H (All HH)		*100.0%*	*49.9%*	*16.4%*	*77.5%*	*44.2%*	*33.2%*	*94.9%*
%H (TV HH)			*49.9%*	*16.4%*	*77.5%*	*44.2%*	*33.2%*	
Second living/dining room	696	696	328	117	524	273	250	631
%V	*10.0%*	*10.4%*	*12.6%*	*11.7%*	*11.3%*	*15.8%*	*8.6%*	*10.6%*
%H (All HH)		*100.0%*	*47.1%*	*16.8%*	*75.3%*	*39.2%*	*35.9%*	*90.7%*
%H (TV HH)			*47.1%*	*16.8%*	*75.3%*	*39.2%*	*35.9%*	
Study/office	100	100	47	14	69	32	38	98
%V	*1.4%*	*1.5%*	*1.8%*	*1.4%*	*1.5%*	*1.8%*	*1.3%*	*1.6%*
%H (All HH)		*100.0%*	*47.0%*	*14.0%*	*69.0%*	*32.0%*	*38.0%*	*98.0%*
%H (TV HH)			*47.0%*	*14.0%*	*69.0%*	*32.0%*	*38.0%*	
TV room	43	43	28	3	32	21	11	41
%V	*0.6%*	*0.6%*	*1.1%*	*0.3%*	*0.7%*	*1.2%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*65.1%*	*7.0%*	*74.4%*	*48.8%*	*25.6%*	*95.3%*
%H (TV HH)			*65.1%*	*7.0%*	*74.4%*	*48.8%*	*25.6%*	
Conservatory	165	165	84	27	133	78	55	155
%V	*2.4%*	*2.5%*	*3.2%*	*2.7%*	*2.9%*	*4.5%*	*1.9%*	*2.6%*
%H (All HH)		*100.0%*	*50.9%*	*16.4%*	*80.6%*	*47.3%*	*33.3%*	*93.9%*
%H (TV HH)			*50.9%*	*16.4%*	*80.6%*	*47.3%*	*33.3%*	
Attic or loft room	19	19	10	3	12	7	5	19
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*	*0.4%*	*0.2%*	*0.3%*
%H (All HH)		*100.0%*	*52.6%*	*15.8%*	*63.2%*	*36.8%*	*26.3%*	*100.0%*
%H (TV HH)			*52.6%*	*15.8%*	*63.2%*	*36.8%*	*26.3%*	
No specific location	4	4	3	1	3	2	1	3
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
%H (TV HH)			*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	
Other	57	57	32	5	44	25	19	54
%V	*0.8%*	*0.8%*	*1.2%*	*0.5%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*
%H (All HH)		*100.0%*	*56.1%*	*8.8%*	*77.2%*	*43.9%*	*33.3%*	*94.7%*
%H (TV HH)			*56.1%*	*8.8%*	*77.2%*	*43.9%*	*33.3%*	

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

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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Any DSAT provider	2594	2594	2594	31	1233	1233	0	2396
%V	*37.2%*	*38.6%*	*100.0%*	*3.1%*	*26.5%*	*71.3%*	*0.0%*	*40.1%*
%H (All HH)			*100.0%*	*1.2%*	*47.5%*	*47.5%*	*0.0%*	*92.4%*
%H (TV HH)			*100.0%*	*1.2%*	*47.5%*	*47.5%*	*0.0%*	
Sky with subcription	2122	2122	2122	16	1007	1007	0	1981
%V	*30.4%*	*31.6%*	*81.8%*	*1.6%*	*21.6%*	*58.2%*	*0.0%*	*33.1%*
%H (All HH)			*100.0%*	*0.8%*	*47.5%*	*47.5%*	*0.0%*	*93.4%*
%H (TV HH)			*100.0%*	*0.8%*	*47.5%*	*47.5%*	*0.0%*	
Sky without subscription	136	136	136	3	63	63	0	112
%V	*1.9%*	*2.0%*	*5.2%*	*0.3%*	*1.4%*	*3.6%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*2.2%*	*46.3%*	*46.3%*	*0.0%*	*82.4%*
%H (TV HH)			*100.0%*	*2.2%*	*46.3%*	*46.3%*	*0.0%*	
Freesat	299	299	299	9	152	152	0	272
%V	*4.3%*	*4.4%*	*11.5%*	*0.9%*	*3.3%*	*8.8%*	*0.0%*	*4.6%*
%H (All HH)			*100.0%*	*3.0%*	*50.8%*	*50.8%*	*0.0%*	*91.0%*
%H (TV HH)			*100.0%*	*3.0%*	*50.8%*	*50.8%*	*0.0%*	
Other satellite provider	124	124	124	4	57	57	0	115
%V	*1.8%*	*1.8%*	*4.8%*	*0.4%*	*1.2%*	*3.3%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*3.2%*	*46.0%*	*46.0%*	*0.0%*	*92.7%*
%H (TV HH)			*100.0%*	*3.2%*	*46.0%*	*46.0%*	*0.0%*	
DCAB	998	998	31	998	513	513	0	938
%V	*14.3%*	*14.8%*	*1.2%*	*100.0%*	*11.0%*	*29.7%*	*0.0%*	*15.7%*
%H (All HH)			*3.1%*	*100.0%*	*51.4%*	*51.4%*	*0.0%*	*94.0%*
%H (TV HH)			*3.1%*	*100.0%*	*51.4%*	*51.4%*	*0.0%*	
DTT	4653	4653	1233	513	4653	1730	2923	3859
%V	*66.7%*	*69.2%*	*47.5%*	*51.4%*	*100.0%*	*100.0%*	*100.0%*	*64.6%*
%H (All HH)		*100.0%*	*26.5%*	*11.0%*	*100.0%*	*37.2%*	*62.8%*	*82.9%*
%H (TV HH)			*26.5%*	*11.0%*	*100.0%*	*37.2%*	*62.8%*	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
PVR	4259	4259	2293	959	2625	1596	1030	3935
%V	*61.0%*	*63.4%*	*88.4%*	*96.1%*	*56.4%*	*92.3%*	*35.2%*	*65.8%*
%H (All HH)		*100.0%*	*53.8%*	*22.5%*	*61.6%*	*37.5%*	*24.2%*	*92.4%*
%H (TV HH)			*53.8%*	*22.5%*	*61.6%*	*37.5%*	*24.2%*	
DVDR	74	74	32	8	58	25	34	66
%V	*1.1%*	*1.1%*	*1.2%*	*0.8%*	*1.2%*	*1.4%*	*1.2%*	*1.1%*
%H (All HH)		*100.0%*	*43.2%*	*10.8%*	*78.4%*	*33.8%*	*45.9%*	*89.2%*
%H (TV HH)			*43.2%*	*10.8%*	*78.4%*	*33.8%*	*45.9%*	
VCR	27	27	5	5	25	7	18	20
%V	*0.4%*	*0.4%*	*0.2%*	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.3%*
%H (All HH)		*100.0%*	*18.5%*	*18.5%*	*92.6%*	*25.9%*	*66.7%*	*74.1%*
%H (TV HH)			*18.5%*	*18.5%*	*92.6%*	*25.9%*	*66.7%*	
Any recorder	4303	4303	2299	960	2666	1599	1067	3966
%V	*61.7%*	*64.0%*	*88.6%*	*96.2%*	*57.3%*	*92.4%*	*36.5%*	*66.4%*
%H (All HH)		*100.0%*	*53.4%*	*22.3%*	*62.0%*	*37.2%*	*24.8%*	*92.2%*
%H (TV HH)			*53.4%*	*22.3%*	*62.0%*	*37.2%*	*24.8%*	
Receives HDTV (via STB or built-in reception)	4847	4847	2135	895	3374	1527	1847	4437
%V	*69.5%*	*72.1%*	*82.3%*	*89.7%*	*72.5%*	*88.3%*	*63.2%*	*74.2%*
%H (All HH)		*100.0%*	*44.0%*	*18.5%*	*69.6%*	*31.5%*	*38.1%*	*91.5%*
%H (TV HH)			*44.0%*	*18.5%*	*69.6%*	*31.5%*	*38.1%*	
DVD/Blu-ray player or recorder	4310	4310	1747	658	3043	1246	1797	3866
%V	*61.8%*	*64.1%*	*67.3%*	*65.9%*	*65.4%*	*72.0%*	*61.5%*	*64.7%*
%H (All HH)		*100.0%*	*40.5%*	*15.3%*	*70.6%*	*28.9%*	*41.7%*	*89.7%*
%H (TV HH)			*40.5%*	*15.3%*	*70.6%*	*28.9%*	*41.7%*	

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	6978	6721	2594	998	4653	1730	2923	5976
%H (All HH)		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*
%H (TV HH)			*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	
Has broadband internet	5976	5770	2396	938	3859	1619	2240	5976
%V	*85.6%*	*85.9%*	*92.4%*	*94.0%*	*82.9%*	*93.6%*	*76.6%*	*100.0%*
%H (All HH)		*96.6%*	*40.1%*	*15.7%*	*64.6%*	*27.1%*	*37.5%*	*100.0%*
%H (TV HH)			*41.5%*	*16.3%*	*66.9%*	*28.1%*	*38.8%*	
Number of computers (PCs and laptops)								
0	1391	1318	332	116	1012	177	834	446
%V	*19.9%*	*19.6%*	*12.8%*	*11.6%*	*21.7%*	*10.2%*	*28.5%*	*7.5%*
%H (All HH)		*94.8%*	*23.9%*	*8.3%*	*72.8%*	*12.7%*	*60.0%*	*32.1%*
%H (TV HH)			*25.2%*	*8.8%*	*76.8%*	*13.4%*	*63.3%*	
1	1836	1763	648	252	1203	406	798	1794
%V	*26.3%*	*26.2%*	*25.0%*	*25.3%*	*25.9%*	*23.5%*	*27.3%*	*30.0%*
%H (All HH)		*96.0%*	*35.3%*	*13.7%*	*65.5%*	*22.1%*	*43.5%*	*97.7%*
%H (TV HH)			*36.8%*	*14.3%*	*68.2%*	*23.0%*	*45.3%*	
2	1644	1596	666	260	1085	462	623	1634
%V	*23.6%*	*23.7%*	*25.7%*	*26.1%*	*23.3%*	*26.7%*	*21.3%*	*27.3%*
%H (All HH)		*97.1%*	*40.5%*	*15.8%*	*66.0%*	*28.1%*	*37.9%*	*99.4%*
%H (TV HH)			*41.7%*	*16.3%*	*68.0%*	*28.9%*	*39.0%*	
3	985	955	428	170	636	308	328	982
%V	*14.1%*	*14.2%*	*16.5%*	*17.0%*	*13.7%*	*17.8%*	*11.2%*	*16.4%*
%H (All HH)		*97.0%*	*43.5%*	*17.3%*	*64.6%*	*31.3%*	*33.3%*	*99.7%*
%H (TV HH)			*44.8%*	*17.8%*	*66.6%*	*32.3%*	*34.3%*	
4	542	522	244	101	337	173	164	540
%V	*7.8%*	*7.8%*	*9.4%*	*10.1%*	*7.2%*	*10.0%*	*5.6%*	*9.0%*
%H (All HH)		*96.3%*	*45.0%*	*18.6%*	*62.2%*	*31.9%*	*30.3%*	*99.6%*
%H (TV HH)			*46.7%*	*19.3%*	*64.6%*	*33.1%*	*31.4%*	
5+	580	567	276	100	380	204	176	579
%V	*8.3%*	*8.4%*	*10.6%*	*10.0%*	*8.2%*	*11.8%*	*6.0%*	*9.7%*
%H (All HH)		*97.8%*	*47.6%*	*17.2%*	*65.5%*	*35.2%*	*30.3%*	*99.8%*
%H (TV HH)			*48.7%*	*17.6%*	*67.0%*	*36.0%*	*31.0%*	

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 19.11: 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	13323	5714	2152	9659	4432	5228	11901
%H		*42.9%*	*16.2%*	*72.5%*	*33.3%*	*39.2%*	*89.3%*
Under 20"	861	343	116	740	340	400	746
%V	*6.5%*	*6.0%*	*5.4%*	*7.7%*	*7.7%*	*7.7%*	*6.3%*
%H		*39.8%*	*13.5%*	*85.9%*	*39.5%*	*46.5%*	*86.6%*
20" - 29"	2391	926	353	1927	832	1095	2048
%V	*17.9%*	*16.2%*	*16.4%*	*20.0%*	*18.8%*	*20.9%*	*17.2%*
%H		*38.7%*	*14.8%*	*80.6%*	*34.8%*	*45.8%*	*85.7%*
30" - 39"	4116	1664	652	3018	1290	1729	3608
%V	*30.9%*	*29.1%*	*30.3%*	*31.2%*	*29.1%*	*33.1%*	*30.3%*
%H		*40.4%*	*15.8%*	*73.3%*	*31.3%*	*42.0%*	*87.7%*
40" - 49"	3911	1792	691	2616	1277	1339	3617
%V	*29.4%*	*31.4%*	*32.1%*	*27.1%*	*28.8%*	*25.6%*	*30.4%*
%H		*45.8%*	*17.7%*	*66.9%*	*32.7%*	*34.2%*	*92.5%*
50" - 59"	1281	689	225	814	478	337	1232
%V	*9.6%*	*12.1%*	*10.5%*	*8.4%*	*10.8%*	*6.4%*	*10.4%*
%H		*53.8%*	*17.6%*	*63.5%*	*37.3%*	*26.3%*	*96.2%*
60"+	119	73	20	63	41	23	117
%V	*0.9%*	*1.3%*	*0.9%*	*0.7%*	*0.9%*	*0.4%*	*1.0%*
%H		*61.3%*	*16.8%*	*52.9%*	*34.5%*	*19.3%*	*98.3%*
Don't know	645	227	94	480	174	305	533
%V	*4.8%*	*4.0%*	*4.4%*	*5.0%*	*3.9%*	*5.8%*	*4.5%*
%H		*35.2%*	*14.6%*	*74.4%*	*27.0%*	*47.3%*	*82.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Set level data

Table 19.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13323	5714	2152	9659	4432	5228	11901
%H		*42.9%*	*16.2%*	*72.5%*	*33.3%*	*39.2%*	*89.3%*
Main living room	6695	2590	998	4640	1732	2908	5750
%V	*50.3%*	*45.3%*	*46.4%*	*48.0%*	*39.1%*	*55.6%*	*48.3%*
%H		*38.7%*	*14.9%*	*69.3%*	*25.9%*	*43.4%*	*85.9%*
Kitchen	748	332	103	626	313	313	664
%V	*5.6%*	*5.8%*	*4.8%*	*6.5%*	*7.1%*	*6.0%*	*5.6%*
%H		*44.4%*	*13.8%*	*83.7%*	*41.8%*	*41.8%*	*88.8%*
Adult's bedroom	3601	1634	662	2716	1438	1279	3322
%V	*27.0%*	*28.6%*	*30.8%*	*28.1%*	*32.4%*	*24.5%*	*27.9%*
%H		*45.4%*	*18.4%*	*75.4%*	*39.9%*	*35.5%*	*92.3%*
Child's bedroom	744	396	143	511	306	205	735
%V	*5.6%*	*6.9%*	*6.6%*	*5.3%*	*6.9%*	*3.9%*	*6.2%*
%H		*53.2%*	*19.2%*	*68.7%*	*41.1%*	*27.6%*	*98.8%*
Other bedroom	437	219	73	339	198	141	416
%V	*3.3%*	*3.8%*	*3.4%*	*3.5%*	*4.5%*	*2.7%*	*3.5%*
%H		*50.1%*	*16.7%*	*77.6%*	*45.3%*	*32.3%*	*95.2%*
Second living/dining room	702	333	117	529	277	252	636
%V	*5.3%*	*5.8%*	*5.4%*	*5.5%*	*6.3%*	*4.8%*	*5.3%*
%H		*47.4%*	*16.7%*	*75.4%*	*39.5%*	*35.9%*	*90.6%*
Study/office	102	48	15	72	33	38	100
%V	*0.8%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*0.7%*	*0.8%*
%H		*47.1%*	*14.7%*	*70.6%*	*32.4%*	*37.3%*	*98.0%*
TV room	44	29	3	33	22	11	41
%V	*0.3%*	*0.5%*	*0.1%*	*0.3%*	*0.5%*	*0.2%*	*0.3%*
%H		*65.9%*	*6.8%*	*75.0%*	*50.0%*	*25.0%*	*93.2%*
Conservatory	165	84	27	133	78	55	155
%V	*1.2%*	*1.5%*	*1.3%*	*1.4%*	*1.8%*	*1.1%*	*1.3%*
%H		*50.9%*	*16.4%*	*80.6%*	*47.3%*	*33.3%*	*93.9%*
Attic or loft room	20	12	3	12	7	5	20
%V	*0.2%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.2%*
%H		*60.0%*	*15.0%*	*60.0%*	*35.0%*	*25.0%*	*100.0%*
No specific location	4	3	1	3	2	1	3
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		*75.0%*	*25.0%*	*75.0%*	*50.0%*	*25.0%*	*75.0%*
Other	61	34	6	47	27	20	58
%V	*0.5%*	*0.6%*	*0.3%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*55.7%*	*9.8%*	*77.0%*	*44.3%*	*32.8%*	*95.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	13323	5714	2152	9659	4432	5228	11901
%H		*42.9%*	*16.2%*	*72.5%*	*33.3%*	*39.2%*	*89.3%*
PVR	5929	3449	1367	3372	2215	1157	5552
%V	*44.5%*	*60.4%*	*63.5%*	*34.9%*	*50.0%*	*22.1%*	*46.7%*
%H		*58.2%*	*23.1%*	*56.9%*	*37.4%*	*19.5%*	*93.6%*
DVDR	79	34	9	62	27	35	70
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*43.0%*	*11.4%*	*78.5%*	*34.2%*	*44.3%*	*88.6%*
VCR	29	7	5	27	9	18	21
%V	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*
%H		*24.1%*	*17.2%*	*93.1%*	*31.0%*	*62.1%*	*72.4%*
Any recorder	5993	3462	1372	3432	2228	1203	5600
%V	*45.0%*	*60.6%*	*63.8%*	*35.5%*	*50.3%*	*23.0%*	*47.1%*
%H		*57.8%*	*22.9%*	*57.3%*	*37.2%*	*20.1%*	*93.4%*

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	13323	5714	2152	9659	4432	5228	11901
%H		*42.9%*	*16.2%*	*72.5%*	*33.3%*	*39.2%*	*89.3%*
Receives HDTV (via STB or built-in reception)	7596	3610	1451	5298	2707	2591	7079
%V	*57.0%*	*63.2%*	*67.4%*	*54.9%*	*61.1%*	*49.6%*	*59.5%*
%H		*47.5%*	*19.1%*	*69.7%*	*35.6%*	*34.1%*	*93.2%*
DVD/Blu-ray player or recorder	6104	2651	983	4384	2025	2360	5589
%V	*45.8%*	*46.4%*	*45.7%*	*45.4%*	*45.7%*	*45.1%*	*47.0%*
%H		*43.4%*	*16.1%*	*71.8%*	*33.2%*	*38.7%*	*91.6%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Set level data

Table 19.15: 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	6721	2594	998	4653	1730	2923	5769
%H		*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	*85.8%*
Under 20"	53	8	5	45	7	38	39
%V	*0.8%*	*0.3%*	*0.5%*	*1.0%*	*0.4%*	*1.3%*	*0.7%*
%H		*15.1%*	*9.4%*	*84.9%*	*13.2%*	*71.7%*	*73.6%*
20" - 29"	457	89	39	362	52	310	295
%V	*6.8%*	*3.4%*	*3.9%*	*7.8%*	*3.0%*	*10.6%*	*5.1%*
%H		*19.5%*	*8.5%*	*79.2%*	*11.4%*	*67.8%*	*64.6%*
30" - 39"	1931	577	243	1436	383	1053	1525
%V	*28.7%*	*22.2%*	*24.3%*	*30.9%*	*22.1%*	*36.0%*	*26.4%*
%H		*29.9%*	*12.6%*	*74.4%*	*19.8%*	*54.5%*	*79.0%*
40" - 49"	2861	1235	482	1902	840	1062	2597
%V	*42.6%*	*47.6%*	*48.3%*	*40.9%*	*48.6%*	*36.3%*	*45.0%*
%H		*43.2%*	*16.8%*	*66.5%*	*29.4%*	*37.1%*	*90.8%*
50" - 59"	1047	548	184	653	371	282	1005
%V	*15.6%*	*21.1%*	*18.4%*	*14.0%*	*21.4%*	*9.6%*	*17.4%*
%H		*52.3%*	*17.6%*	*62.4%*	*35.4%*	*26.9%*	*96.0%*
60"+	101	61	17	52	33	19	99
%V	*1.5%*	*2.4%*	*1.7%*	*1.1%*	*1.9%*	*0.7%*	*1.7%*
%H		*60.4%*	*16.8%*	*51.5%*	*32.7%*	*18.8%*	*98.0%*
Don't know	273	76	28	203	45	159	209
%V	*4.1%*	*2.9%*	*2.8%*	*4.4%*	*2.6%*	*5.4%*	*3.6%*
%H		*27.8%*	*10.3%*	*74.4%*	*16.5%*	*58.2%*	*76.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	6721	2594	998	4653	1730	2923	5769
%H		*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	*85.8%*
PVR	4175	2265	946	2549	1563	986	3861
%V	*62.1%*	*87.3%*	*94.8%*	*54.8%*	*90.3%*	*33.7%*	*66.9%*
%H		*54.3%*	*22.7%*	*61.1%*	*37.4%*	*23.6%*	*92.5%*
DVDR	60	25	6	46	17	29	52
%V	*0.9%*	*1.0%*	*0.6%*	*1.0%*	*1.0%*	*1.0%*	*0.9%*
%H		*41.7%*	*10.0%*	*76.7%*	*28.3%*	*48.3%*	*86.7%*
VCR	21	4	4	20	5	15	14
%V	*0.3%*	*0.2%*	*0.4%*	*0.4%*	*0.3%*	*0.5%*	*0.2%*
%H		*19.0%*	*19.0%*	*95.2%*	*23.8%*	*71.4%*	*66.7%*
Any recorder	4219	2271	948	2590	1567	1022	3891
%V	*62.8%*	*87.5%*	*95.0%*	*55.7%*	*90.6%*	*35.0%*	*67.4%*
%H		*53.8%*	*22.5%*	*61.4%*	*37.1%*	*24.2%*	*92.2%*

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	6721	2594	998	4653	1730	2923	5769
%H		*38.6%*	*14.8%*	*69.2%*	*25.7%*	*43.5%*	*85.8%*
Receives HDTV (via STB or built-in reception)	4730	2082	879	3270	1474	1796	4329
%V	*70.4%*	*80.3%*	*88.1%*	*70.3%*	*85.2%*	*61.4%*	*75.0%*
%H		*44.0%*	*18.6%*	*69.1%*	*31.2%*	*38.0%*	*91.5%*
DVD/Blu-ray player or recorder	3741	1477	554	2640	1032	1608	3323
%V	*55.7%*	*56.9%*	*55.5%*	*56.7%*	*59.7%*	*55.0%*	*57.6%*
%H		*39.5%*	*14.8%*	*70.6%*	*27.6%*	*43.0%*	*88.8%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Set level data

Table 19.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6602	3120	1154	5006	2702	2304	6131
%H		*47.3%*	*17.5%*	*75.8%*	*40.9%*	*34.9%*	*92.9%*
Under 20"	808	335	111	695	333	362	707
%V	*12.2%*	*10.7%*	*9.6%*	*13.9%*	*12.3%*	*15.7%*	*11.5%*
%H		*41.5%*	*13.7%*	*86.0%*	*41.2%*	*44.8%*	*87.5%*
20" - 29"	1934	837	313	1566	781	785	1752
%V	*29.3%*	*26.8%*	*27.1%*	*31.3%*	*28.9%*	*34.1%*	*28.6%*
%H		*43.3%*	*16.2%*	*81.0%*	*40.4%*	*40.6%*	*90.6%*
30" - 39"	2186	1087	409	1582	907	676	2083
%V	*33.1%*	*34.8%*	*35.4%*	*31.6%*	*33.6%*	*29.3%*	*34.0%*
%H		*49.7%*	*18.7%*	*72.4%*	*41.5%*	*30.9%*	*95.3%*
40" - 49"	1051	558	210	714	437	277	1020
%V	*15.9%*	*17.9%*	*18.2%*	*14.3%*	*16.2%*	*12.0%*	*16.6%*
%H		*53.1%*	*20.0%*	*67.9%*	*41.6%*	*26.4%*	*97.1%*
50" - 59"	234	141	42	162	107	54	227
%V	*3.5%*	*4.5%*	*3.6%*	*3.2%*	*4.0%*	*2.3%*	*3.7%*
%H		*60.3%*	*17.9%*	*69.2%*	*45.7%*	*23.1%*	*97.0%*
60"+	18	12	3	11	8	4	18
%V	*0.3%*	*0.4%*	*0.3%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*
%H		*66.7%*	*16.7%*	*61.1%*	*44.4%*	*22.2%*	*100.0%*
Don't know	372	151	66	276	130	147	324
%V	*5.6%*	*4.8%*	*5.7%*	*5.5%*	*4.8%*	*6.4%*	*5.3%*
%H		*40.6%*	*17.7%*	*74.2%*	*34.9%*	*39.5%*	*87.1%*

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

DATA PERIOD: ANNUAL
Jan - Dec 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	6602	3120	1154	5006	2702	2304	6131
%H		*47.3%*	*17.5%*	*75.8%*	*40.9%*	*34.9%*	*92.9%*
PVR	1753	1184	421	823	652	171	1691
%V	*26.6%*	*37.9%*	*36.5%*	*16.4%*	*24.1%*	*7.4%*	*27.6%*
%H		*67.5%*	*24.0%*	*46.9%*	*37.2%*	*9.8%*	*96.5%*
DVDR	19	9	4	16	10	6	17
%V	*0.3%*	*0.3%*	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H		*47.4%*	*21.1%*	*84.2%*	*52.6%*	*31.6%*	*89.5%*
VCR	8	3	1	8	5	3	7
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*37.5%*	*12.5%*	*100.0%*	*62.5%*	*37.5%*	*87.5%*
Any recorder	1774	1191	424	842	661	181	1709
%V	*26.9%*	*38.2%*	*36.7%*	*16.8%*	*24.5%*	*7.9%*	*27.9%*
%H		*67.1%*	*23.9%*	*47.5%*	*37.3%*	*10.2%*	*96.3%*

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

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment Platforms available in household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6602	3120	1154	5006	2702	2304	6131
%H		*47.3%*	*17.5%*	*75.8%*	*40.9%*	*34.9%*	*92.9%*
Receives HDTV (via STB or built-in reception)	2866	1528	572	2028	1233	795	2751
%V	*43.4%*	*49.0%*	*49.6%*	*40.5%*	*45.6%*	*34.5%*	*44.9%*
%H		*53.3%*	*20.0%*	*70.8%*	*43.0%*	*27.7%*	*96.0%*
DVD/Blu-ray player or recorder	2363	1174	429	1745	993	752	2266
%V	*35.8%*	*37.6%*	*37.2%*	*34.9%*	*36.8%*	*32.6%*	*37.0%*
%H		*49.7%*	*18.2%*	*73.8%*	*42.0%*	*31.8%*	*95.9%*

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	16110	15589	6605	2558	10390	4460	5930	14754
%H		*96.8%*	*41.0%*	*15.9%*	*64.5%*	*27.7%*	*36.8%*	*91.6%*
Total Children	3062	2977	1399	498	1807	854	952	2999
%V	*19.0%*	*19.1%*	*21.2%*	*19.5%*	*17.4%*	*19.1%*	*16.1%*	*20.3%*
%H		*97.2%*	*45.7%*	*16.3%*	*59.0%*	*27.9%*	*31.1%*	*97.9%*
0 - 3	751	730	319	117	434	185	249	733
%V	*4.7%*	*4.7%*	*4.8%*	*4.6%*	*4.2%*	*4.1%*	*4.2%*	*5.0%*
%H		*97.2%*	*42.5%*	*15.6%*	*57.8%*	*24.6%*	*33.2%*	*97.6%*
4 - 15	2310	2247	1081	381	1373	670	703	2266
%V	*14.3%*	*14.4%*	*16.4%*	*14.9%*	*13.2%*	*15.0%*	*11.9%*	*15.4%*
%H		*97.3%*	*46.8%*	*16.5%*	*59.4%*	*29.0%*	*30.4%*	*98.1%*
4 - 9	1208	1168	552	186	692	317	375	1180
%V	*7.5%*	*7.5%*	*8.4%*	*7.3%*	*6.7%*	*7.1%*	*6.3%*	*8.0%*
%H		*96.7%*	*45.7%*	*15.4%*	*57.3%*	*26.2%*	*31.0%*	*97.7%*
10 - 15	1102	1079	529	195	680	352	328	1086
%V	*6.8%*	*6.9%*	*8.0%*	*7.6%*	*6.5%*	*7.9%*	*5.5%*	*7.4%*
%H		*97.9%*	*48.0%*	*17.7%*	*61.7%*	*31.9%*	*29.8%*	*98.5%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

Table 19.22: Adults - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16110	15589	6605	2558	10390	4460	5930	14754
%H		*96.8%*	*41.0%*	*15.9%*	*64.5%*	*27.7%*	*36.8%*	*91.6%*
Total Adults (16+)	13048	12612	5206	2059	8583	3606	4977	11755
%V	*81.0%*	*80.9%*	*78.8%*	*80.5%*	*82.6%*	*80.9%*	*83.9%*	*79.7%*
%H		*96.7%*	*39.9%*	*15.8%*	*65.8%*	*27.6%*	*38.1%*	*90.1%*
16 - 19	674	653	308	122	417	215	202	665
%V	*4.2%*	*4.2%*	*4.7%*	*4.8%*	*4.0%*	*4.8%*	*3.4%*	*4.5%*
%H		*96.9%*	*45.7%*	*18.1%*	*61.9%*	*31.9%*	*30.0%*	*98.7%*
20 - 24	1018	916	357	155	580	249	331	995
%V	*6.3%*	*5.9%*	*5.4%*	*6.1%*	*5.6%*	*5.6%*	*5.6%*	*6.7%*
%H		*90.0%*	*35.1%*	*15.2%*	*57.0%*	*24.5%*	*32.5%*	*97.7%*
25 - 34	2071	1956	799	355	1154	504	650	2013
%V	*12.9%*	*12.5%*	*12.1%*	*13.9%*	*11.1%*	*11.3%*	*11.0%*	*13.6%*
%H		*94.4%*	*38.6%*	*17.1%*	*55.7%*	*24.3%*	*31.4%*	*97.2%*
35 - 44	1905	1828	841	315	1090	503	587	1852
%V	*11.8%*	*11.7%*	*12.7%*	*12.3%*	*10.5%*	*11.3%*	*9.9%*	*12.6%*
%H		*96.0%*	*44.1%*	*16.5%*	*57.2%*	*26.4%*	*30.8%*	*97.2%*
45 - 54	2202	2152	1002	397	1418	697	721	2108
%V	*13.7%*	*13.8%*	*15.2%*	*15.5%*	*13.6%*	*15.6%*	*12.2%*	*14.3%*
%H		*97.7%*	*45.5%*	*18.0%*	*64.4%*	*31.7%*	*32.7%*	*95.7%*
55 - 64	2006	1963	807	350	1432	636	796	1868
%V	*12.5%*	*12.6%*	*12.2%*	*13.7%*	*13.8%*	*14.3%*	*13.4%*	*12.7%*
%H		*97.9%*	*40.2%*	*17.4%*	*71.4%*	*31.7%*	*39.7%*	*93.1%*
65+	3173	3144	1091	365	2491	800	1691	2255
%V	*19.7%*	*20.2%*	*16.5%*	*14.3%*	*24.0%*	*17.9%*	*28.5%*	*15.3%*
%H		*99.1%*	*34.4%*	*11.5%*	*78.5%*	*25.2%*	*53.3%*	*71.1%*

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+)	13048	12612	5206	2059	8583	3606	4977	11755
%H		*96.7%*	*39.9%*	*15.8%*	*65.8%*	*27.6%*	*38.1%*	*90.1%*
AB	3209	3124	1375	489	2087	911	1176	3128
%V	*24.6%*	*24.8%*	*26.4%*	*23.7%*	*24.3%*	*25.3%*	*23.6%*	*26.6%*
%H		*97.4%*	*42.8%*	*15.2%*	*65.0%*	*28.4%*	*36.6%*	*97.5%*
C1	3635	3490	1387	609	2363	995	1368	3425
%V	*27.9%*	*27.7%*	*26.6%*	*29.6%*	*27.5%*	*27.6%*	*27.5%*	*29.1%*
%H		*96.0%*	*38.2%*	*16.8%*	*65.0%*	*27.4%*	*37.6%*	*94.2%*
C2	3110	3045	1300	534	2114	966	1148	2797
%V	*23.8%*	*24.1%*	*25.0%*	*25.9%*	*24.6%*	*26.8%*	*23.1%*	*23.8%*
%H		*97.9%*	*41.8%*	*17.2%*	*68.0%*	*31.1%*	*36.9%*	*89.9%*
D	2031	1942	809	319	1288	542	747	1716
%V	*15.6%*	*15.4%*	*15.5%*	*15.5%*	*15.0%*	*15.0%*	*15.0%*	*14.6%*
%H		*95.6%*	*39.8%*	*15.7%*	*63.4%*	*26.7%*	*36.8%*	*84.5%*
E	1064	1010	334	108	731	192	539	688
%V	*8.2%*	*8.0%*	*6.4%*	*5.2%*	*8.5%*	*5.3%*	*10.8%*	*5.9%*
%H		*94.9%*	*31.4%*	*10.2%*	*68.7%*	*18.0%*	*50.7%*	*64.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

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+)	13048	12612	5206	2059	8583	3606	4977	11755
%H		*96.7%*	*39.9%*	*15.8%*	*65.8%*	*27.6%*	*38.1%*	*90.1%*
Working full time	6044	5852	2608	1075	3716	1774	1942	5888
%V	*46.3%*	*46.4%*	*50.1%*	*52.2%*	*43.3%*	*49.2%*	*39.0%*	*50.1%*
%H		*96.8%*	*43.2%*	*17.8%*	*61.5%*	*29.4%*	*32.1%*	*97.4%*
Working part time	1293	1263	530	225	849	384	465	1240
%V	*9.9%*	*10.0%*	*10.2%*	*10.9%*	*9.9%*	*10.6%*	*9.3%*	*10.5%*
%H		*97.7%*	*41.0%*	*17.4%*	*65.7%*	*29.7%*	*36.0%*	*95.9%*
Not working	5712	5497	2067	759	4018	1448	2570	4627
%V	*43.8%*	*43.6%*	*39.7%*	*36.9%*	*46.8%*	*40.2%*	*51.6%*	*39.4%*
%H		*96.2%*	*36.2%*	*13.3%*	*70.3%*	*25.4%*	*45.0%*	*81.0%*
Houseperson	6978	6721	2594	998	4653	1730	2923	5976
%V	*53.5%*	*53.3%*	*49.8%*	*48.5%*	*54.2%*	*48.0%*	*58.7%*	*50.8%*
%H		*96.3%*	*37.2%*	*14.3%*	*66.7%*	*24.8%*	*41.9%*	*85.6%*

Base: ITV MidWest - Individuals (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

Table 19.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6392	6144	2573	1038	4132	1790	2342	5811
%H		*96.1%*	*40.3%*	*16.2%*	*64.6%*	*28.0%*	*36.6%*	*90.9%*
16 - 19	353	341	168	63	208	105	103	349
%V	*5.5%*	*5.6%*	*6.5%*	*6.1%*	*5.0%*	*5.9%*	*4.4%*	*6.0%*
%H		*96.6%*	*47.6%*	*17.8%*	*58.9%*	*29.7%*	*29.2%*	*98.9%*
20 - 24	512	460	194	71	290	132	158	501
%V	*8.0%*	*7.5%*	*7.5%*	*6.8%*	*7.0%*	*7.4%*	*6.7%*	*8.6%*
%H		*89.8%*	*37.9%*	*13.9%*	*56.6%*	*25.8%*	*30.9%*	*97.9%*
25 - 34	1046	977	383	189	576	251	325	1012
%V	*16.4%*	*15.9%*	*14.9%*	*18.2%*	*13.9%*	*14.0%*	*13.9%*	*17.4%*
%H		*93.4%*	*36.6%*	*18.1%*	*55.1%*	*24.0%*	*31.1%*	*96.7%*
35 - 44	939	896	406	159	525	239	286	907
%V	*14.7%*	*14.6%*	*15.8%*	*15.3%*	*12.7%*	*13.4%*	*12.2%*	*15.6%*
%H		*95.4%*	*43.2%*	*16.9%*	*55.9%*	*25.5%*	*30.5%*	*96.6%*
45 - 54	1081	1050	481	195	693	336	358	1024
%V	*16.9%*	*17.1%*	*18.7%*	*18.8%*	*16.8%*	*18.8%*	*15.3%*	*17.6%*
%H		*97.1%*	*44.5%*	*18.0%*	*64.1%*	*31.1%*	*33.1%*	*94.7%*
55 - 64	983	959	396	175	700	319	381	913
%V	*15.4%*	*15.6%*	*15.4%*	*16.9%*	*16.9%*	*17.8%*	*16.3%*	*15.7%*
%H		*97.6%*	*40.3%*	*17.8%*	*71.2%*	*32.5%*	*38.8%*	*92.9%*
65+	1479	1461	546	185	1140	410	730	1105
%V	*23.1%*	*23.8%*	*21.2%*	*17.8%*	*27.6%*	*22.9%*	*31.2%*	*19.0%*
%H		*98.8%*	*36.9%*	*12.5%*	*77.1%*	*27.7%*	*49.4%*	*74.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

Table 19.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6392	6144	2573	1038	4132	1790	2342	5811
%H		*96.1%*	*40.3%*	*16.2%*	*64.6%*	*28.0%*	*36.6%*	*90.9%*
AB	1621	1576	693	258	1050	467	583	1585
%V	*25.4%*	*25.7%*	*26.9%*	*24.9%*	*25.4%*	*26.1%*	*24.9%*	*27.3%*
%H		*97.2%*	*42.8%*	*15.9%*	*64.8%*	*28.8%*	*36.0%*	*97.8%*
C1	1695	1618	655	303	1073	472	601	1617
%V	*26.5%*	*26.3%*	*25.5%*	*29.2%*	*26.0%*	*26.4%*	*25.7%*	*27.8%*
%H		*95.5%*	*38.6%*	*17.9%*	*63.3%*	*27.8%*	*35.5%*	*95.4%*
C2	1662	1624	694	286	1125	517	608	1477
%V	*26.0%*	*26.4%*	*27.0%*	*27.6%*	*27.2%*	*28.9%*	*26.0%*	*25.4%*
%H		*97.7%*	*41.8%*	*17.2%*	*67.7%*	*31.1%*	*36.6%*	*88.9%*
D	963	908	392	149	585	255	330	841
%V	*15.1%*	*14.8%*	*15.2%*	*14.4%*	*14.2%*	*14.2%*	*14.1%*	*14.5%*
%H		*94.3%*	*40.7%*	*15.5%*	*60.7%*	*26.5%*	*34.3%*	*87.3%*
E	452	417	139	42	299	80	219	292
%V	*7.1%*	*6.8%*	*5.4%*	*4.0%*	*7.2%*	*4.5%*	*9.4%*	*5.0%*
%H		*92.3%*	*30.8%*	*9.3%*	*66.2%*	*17.7%*	*48.5%*	*64.6%*

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+)	6392	6144	2573	1038	4132	1790	2342	5811
%H		*96.1%*	*40.3%*	*16.2%*	*64.6%*	*28.0%*	*36.6%*	*90.9%*
Working full time	3665	3536	1565	666	2235	1068	1167	3561
%V	*57.3%*	*57.6%*	*60.8%*	*64.2%*	*54.1%*	*59.7%*	*49.8%*	*61.3%*
%H		*96.5%*	*42.7%*	*18.2%*	*61.0%*	*29.1%*	*31.8%*	*97.2%*
Working part time	267	256	102	42	177	78	99	247
%V	*4.2%*	*4.2%*	*4.0%*	*4.0%*	*4.3%*	*4.4%*	*4.2%*	*4.3%*
%H		*95.9%*	*38.2%*	*15.7%*	*66.3%*	*29.2%*	*37.1%*	*92.5%*
Not working	2460	2352	905	330	1721	644	1076	2003
%V	*38.5%*	*38.3%*	*35.2%*	*31.8%*	*41.7%*	*36.0%*	*45.9%*	*34.5%*
%H		*95.6%*	*36.8%*	*13.4%*	*70.0%*	*26.2%*	*43.7%*	*81.4%*
Houseperson	1434	1324	418	183	933	275	658	1092
%V	*22.4%*	*21.5%*	*16.2%*	*17.6%*	*22.6%*	*15.4%*	*28.1%*	*18.8%*
%H		*92.3%*	*29.1%*	*12.8%*	*65.1%*	*19.2%*	*45.9%*	*76.2%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

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+)	6656	6468	2633	1021	4451	1816	2635	5944
%H		*97.2%*	*39.6%*	*15.3%*	*66.9%*	*27.3%*	*39.6%*	*89.3%*
16 - 19	321	312	140	58	209	111	98	316
%V	*4.8%*	*4.8%*	*5.3%*	*5.7%*	*4.7%*	*6.1%*	*3.7%*	*5.3%*
%H		*97.2%*	*43.6%*	*18.1%*	*65.1%*	*34.6%*	*30.5%*	*98.4%*
20 - 24	506	455	164	84	290	118	173	494
%V	*7.6%*	*7.0%*	*6.2%*	*8.2%*	*6.5%*	*6.5%*	*6.6%*	*8.3%*
%H		*89.9%*	*32.4%*	*16.6%*	*57.3%*	*23.3%*	*34.2%*	*97.6%*
25 - 34	1025	979	416	165	578	254	325	1000
%V	*15.4%*	*15.1%*	*15.8%*	*16.2%*	*13.0%*	*14.0%*	*12.3%*	*16.8%*
%H		*95.5%*	*40.6%*	*16.1%*	*56.4%*	*24.8%*	*31.7%*	*97.6%*
35 - 44	966	932	436	156	565	264	301	945
%V	*14.5%*	*14.4%*	*16.6%*	*15.3%*	*12.7%*	*14.5%*	*11.4%*	*15.9%*
%H		*96.5%*	*45.1%*	*16.1%*	*58.5%*	*27.3%*	*31.2%*	*97.8%*
45 - 54	1121	1102	521	202	725	362	363	1084
%V	*16.8%*	*17.0%*	*19.8%*	*19.8%*	*16.3%*	*19.9%*	*13.8%*	*18.2%*
%H		*98.3%*	*46.5%*	*18.0%*	*64.7%*	*32.3%*	*32.4%*	*96.7%*
55 - 64	1024	1005	411	175	732	318	415	955
%V	*15.4%*	*15.5%*	*15.6%*	*17.1%*	*16.4%*	*17.5%*	*15.7%*	*16.1%*
%H		*98.1%*	*40.1%*	*17.1%*	*71.5%*	*31.1%*	*40.5%*	*93.3%*
65+	1694	1683	544	180	1352	391	961	1150
%V	*25.5%*	*26.0%*	*20.7%*	*17.6%*	*30.4%*	*21.5%*	*36.5%*	*19.3%*
%H		*99.4%*	*32.1%*	*10.6%*	*79.8%*	*23.1%*	*56.7%*	*67.9%*

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+)	6656	6468	2633	1021	4451	1816	2635	5944
%H		*97.2%*	*39.6%*	*15.3%*	*66.9%*	*27.3%*	*39.6%*	*89.3%*
AB	1589	1548	682	231	1037	445	593	1544
%V	*23.9%*	*23.9%*	*25.9%*	*22.6%*	*23.3%*	*24.5%*	*22.5%*	*26.0%*
%H		*97.4%*	*42.9%*	*14.5%*	*65.3%*	*28.0%*	*37.3%*	*97.2%*
C1	1940	1872	732	306	1290	523	767	1809
%V	*29.1%*	*28.9%*	*27.8%*	*30.0%*	*29.0%*	*28.8%*	*29.1%*	*30.4%*
%H		*96.5%*	*37.7%*	*15.8%*	*66.5%*	*27.0%*	*39.5%*	*93.2%*
C2	1448	1421	606	248	989	449	540	1320
%V	*21.8%*	*22.0%*	*23.0%*	*24.3%*	*22.2%*	*24.7%*	*20.5%*	*22.2%*
%H		*98.1%*	*41.9%*	*17.1%*	*68.3%*	*31.0%*	*37.3%*	*91.2%*
D	1068	1034	418	169	703	287	417	875
%V	*16.0%*	*16.0%*	*15.9%*	*16.6%*	*15.8%*	*15.8%*	*15.8%*	*14.7%*
%H		*96.8%*	*39.1%*	*15.8%*	*65.8%*	*26.9%*	*39.0%*	*81.9%*
E	612	593	195	66	432	112	319	396
%V	*9.2%*	*9.2%*	*7.4%*	*6.5%*	*9.7%*	*6.2%*	*12.1%*	*6.7%*
%H		*96.9%*	*31.9%*	*10.8%*	*70.6%*	*18.3%*	*52.1%*	*64.7%*

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV MidWest

Individual level data

Table 19.30: Working Status (Females 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	6656	6468	2633	1021	4451	1816	2635	5944
%H		*97.2%*	*39.6%*	*15.3%*	*66.9%*	*27.3%*	*39.6%*	*89.3%*
Working full time	2379	2316	1043	409	1481	707	775	2327
%V	*35.7%*	*35.8%*	*39.6%*	*40.1%*	*33.3%*	*38.9%*	*29.4%*	*39.1%*
%H		*97.4%*	*43.8%*	*17.2%*	*62.3%*	*29.7%*	*32.6%*	*97.8%*
Working part time	1026	1006	428	183	672	306	366	993
%V	*15.4%*	*15.6%*	*16.3%*	*17.9%*	*15.1%*	*16.9%*	*13.9%*	*16.7%*
%H		*98.1%*	*41.7%*	*17.8%*	*65.5%*	*29.8%*	*35.7%*	*96.8%*
Not working	3252	3145	1162	429	2297	803	1494	2624
%V	*48.9%*	*48.6%*	*44.1%*	*42.0%*	*51.6%*	*44.2%*	*56.7%*	*44.1%*
%H		*96.7%*	*35.7%*	*13.2%*	*70.6%*	*24.7%*	*45.9%*	*80.7%*
Houseperson	5545	5398	2176	815	3720	1455	2265	4883
%V	*83.3%*	*83.5%*	*82.6%*	*79.8%*	*83.6%*	*80.1%*	*86.0%*	*82.2%*
%H		*97.3%*	*39.2%*	*14.7%*	*67.1%*	*26.2%*	*40.8%*	*88.1%*

Base: ITV MidWest - Individuals (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

ITV South and South East

Contents Page

Household
- Table 20.1: Social Grade 536
- Table 20.2: Houseperson Age 537
- Table 20.3: Size of Household 538
- Table 20.4: Presence of Children 539
- Table 20.5: Number of TV sets in household 540
- Table 20.6: Screen size 541
- Table 20.7: Location of ANY set in household 542
- Table 20.8: Platform Provider 543
- Table 20.9: Recorders and other equipment 544
- Table 20.10: Computers and Internet 545

Sets
- Table 20.11: Screen Size 546
- Table 20.12: Location of set 547
- Table 20.13: Recorders 548
- Table 20.14: Other TV equipment 548
- Table 20.15: Main Set Screen Size 549
- Table 20.16: Main Set Recorders 550
- Table 20.17: Main Set - Other TV equipment 550
- Table 20.18: Other Sets (non-Main Set) Screen Size 551
- Table 20.19: Other Set (non-Main Set) Recorders 552
- Table 20.20: Other Set (non-Main Set) - Other TV equipment 552

Individuals
- Table 20.21: Age of Children 553
- Table 20.22: Adults - Age 554
- Table 20.23: Social Grade (Adults 16+) 555
- Table 20.24: Working Status (Adults 16+) 556
- Table 20.25: Males - Age 557
- Table 20.26: Social Grade (Males 16+) 558
- Table 20.27: Working Status (Males 16+) 559
- Table 20.28: Females - Age 560
- Table 20.29: Social Grade (Females 16+) 561
- Table 20.30: Working Status (Females 16+) 562

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
AB	923	892	376	123	572	210	362	890
%V	*29.2%*	*29.4%*	*31.5%*	*29.7%*	*28.9%*	*32.7%*	*27.1%*	*31.4%*
%H (All HH)		*96.6%*	*40.7%*	*13.3%*	*62.0%*	*22.8%*	*39.2%*	*96.4%*
%H (TV HH)			*42.2%*	*13.8%*	*64.1%*	*23.5%*	*40.6%*	
C1	1077	1030	396	141	686	218	467	974
%V	*34.0%*	*33.9%*	*33.2%*	*34.1%*	*34.7%*	*33.9%*	*35.0%*	*34.3%*
%H (All HH)		*95.6%*	*36.8%*	*13.1%*	*63.7%*	*20.2%*	*43.4%*	*90.4%*
%H (TV HH)			*38.4%*	*13.7%*	*66.6%*	*21.2%*	*45.3%*	
C2	590	570	230	100	346	121	225	536
%V	*18.6%*	*18.8%*	*19.3%*	*24.2%*	*17.5%*	*18.8%*	*16.9%*	*18.9%*
%H (All HH)		*96.6%*	*39.0%*	*16.9%*	*58.6%*	*20.5%*	*38.1%*	*90.8%*
%H (TV HH)			*40.4%*	*17.5%*	*60.7%*	*21.2%*	*39.5%*	
D	360	343	134	35	219	64	155	295
%V	*11.4%*	*11.3%*	*11.2%*	*8.5%*	*11.1%*	*10.0%*	*11.6%*	*10.4%*
%H (All HH)		*95.3%*	*37.2%*	*9.7%*	*60.8%*	*17.8%*	*43.1%*	*81.9%*
%H (TV HH)			*39.1%*	*10.2%*	*63.8%*	*18.7%*	*45.2%*	
E	214	199	57	15	154	29	125	141
%V	*6.8%*	*6.6%*	*4.8%*	*3.6%*	*7.8%*	*4.5%*	*9.4%*	*5.0%*
%H (All HH)		*93.0%*	*26.6%*	*7.0%*	*72.0%*	*13.6%*	*58.4%*	*65.9%*
%H (TV HH)			*28.6%*	*7.5%*	*77.4%*	*14.6%*	*62.8%*	

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 20.2: 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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Under 25	99	81	25	10	45	11	34	96
%V	*3.1%*	*2.7%*	*2.1%*	*2.4%*	*2.3%*	*1.7%*	*2.5%*	*3.4%*
%H (All HH)		*81.8%*	*25.3%*	*10.1%*	*45.5%*	*11.1%*	*34.3%*	*97.0%*
%H (TV HH)			*30.9%*	*12.3%*	*55.6%*	*13.6%*	*42.0%*	
25 - 34	435	402	149	55	198	54	144	425
%V	*13.7%*	*13.2%*	*12.5%*	*13.3%*	*10.0%*	*8.4%*	*10.8%*	*15.0%*
%H (All HH)		*92.4%*	*34.3%*	*12.6%*	*45.5%*	*12.4%*	*33.1%*	*97.7%*
%H (TV HH)			*37.1%*	*13.7%*	*49.3%*	*13.4%*	*35.8%*	
35 - 44	514	481	213	72	283	102	181	500
%V	*16.2%*	*15.8%*	*17.9%*	*17.4%*	*14.3%*	*15.9%*	*13.6%*	*17.6%*
%H (All HH)		*93.6%*	*41.4%*	*14.0%*	*55.1%*	*19.8%*	*35.2%*	*97.3%*
%H (TV HH)			*44.3%*	*15.0%*	*58.8%*	*21.2%*	*37.6%*	
45 - 54	585	572	255	101	349	145	204	569
%V	*18.5%*	*18.8%*	*21.4%*	*24.4%*	*17.7%*	*22.6%*	*15.3%*	*20.1%*
%H (All HH)		*97.8%*	*43.6%*	*17.3%*	*59.7%*	*24.8%*	*34.9%*	*97.3%*
%H (TV HH)			*44.6%*	*17.7%*	*61.0%*	*25.3%*	*35.7%*	
55 - 64	563	553	230	86	371	137	234	534
%V	*17.8%*	*18.2%*	*19.3%*	*20.8%*	*18.8%*	*21.3%*	*17.5%*	*18.8%*
%H (All HH)		*98.2%*	*40.9%*	*15.3%*	*65.9%*	*24.3%*	*41.6%*	*94.8%*
%H (TV HH)			*41.6%*	*15.6%*	*67.1%*	*24.8%*	*42.3%*	
65 +	967	947	319	89	731	194	537	712
%V	*30.6%*	*31.2%*	*26.7%*	*21.5%*	*37.0%*	*30.2%*	*40.3%*	*25.1%*
%H (All HH)		*97.9%*	*33.0%*	*9.2%*	*75.6%*	*20.1%*	*55.5%*	*73.6%*
%H (TV HH)			*33.7%*	*9.4%*	*77.2%*	*20.5%*	*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
Jan - Dec 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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
1	950	893	230	90	669	117	553	707
%V	*30.0%*	*29.4%*	*19.3%*	*21.7%*	*33.8%*	*18.2%*	*41.5%*	*24.9%*
%H (All HH)		*94.0%*	*24.2%*	*9.5%*	*70.4%*	*12.3%*	*58.2%*	*74.4%*
%H (TV HH)			*25.8%*	*10.1%*	*74.9%*	*13.1%*	*61.9%*	
2	1163	1127	465	147	757	272	484	1090
%V	*36.8%*	*37.1%*	*39.0%*	*35.5%*	*38.3%*	*42.3%*	*36.3%*	*38.4%*
%H (All HH)		*96.9%*	*40.0%*	*12.6%*	*65.1%*	*23.4%*	*41.6%*	*93.7%*
%H (TV HH)			*41.3%*	*13.0%*	*67.2%*	*24.1%*	*42.9%*	
3	439	426	210	67	246	112	134	431
%V	*13.9%*	*14.0%*	*17.6%*	*16.2%*	*12.4%*	*17.4%*	*10.0%*	*15.2%*
%H (All HH)		*97.0%*	*47.8%*	*15.3%*	*56.0%*	*25.5%*	*30.5%*	*98.2%*
%H (TV HH)			*49.3%*	*15.7%*	*57.7%*	*26.3%*	*31.5%*	
4	427	413	205	73	214	97	118	426
%V	*13.5%*	*13.6%*	*17.2%*	*17.6%*	*10.8%*	*15.1%*	*8.8%*	*15.0%*
%H (All HH)		*96.7%*	*48.0%*	*17.1%*	*50.1%*	*22.7%*	*27.6%*	*99.8%*
%H (TV HH)			*49.6%*	*17.7%*	*51.8%*	*23.5%*	*28.6%*	
5+	185	176	84	37	91	46	45	182
%V	*5.8%*	*5.8%*	*7.0%*	*8.9%*	*4.6%*	*7.2%*	*3.4%*	*6.4%*
%H (All HH)		*95.1%*	*45.4%*	*20.0%*	*49.2%*	*24.9%*	*24.3%*	*98.4%*
%H (TV HH)			*47.7%*	*21.0%*	*51.7%*	*26.1%*	*25.6%*	
Average HH size	2.30	2.31	2.56	2.58	2.15	2.52	1.98	2.42

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
Jan - Dec 2018

ITV South and South East

Household level data

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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Without	2382	2271	831	292	1574	479	1095	2061
%V	*75.3%*	*74.8%*	*69.7%*	*70.5%*	*79.6%*	*74.5%*	*82.1%*	*72.7%*
%H (All HH)		*95.3%*	*34.9%*	*12.3%*	*66.1%*	*20.1%*	*46.0%*	*86.5%*
%H (TV HH)			*36.6%*	*12.9%*	*69.3%*	*21.1%*	*48.2%*	
With	782	763	362	122	403	163	239	776
%V	*24.7%*	*25.1%*	*30.3%*	*29.5%*	*20.4%*	*25.3%*	*17.9%*	*27.4%*
%H (All HH)		*97.6%*	*46.3%*	*15.6%*	*51.5%*	*20.8%*	*30.6%*	*99.2%*
%H (TV HH)			*47.4%*	*16.0%*	*52.8%*	*21.4%*	*31.3%*	
0 - 3	263	255	115	39	130	48	82	263
%V	*8.3%*	*8.4%*	*9.6%*	*9.4%*	*6.6%*	*7.5%*	*6.1%*	*9.3%*
%H (All HH)		*97.0%*	*43.7%*	*14.8%*	*49.4%*	*18.3%*	*31.2%*	*100.0%*
%H (TV HH)			*45.1%*	*15.3%*	*51.0%*	*18.8%*	*32.2%*	
4 - 9	419	407	199	62	210	89	121	413
%V	*13.2%*	*13.4%*	*16.7%*	*15.0%*	*10.6%*	*13.8%*	*9.1%*	*14.6%*
%H (All HH)		*97.1%*	*47.5%*	*14.8%*	*50.1%*	*21.2%*	*28.9%*	*98.6%*
%H (TV HH)			*48.9%*	*15.2%*	*51.6%*	*21.9%*	*29.7%*	
10 - 15	391	385	188	70	209	92	118	389
%V	*12.4%*	*12.7%*	*15.8%*	*16.9%*	*10.6%*	*14.3%*	*8.8%*	*13.7%*
%H (All HH)		*98.5%*	*48.1%*	*17.9%*	*53.5%*	*23.5%*	*30.2%*	*99.5%*
%H (TV HH)			*48.8%*	*18.2%*	*54.3%*	*23.9%*	*30.6%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South and South East

Household level data

Table 20.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
1	1379	1379	389	165	835	96	740	1171
%V	*43.6%*	*45.4%*	*32.6%*	*39.9%*	*42.2%*	*14.9%*	*55.5%*	*41.3%*
%H (All HH)		*100.0%*	*28.2%*	*12.0%*	*60.6%*	*7.0%*	*53.7%*	*84.9%*
%H (TV HH)			*28.2%*	*12.0%*	*60.6%*	*7.0%*	*53.7%*	
2	928	928	419	123	629	254	375	856
%V	*29.3%*	*30.6%*	*35.1%*	*29.7%*	*31.8%*	*39.5%*	*28.1%*	*30.2%*
%H (All HH)		*100.0%*	*45.2%*	*13.3%*	*67.8%*	*27.4%*	*40.4%*	*92.2%*
%H (TV HH)			*45.2%*	*13.3%*	*67.8%*	*27.4%*	*40.4%*	
3	442	442	219	70	306	151	155	423
%V	*14.0%*	*14.6%*	*18.4%*	*16.9%*	*15.5%*	*23.5%*	*11.6%*	*14.9%*
%H (All HH)		*100.0%*	*49.5%*	*15.8%*	*69.2%*	*34.2%*	*35.1%*	*95.7%*
%H (TV HH)			*49.5%*	*15.8%*	*69.2%*	*34.2%*	*35.1%*	
4	193	193	107	36	140	91	48	190
%V	*6.1%*	*6.4%*	*9.0%*	*8.7%*	*7.1%*	*14.2%*	*3.6%*	*6.7%*
%H (All HH)		*100.0%*	*55.4%*	*18.7%*	*72.5%*	*47.2%*	*24.9%*	*98.4%*
%H (TV HH)			*55.4%*	*18.7%*	*72.5%*	*47.2%*	*24.9%*	
5+	93	93	60	20	67	50	17	92
%V	*2.9%*	*3.1%*	*5.0%*	*4.8%*	*3.4%*	*7.8%*	*1.3%*	*3.2%*
%H (All HH)		*100.0%*	*64.5%*	*21.5%*	*72.0%*	*53.8%*	*18.3%*	*98.9%*
%H (TV HH)			*64.5%*	*21.5%*	*72.0%*	*53.8%*	*18.3%*	

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 20.6: 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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Under 20"	327	327	127	44	259	107	152	286
%V	*10.3%*	*10.8%*	*10.6%*	*10.6%*	*13.1%*	*16.6%*	*11.4%*	*10.1%*
%H (All HH)		*100.0%*	*38.8%*	*13.5%*	*79.2%*	*32.7%*	*46.5%*	*87.5%*
%H (TV HH)			*38.8%*	*13.5%*	*79.2%*	*32.7%*	*46.5%*	
20" - 29"	826	826	335	115	625	252	373	723
%V	*26.1%*	*27.2%*	*28.1%*	*27.8%*	*31.6%*	*39.2%*	*28.0%*	*25.5%*
%H (All HH)		*100.0%*	*40.6%*	*13.9%*	*75.7%*	*30.5%*	*45.2%*	*87.5%*
%H (TV HH)			*40.6%*	*13.9%*	*75.7%*	*30.5%*	*45.2%*	
30" - 39"	1371	1371	538	198	948	336	612	1247
%V	*43.3%*	*45.2%*	*45.1%*	*47.8%*	*48.0%*	*52.3%*	*45.9%*	*44.0%*
%H (All HH)		*100.0%*	*39.2%*	*14.4%*	*69.1%*	*24.5%*	*44.6%*	*91.0%*
%H (TV HH)			*39.2%*	*14.4%*	*69.1%*	*24.5%*	*44.6%*	
40" - 49"	1362	1362	651	208	831	365	466	1287
%V	*43.0%*	*44.9%*	*54.6%*	*50.2%*	*42.0%*	*56.8%*	*34.9%*	*45.4%*
%H (All HH)		*100.0%*	*47.8%*	*15.3%*	*61.0%*	*26.8%*	*34.2%*	*94.5%*
%H (TV HH)			*47.8%*	*15.3%*	*61.0%*	*26.8%*	*34.2%*	
50" - 59"	456	456	238	79	264	142	122	448
%V	*14.4%*	*15.0%*	*19.9%*	*19.1%*	*13.4%*	*22.1%*	*9.1%*	*15.8%*
%H (All HH)		*100.0%*	*52.2%*	*17.3%*	*57.9%*	*31.1%*	*26.8%*	*98.2%*
%H (TV HH)			*52.2%*	*17.3%*	*57.9%*	*31.1%*	*26.8%*	
60"+	60	60	34	14	26	17	9	58
%V	*1.9%*	*2.0%*	*2.8%*	*3.4%*	*1.3%*	*2.6%*	*0.7%*	*2.0%*
%H (All HH)		*100.0%*	*56.7%*	*23.3%*	*43.3%*	*28.3%*	*15.0%*	*96.7%*
%H (TV HH)			*56.7%*	*23.3%*	*43.3%*	*28.3%*	*15.0%*	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South and South East

Household level data

Table 20.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Main living room	2997	2997	1184	412	1954	640	1314	2698
%V	*94.7%*	*98.7%*	*99.2%*	*99.5%*	*98.8%*	*99.5%*	*98.5%*	*95.1%*
%H (All HH)		*100.0%*	*39.5%*	*13.7%*	*65.2%*	*21.4%*	*43.8%*	*90.0%*
%H (TV HH)			*39.5%*	*13.7%*	*65.2%*	*21.4%*	*43.8%*	
Kitchen	296	296	137	45	238	123	115	273
%V	*9.4%*	*9.8%*	*11.5%*	*10.9%*	*12.0%*	*19.1%*	*8.6%*	*9.6%*
%H (All HH)		*100.0%*	*46.3%*	*15.2%*	*80.4%*	*41.6%*	*38.9%*	*92.2%*
%H (TV HH)			*46.3%*	*15.2%*	*80.4%*	*41.6%*	*38.9%*	
Adult's bedroom	1282	1282	618	199	892	436	457	1203
%V	*40.5%*	*42.2%*	*51.8%*	*48.1%*	*45.1%*	*67.8%*	*34.3%*	*42.4%*
%H (All HH)		*100.0%*	*48.2%*	*15.5%*	*69.6%*	*34.0%*	*35.6%*	*93.8%*
%H (TV HH)			*48.2%*	*15.5%*	*69.6%*	*34.0%*	*35.6%*	
Child's bedroom	243	243	133	46	137	78	59	243
%V	*7.7%*	*8.0%*	*11.1%*	*11.1%*	*6.9%*	*12.1%*	*4.4%*	*8.6%*
%H (All HH)		*100.0%*	*54.7%*	*18.9%*	*56.4%*	*32.1%*	*24.3%*	*100.0%*
%H (TV HH)			*54.7%*	*18.9%*	*56.4%*	*32.1%*	*24.3%*	
Other bedroom	196	196	107	35	149	93	56	187
%V	*6.2%*	*6.5%*	*9.0%*	*8.5%*	*7.5%*	*14.5%*	*4.2%*	*6.6%*
%H (All HH)		*100.0%*	*54.6%*	*17.9%*	*76.0%*	*47.4%*	*28.6%*	*95.4%*
%H (TV HH)			*54.6%*	*17.9%*	*76.0%*	*47.4%*	*28.6%*	
Second living/dining room	270	270	135	41	188	93	95	262
%V	*8.5%*	*8.9%*	*11.3%*	*9.9%*	*9.5%*	*14.5%*	*7.1%*	*9.2%*
%H (All HH)		*100.0%*	*50.0%*	*15.2%*	*69.6%*	*34.4%*	*35.2%*	*97.0%*
%H (TV HH)			*50.0%*	*15.2%*	*69.6%*	*34.4%*	*35.2%*	
Study/office	66	66	32	8	47	20	27	64
%V	*2.1%*	*2.2%*	*2.7%*	*1.9%*	*2.4%*	*3.1%*	*2.0%*	*2.3%*
%H (All HH)		*100.0%*	*48.5%*	*12.1%*	*71.2%*	*30.3%*	*40.9%*	*97.0%*
%H (TV HH)			*48.5%*	*12.1%*	*71.2%*	*30.3%*	*40.9%*	
TV room	27	27	17	3	17	9	8	27
%V	*0.9%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*	*1.4%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*63.0%*	*11.1%*	*63.0%*	*33.3%*	*29.6%*	*100.0%*
%H (TV HH)			*63.0%*	*11.1%*	*63.0%*	*33.3%*	*29.6%*	
Conservatory	57	57	34	13	39	28	11	56
%V	*1.8%*	*1.9%*	*2.8%*	*3.1%*	*2.0%*	*4.4%*	*0.8%*	*2.0%*
%H (All HH)		*100.0%*	*59.6%*	*22.8%*	*68.4%*	*49.1%*	*19.3%*	*98.2%*
%H (TV HH)			*59.6%*	*22.8%*	*68.4%*	*49.1%*	*19.3%*	
Attic or loft room	5	5	3	1	5	3	2	5
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.5%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	
No specific location	3	3	3	0	1	1	0	3
%V	*0.1%*	*0.1%*	*0.3%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*33.3%*	*33.3%*	*0.0%*	
Other	23	23	16	3	16	11	5	23
%V	*0.7%*	*0.8%*	*1.3%*	*0.7%*	*0.8%*	*1.7%*	*0.4%*	*0.8%*
%H (All HH)		*100.0%*	*69.6%*	*13.0%*	*69.6%*	*47.8%*	*21.7%*	*100.0%*
%H (TV HH)			*69.6%*	*13.0%*	*69.6%*	*47.8%*	*21.7%*	

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
Jan - Dec 2018

ITV South and South East

Household level data

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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Any DSAT provider	1193	1193	1193	22	500	500	0	1137
%V	*37.7%*	*39.3%*	*100.0%*	*5.3%*	*25.3%*	*77.8%*	*0.0%*	*40.1%*
%H (All HH)			*100.0%*	*1.8%*	*41.9%*	*41.9%*	*0.0%*	*95.3%*
%H (TV HH)			*100.0%*	*1.8%*	*41.9%*	*41.9%*	*0.0%*	
Sky with subcription	971	971	971	9	397	397	0	930
%V	*30.7%*	*32.0%*	*81.4%*	*2.2%*	*20.1%*	*61.7%*	*0.0%*	*32.8%*
%H (All HH)			*100.0%*	*0.9%*	*40.9%*	*40.9%*	*0.0%*	*95.8%*
%H (TV HH)			*100.0%*	*0.9%*	*40.9%*	*40.9%*	*0.0%*	
Sky without subscription	42	42	42	2	19	19	0	35
%V	*1.3%*	*1.4%*	*3.5%*	*0.5%*	*1.0%*	*3.0%*	*0.0%*	*1.2%*
%H (All HH)			*100.0%*	*4.8%*	*45.2%*	*45.2%*	*0.0%*	*83.3%*
%H (TV HH)			*100.0%*	*4.8%*	*45.2%*	*45.2%*	*0.0%*	
Freesat	170	170	170	8	82	82	0	163
%V	*5.4%*	*5.6%*	*14.2%*	*1.9%*	*4.1%*	*12.8%*	*0.0%*	*5.7%*
%H (All HH)			*100.0%*	*4.7%*	*48.2%*	*48.2%*	*0.0%*	*95.9%*
%H (TV HH)			*100.0%*	*4.7%*	*48.2%*	*48.2%*	*0.0%*	
Other satellite provider	67	67	67	2	30	30	0	66
%V	*2.1%*	*2.2%*	*5.6%*	*0.5%*	*1.5%*	*4.7%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*3.0%*	*44.8%*	*44.8%*	*0.0%*	*98.5%*
%H (TV HH)			*100.0%*	*3.0%*	*44.8%*	*44.8%*	*0.0%*	
DCAB	414	414	22	414	156	156	0	392
%V	*13.1%*	*13.6%*	*1.8%*	*100.0%*	*7.9%*	*24.3%*	*0.0%*	*13.8%*
%H (All HH)			*5.3%*	*100.0%*	*37.7%*	*37.7%*	*0.0%*	*94.7%*
%H (TV HH)			*5.3%*	*100.0%*	*37.7%*	*37.7%*	*0.0%*	
DTT	1977	1977	500	156	1977	643	1334	1724
%V	*62.5%*	*65.1%*	*41.9%*	*37.7%*	*100.0%*	*100.0%*	*100.0%*	*60.8%*
%H (All HH)		*100.0%*	*25.3%*	*7.9%*	*100.0%*	*32.5%*	*67.5%*	*87.2%*
%H (TV HH)			*25.3%*	*7.9%*	*100.0%*	*32.5%*	*67.5%*	

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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
PVR	1975	1975	1079	388	1117	589	528	1871
%V	*62.4%*	*65.1%*	*90.4%*	*93.7%*	*56.5%*	*91.6%*	*39.6%*	*66.0%*
%H (All HH)		*100.0%*	*54.6%*	*19.6%*	*56.6%*	*29.8%*	*26.7%*	*94.7%*
%H (TV HH)			*54.6%*	*19.6%*	*56.6%*	*29.8%*	*26.7%*	
DVDR	50	50	20	12	41	21	20	47
%V	*1.6%*	*1.6%*	*1.7%*	*2.9%*	*2.1%*	*3.3%*	*1.5%*	*1.7%*
%H (All HH)		*100.0%*	*40.0%*	*24.0%*	*82.0%*	*42.0%*	*40.0%*	*94.0%*
%H (TV HH)			*40.0%*	*24.0%*	*82.0%*	*42.0%*	*40.0%*	
VCR	12	12	5	2	12	6	6	10
%V	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.6%*	*0.9%*	*0.4%*	*0.4%*
%H (All HH)		*100.0%*	*41.7%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	*83.3%*
%H (TV HH)			*41.7%*	*16.7%*	*100.0%*	*50.0%*	*50.0%*	
Any recorder	1999	1999	1085	390	1140	595	544	1891
%V	*63.2%*	*65.9%*	*90.9%*	*94.2%*	*57.7%*	*92.5%*	*40.8%*	*66.7%*
%H (All HH)		*100.0%*	*54.3%*	*19.5%*	*57.0%*	*29.8%*	*27.2%*	*94.6%*
%H (TV HH)			*54.3%*	*19.5%*	*57.0%*	*29.8%*	*27.2%*	
Receives HDTV (via STB or built-in reception)	2286	2286	1031	375	1479	577	902	2160
%V	*72.3%*	*75.3%*	*86.4%*	*90.6%*	*74.8%*	*89.7%*	*67.6%*	*76.2%*
%H (All HH)		*100.0%*	*45.1%*	*16.4%*	*64.7%*	*25.2%*	*39.5%*	*94.5%*
%H (TV HH)			*45.1%*	*16.4%*	*64.7%*	*25.2%*	*39.5%*	
DVD/Blu-ray player or recorder	2093	2093	873	292	1388	503	884	1958
%V	*66.2%*	*69.0%*	*73.2%*	*70.5%*	*70.2%*	*78.2%*	*66.3%*	*69.0%*
%H (All HH)		*100.0%*	*41.7%*	*14.0%*	*66.3%*	*24.0%*	*42.2%*	*93.5%*
%H (TV HH)			*41.7%*	*14.0%*	*66.3%*	*24.0%*	*42.2%*	

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 20.10: 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	3164	3035	1193	414	1977	643	1334	2836
%H (All HH)		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*89.6%*
%H (TV HH)			*39.3%*	*13.6%*	*65.1%*	*21.2%*	*44.0%*	
Has broadband internet	2836	2731	1137	392	1724	616	1108	2836
%V	*89.6%*	*90.0%*	*95.3%*	*94.7%*	*87.2%*	*95.8%*	*83.1%*	*100.0%*
%H (All HH)		*96.3%*	*40.1%*	*13.8%*	*60.8%*	*21.7%*	*39.1%*	*100.0%*
%H (TV HH)			*41.6%*	*14.4%*	*63.1%*	*22.6%*	*40.6%*	
Number of computers (PCs and laptops)								
0	414	392	89	37	298	38	260	123
%V	*13.1%*	*12.9%*	*7.5%*	*8.9%*	*15.1%*	*5.9%*	*19.5%*	*4.3%*
%H (All HH)		*94.7%*	*21.5%*	*8.9%*	*72.0%*	*9.2%*	*62.8%*	*29.7%*
%H (TV HH)			*22.7%*	*9.4%*	*76.0%*	*9.7%*	*66.3%*	
1	814	770	262	91	516	127	388	788
%V	*25.7%*	*25.4%*	*22.0%*	*22.0%*	*26.1%*	*19.8%*	*29.1%*	*27.8%*
%H (All HH)		*94.6%*	*32.2%*	*11.2%*	*63.4%*	*15.6%*	*47.7%*	*96.8%*
%H (TV HH)			*34.0%*	*11.8%*	*67.0%*	*16.5%*	*50.4%*	
2	812	781	304	107	506	169	337	806
%V	*25.7%*	*25.7%*	*25.5%*	*25.8%*	*25.6%*	*26.3%*	*25.3%*	*28.4%*
%H (All HH)		*96.2%*	*37.4%*	*13.2%*	*62.3%*	*20.8%*	*41.5%*	*99.3%*
%H (TV HH)			*38.9%*	*13.7%*	*64.8%*	*21.6%*	*43.1%*	
3	480	468	212	71	290	117	174	476
%V	*15.2%*	*15.4%*	*17.8%*	*17.1%*	*14.7%*	*18.2%*	*13.0%*	*16.8%*
%H (All HH)		*97.5%*	*44.2%*	*14.8%*	*60.4%*	*24.4%*	*36.3%*	*99.2%*
%H (TV HH)			*45.3%*	*15.2%*	*62.0%*	*25.0%*	*37.2%*	
4	306	296	152	54	173	89	85	306
%V	*9.7%*	*9.8%*	*12.7%*	*13.0%*	*8.8%*	*13.8%*	*6.4%*	*10.8%*
%H (All HH)		*96.7%*	*49.7%*	*17.6%*	*56.5%*	*29.1%*	*27.8%*	*100.0%*
%H (TV HH)			*51.4%*	*18.2%*	*58.4%*	*30.1%*	*28.7%*	
5+	339	327	173	55	194	103	90	338
%V	*10.7%*	*10.8%*	*14.5%*	*13.3%*	*9.8%*	*16.0%*	*6.7%*	*11.9%*
%H (All HH)		*96.5%*	*51.0%*	*16.2%*	*57.2%*	*30.4%*	*26.5%*	*99.7%*
%H (TV HH)			*52.9%*	*16.8%*	*59.3%*	*31.5%*	*27.5%*	

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
Jan - Dec 2018

ITV South and South East

Set level data

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	5830	2625	882	3926	1693	2233	5401
%H		*45.0%*	*15.1%*	*67.3%*	*29.0%*	*38.3%*	*92.6%*
Under 20"	388	152	57	318	139	179	342
%V	*6.7%*	*5.8%*	*6.5%*	*8.1%*	*8.2%*	*8.0%*	*6.3%*
%H		*39.2%*	*14.7%*	*82.0%*	*35.8%*	*46.1%*	*88.1%*
20" - 29"	1022	442	152	782	353	429	905
%V	*17.5%*	*16.8%*	*17.2%*	*19.9%*	*20.9%*	*19.2%*	*16.8%*
%H		*43.2%*	*14.9%*	*76.5%*	*34.5%*	*42.0%*	*88.6%*
30" - 39"	1709	706	253	1174	451	723	1578
%V	*29.3%*	*26.9%*	*28.7%*	*29.9%*	*26.6%*	*32.4%*	*29.2%*
%H		*41.3%*	*14.8%*	*68.7%*	*26.4%*	*42.3%*	*92.3%*
40" - 49"	1597	786	255	980	463	517	1516
%V	*27.4%*	*29.9%*	*28.9%*	*25.0%*	*27.3%*	*23.2%*	*28.1%*
%H		*49.2%*	*16.0%*	*61.4%*	*29.0%*	*32.4%*	*94.9%*
50" - 59"	502	270	91	290	160	130	494
%V	*8.6%*	*10.3%*	*10.3%*	*7.4%*	*9.5%*	*5.8%*	*9.1%*
%H		*53.8%*	*18.1%*	*57.8%*	*31.9%*	*25.9%*	*98.4%*
60"+	65	37	16	27	18	9	62
%V	*1.1%*	*1.4%*	*1.8%*	*0.7%*	*1.1%*	*0.4%*	*1.1%*
%H		*56.9%*	*24.6%*	*41.5%*	*27.7%*	*13.8%*	*95.4%*
Don't know	547	232	58	354	108	246	503
%V	*9.4%*	*8.8%*	*6.6%*	*9.0%*	*6.4%*	*11.0%*	*9.3%*
%H		*42.4%*	*10.6%*	*64.7%*	*19.7%*	*45.0%*	*92.0%*

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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5830	2625	882	3926	1693	2233	5401
%H		*45.0%*	*15.1%*	*67.3%*	*29.0%*	*38.3%*	*92.6%*
Main living room	3011	1190	414	1963	645	1319	2710
%V	*51.6%*	*45.3%*	*46.9%*	*50.0%*	*38.1%*	*59.1%*	*50.2%*
%H		*39.5%*	*13.7%*	*65.2%*	*21.4%*	*43.8%*	*90.0%*
Kitchen	296	137	45	238	123	115	273
%V	*5.1%*	*5.2%*	*5.1%*	*6.1%*	*7.3%*	*5.2%*	*5.1%*
%H		*46.3%*	*15.2%*	*80.4%*	*41.6%*	*38.9%*	*92.2%*
Adult's bedroom	1530	769	248	1062	553	509	1446
%V	*26.2%*	*29.3%*	*28.1%*	*27.1%*	*32.7%*	*22.8%*	*26.8%*
%H		*50.3%*	*16.2%*	*69.4%*	*36.1%*	*33.3%*	*94.5%*
Child's bedroom	308	165	62	171	96	75	307
%V	*5.3%*	*6.3%*	*7.0%*	*4.4%*	*5.7%*	*3.4%*	*5.7%*
%H		*53.6%*	*20.1%*	*55.5%*	*31.2%*	*24.4%*	*99.7%*
Other bedroom	228	122	44	175	109	66	219
%V	*3.9%*	*4.6%*	*5.0%*	*4.5%*	*6.4%*	*3.0%*	*4.1%*
%H		*53.5%*	*19.3%*	*76.8%*	*47.8%*	*28.9%*	*96.1%*
Second living/dining room	272	136	42	189	94	95	264
%V	*4.7%*	*5.2%*	*4.8%*	*4.8%*	*5.6%*	*4.3%*	*4.9%*
%H		*50.0%*	*15.4%*	*69.5%*	*34.6%*	*34.9%*	*97.1%*
Study/office	66	33	8	48	21	27	65
%V	*1.1%*	*1.3%*	*0.9%*	*1.2%*	*1.2%*	*1.2%*	*1.2%*
%H		*50.0%*	*12.1%*	*72.7%*	*31.8%*	*40.9%*	*98.5%*
TV room	28	17	3	18	9	8	28
%V	*0.5%*	*0.6%*	*0.3%*	*0.5%*	*0.5%*	*0.4%*	*0.5%*
%H		*60.7%*	*10.7%*	*64.3%*	*32.1%*	*28.6%*	*100.0%*
Conservatory	57	34	13	39	28	11	56
%V	*1.0%*	*1.3%*	*1.5%*	*1.0%*	*1.7%*	*0.5%*	*1.0%*
%H		*59.6%*	*22.8%*	*68.4%*	*49.1%*	*19.3%*	*98.2%*
Attic or loft room	5	3	1	5	3	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H		*60.0%*	*20.0%*	*100.0%*	*60.0%*	*40.0%*	*100.0%*
No specific location	4	3	1	2	2	0	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*75.0%*	*25.0%*	*50.0%*	*50.0%*	*0.0%*	*100.0%*
Other	24	17	3	16	11	5	24
%V	*0.4%*	*0.6%*	*0.3%*	*0.4%*	*0.6%*	*0.2%*	*0.4%*
%H		*70.8%*	*12.5%*	*66.7%*	*45.8%*	*20.8%*	*100.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	5830	2625	882	3926	1693	2233	5401
%H		*45.0%*	*15.1%*	*67.3%*	*29.0%*	*38.3%*	*92.6%*
PVR	2794	1685	560	1465	880	585	2673
%V	*47.9%*	*64.2%*	*63.5%*	*37.3%*	*52.0%*	*26.2%*	*49.5%*
%H		*60.3%*	*20.0%*	*52.4%*	*31.5%*	*20.9%*	*95.7%*
DVDR	53	21	14	44	24	20	51
%V	*0.9%*	*0.8%*	*1.6%*	*1.1%*	*1.4%*	*0.9%*	*0.9%*
%H		*39.6%*	*26.4%*	*83.0%*	*45.3%*	*37.7%*	*96.2%*
VCR	14	7	2	13	8	6	12
%V	*0.2%*	*0.3%*	*0.2%*	*0.3%*	*0.5%*	*0.3%*	*0.2%*
%H		*50.0%*	*14.3%*	*92.9%*	*57.1%*	*42.9%*	*85.7%*
Any recorder	2825	1694	564	1495	892	603	2700
%V	*48.5%*	*64.5%*	*63.9%*	*38.1%*	*52.7%*	*27.0%*	*50.0%*
%H		*60.0%*	*20.0%*	*52.9%*	*31.6%*	*21.3%*	*95.6%*

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	5830	2625	882	3926	1693	2233	5401
%H		*45.0%*	*15.1%*	*67.3%*	*29.0%*	*38.3%*	*92.6%*
Receives HDTV (via STB or built-in reception)	3577	1786	586	2339	1096	1243	3420
%V	*61.4%*	*68.0%*	*66.4%*	*59.6%*	*64.7%*	*55.7%*	*63.3%*
%H		*49.9%*	*16.4%*	*65.4%*	*30.6%*	*34.7%*	*95.6%*
DVD/Blu-ray player or recorder	2918	1301	464	1937	833	1104	2762
%V	*50.1%*	*49.6%*	*52.6%*	*49.3%*	*49.2%*	*49.4%*	*51.1%*
%H		*44.6%*	*15.9%*	*66.4%*	*28.5%*	*37.8%*	*94.7%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South and South East

Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3033	1193	414	1976	643	1333	2729
%H		*39.3%*	*13.6%*	*65.2%*	*21.2%*	*43.9%*	*90.0%*
Under 20"	34	5	1	25	2	24	22
%V	*1.1%*	*0.4%*	*0.2%*	*1.3%*	*0.3%*	*1.8%*	*0.8%*
%H		*14.7%*	*2.9%*	*73.5%*	*5.9%*	*70.6%*	*64.7%*
20" - 29"	245	53	28	187	28	159	178
%V	*8.1%*	*4.4%*	*6.8%*	*9.5%*	*4.4%*	*11.9%*	*6.5%*
%H		*21.6%*	*11.4%*	*76.3%*	*11.4%*	*64.9%*	*72.7%*
30" - 39"	819	243	107	588	138	450	708
%V	*27.0%*	*20.4%*	*25.8%*	*29.8%*	*21.5%*	*33.8%*	*25.9%*
%H		*29.7%*	*13.1%*	*71.8%*	*16.8%*	*54.9%*	*86.4%*
40" - 49"	1189	560	175	733	313	420	1117
%V	*39.2%*	*46.9%*	*42.3%*	*37.1%*	*48.7%*	*31.5%*	*40.9%*
%H		*47.1%*	*14.7%*	*61.6%*	*26.3%*	*35.3%*	*93.9%*
50" - 59"	396	202	64	232	118	114	390
%V	*13.1%*	*16.9%*	*15.5%*	*11.7%*	*18.4%*	*8.6%*	*14.3%*
%H		*51.0%*	*16.2%*	*58.6%*	*29.8%*	*28.8%*	*98.5%*
60"+	55	29	13	22	13	9	54
%V	*1.8%*	*2.4%*	*3.1%*	*1.1%*	*2.0%*	*0.7%*	*2.0%*
%H		*52.7%*	*23.6%*	*40.0%*	*23.6%*	*16.4%*	*98.2%*
Don't know	295	100	26	188	32	157	261
%V	*9.7%*	*8.4%*	*6.3%*	*9.5%*	*5.0%*	*11.8%*	*9.6%*
%H		*33.9%*	*8.8%*	*63.7%*	*10.8%*	*53.2%*	*88.5%*

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	3033	1193	414	1976	643	1333	2729
%H		*39.3%*	*13.6%*	*65.2%*	*21.2%*	*43.9%*	*90.0%*
PVR	1940	1069	382	1086	578	508	1836
%V	*64.0%*	*89.6%*	*92.3%*	*55.0%*	*89.9%*	*38.1%*	*67.3%*
%H		*55.1%*	*19.7%*	*56.0%*	*29.8%*	*26.2%*	*94.6%*
DVDR	45	17	10	37	17	20	42
%V	*1.5%*	*1.4%*	*2.4%*	*1.9%*	*2.6%*	*1.5%*	*1.5%*
%H		*37.8%*	*22.2%*	*82.2%*	*37.8%*	*44.4%*	*93.3%*
VCR	9	3	2	9	4	5	7
%V	*0.3%*	*0.3%*	*0.5%*	*0.5%*	*0.6%*	*0.4%*	*0.3%*
%H		*33.3%*	*22.2%*	*100.0%*	*44.4%*	*55.6%*	*77.8%*
Any recorder	1963	1075	384	1108	584	524	1855
%V	*64.7%*	*90.1%*	*92.8%*	*56.1%*	*90.8%*	*39.3%*	*68.0%*
%H		*54.8%*	*19.6%*	*56.4%*	*29.8%*	*26.7%*	*94.5%*

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	3033	1193	414	1976	643	1333	2729
%H		*39.3%*	*13.6%*	*65.2%*	*21.2%*	*43.9%*	*90.0%*
Receives HDTV (via STB or built-in reception)	2251	1016	371	1450	565	885	2126
%V	*74.2%*	*85.2%*	*89.6%*	*73.4%*	*87.9%*	*66.4%*	*77.9%*
%H		*45.1%*	*16.5%*	*64.4%*	*25.1%*	*39.3%*	*94.4%*
DVD/Blu-ray player or recorder	1869	763	257	1244	438	805	1743
%V	*61.6%*	*64.0%*	*62.1%*	*63.0%*	*68.1%*	*60.4%*	*63.9%*
%H		*40.8%*	*13.8%*	*66.6%*	*23.4%*	*43.1%*	*93.3%*

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	2797	1432	468	1950	1050	899	2672
%H		*51.2%*	*16.7%*	*69.7%*	*37.5%*	*32.1%*	*95.5%*
Under 20"	354	146	56	292	138	155	320
%V	*12.7%*	*10.2%*	*12.0%*	*15.0%*	*13.1%*	*17.2%*	*12.0%*
%H		*41.2%*	*15.8%*	*82.5%*	*39.0%*	*43.8%*	*90.4%*
20" - 29"	777	389	124	595	325	269	728
%V	*27.8%*	*27.2%*	*26.5%*	*30.5%*	*31.0%*	*29.9%*	*27.2%*
%H		*50.1%*	*16.0%*	*76.6%*	*41.8%*	*34.6%*	*93.7%*
30" - 39"	890	462	146	587	313	273	870
%V	*31.8%*	*32.3%*	*31.2%*	*30.1%*	*29.8%*	*30.4%*	*32.6%*
%H		*51.9%*	*16.4%*	*66.0%*	*35.2%*	*30.7%*	*97.8%*
40" - 49"	408	226	80	247	150	97	400
%V	*14.6%*	*15.8%*	*17.1%*	*12.7%*	*14.3%*	*10.8%*	*15.0%*
%H		*55.4%*	*19.6%*	*60.5%*	*36.8%*	*23.8%*	*98.0%*
50" - 59"	106	68	27	58	42	15	104
%V	*3.8%*	*4.7%*	*5.8%*	*3.0%*	*4.0%*	*1.7%*	*3.9%*
%H		*64.2%*	*25.5%*	*54.7%*	*39.6%*	*14.2%*	*98.1%*
60"+	10	8	3	5	5	0	8
%V	*0.4%*	*0.6%*	*0.6%*	*0.3%*	*0.5%*	*0.0%*	*0.3%*
%H		*80.0%*	*30.0%*	*50.0%*	*50.0%*	*0.0%*	*80.0%*
Don't know	253	132	32	166	76	90	242
%V	*9.0%*	*9.2%*	*6.8%*	*8.5%*	*7.2%*	*10.0%*	*9.1%*
%H		*52.2%*	*12.6%*	*65.6%*	*30.0%*	*35.6%*	*95.7%*

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 20.19: 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	2797	1432	468	1950	1050	899	2672
%H		*51.2%*	*16.7%*	*69.7%*	*37.5%*	*32.1%*	*95.5%*
PVR	854	616	178	380	303	77	837
%V	*30.5%*	*43.0%*	*38.0%*	*19.5%*	*28.9%*	*8.6%*	*31.3%*
%H		*72.1%*	*20.8%*	*44.5%*	*35.5%*	*9.0%*	*98.0%*
DVDR	9	4	4	7	7	0	9
%V	*0.3%*	*0.3%*	*0.9%*	*0.4%*	*0.7%*	*0.0%*	*0.3%*
%H		*44.4%*	*44.4%*	*77.8%*	*77.8%*	*0.0%*	*100.0%*
VCR	5	4	0	5	4	1	5
%V	*0.2%*	*0.3%*	*0.0%*	*0.3%*	*0.4%*	*0.1%*	*0.2%*
%H		*80.0%*	*0.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
Any recorder	862	619	180	387	308	79	845
%V	*30.8%*	*43.2%*	*38.5%*	*19.8%*	*29.3%*	*8.8%*	*31.6%*
%H		*71.8%*	*20.9%*	*44.9%*	*35.7%*	*9.2%*	*98.0%*

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

Set level data

Table 20.20: 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	2797	1432	468	1950	1050	899	2672
%H		*51.2%*	*16.7%*	*69.7%*	*37.5%*	*32.1%*	*95.5%*
Receives HDTV (via STB or built-in reception)	1326	770	215	889	531	358	1294
%V	*47.4%*	*53.8%*	*45.9%*	*45.6%*	*50.6%*	*39.8%*	*48.4%*
%H		*58.1%*	*16.2%*	*67.0%*	*40.0%*	*27.0%*	*97.6%*
DVD/Blu-ray player or recorder	1049	538	207	694	395	299	1019
%V	*37.5%*	*37.6%*	*44.2%*	*35.6%*	*37.6%*	*33.3%*	*38.1%*
%H		*51.3%*	*19.7%*	*66.2%*	*37.7%*	*28.5%*	*97.1%*

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	7285	7013	3055	1070	4257	1618	2639	6855
%H		*96.3%*	*41.9%*	*14.7%*	*58.4%*	*22.2%*	*36.2%*	*94.1%*
Total Children	1369	1341	639	216	706	288	418	1356
%V	*18.8%*	*19.1%*	*20.9%*	*20.2%*	*16.6%*	*17.8%*	*15.8%*	*19.8%*
%H		*98.0%*	*46.7%*	*15.8%*	*51.6%*	*21.0%*	*30.5%*	*99.1%*
0 - 3	304	294	130	47	148	52	97	302
%V	*4.2%*	*4.2%*	*4.3%*	*4.4%*	*3.5%*	*3.2%*	*3.7%*	*4.4%*
%H		*96.7%*	*42.8%*	*15.5%*	*48.7%*	*17.1%*	*31.9%*	*99.3%*
4 - 15	1065	1047	509	169	558	236	322	1055
%V	*14.6%*	*14.9%*	*16.7%*	*15.8%*	*13.1%*	*14.6%*	*12.2%*	*15.4%*
%H		*98.3%*	*47.8%*	*15.9%*	*52.4%*	*22.2%*	*30.2%*	*99.1%*
4 - 9	553	541	270	77	277	117	159	545
%V	*7.6%*	*7.7%*	*8.8%*	*7.2%*	*6.5%*	*7.2%*	*6.0%*	*8.0%*
%H		*97.8%*	*48.8%*	*13.9%*	*50.1%*	*21.2%*	*28.8%*	*98.6%*
10 - 15	512	506	239	92	281	119	162	509
%V	*7.0%*	*7.2%*	*7.8%*	*8.6%*	*6.6%*	*7.4%*	*6.1%*	*7.4%*
%H		*98.8%*	*46.7%*	*18.0%*	*54.9%*	*23.2%*	*31.6%*	*99.4%*

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	7285	7013	3055	1070	4257	1618	2639	6855
%H		*96.3%*	*41.9%*	*14.7%*	*58.4%*	*22.2%*	*36.2%*	*94.1%*
Total Adults (16+)	5915	5672	2416	855	3551	1331	2220	5498
%V	*81.2%*	*80.9%*	*79.1%*	*79.9%*	*83.4%*	*82.3%*	*84.1%*	*80.2%*
%H		*95.9%*	*40.8%*	*14.5%*	*60.0%*	*22.5%*	*37.5%*	*93.0%*
16 - 19	284	267	134	54	145	75	70	283
%V	*3.9%*	*3.8%*	*4.4%*	*5.0%*	*3.4%*	*4.6%*	*2.7%*	*4.1%*
%H		*94.0%*	*47.2%*	*19.0%*	*51.1%*	*26.4%*	*24.6%*	*99.6%*
20 - 24	405	346	147	72	184	85	99	395
%V	*5.6%*	*4.9%*	*4.8%*	*6.7%*	*4.3%*	*5.3%*	*3.8%*	*5.8%*
%H		*85.4%*	*36.3%*	*17.8%*	*45.4%*	*21.0%*	*24.4%*	*97.5%*
25 - 34	876	815	316	129	418	138	280	865
%V	*12.0%*	*11.6%*	*10.3%*	*12.1%*	*9.8%*	*8.5%*	*10.6%*	*12.6%*
%H		*93.0%*	*36.1%*	*14.7%*	*47.7%*	*15.8%*	*32.0%*	*98.7%*
35 - 44	912	864	386	124	486	167	319	891
%V	*12.5%*	*12.3%*	*12.6%*	*11.6%*	*11.4%*	*10.3%*	*12.1%*	*13.0%*
%H		*94.7%*	*42.3%*	*13.6%*	*53.3%*	*18.3%*	*35.0%*	*97.7%*
45 - 54	1006	988	475	180	585	268	316	984
%V	*13.8%*	*14.1%*	*15.5%*	*16.8%*	*13.7%*	*16.6%*	*12.0%*	*14.4%*
%H		*98.2%*	*47.2%*	*17.9%*	*58.2%*	*26.6%*	*31.4%*	*97.8%*
55 - 64	929	914	402	150	614	252	362	892
%V	*12.8%*	*13.0%*	*13.2%*	*14.0%*	*14.4%*	*15.6%*	*13.7%*	*13.0%*
%H		*98.4%*	*43.3%*	*16.1%*	*66.1%*	*27.1%*	*39.0%*	*96.0%*
65+	1503	1478	557	147	1119	346	773	1189
%V	*20.6%*	*21.1%*	*18.2%*	*13.7%*	*26.3%*	*21.4%*	*29.3%*	*17.3%*
%H		*98.3%*	*37.1%*	*9.8%*	*74.5%*	*23.0%*	*51.4%*	*79.1%*

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+)	5915	5672	2416	855	3551	1331	2220	5498
%H		*95.9%*	*40.8%*	*14.5%*	*60.0%*	*22.5%*	*37.5%*	*93.0%*
AB	1812	1754	766	267	1096	431	664	1769
%V	*30.6%*	*30.9%*	*31.7%*	*31.2%*	*30.9%*	*32.4%*	*29.9%*	*32.2%*
%H		*96.8%*	*42.3%*	*14.7%*	*60.5%*	*23.8%*	*36.6%*	*97.6%*
C1	2031	1923	812	297	1226	463	763	1902
%V	*34.3%*	*33.9%*	*33.6%*	*34.7%*	*34.5%*	*34.8%*	*34.4%*	*34.6%*
%H		*94.7%*	*40.0%*	*14.6%*	*60.4%*	*22.8%*	*37.6%*	*93.6%*
C2	1146	1119	496	205	659	273	386	1072
%V	*19.4%*	*19.7%*	*20.5%*	*24.0%*	*18.6%*	*20.5%*	*17.4%*	*19.5%*
%H		*97.6%*	*43.3%*	*17.9%*	*57.5%*	*23.8%*	*33.7%*	*93.5%*
D	653	619	259	64	378	120	258	569
%V	*11.0%*	*10.9%*	*10.7%*	*7.5%*	*10.6%*	*9.0%*	*11.6%*	*10.3%*
%H		*94.8%*	*39.7%*	*9.8%*	*57.9%*	*18.4%*	*39.5%*	*87.1%*
E	274	257	84	21	192	43	149	187
%V	*4.6%*	*4.5%*	*3.5%*	*2.5%*	*5.4%*	*3.2%*	*6.7%*	*3.4%*
%H		*93.8%*	*30.7%*	*7.7%*	*70.1%*	*15.7%*	*54.4%*	*68.2%*

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+)	5915	5672	2416	855	3551	1331	2220	5498
%H		*95.9%*	*40.8%*	*14.5%*	*60.0%*	*22.5%*	*37.5%*	*93.0%*
Working full time	2835	2722	1218	486	1558	653	905	2780
%V	*47.9%*	*48.0%*	*50.4%*	*56.8%*	*43.9%*	*49.1%*	*40.8%*	*50.6%*
%H		*96.0%*	*43.0%*	*17.1%*	*55.0%*	*23.0%*	*31.9%*	*98.1%*
Working part time	672	656	314	94	391	156	235	661
%V	*11.4%*	*11.6%*	*13.0%*	*11.0%*	*11.0%*	*11.7%*	*10.6%*	*12.0%*
%H		*97.6%*	*46.7%*	*14.0%*	*58.2%*	*23.2%*	*35.0%*	*98.4%*
Not working	2408	2294	884	274	1602	522	1080	2057
%V	*40.7%*	*40.4%*	*36.6%*	*32.0%*	*45.1%*	*39.2%*	*48.6%*	*37.4%*
%H		*95.3%*	*36.7%*	*11.4%*	*66.5%*	*21.7%*	*44.9%*	*85.4%*
Houseperson	3164	3035	1193	414	1977	643	1334	2836
%V	*53.5%*	*53.5%*	*49.4%*	*48.4%*	*55.7%*	*48.3%*	*60.1%*	*51.6%*
%H		*95.9%*	*37.7%*	*13.1%*	*62.5%*	*20.3%*	*42.2%*	*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+)	2886	2742	1183	424	1689	651	1038	2700
%H		*95.0%*	*41.0%*	*14.7%*	*58.5%*	*22.6%*	*36.0%*	*93.6%*
16 - 19	132	125	57	29	69	36	34	131
%V	*4.6%*	*4.6%*	*4.8%*	*6.8%*	*4.1%*	*5.5%*	*3.3%*	*4.9%*
%H		*94.7%*	*43.2%*	*22.0%*	*52.3%*	*27.3%*	*25.8%*	*99.2%*
20 - 24	224	188	85	41	97	48	49	215
%V	*7.8%*	*6.9%*	*7.2%*	*9.7%*	*5.7%*	*7.4%*	*4.7%*	*8.0%*
%H		*83.9%*	*37.9%*	*18.3%*	*43.3%*	*21.4%*	*21.9%*	*96.0%*
25 - 34	441	403	156	62	205	71	135	434
%V	*15.3%*	*14.7%*	*13.2%*	*14.6%*	*12.1%*	*10.9%*	*13.0%*	*16.1%*
%H		*91.4%*	*35.4%*	*14.1%*	*46.5%*	*16.1%*	*30.6%*	*98.4%*
35 - 44	452	426	184	55	233	69	164	437
%V	*15.7%*	*15.5%*	*15.6%*	*13.0%*	*13.8%*	*10.6%*	*15.8%*	*16.2%*
%H		*94.2%*	*40.7%*	*12.2%*	*51.5%*	*15.3%*	*36.3%*	*96.7%*
45 - 54	493	479	236	89	280	133	148	479
%V	*17.1%*	*17.5%*	*19.9%*	*21.0%*	*16.6%*	*20.4%*	*14.3%*	*17.7%*
%H		*97.2%*	*47.9%*	*18.1%*	*56.8%*	*27.0%*	*30.0%*	*97.2%*
55 - 64	449	443	187	80	300	125	175	428
%V	*15.6%*	*16.2%*	*15.8%*	*18.9%*	*17.8%*	*19.2%*	*16.9%*	*15.9%*
%H		*98.7%*	*41.6%*	*17.8%*	*66.8%*	*27.8%*	*39.0%*	*95.3%*
65+	696	680	278	68	505	171	334	575
%V	*24.1%*	*24.8%*	*23.5%*	*16.0%*	*29.9%*	*26.3%*	*32.2%*	*21.3%*
%H		*97.7%*	*39.9%*	*9.8%*	*72.6%*	*24.6%*	*48.0%*	*82.6%*

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+)	2886	2742	1183	424	1689	651	1038	2700
%H		*95.0%*	*41.0%*	*14.7%*	*58.5%*	*22.6%*	*36.0%*	*93.6%*
AB	914	882	378	135	554	214	340	891
%V	*31.7%*	*32.2%*	*32.0%*	*31.8%*	*32.8%*	*32.9%*	*32.8%*	*33.0%*
%H		*96.5%*	*41.4%*	*14.8%*	*60.6%*	*23.4%*	*37.2%*	*97.5%*
C1	943	878	384	144	547	219	328	890
%V	*32.7%*	*32.0%*	*32.5%*	*34.0%*	*32.4%*	*33.6%*	*31.6%*	*33.0%*
%H		*93.1%*	*40.7%*	*15.3%*	*58.0%*	*23.2%*	*34.8%*	*94.4%*
C2	619	597	259	111	349	147	202	574
%V	*21.4%*	*21.8%*	*21.9%*	*26.2%*	*20.7%*	*22.6%*	*19.5%*	*21.3%*
%H		*96.4%*	*41.8%*	*17.9%*	*56.4%*	*23.7%*	*32.6%*	*92.7%*
D	305	291	128	29	170	56	114	270
%V	*10.6%*	*10.6%*	*10.8%*	*6.8%*	*10.1%*	*8.6%*	*11.0%*	*10.0%*
%H		*95.4%*	*42.0%*	*9.5%*	*55.7%*	*18.4%*	*37.4%*	*88.5%*
E	106	94	35	5	69	15	54	75
%V	*3.7%*	*3.4%*	*3.0%*	*1.2%*	*4.1%*	*2.3%*	*5.2%*	*2.8%*
%H		*88.7%*	*33.0%*	*4.7%*	*65.1%*	*14.2%*	*50.9%*	*70.8%*

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+)	2886	2742	1183	424	1689	651	1038	2700
%H		*95.0%*	*41.0%*	*14.7%*	*58.5%*	*22.6%*	*36.0%*	*93.6%*
Working full time	1754	1677	766	299	955	411	544	1709
%V	*60.8%*	*61.2%*	*64.8%*	*70.5%*	*56.5%*	*63.1%*	*52.4%*	*63.3%*
%H		*95.6%*	*43.7%*	*17.0%*	*54.4%*	*23.4%*	*31.0%*	*97.4%*
Working part time	130	126	57	15	77	28	49	125
%V	*4.5%*	*4.6%*	*4.8%*	*3.5%*	*4.6%*	*4.3%*	*4.7%*	*4.6%*
%H		*96.9%*	*43.8%*	*11.5%*	*59.2%*	*21.5%*	*37.7%*	*96.2%*
Not working	1003	940	361	110	657	213	444	866
%V	*34.8%*	*34.3%*	*30.5%*	*25.9%*	*38.9%*	*32.7%*	*42.8%*	*32.1%*
%H		*93.7%*	*36.0%*	*11.0%*	*65.5%*	*21.2%*	*44.3%*	*86.3%*
Houseperson	636	577	180	64	400	92	309	527
%V	*22.0%*	*21.0%*	*15.2%*	*15.1%*	*23.7%*	*14.1%*	*29.8%*	*19.5%*
%H		*90.7%*	*28.3%*	*10.1%*	*62.9%*	*14.5%*	*48.6%*	*82.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South and South East

Individual level data

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+)	3029	2930	1233	431	1862	680	1183	2798
%H		*96.7%*	*40.7%*	*14.2%*	*61.5%*	*22.4%*	*39.1%*	*92.4%*
16 - 19	152	142	77	25	75	39	37	152
%V	*5.0%*	*4.8%*	*6.2%*	*5.8%*	*4.0%*	*5.7%*	*3.1%*	*5.4%*
%H		*93.4%*	*50.7%*	*16.4%*	*49.3%*	*25.7%*	*24.3%*	*100.0%*
20 - 24	181	159	62	31	87	37	50	180
%V	*6.0%*	*5.4%*	*5.0%*	*7.2%*	*4.7%*	*5.4%*	*4.2%*	*6.4%*
%H		*87.8%*	*34.3%*	*17.1%*	*48.1%*	*20.4%*	*27.6%*	*99.4%*
25 - 34	435	412	160	67	213	67	146	430
%V	*14.4%*	*14.1%*	*13.0%*	*15.5%*	*11.4%*	*9.9%*	*12.3%*	*15.4%*
%H		*94.7%*	*36.8%*	*15.4%*	*49.0%*	*15.4%*	*33.6%*	*98.9%*
35 - 44	460	438	202	68	253	98	155	453
%V	*15.2%*	*14.9%*	*16.4%*	*15.8%*	*13.6%*	*14.4%*	*13.1%*	*16.2%*
%H		*95.2%*	*43.9%*	*14.8%*	*55.0%*	*21.3%*	*33.7%*	*98.5%*
45 - 54	513	509	239	91	305	136	169	505
%V	*16.9%*	*17.4%*	*19.4%*	*21.1%*	*16.4%*	*20.0%*	*14.3%*	*18.0%*
%H		*99.2%*	*46.6%*	*17.7%*	*59.5%*	*26.5%*	*32.9%*	*98.4%*
55 - 64	479	472	215	70	315	127	187	463
%V	*15.8%*	*16.1%*	*17.4%*	*16.2%*	*16.9%*	*18.7%*	*15.8%*	*16.5%*
%H		*98.5%*	*44.9%*	*14.6%*	*65.8%*	*26.5%*	*39.0%*	*96.7%*
65+	808	798	279	79	614	175	439	615
%V	*26.7%*	*27.2%*	*22.6%*	*18.3%*	*33.0%*	*25.7%*	*37.1%*	*22.0%*
%H		*98.8%*	*34.5%*	*9.8%*	*76.0%*	*21.7%*	*54.3%*	*76.1%*

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+)	3029	2930	1233	431	1862	680	1183	2798
%H		*96.7%*	*40.7%*	*14.2%*	*61.5%*	*22.4%*	*39.1%*	*92.4%*
AB	897	872	388	133	542	218	325	877
%V	*29.6%*	*29.8%*	*31.5%*	*30.9%*	*29.1%*	*32.1%*	*27.5%*	*31.3%*
%H		*97.2%*	*43.3%*	*14.8%*	*60.4%*	*24.3%*	*36.2%*	*97.8%*
C1	1088	1045	428	153	679	244	435	1011
%V	*35.9%*	*35.7%*	*34.7%*	*35.5%*	*36.5%*	*35.9%*	*36.8%*	*36.1%*
%H		*96.0%*	*39.3%*	*14.1%*	*62.4%*	*22.4%*	*40.0%*	*92.9%*
C2	527	522	238	94	310	126	184	497
%V	*17.4%*	*17.8%*	*19.3%*	*21.8%*	*16.6%*	*18.5%*	*15.6%*	*17.8%*
%H		*99.1%*	*45.2%*	*17.8%*	*58.8%*	*23.9%*	*34.9%*	*94.3%*
D	348	328	131	35	208	64	144	299
%V	*11.5%*	*11.2%*	*10.6%*	*8.1%*	*11.2%*	*9.4%*	*12.2%*	*10.7%*
%H		*94.3%*	*37.6%*	*10.1%*	*59.8%*	*18.4%*	*41.4%*	*85.9%*
E	168	163	49	17	123	28	95	113
%V	*5.5%*	*5.6%*	*4.0%*	*3.9%*	*6.6%*	*4.1%*	*8.0%*	*4.0%*
%H		*97.0%*	*29.2%*	*10.1%*	*73.2%*	*16.7%*	*56.5%*	*67.3%*

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+)	3029	2930	1233	431	1862	680	1183	2798
%H		*96.7%*	*40.7%*	*14.2%*	*61.5%*	*22.4%*	*39.1%*	*92.4%*
Working full time	1082	1045	453	188	603	242	361	1071
%V	*35.7%*	*35.7%*	*36.7%*	*43.6%*	*32.4%*	*35.6%*	*30.5%*	*38.3%*
%H		*96.6%*	*41.9%*	*17.4%*	*55.7%*	*22.4%*	*33.4%*	*99.0%*
Working part time	542	531	257	79	314	128	186	536
%V	*17.9%*	*18.1%*	*20.8%*	*18.3%*	*16.9%*	*18.8%*	*15.7%*	*19.2%*
%H		*98.0%*	*47.4%*	*14.6%*	*57.9%*	*23.6%*	*34.3%*	*98.9%*
Not working	1405	1354	523	164	946	310	636	1191
%V	*46.4%*	*46.2%*	*42.4%*	*38.1%*	*50.8%*	*45.6%*	*53.8%*	*42.6%*
%H		*96.4%*	*37.2%*	*11.7%*	*67.3%*	*22.1%*	*45.3%*	*84.8%*
Houseperson	2528	2457	1013	350	1576	551	1026	2309
%V	*83.5%*	*83.9%*	*82.2%*	*81.2%*	*84.6%*	*81.0%*	*86.7%*	*82.5%*
%H		*97.2%*	*40.1%*	*13.8%*	*62.3%*	*21.8%*	*40.6%*	*91.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

ITV South East Macro

Contents Page

Household
- Table 21.1: Social Grade 564
- Table 21.2: Houseperson Age 565
- Table 21.3: Size of Household 566
- Table 21.4: Presence of Children 567
- Table 21.5: Number of TV sets in household 568
- Table 21.6: Screen size 569
- Table 21.7: Location of ANY set in household 570
- Table 21.8: Platform Provider 571
- Table 21.9: Recorders and other equipment 572
- Table 21.10: Computers and Internet 573

Sets
- Table 21.11: Screen Size 574
- Table 21.12: Location of set 575
- Table 21.13: Recorders 576
- Table 21.14: Other TV equipment 576
- Table 21.15: Main Set Screen Size 577
- Table 21.16: Main Set Recorders 578
- Table 21.17: Main Set - Other TV equipment 578
- Table 21.18: Other Sets (non-Main Set) Screen Size 579
- Table 21.19: Other Set (non-Main Set) Recorders 580
- Table 21.20: Other Set (non-Main Set) - Other TV equipment 580

Individuals
- Table 21.21: Age of Children 581
- Table 21.22: Adults - Age 582
- Table 21.23: Social Grade (Adults 16+) 583
- Table 21.24: Working Status (Adults 16+) 584
- Table 21.25: Males - Age 585
- Table 21.26: Social Grade (Males 16+) 586
- Table 21.27: Working Status (Males 16+) 587
- Table 21.28: Females - Age 588
- Table 21.29: Social Grade (Females 16+) 589
- Table 21.30: Working Status (Females 16+) 590

Table 21.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
AB	1498	1450	627	191	962	373	589	1442
%V	*28.0%*	*28.1%*	*29.9%*	*28.6%*	*27.6%*	*29.9%*	*26.3%*	*30.2%*
%H (All HH)		*96.8%*	*41.9%*	*12.8%*	*64.2%*	*24.9%*	*39.3%*	*96.3%*
%H (TV HH)			*43.2%*	*13.2%*	*66.3%*	*25.7%*	*40.6%*	
C1	1706	1639	660	214	1125	401	724	1543
%V	*31.9%*	*31.8%*	*31.4%*	*32.0%*	*32.3%*	*32.2%*	*32.3%*	*32.3%*
%H (All HH)		*96.1%*	*38.7%*	*12.5%*	*65.9%*	*23.5%*	*42.4%*	*90.4%*
%H (TV HH)			*40.3%*	*13.1%*	*68.6%*	*24.5%*	*44.2%*	
C2	1084	1054	441	166	691	269	422	978
%V	*20.2%*	*20.4%*	*21.0%*	*24.8%*	*19.8%*	*21.6%*	*18.8%*	*20.5%*
%H (All HH)		*97.2%*	*40.7%*	*15.3%*	*63.7%*	*24.8%*	*38.9%*	*90.2%*
%H (TV HH)			*41.8%*	*15.7%*	*65.6%*	*25.5%*	*40.0%*	
D	660	631	250	69	411	135	276	552
%V	*12.3%*	*12.2%*	*11.9%*	*10.3%*	*11.8%*	*10.8%*	*12.3%*	*11.5%*
%H (All HH)		*95.6%*	*37.9%*	*10.5%*	*62.3%*	*20.5%*	*41.8%*	*83.6%*
%H (TV HH)			*39.6%*	*10.9%*	*65.1%*	*21.4%*	*43.7%*	
E	407	383	122	29	298	70	228	266
%V	*7.6%*	*7.4%*	*5.8%*	*4.3%*	*8.5%*	*5.6%*	*10.2%*	*5.6%*
%H (All HH)		*94.1%*	*30.0%*	*7.1%*	*73.2%*	*17.2%*	*56.0%*	*65.4%*
%H (TV HH)			*31.9%*	*7.6%*	*77.8%*	*18.3%*	*59.5%*	

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

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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Under 25	164	141	54	13	75	24	50	159
%V	*3.1%*	*2.7%*	*2.6%*	*1.9%*	*2.2%*	*1.9%*	*2.2%*	*3.3%*
%H (All HH)		*86.0%*	*32.9%*	*7.9%*	*45.7%*	*14.6%*	*30.5%*	*97.0%*
%H (TV HH)			*38.3%*	*9.2%*	*53.2%*	*17.0%*	*35.5%*	
25 - 34	743	690	263	99	372	122	250	728
%V	*13.9%*	*13.4%*	*12.5%*	*14.8%*	*10.7%*	*9.8%*	*11.2%*	*15.2%*
%H (All HH)		*92.9%*	*35.4%*	*13.3%*	*50.1%*	*16.4%*	*33.6%*	*98.0%*
%H (TV HH)			*38.1%*	*14.3%*	*53.9%*	*17.7%*	*36.2%*	
35 - 44	875	827	387	110	495	197	298	854
%V	*16.3%*	*16.0%*	*18.4%*	*16.4%*	*14.2%*	*15.8%*	*13.3%*	*17.9%*
%H (All HH)		*94.5%*	*44.2%*	*12.6%*	*56.6%*	*22.5%*	*34.1%*	*97.6%*
%H (TV HH)			*46.8%*	*13.3%*	*59.9%*	*23.8%*	*36.0%*	
45 - 54	1011	992	458	165	642	289	353	981
%V	*18.9%*	*19.2%*	*21.8%*	*24.7%*	*18.4%*	*23.2%*	*15.8%*	*20.5%*
%H (All HH)		*98.1%*	*45.3%*	*16.3%*	*63.5%*	*28.6%*	*34.9%*	*97.0%*
%H (TV HH)			*46.2%*	*16.6%*	*64.7%*	*29.1%*	*35.6%*	
55 - 64	943	920	396	140	640	258	381	898
%V	*17.6%*	*17.8%*	*18.9%*	*20.9%*	*18.4%*	*20.7%*	*17.0%*	*18.8%*
%H (All HH)		*97.6%*	*42.0%*	*14.8%*	*67.9%*	*27.4%*	*40.4%*	*95.2%*
%H (TV HH)			*43.0%*	*15.2%*	*69.6%*	*28.0%*	*41.4%*	
65 +	1618	1589	542	142	1263	357	906	1161
%V	*30.2%*	*30.8%*	*25.8%*	*21.2%*	*36.2%*	*28.6%*	*40.5%*	*24.3%*
%H (All HH)		*98.2%*	*33.5%*	*8.8%*	*78.1%*	*22.1%*	*56.0%*	*71.8%*
%H (TV HH)			*34.1%*	*8.9%*	*79.5%*	*22.5%*	*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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
1	1576	1486	411	154	1132	236	896	1153
%V	*29.4%*	*28.8%*	*19.6%*	*23.0%*	*32.5%*	*18.9%*	*40.0%*	*24.1%*
%H (All HH)		*94.3%*	*26.1%*	*9.8%*	*71.8%*	*15.0%*	*56.9%*	*73.2%*
%H (TV HH)			*27.7%*	*10.4%*	*76.2%*	*15.9%*	*60.3%*	
2	1974	1918	808	237	1330	515	815	1846
%V	*36.9%*	*37.2%*	*38.5%*	*35.4%*	*38.2%*	*41.3%*	*36.4%*	*38.6%*
%H (All HH)		*97.2%*	*40.9%*	*12.0%*	*67.4%*	*26.1%*	*41.3%*	*93.5%*
%H (TV HH)			*42.1%*	*12.4%*	*69.3%*	*26.9%*	*42.5%*	
3	763	744	373	111	448	216	233	752
%V	*14.3%*	*14.4%*	*17.8%*	*16.6%*	*12.9%*	*17.3%*	*10.4%*	*15.7%*
%H (All HH)		*97.5%*	*48.9%*	*14.5%*	*58.7%*	*28.3%*	*30.5%*	*98.6%*
%H (TV HH)			*50.1%*	*14.9%*	*60.2%*	*29.0%*	*31.3%*	
4	725	704	356	110	408	195	213	720
%V	*13.5%*	*13.6%*	*17.0%*	*16.4%*	*11.7%*	*15.6%*	*9.5%*	*15.1%*
%H (All HH)		*97.1%*	*49.1%*	*15.2%*	*56.3%*	*26.9%*	*29.4%*	*99.3%*
%H (TV HH)			*50.6%*	*15.6%*	*58.0%*	*27.7%*	*30.3%*	
5+	316	306	151	57	168	85	83	311
%V	*5.9%*	*5.9%*	*7.2%*	*8.5%*	*4.8%*	*6.8%*	*3.7%*	*6.5%*
%H (All HH)		*96.8%*	*47.8%*	*18.0%*	*53.2%*	*26.9%*	*26.3%*	*98.4%*
%H (TV HH)			*49.3%*	*18.6%*	*54.9%*	*27.8%*	*27.1%*	
Average HH size	2.32	2.33	2.56	2.55	2.20	2.52	2.02	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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Without	4006	3839	1456	478	2735	917	1818	3446
%V	*74.8%*	*74.4%*	*69.3%*	*71.4%*	*78.5%*	*73.5%*	*81.2%*	*72.1%*
%H (All HH)		*95.8%*	*36.3%*	*11.9%*	*68.3%*	*22.9%*	*45.4%*	*86.0%*
%H (TV HH)			*37.9%*	*12.5%*	*71.2%*	*23.9%*	*47.4%*	
With	1348	1319	644	191	751	330	421	1336
%V	*25.2%*	*25.6%*	*30.7%*	*28.6%*	*21.5%*	*26.5%*	*18.8%*	*27.9%*
%H (All HH)		*97.8%*	*47.8%*	*14.2%*	*55.7%*	*24.5%*	*31.2%*	*99.1%*
%H (TV HH)			*48.8%*	*14.5%*	*56.9%*	*25.0%*	*31.9%*	
0 - 3	469	456	215	66	251	109	142	465
%V	*8.8%*	*8.8%*	*10.2%*	*9.9%*	*7.2%*	*8.7%*	*6.3%*	*9.7%*
%H (All HH)		*97.2%*	*45.8%*	*14.1%*	*53.5%*	*23.2%*	*30.3%*	*99.1%*
%H (TV HH)			*47.1%*	*14.5%*	*55.0%*	*23.9%*	*31.1%*	
4 - 9	712	694	347	96	387	176	211	704
%V	*13.3%*	*13.5%*	*16.5%*	*14.3%*	*11.1%*	*14.1%*	*9.4%*	*14.7%*
%H (All HH)		*97.5%*	*48.7%*	*13.5%*	*54.4%*	*24.7%*	*29.6%*	*98.9%*
%H (TV HH)			*50.0%*	*13.8%*	*55.8%*	*25.4%*	*30.4%*	
10 - 15	672	665	334	101	391	179	212	667
%V	*12.6%*	*12.9%*	*15.9%*	*15.1%*	*11.2%*	*14.4%*	*9.5%*	*13.9%*
%H (All HH)		*99.0%*	*49.7%*	*15.0%*	*58.2%*	*26.6%*	*31.5%*	*99.3%*
%H (TV HH)			*50.2%*	*15.2%*	*58.8%*	*26.9%*	*31.9%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV South East Macro

Household level data

Table 21.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
1	2232	2232	669	277	1383	230	1154	1892
%V	*41.7%*	*43.3%*	*31.9%*	*41.4%*	*39.7%*	*18.4%*	*51.5%*	*39.6%*
%H (All HH)		*100.0%*	*30.0%*	*12.4%*	*62.0%*	*10.3%*	*51.7%*	*84.8%*
%H (TV HH)			*30.0%*	*12.4%*	*62.0%*	*10.3%*	*51.7%*	
2	1641	1641	724	205	1154	462	692	1491
%V	*30.6%*	*31.8%*	*34.5%*	*30.6%*	*33.1%*	*37.0%*	*30.9%*	*31.2%*
%H (All HH)		*100.0%*	*44.1%*	*12.5%*	*70.3%*	*28.2%*	*42.2%*	*90.9%*
%H (TV HH)			*44.1%*	*12.5%*	*70.3%*	*28.2%*	*42.2%*	
3	767	767	395	102	555	285	271	731
%V	*14.3%*	*14.9%*	*18.8%*	*15.2%*	*15.9%*	*22.9%*	*12.1%*	*15.3%*
%H (All HH)		*100.0%*	*51.5%*	*13.3%*	*72.4%*	*37.2%*	*35.3%*	*95.3%*
%H (TV HH)			*51.5%*	*13.3%*	*72.4%*	*37.2%*	*35.3%*	
4	344	344	199	50	262	172	90	335
%V	*6.4%*	*6.7%*	*9.5%*	*7.5%*	*7.5%*	*13.8%*	*4.0%*	*7.0%*
%H (All HH)		*100.0%*	*57.8%*	*14.5%*	*76.2%*	*50.0%*	*26.2%*	*97.4%*
%H (TV HH)			*57.8%*	*14.5%*	*76.2%*	*50.0%*	*26.2%*	
5+	174	174	113	35	132	99	33	172
%V	*3.2%*	*3.4%*	*5.4%*	*5.2%*	*3.8%*	*7.9%*	*1.5%*	*3.6%*
%H (All HH)		*100.0%*	*64.9%*	*20.1%*	*75.9%*	*56.9%*	*19.0%*	*98.9%*
%H (TV HH)			*64.9%*	*20.1%*	*75.9%*	*56.9%*	*19.0%*	

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 21.6: 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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Under 20"	668	668	268	74	555	234	321	577
%V	*12.5%*	*13.0%*	*12.8%*	*11.1%*	*15.9%*	*18.8%*	*14.3%*	*12.1%*
%H (All HH)		*100.0%*	*40.1%*	*11.1%*	*83.1%*	*35.0%*	*48.1%*	*86.4%*
%H (TV HH)			*40.1%*	*11.1%*	*83.1%*	*35.0%*	*48.1%*	
20" - 29"	1457	1457	607	183	1121	467	654	1277
%V	*27.2%*	*28.2%*	*28.9%*	*27.4%*	*32.2%*	*37.4%*	*29.2%*	*26.7%*
%H (All HH)		*100.0%*	*41.7%*	*12.6%*	*76.9%*	*32.1%*	*44.9%*	*87.6%*
%H (TV HH)			*41.7%*	*12.6%*	*76.9%*	*32.1%*	*44.9%*	
30" - 39"	2342	2342	952	302	1682	634	1048	2108
%V	*43.7%*	*45.4%*	*45.3%*	*45.1%*	*48.3%*	*50.8%*	*46.8%*	*44.1%*
%H (All HH)		*100.0%*	*40.6%*	*12.9%*	*71.8%*	*27.1%*	*44.7%*	*90.0%*
%H (TV HH)			*40.6%*	*12.9%*	*71.8%*	*27.1%*	*44.7%*	
40" - 49"	2416	2416	1172	344	1556	716	840	2281
%V	*45.1%*	*46.8%*	*55.8%*	*51.4%*	*44.6%*	*57.4%*	*37.5%*	*47.7%*
%H (All HH)		*100.0%*	*48.5%*	*14.2%*	*64.4%*	*29.6%*	*34.8%*	*94.4%*
%H (TV HH)			*48.5%*	*14.2%*	*64.4%*	*29.6%*	*34.8%*	
50" - 59"	852	852	475	133	515	297	218	834
%V	*15.9%*	*16.5%*	*22.6%*	*19.9%*	*14.8%*	*23.8%*	*9.7%*	*17.4%*
%H (All HH)		*100.0%*	*55.8%*	*15.6%*	*60.4%*	*34.9%*	*25.6%*	*97.9%*
%H (TV HH)			*55.8%*	*15.6%*	*60.4%*	*34.9%*	*25.6%*	
60"+	113	113	66	19	56	35	21	110
%V	*2.1%*	*2.2%*	*3.1%*	*2.8%*	*1.6%*	*2.8%*	*0.9%*	*2.3%*
%H (All HH)		*100.0%*	*58.4%*	*16.8%*	*49.6%*	*31.0%*	*18.6%*	*97.3%*
%H (TV HH)			*58.4%*	*16.8%*	*49.6%*	*31.0%*	*18.6%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Main living room	5098	5098	2088	664	3447	1241	2206	4569
%V	*95.2%*	*98.8%*	*99.4%*	*99.3%*	*98.9%*	*99.5%*	*98.5%*	*95.5%*
%H (All HH)		*100.0%*	*41.0%*	*13.0%*	*67.6%*	*24.3%*	*43.3%*	*89.6%*
%H (TV HH)			*41.0%*	*13.0%*	*67.6%*	*24.3%*	*43.3%*	
Kitchen	585	585	276	75	487	247	240	535
%V	*10.9%*	*11.3%*	*13.1%*	*11.2%*	*14.0%*	*19.8%*	*10.7%*	*11.2%*
%H (All HH)		*100.0%*	*47.2%*	*12.8%*	*83.2%*	*42.2%*	*41.0%*	*91.5%*
%H (TV HH)			*47.2%*	*12.8%*	*83.2%*	*42.2%*	*41.0%*	
Adult's bedroom	2234	2234	1112	318	1612	819	793	2095
%V	*41.7%*	*43.3%*	*53.0%*	*47.5%*	*46.2%*	*65.7%*	*35.4%*	*43.8%*
%H (All HH)		*100.0%*	*49.8%*	*14.2%*	*72.2%*	*36.7%*	*35.5%*	*93.8%*
%H (TV HH)			*49.8%*	*14.2%*	*72.2%*	*36.7%*	*35.5%*	
Child's bedroom	425	425	245	65	259	155	104	423
%V	*7.9%*	*8.2%*	*11.7%*	*9.7%*	*7.4%*	*12.4%*	*4.6%*	*8.8%*
%H (All HH)		*100.0%*	*57.6%*	*15.3%*	*60.9%*	*36.5%*	*24.5%*	*99.5%*
%H (TV HH)			*57.6%*	*15.3%*	*60.9%*	*36.5%*	*24.5%*	
Other bedroom	310	310	176	46	241	153	88	293
%V	*5.8%*	*6.0%*	*8.4%*	*6.9%*	*6.9%*	*12.3%*	*3.9%*	*6.1%*
%H (All HH)		*100.0%*	*56.8%*	*14.8%*	*77.7%*	*49.4%*	*28.4%*	*94.5%*
%H (TV HH)			*56.8%*	*14.8%*	*77.7%*	*49.4%*	*28.4%*	
Second living/dining room	472	472	229	65	345	170	176	449
%V	*8.8%*	*9.2%*	*10.9%*	*9.7%*	*9.9%*	*13.6%*	*7.9%*	*9.4%*
%H (All HH)		*100.0%*	*48.5%*	*13.8%*	*73.1%*	*36.0%*	*37.3%*	*95.1%*
%H (TV HH)			*48.5%*	*13.8%*	*73.1%*	*36.0%*	*37.3%*	
Study/office	111	111	60	12	83	41	41	108
%V	*2.1%*	*2.2%*	*2.9%*	*1.8%*	*2.4%*	*3.3%*	*1.8%*	*2.3%*
%H (All HH)		*100.0%*	*54.1%*	*10.8%*	*74.8%*	*36.9%*	*36.9%*	*97.3%*
%H (TV HH)			*54.1%*	*10.8%*	*74.8%*	*36.9%*	*36.9%*	
TV room	49	49	32	3	32	18	14	49
%V	*0.9%*	*0.9%*	*1.5%*	*0.4%*	*0.9%*	*1.4%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*65.3%*	*6.1%*	*65.3%*	*36.7%*	*28.6%*	*100.0%*
%H (TV HH)			*65.3%*	*6.1%*	*65.3%*	*36.7%*	*28.6%*	
Conservatory	112	112	59	18	85	49	35	105
%V	*2.1%*	*2.2%*	*2.8%*	*2.7%*	*2.4%*	*3.9%*	*1.6%*	*2.2%*
%H (All HH)		*100.0%*	*52.7%*	*16.1%*	*75.9%*	*43.8%*	*31.3%*	*93.8%*
%H (TV HH)			*52.7%*	*16.1%*	*75.9%*	*43.8%*	*31.3%*	
Attic or loft room	8	8	4	1	8	4	4	8
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*50.0%*	*12.5%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
%H (TV HH)			*50.0%*	*12.5%*	*100.0%*	*50.0%*	*50.0%*	
No specific location	5	5	3	0	3	2	1	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
%H (TV HH)			*60.0%*	*0.0%*	*60.0%*	*40.0%*	*20.0%*	
Other	66	66	44	6	47	31	16	64
%V	*1.2%*	*1.3%*	*2.1%*	*0.9%*	*1.3%*	*2.5%*	*0.7%*	*1.3%*
%H (All HH)		*100.0%*	*66.7%*	*9.1%*	*71.2%*	*47.0%*	*24.2%*	*97.0%*
%H (TV HH)			*66.7%*	*9.1%*	*71.2%*	*47.0%*	*24.2%*	

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 21.8: 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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Any DSAT provider	2100	2100	2100	44	994	994	0	1998
%V	*39.2%*	*40.7%*	*100.0%*	*6.6%*	*28.5%*	*79.7%*	*0.0%*	*41.8%*
%H (All HH)			*100.0%*	*2.1%*	*47.3%*	*47.3%*	*0.0%*	*95.1%*
%H (TV HH)			*100.0%*	*2.1%*	*47.3%*	*47.3%*	*0.0%*	
Sky with subcription	1701	1701	1701	19	794	794	0	1632
%V	*31.8%*	*33.0%*	*81.0%*	*2.8%*	*22.8%*	*63.7%*	*0.0%*	*34.1%*
%H (All HH)			*100.0%*	*1.1%*	*46.7%*	*46.7%*	*0.0%*	*95.9%*
%H (TV HH)			*100.0%*	*1.1%*	*46.7%*	*46.7%*	*0.0%*	
Sky without subscription	86	86	86	7	38	38	0	72
%V	*1.6%*	*1.7%*	*4.1%*	*1.0%*	*1.1%*	*3.0%*	*0.0%*	*1.5%*
%H (All HH)			*100.0%*	*8.1%*	*44.2%*	*44.2%*	*0.0%*	*83.7%*
%H (TV HH)			*100.0%*	*8.1%*	*44.2%*	*44.2%*	*0.0%*	
Freesat	272	272	272	16	151	151	0	258
%V	*5.1%*	*5.3%*	*13.0%*	*2.4%*	*4.3%*	*12.1%*	*0.0%*	*5.4%*
%H (All HH)			*100.0%*	*5.9%*	*55.5%*	*55.5%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*5.9%*	*55.5%*	*55.5%*	*0.0%*	
Other satellite provider	130	130	130	4	61	61	0	127
%V	*2.4%*	*2.5%*	*6.2%*	*0.6%*	*1.7%*	*4.9%*	*0.0%*	*2.7%*
%H (All HH)			*100.0%*	*3.1%*	*46.9%*	*46.9%*	*0.0%*	*97.7%*
%H (TV HH)			*100.0%*	*3.1%*	*46.9%*	*46.9%*	*0.0%*	
DCAB	669	669	44	669	279	279	0	635
%V	*12.5%*	*13.0%*	*2.1%*	*100.0%*	*8.0%*	*22.4%*	*0.0%*	*13.3%*
%H (All HH)			*6.6%*	*100.0%*	*41.7%*	*41.7%*	*0.0%*	*94.9%*
%H (TV HH)			*6.6%*	*100.0%*	*41.7%*	*41.7%*	*0.0%*	
DTT	3486	3486	994	279	3486	1247	2239	3027
%V	*65.1%*	*67.6%*	*47.3%*	*41.7%*	*100.0%*	*100.0%*	*100.0%*	*63.3%*
%H (All HH)		*100.0%*	*28.5%*	*8.0%*	*100.0%*	*35.8%*	*64.2%*	*86.8%*
%H (TV HH)			*28.5%*	*8.0%*	*100.0%*	*35.8%*	*64.2%*	

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 21.9: 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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
PVR	3285	3285	1884	623	1949	1136	813	3109
%V	*61.4%*	*63.7%*	*89.7%*	*93.1%*	*55.9%*	*91.1%*	*36.3%*	*65.0%*
%H (All HH)		*100.0%*	*57.4%*	*19.0%*	*59.3%*	*34.6%*	*24.7%*	*94.6%*
%H (TV HH)			*57.4%*	*19.0%*	*59.3%*	*34.6%*	*24.7%*	
DVDR	74	74	31	14	58	28	31	69
%V	*1.4%*	*1.4%*	*1.5%*	*2.1%*	*1.7%*	*2.2%*	*1.4%*	*1.4%*
%H (All HH)		*100.0%*	*41.9%*	*18.9%*	*78.4%*	*37.8%*	*41.9%*	*93.2%*
%H (TV HH)			*41.9%*	*18.9%*	*78.4%*	*37.8%*	*41.9%*	
VCR	36	36	13	2	31	11	20	23
%V	*0.7%*	*0.7%*	*0.6%*	*0.3%*	*0.9%*	*0.9%*	*0.9%*	*0.5%*
%H (All HH)		*100.0%*	*36.1%*	*5.6%*	*86.1%*	*30.6%*	*55.6%*	*63.9%*
%H (TV HH)			*36.1%*	*5.6%*	*86.1%*	*30.6%*	*55.6%*	
Any recorder	3326	3326	1892	625	1984	1143	841	3137
%V	*62.1%*	*64.5%*	*90.1%*	*93.4%*	*56.9%*	*91.7%*	*37.6%*	*65.6%*
%H (All HH)		*100.0%*	*56.9%*	*18.8%*	*59.7%*	*34.4%*	*25.3%*	*94.3%*
%H (TV HH)			*56.9%*	*18.8%*	*59.7%*	*34.4%*	*25.3%*	
Receives HDTV (via STB or built-in reception)	3900	3900	1807	607	2653	1127	1527	3654
%V	*72.8%*	*75.6%*	*86.0%*	*90.7%*	*76.1%*	*90.4%*	*68.2%*	*76.4%*
%H (All HH)		*100.0%*	*46.3%*	*15.6%*	*68.0%*	*28.9%*	*39.2%*	*93.7%*
%H (TV HH)			*46.3%*	*15.6%*	*68.0%*	*28.9%*	*39.2%*	
DVD/Blu-ray player or recorder	3578	3578	1542	467	2477	975	1502	3309
%V	*66.8%*	*69.4%*	*73.4%*	*69.8%*	*71.1%*	*78.2%*	*67.1%*	*69.2%*
%H (All HH)		*100.0%*	*43.1%*	*13.1%*	*69.2%*	*27.2%*	*42.0%*	*92.5%*
%H (TV HH)			*43.1%*	*13.1%*	*69.2%*	*27.2%*	*42.0%*	

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 21.10: 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	5354	5158	2100	669	3486	1247	2239	4782
%H (All HH)		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*
%H (TV HH)			*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	
Has broadband internet	4782	4621	1998	635	3027	1187	1840	4782
%V	*89.3%*	*89.6%*	*95.1%*	*94.9%*	*86.8%*	*95.2%*	*82.2%*	*100.0%*
%H (All HH)		*96.6%*	*41.8%*	*13.3%*	*63.3%*	*24.8%*	*38.5%*	*100.0%*
%H (TV HH)			*43.2%*	*13.7%*	*65.5%*	*25.7%*	*39.8%*	
Number of computers (PCs and laptops)								
0	740	701	166	63	553	92	461	222
%V	*13.8%*	*13.6%*	*7.9%*	*9.4%*	*15.9%*	*7.4%*	*20.6%*	*4.6%*
%H (All HH)		*94.7%*	*22.4%*	*8.5%*	*74.7%*	*12.4%*	*62.3%*	*30.0%*
%H (TV HH)			*23.7%*	*9.0%*	*78.9%*	*13.1%*	*65.8%*	
1	1355	1288	474	149	884	261	623	1318
%V	*25.3%*	*25.0%*	*22.6%*	*22.3%*	*25.4%*	*20.9%*	*27.8%*	*27.6%*
%H (All HH)		*95.1%*	*35.0%*	*11.0%*	*65.2%*	*19.3%*	*46.0%*	*97.3%*
%H (TV HH)			*36.8%*	*11.6%*	*68.6%*	*20.3%*	*48.4%*	
2	1347	1307	527	183	869	323	546	1337
%V	*25.2%*	*25.3%*	*25.1%*	*27.4%*	*24.9%*	*25.9%*	*24.4%*	*28.0%*
%H (All HH)		*97.0%*	*39.1%*	*13.6%*	*64.5%*	*24.0%*	*40.5%*	*99.3%*
%H (TV HH)			*40.3%*	*14.0%*	*66.5%*	*24.7%*	*41.8%*	
3	834	818	388	111	535	237	298	831
%V	*15.6%*	*15.9%*	*18.5%*	*16.6%*	*15.3%*	*19.0%*	*13.3%*	*17.4%*
%H (All HH)		*98.1%*	*46.5%*	*13.3%*	*64.1%*	*28.4%*	*35.7%*	*99.6%*
%H (TV HH)			*47.4%*	*13.6%*	*65.4%*	*29.0%*	*36.4%*	
4	510	494	250	76	303	147	156	510
%V	*9.5%*	*9.6%*	*11.9%*	*11.4%*	*8.7%*	*11.8%*	*7.0%*	*10.7%*
%H (All HH)		*96.9%*	*49.0%*	*14.9%*	*59.4%*	*28.8%*	*30.6%*	*100.0%*
%H (TV HH)			*50.6%*	*15.4%*	*61.3%*	*29.8%*	*31.6%*	
5+	567	551	295	86	341	187	155	565
%V	*10.6%*	*10.7%*	*14.0%*	*12.9%*	*9.8%*	*15.0%*	*6.9%*	*11.8%*
%H (All HH)		*97.2%*	*52.0%*	*15.2%*	*60.1%*	*33.0%*	*27.3%*	*99.6%*
%H (TV HH)			*53.5%*	*15.6%*	*61.9%*	*33.9%*	*28.1%*	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 21.11: 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	10132	4706	1389	7116	3233	3882	9339
%H		*46.4%*	*13.7%*	*70.2%*	*31.9%*	*38.3%*	*92.2%*
Under 20"	801	337	93	673	303	370	698
%V	*7.9%*	*7.2%*	*6.7%*	*9.5%*	*9.4%*	*9.5%*	*7.5%*
%H		*42.1%*	*11.6%*	*84.0%*	*37.8%*	*46.2%*	*87.1%*
20" - 29"	1821	792	237	1416	634	782	1615
%V	*18.0%*	*16.8%*	*17.1%*	*19.9%*	*19.6%*	*20.1%*	*17.3%*
%H		*43.5%*	*13.0%*	*77.8%*	*34.8%*	*42.9%*	*88.7%*
30" - 39"	2918	1246	391	2098	862	1236	2667
%V	*28.8%*	*26.5%*	*28.1%*	*29.5%*	*26.7%*	*31.8%*	*28.6%*
%H		*42.7%*	*13.4%*	*71.9%*	*29.5%*	*42.4%*	*91.4%*
40" - 49"	2871	1445	423	1854	912	942	2722
%V	*28.3%*	*30.7%*	*30.5%*	*26.1%*	*28.2%*	*24.3%*	*29.1%*
%H		*50.3%*	*14.7%*	*64.6%*	*31.8%*	*32.8%*	*94.8%*
50" - 59"	943	540	155	566	336	230	923
%V	*9.3%*	*11.5%*	*11.2%*	*8.0%*	*10.4%*	*5.9%*	*9.9%*
%H		*57.3%*	*16.4%*	*60.0%*	*35.6%*	*24.4%*	*97.9%*
60"+	122	71	21	60	38	22	119
%V	*1.2%*	*1.5%*	*1.5%*	*0.8%*	*1.2%*	*0.6%*	*1.3%*
%H		*58.2%*	*17.2%*	*49.2%*	*31.1%*	*18.0%*	*97.5%*
Don't know	656	274	69	449	147	301	595
%V	*6.5%*	*5.8%*	*5.0%*	*6.3%*	*4.5%*	*7.8%*	*6.4%*
%H		*41.8%*	*10.5%*	*68.4%*	*22.4%*	*45.9%*	*90.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

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	10132	4706	1389	7116	3233	3882	9339
%H		*46.4%*	*13.7%*	*70.2%*	*31.9%*	*38.3%*	*92.2%*
Main living room	5126	2099	666	3467	1249	2218	4590
%V	*50.6%*	*44.6%*	*47.9%*	*48.7%*	*38.6%*	*57.1%*	*49.1%*
%H		*40.9%*	*13.0%*	*67.6%*	*24.4%*	*43.3%*	*89.5%*
Kitchen	585	276	75	487	247	240	535
%V	*5.8%*	*5.9%*	*5.4%*	*6.8%*	*7.6%*	*6.2%*	*5.7%*
%H		*47.2%*	*12.8%*	*83.2%*	*42.2%*	*41.0%*	*91.5%*
Adult's bedroom	2684	1374	400	1941	1037	905	2533
%V	*26.5%*	*29.2%*	*28.8%*	*27.3%*	*32.1%*	*23.3%*	*27.1%*
%H		*51.2%*	*14.9%*	*72.3%*	*38.6%*	*33.7%*	*94.4%*
Child's bedroom	545	316	86	333	202	131	543
%V	*5.4%*	*6.7%*	*6.2%*	*4.7%*	*6.2%*	*3.4%*	*5.8%*
%H		*58.0%*	*15.8%*	*61.1%*	*37.1%*	*24.0%*	*99.6%*
Other bedroom	357	203	56	275	176	100	340
%V	*3.5%*	*4.3%*	*4.0%*	*3.9%*	*5.4%*	*2.6%*	*3.6%*
%H		*56.9%*	*15.7%*	*77.0%*	*49.3%*	*28.0%*	*95.2%*
Second living/dining room	479	233	65	350	172	178	455
%V	*4.7%*	*5.0%*	*4.7%*	*4.9%*	*5.3%*	*4.6%*	*4.9%*
%H		*48.6%*	*13.6%*	*73.1%*	*35.9%*	*37.2%*	*95.0%*
Study/office	113	61	12	84	43	41	110
%V	*1.1%*	*1.3%*	*0.9%*	*1.2%*	*1.3%*	*1.1%*	*1.2%*
%H		*54.0%*	*10.6%*	*74.3%*	*38.1%*	*36.3%*	*97.3%*
TV room	49	32	3	33	19	14	49
%V	*0.5%*	*0.7%*	*0.2%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*65.3%*	*6.1%*	*67.3%*	*38.8%*	*28.6%*	*100.0%*
Conservatory	112	59	18	85	49	35	105
%V	*1.1%*	*1.3%*	*1.3%*	*1.2%*	*1.5%*	*0.9%*	*1.1%*
%H		*52.7%*	*16.1%*	*75.9%*	*43.8%*	*31.3%*	*93.8%*
Attic or loft room	8	4	1	8	4	4	8
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*50.0%*	*12.5%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
No specific location	5	3	1	3	2	1	4
%V	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*60.0%*	*20.0%*	*60.0%*	*40.0%*	*20.0%*	*80.0%*
Other	69	46	7	48	32	16	67
%V	*0.7%*	*1.0%*	*0.5%*	*0.7%*	*1.0%*	*0.4%*	*0.7%*
%H		*66.7%*	*10.1%*	*69.6%*	*46.4%*	*23.2%*	*97.1%*

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	10132	4706	1389	7116	3233	3882	9339
%H		*46.4%*	*13.7%*	*70.2%*	*31.9%*	*38.3%*	*92.2%*
PVR	4670	2953	876	2588	1687	901	4468
%V	*46.1%*	*62.7%*	*63.1%*	*36.4%*	*52.2%*	*23.2%*	*47.8%*
%H		*63.2%*	*18.8%*	*55.4%*	*36.1%*	*19.3%*	*95.7%*
DVDR	80	33	17	63	32	31	75
%V	*0.8%*	*0.7%*	*1.2%*	*0.9%*	*1.0%*	*0.8%*	*0.8%*
%H		*41.3%*	*21.3%*	*78.8%*	*40.0%*	*38.8%*	*93.8%*
VCR	38	14	3	33	13	20	26
%V	*0.4%*	*0.3%*	*0.2%*	*0.5%*	*0.4%*	*0.5%*	*0.3%*
%H		*36.8%*	*7.9%*	*86.8%*	*34.2%*	*52.6%*	*68.4%*
Any recorder	4724	2969	881	2635	1702	933	4510
%V	*46.6%*	*63.1%*	*63.4%*	*37.0%*	*52.6%*	*24.0%*	*48.3%*
%H		*62.8%*	*18.6%*	*55.8%*	*36.0%*	*19.8%*	*95.5%*

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	10132	4706	1389	7116	3233	3882	9339
%H		*46.4%*	*13.7%*	*70.2%*	*31.9%*	*38.3%*	*92.2%*
Receives HDTV (via STB or built-in reception)	6180	3180	933	4246	2105	2141	5873
%V	*61.0%*	*67.6%*	*67.2%*	*59.7%*	*65.1%*	*55.2%*	*62.9%*
%H		*51.5%*	*15.1%*	*68.7%*	*34.1%*	*34.6%*	*95.0%*
DVD/Blu-ray player or recorder	5029	2326	717	3500	1591	1909	4708
%V	*49.6%*	*49.4%*	*51.6%*	*49.2%*	*49.2%*	*49.2%*	*50.4%*
%H		*46.3%*	*14.3%*	*69.6%*	*31.6%*	*38.0%*	*93.6%*

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

Table 21.15: Main Set Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	5156	2100	669	3485	1247	2238	4620
%H		*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	*89.6%*
Under 20"	59	10	4	47	6	41	40
%V	*1.1%*	*0.5%*	*0.6%*	*1.3%*	*0.5%*	*1.8%*	*0.9%*
%H		*16.9%*	*6.8%*	*79.7%*	*10.2%*	*69.5%*	*67.8%*
20" - 29"	415	86	47	322	50	273	300
%V	*8.0%*	*4.1%*	*7.0%*	*9.2%*	*4.0%*	*12.2%*	*6.5%*
%H		*20.7%*	*11.3%*	*77.6%*	*12.0%*	*65.8%*	*72.3%*
30" - 39"	1391	438	169	1027	275	753	1183
%V	*27.0%*	*20.9%*	*25.3%*	*29.5%*	*22.1%*	*33.6%*	*25.6%*
%H		*31.5%*	*12.1%*	*73.8%*	*19.8%*	*54.1%*	*85.0%*
40" - 49"	2089	980	290	1355	593	762	1959
%V	*40.5%*	*46.7%*	*43.3%*	*38.9%*	*47.6%*	*34.0%*	*42.4%*
%H		*46.9%*	*13.9%*	*64.9%*	*28.4%*	*36.5%*	*93.8%*
50" - 59"	751	414	109	453	251	203	735
%V	*14.6%*	*19.7%*	*16.3%*	*13.0%*	*20.1%*	*9.1%*	*15.9%*
%H		*55.1%*	*14.5%*	*60.3%*	*33.4%*	*27.0%*	*97.9%*
60"+	103	59	17	48	29	19	101
%V	*2.0%*	*2.8%*	*2.5%*	*1.4%*	*2.3%*	*0.8%*	*2.2%*
%H		*57.3%*	*16.5%*	*46.6%*	*28.2%*	*18.4%*	*98.1%*
Don't know	348	113	34	233	44	189	300
%V	*6.7%*	*5.4%*	*5.1%*	*6.7%*	*3.5%*	*8.4%*	*6.5%*
%H		*32.5%*	*9.8%*	*67.0%*	*12.6%*	*54.3%*	*86.2%*

%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	5156	2100	669	3485	1247	2238	4620
%H		*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	*89.6%*
PVR	3234	1866	615	1903	1115	788	3060
%V	*62.7%*	*88.9%*	*91.9%*	*54.6%*	*89.4%*	*35.2%*	*66.2%*
%H		*57.7%*	*19.0%*	*58.8%*	*34.5%*	*24.4%*	*94.6%*
DVDR	65	26	12	52	23	29	60
%V	*1.3%*	*1.2%*	*1.8%*	*1.5%*	*1.8%*	*1.3%*	*1.3%*
%H		*40.0%*	*18.5%*	*80.0%*	*35.4%*	*44.6%*	*92.3%*
VCR	29	9	2	25	8	17	18
%V	*0.6%*	*0.4%*	*0.3%*	*0.7%*	*0.6%*	*0.8%*	*0.4%*
%H		*31.0%*	*6.9%*	*86.2%*	*27.6%*	*58.6%*	*62.1%*
Any recorder	3270	1873	617	1935	1121	814	3086
%V	*63.4%*	*89.2%*	*92.2%*	*55.5%*	*89.9%*	*36.4%*	*66.8%*
%H		*57.3%*	*18.9%*	*59.2%*	*34.3%*	*24.9%*	*94.4%*

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	5156	2100	669	3485	1247	2238	4620
%H		*40.7%*	*13.0%*	*67.6%*	*24.2%*	*43.4%*	*89.6%*
Receives HDTV (via STB or built-in reception)	3834	1781	599	2594	1100	1494	3591
%V	*74.4%*	*84.8%*	*89.5%*	*74.4%*	*88.2%*	*66.8%*	*77.7%*
%H		*46.5%*	*15.6%*	*67.7%*	*28.7%*	*39.0%*	*93.7%*
DVD/Blu-ray player or recorder	3195	1348	414	2212	842	1370	2944
%V	*62.0%*	*64.2%*	*61.9%*	*63.5%*	*67.5%*	*61.2%*	*63.7%*
%H		*42.2%*	*13.0%*	*69.2%*	*26.4%*	*42.9%*	*92.1%*

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	4976	2606	720	3631	1986	1644	4720
%H		*52.4%*	*14.5%*	*73.0%*	*39.9%*	*33.0%*	*94.9%*
Under 20"	742	327	89	626	297	329	658
%V	*14.9%*	*12.5%*	*12.4%*	*17.2%*	*15.0%*	*20.0%*	*13.9%*
%H		*44.1%*	*12.0%*	*84.4%*	*40.0%*	*44.3%*	*88.7%*
20" - 29"	1406	707	190	1093	584	509	1315
%V	*28.3%*	*27.1%*	*26.4%*	*30.1%*	*29.4%*	*31.0%*	*27.9%*
%H		*50.3%*	*13.5%*	*77.7%*	*41.5%*	*36.2%*	*93.5%*
30" - 39"	1527	808	222	1071	588	483	1484
%V	*30.7%*	*31.0%*	*30.8%*	*29.5%*	*29.6%*	*29.4%*	*31.4%*
%H		*52.9%*	*14.5%*	*70.1%*	*38.5%*	*31.6%*	*97.2%*
40" - 49"	782	465	133	499	319	180	763
%V	*15.7%*	*17.8%*	*18.5%*	*13.7%*	*16.1%*	*10.9%*	*16.2%*
%H		*59.5%*	*17.0%*	*63.8%*	*40.8%*	*23.0%*	*97.6%*
50" - 59"	192	125	46	113	86	27	188
%V	*3.9%*	*4.8%*	*6.4%*	*3.1%*	*4.3%*	*1.6%*	*4.0%*
%H		*65.1%*	*24.0%*	*58.9%*	*44.8%*	*14.1%*	*97.9%*
60"+	19	13	5	12	9	3	18
%V	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.5%*	*0.2%*	*0.4%*
%H		*68.4%*	*26.3%*	*63.2%*	*47.4%*	*15.8%*	*94.7%*
Don't know	308	161	35	216	104	112	295
%V	*6.2%*	*6.2%*	*4.9%*	*5.9%*	*5.2%*	*6.8%*	*6.3%*
%H		*52.3%*	*11.4%*	*70.1%*	*33.8%*	*36.4%*	*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 21.19: 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	4976	2606	720	3631	1986	1644	4720
%H		*52.4%*	*14.5%*	*73.0%*	*39.9%*	*33.0%*	*94.9%*
PVR	1436	1088	261	685	572	113	1408
%V	*28.9%*	*41.7%*	*36.3%*	*18.9%*	*28.8%*	*6.9%*	*29.8%*
%H		*75.8%*	*18.2%*	*47.7%*	*39.8%*	*7.9%*	*98.1%*
DVDR	15	8	5	12	9	2	15
%V	*0.3%*	*0.3%*	*0.7%*	*0.3%*	*0.5%*	*0.1%*	*0.3%*
%H		*53.3%*	*33.3%*	*80.0%*	*60.0%*	*13.3%*	*100.0%*
VCR	9	5	1	8	5	3	7
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.3%*	*0.2%*	*0.1%*
%H		*55.6%*	*11.1%*	*88.9%*	*55.6%*	*33.3%*	*77.8%*
Any recorder	1454	1096	264	701	581	119	1425
%V	*29.2%*	*42.1%*	*36.7%*	*19.3%*	*29.3%*	*7.2%*	*30.2%*
%H		*75.4%*	*18.2%*	*48.2%*	*40.0%*	*8.2%*	*98.0%*

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	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	4976	2606	720	3631	1986	1644	4720
%H		*52.4%*	*14.5%*	*73.0%*	*39.9%*	*33.0%*	*94.9%*
Receives HDTV (via STB or built-in reception)	2346	1400	334	1652	1005	647	2282
%V	*47.1%*	*53.7%*	*46.4%*	*45.5%*	*50.6%*	*39.4%*	*48.3%*
%H		*59.7%*	*14.2%*	*70.4%*	*42.8%*	*27.6%*	*97.3%*
DVD/Blu-ray player or recorder	1833	978	303	1289	749	539	1764
%V	*36.8%*	*37.5%*	*42.1%*	*35.5%*	*37.7%*	*32.8%*	*37.4%*
%H		*53.4%*	*16.5%*	*70.3%*	*40.9%*	*29.4%*	*96.2%*

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	12401	12003	5379	1704	7659	3142	4517	11642
%H		*96.8%*	*43.4%*	*13.7%*	*61.8%*	*25.3%*	*36.4%*	*93.9%*
Total Children	2361	2320	1137	339	1314	583	731	2339
%V	*19.0%*	*19.3%*	*21.1%*	*19.9%*	*17.2%*	*18.6%*	*16.2%*	*20.1%*
%H		*98.3%*	*48.2%*	*14.4%*	*55.7%*	*24.7%*	*31.0%*	*99.1%*
0 - 3	542	528	243	79	289	121	168	537
%V	*4.4%*	*4.4%*	*4.5%*	*4.6%*	*3.8%*	*3.9%*	*3.7%*	*4.6%*
%H		*97.4%*	*44.8%*	*14.6%*	*53.3%*	*22.3%*	*31.0%*	*99.1%*
4 - 15	1820	1791	895	260	1025	463	563	1802
%V	*14.7%*	*14.9%*	*16.6%*	*15.3%*	*13.4%*	*14.7%*	*12.5%*	*15.5%*
%H		*98.4%*	*49.2%*	*14.3%*	*56.3%*	*25.4%*	*30.9%*	*99.0%*
4 - 9	938	918	467	127	505	232	272	928
%V	*7.6%*	*7.6%*	*8.7%*	*7.5%*	*6.6%*	*7.4%*	*6.0%*	*8.0%*
%H		*97.9%*	*49.8%*	*13.5%*	*53.8%*	*24.7%*	*29.0%*	*98.9%*
10 - 15	882	874	428	133	521	230	290	874
%V	*7.1%*	*7.3%*	*8.0%*	*7.8%*	*6.8%*	*7.3%*	*6.4%*	*7.5%*
%H		*99.1%*	*48.5%*	*15.1%*	*59.1%*	*26.1%*	*32.9%*	*99.1%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	12401	12003	5379	1704	7659	3142	4517	11642
%H		*96.8%*	*43.4%*	*13.7%*	*61.8%*	*25.3%*	*36.4%*	*93.9%*
Total Adults (16+)	10040	9684	4242	1366	6345	2559	3786	9304
%V	*81.0%*	*80.7%*	*78.9%*	*80.2%*	*82.8%*	*81.4%*	*83.8%*	*79.9%*
%H		*96.5%*	*42.3%*	*13.6%*	*63.2%*	*25.5%*	*37.7%*	*92.7%*
16 - 19	491	471	234	84	276	142	134	488
%V	*4.0%*	*3.9%*	*4.4%*	*4.9%*	*3.6%*	*4.5%*	*3.0%*	*4.2%*
%H		*95.9%*	*47.7%*	*17.1%*	*56.2%*	*28.9%*	*27.3%*	*99.4%*
20 - 24	695	620	288	113	350	182	168	679
%V	*5.6%*	*5.2%*	*5.4%*	*6.6%*	*4.6%*	*5.8%*	*3.7%*	*5.8%*
%H		*89.2%*	*41.4%*	*16.3%*	*50.4%*	*26.2%*	*24.2%*	*97.7%*
25 - 34	1514	1418	561	225	782	291	491	1492
%V	*12.2%*	*11.8%*	*10.4%*	*13.2%*	*10.2%*	*9.3%*	*10.9%*	*12.8%*
%H		*93.7%*	*37.1%*	*14.9%*	*51.7%*	*19.2%*	*32.4%*	*98.5%*
35 - 44	1538	1466	699	193	847	336	511	1503
%V	*12.4%*	*12.2%*	*13.0%*	*11.3%*	*11.1%*	*10.7%*	*11.3%*	*12.9%*
%H		*95.3%*	*45.4%*	*12.5%*	*55.1%*	*21.8%*	*33.2%*	*97.7%*
45 - 54	1728	1701	828	283	1080	511	569	1687
%V	*13.9%*	*14.2%*	*15.4%*	*16.6%*	*14.1%*	*16.3%*	*12.6%*	*14.5%*
%H		*98.4%*	*47.9%*	*16.4%*	*62.5%*	*29.6%*	*32.9%*	*97.6%*
55 - 64	1561	1532	696	233	1070	467	603	1503
%V	*12.6%*	*12.8%*	*12.9%*	*13.7%*	*14.0%*	*14.9%*	*13.3%*	*12.9%*
%H		*98.1%*	*44.6%*	*14.9%*	*68.5%*	*29.9%*	*38.6%*	*96.3%*
65+	2513	2477	935	234	1940	630	1310	1952
%V	*20.3%*	*20.6%*	*17.4%*	*13.7%*	*25.3%*	*20.1%*	*29.0%*	*16.8%*
%H		*98.6%*	*37.2%*	*9.3%*	*77.2%*	*25.1%*	*52.1%*	*77.7%*

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+)	10040	9684	4242	1366	6345	2559	3786	9304
%H		*96.5%*	*42.3%*	*13.6%*	*63.2%*	*25.5%*	*37.7%*	*92.7%*
AB	2943	2860	1288	401	1861	769	1091	2867
%V	*29.3%*	*29.5%*	*30.4%*	*29.4%*	*29.3%*	*30.1%*	*28.8%*	*30.8%*
%H		*97.2%*	*43.8%*	*13.6%*	*63.2%*	*26.1%*	*37.1%*	*97.4%*
C1	3218	3074	1358	442	2035	845	1190	3015
%V	*32.1%*	*31.7%*	*32.0%*	*32.4%*	*32.1%*	*33.0%*	*31.4%*	*32.4%*
%H		*95.5%*	*42.2%*	*13.7%*	*63.2%*	*26.3%*	*37.0%*	*93.7%*
C2	2120	2076	931	345	1331	582	749	1975
%V	*21.1%*	*21.4%*	*21.9%*	*25.3%*	*21.0%*	*22.7%*	*19.8%*	*21.2%*
%H		*97.9%*	*43.9%*	*16.3%*	*62.8%*	*27.5%*	*35.3%*	*93.2%*
D	1215	1157	487	134	730	263	467	1076
%V	*12.1%*	*11.9%*	*11.5%*	*9.8%*	*11.5%*	*10.3%*	*12.3%*	*11.6%*
%H		*95.2%*	*40.1%*	*11.0%*	*60.1%*	*21.6%*	*38.4%*	*88.6%*
E	544	517	178	44	388	100	289	371
%V	*5.4%*	*5.3%*	*4.2%*	*3.2%*	*6.1%*	*3.9%*	*7.6%*	*4.0%*
%H		*95.0%*	*32.7%*	*8.1%*	*71.3%*	*18.4%*	*53.1%*	*68.2%*

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+)	10040	9684	4242	1366	6345	2559	3786	9304
%H		*96.5%*	*42.3%*	*13.6%*	*63.2%*	*25.5%*	*37.7%*	*92.7%*
Working full time	4801	4625	2132	768	2796	1256	1540	4707
%V	*47.8%*	*47.8%*	*50.3%*	*56.2%*	*44.1%*	*49.1%*	*40.7%*	*50.6%*
%H		*96.3%*	*44.4%*	*16.0%*	*58.2%*	*26.2%*	*32.1%*	*98.0%*
Working part time	1172	1146	553	157	735	324	410	1149
%V	*11.7%*	*11.8%*	*13.0%*	*11.5%*	*11.6%*	*12.7%*	*10.8%*	*12.3%*
%H		*97.8%*	*47.2%*	*13.4%*	*62.7%*	*27.6%*	*35.0%*	*98.0%*
Not working	4067	3913	1557	441	2814	979	1836	3447
%V	*40.5%*	*40.4%*	*36.7%*	*32.3%*	*44.3%*	*38.3%*	*48.5%*	*37.0%*
%H		*96.2%*	*38.3%*	*10.8%*	*69.2%*	*24.1%*	*45.1%*	*84.8%*
Houseperson	5354	5158	2100	669	3486	1247	2239	4782
%V	*53.3%*	*53.3%*	*49.5%*	*49.0%*	*54.9%*	*48.7%*	*59.1%*	*51.4%*
%H		*96.3%*	*39.2%*	*12.5%*	*65.1%*	*23.3%*	*41.8%*	*89.3%*

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+)	4914	4702	2091	675	3049	1276	1773	4592
%H		*95.7%*	*42.6%*	*13.7%*	*62.0%*	*26.0%*	*36.1%*	*93.4%*
16 - 19	250	242	116	45	144	77	67	247
%V	*5.1%*	*5.1%*	*5.5%*	*6.7%*	*4.7%*	*6.0%*	*3.8%*	*5.4%*
%H		*96.8%*	*46.4%*	*18.0%*	*57.6%*	*30.8%*	*26.8%*	*98.8%*
20 - 24	370	321	160	62	183	107	76	360
%V	*7.5%*	*6.8%*	*7.7%*	*9.2%*	*6.0%*	*8.4%*	*4.3%*	*7.8%*
%H		*86.8%*	*43.2%*	*16.8%*	*49.5%*	*28.9%*	*20.5%*	*97.3%*
25 - 34	766	708	276	108	388	145	243	753
%V	*15.6%*	*15.1%*	*13.2%*	*16.0%*	*12.7%*	*11.4%*	*13.7%*	*16.4%*
%H		*92.4%*	*36.0%*	*14.1%*	*50.7%*	*18.9%*	*31.7%*	*98.3%*
35 - 44	754	713	332	93	402	151	251	732
%V	*15.3%*	*15.2%*	*15.9%*	*13.8%*	*13.2%*	*11.8%*	*14.2%*	*15.9%*
%H		*94.6%*	*44.0%*	*12.3%*	*53.3%*	*20.0%*	*33.3%*	*97.1%*
45 - 54	846	828	410	136	525	251	274	822
%V	*17.2%*	*17.6%*	*19.6%*	*20.1%*	*17.2%*	*19.7%*	*15.5%*	*17.9%*
%H		*97.9%*	*48.5%*	*16.1%*	*62.1%*	*29.7%*	*32.4%*	*97.2%*
55 - 64	766	751	332	120	528	232	296	734
%V	*15.6%*	*16.0%*	*15.9%*	*17.8%*	*17.3%*	*18.2%*	*16.7%*	*16.0%*
%H		*98.0%*	*43.3%*	*15.7%*	*68.9%*	*30.3%*	*38.6%*	*95.8%*
65+	1162	1140	465	111	879	313	566	944
%V	*23.6%*	*24.2%*	*22.2%*	*16.4%*	*28.8%*	*24.5%*	*31.9%*	*20.6%*
%H		*98.1%*	*40.0%*	*9.6%*	*75.6%*	*26.9%*	*48.7%*	*81.2%*

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+)	4914	4702	2091	675	3049	1276	1773	4592
%H		*95.7%*	*42.6%*	*13.7%*	*62.0%*	*26.0%*	*36.1%*	*93.4%*
AB	1484	1438	651	200	936	391	545	1450
%V	*30.2%*	*30.6%*	*31.1%*	*29.6%*	*30.7%*	*30.6%*	*30.7%*	*31.6%*
%H		*96.9%*	*43.9%*	*13.5%*	*63.1%*	*26.3%*	*36.7%*	*97.7%*
C1	1487	1399	639	212	909	405	504	1412
%V	*30.3%*	*29.8%*	*30.6%*	*31.4%*	*29.8%*	*31.7%*	*28.4%*	*30.7%*
%H		*94.1%*	*43.0%*	*14.3%*	*61.1%*	*27.2%*	*33.9%*	*95.0%*
C2	1145	1111	491	188	711	317	394	1059
%V	*23.3%*	*23.6%*	*23.5%*	*27.9%*	*23.3%*	*24.8%*	*22.2%*	*23.1%*
%H		*97.0%*	*42.9%*	*16.4%*	*62.1%*	*27.7%*	*34.4%*	*92.5%*
D	585	558	240	65	344	127	218	525
%V	*11.9%*	*11.9%*	*11.5%*	*9.6%*	*11.3%*	*10.0%*	*12.3%*	*11.4%*
%H		*95.4%*	*41.0%*	*11.1%*	*58.8%*	*21.7%*	*37.3%*	*89.7%*
E	213	195	70	11	148	36	112	146
%V	*4.3%*	*4.1%*	*3.3%*	*1.6%*	*4.9%*	*2.8%*	*6.3%*	*3.2%*
%H		*91.5%*	*32.9%*	*5.2%*	*69.5%*	*16.9%*	*52.6%*	*68.5%*

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+)	4914	4702	2091	675	3049	1276	1773	4592
%H		*95.7%*	*42.6%*	*13.7%*	*62.0%*	*26.0%*	*36.1%*	*93.4%*
Working full time	2972	2853	1338	466	1729	797	932	2903
%V	*60.5%*	*60.7%*	*64.0%*	*69.0%*	*56.7%*	*62.5%*	*52.6%*	*63.2%*
%H		*96.0%*	*45.0%*	*15.7%*	*58.2%*	*26.8%*	*31.4%*	*97.7%*
Working part time	242	233	107	33	152	67	85	234
%V	*4.9%*	*5.0%*	*5.1%*	*4.9%*	*5.0%*	*5.3%*	*4.8%*	*5.1%*
%H		*96.3%*	*44.2%*	*13.6%*	*62.8%*	*27.7%*	*35.1%*	*96.7%*
Not working	1700	1615	645	176	1168	413	755	1455
%V	*34.6%*	*34.3%*	*30.8%*	*26.1%*	*38.3%*	*32.4%*	*42.6%*	*31.7%*
%H		*95.0%*	*37.9%*	*10.4%*	*68.7%*	*24.3%*	*44.4%*	*85.6%*
Houseperson	1103	1013	339	126	717	209	508	920
%V	*22.4%*	*21.5%*	*16.2%*	*18.7%*	*23.5%*	*16.4%*	*28.7%*	*20.0%*
%H		*91.8%*	*30.7%*	*11.4%*	*65.0%*	*18.9%*	*46.1%*	*83.4%*

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+)	5126	4982	2151	690	3297	1283	2013	4712
%H		*97.2%*	*42.0%*	*13.5%*	*64.3%*	*25.0%*	*39.3%*	*91.9%*
16 - 19	241	229	118	39	132	65	68	241
%V	*4.7%*	*4.6%*	*5.5%*	*5.7%*	*4.0%*	*5.1%*	*3.4%*	*5.1%*
%H		*95.0%*	*49.0%*	*16.2%*	*54.8%*	*27.0%*	*28.2%*	*100.0%*
20 - 24	325	299	128	51	167	75	92	319
%V	*6.3%*	*6.0%*	*6.0%*	*7.4%*	*5.1%*	*5.8%*	*4.6%*	*6.8%*
%H		*92.0%*	*39.4%*	*15.7%*	*51.4%*	*23.1%*	*28.3%*	*98.2%*
25 - 34	748	710	286	117	394	146	248	739
%V	*14.6%*	*14.3%*	*13.3%*	*17.0%*	*12.0%*	*11.4%*	*12.3%*	*15.7%*
%H		*94.9%*	*38.2%*	*15.6%*	*52.7%*	*19.5%*	*33.2%*	*98.8%*
35 - 44	784	753	367	100	445	185	260	771
%V	*15.3%*	*15.1%*	*17.1%*	*14.5%*	*13.5%*	*14.4%*	*12.9%*	*16.4%*
%H		*96.0%*	*46.8%*	*12.8%*	*56.8%*	*23.6%*	*33.2%*	*98.3%*
45 - 54	882	873	418	147	555	260	295	866
%V	*17.2%*	*17.5%*	*19.4%*	*21.3%*	*16.8%*	*20.3%*	*14.7%*	*18.4%*
%H		*99.0%*	*47.4%*	*16.7%*	*62.9%*	*29.5%*	*33.4%*	*98.2%*
55 - 64	794	781	364	113	542	235	307	769
%V	*15.5%*	*15.7%*	*16.9%*	*16.4%*	*16.4%*	*18.3%*	*15.3%*	*16.3%*
%H		*98.4%*	*45.8%*	*14.2%*	*68.3%*	*29.6%*	*38.7%*	*96.9%*
65+	1351	1337	470	124	1061	317	744	1008
%V	*26.4%*	*26.8%*	*21.9%*	*18.0%*	*32.2%*	*24.7%*	*37.0%*	*21.4%*
%H		*99.0%*	*34.8%*	*9.2%*	*78.5%*	*23.5%*	*55.1%*	*74.6%*

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+)	5126	4982	2151	690	3297	1283	2013	4712
%H		*97.2%*	*42.0%*	*13.5%*	*64.3%*	*25.0%*	*39.3%*	*91.9%*
AB	1459	1422	638	201	924	378	546	1418
%V	*28.5%*	*28.5%*	*29.7%*	*29.1%*	*28.0%*	*29.5%*	*27.1%*	*30.1%*
%H		*97.5%*	*43.7%*	*13.8%*	*63.3%*	*25.9%*	*37.4%*	*97.2%*
C1	1731	1674	719	231	1126	440	686	1603
%V	*33.8%*	*33.6%*	*33.4%*	*33.5%*	*34.2%*	*34.3%*	*34.1%*	*34.0%*
%H		*96.7%*	*41.5%*	*13.3%*	*65.0%*	*25.4%*	*39.6%*	*92.6%*
C2	975	964	440	157	620	265	355	916
%V	*19.0%*	*19.3%*	*20.5%*	*22.8%*	*18.8%*	*20.7%*	*17.6%*	*19.4%*
%H		*98.9%*	*45.1%*	*16.1%*	*63.6%*	*27.2%*	*36.4%*	*93.9%*
D	630	599	247	69	386	136	250	550
%V	*12.3%*	*12.0%*	*11.5%*	*10.0%*	*11.7%*	*10.6%*	*12.4%*	*11.7%*
%H		*95.1%*	*39.2%*	*11.0%*	*61.3%*	*21.6%*	*39.7%*	*87.3%*
E	331	322	108	33	240	63	177	225
%V	*6.5%*	*6.5%*	*5.0%*	*4.8%*	*7.3%*	*4.9%*	*8.8%*	*4.8%*
%H		*97.3%*	*32.6%*	*10.0%*	*72.5%*	*19.0%*	*53.5%*	*68.0%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 21.30: Working Status (Females 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Females (16+)	5126	4982	2151	690	3297	1283	2013	4712
%H		*97.2%*	*42.0%*	*13.5%*	*64.3%*	*25.0%*	*39.3%*	*91.9%*
Working full time	1829	1771	794	302	1067	460	608	1804
%V	*35.7%*	*35.5%*	*36.9%*	*43.8%*	*32.4%*	*35.9%*	*30.2%*	*38.3%*
%H		*96.8%*	*43.4%*	*16.5%*	*58.3%*	*25.2%*	*33.2%*	*98.6%*
Working part time	930	913	445	123	582	257	325	915
%V	*18.1%*	*18.3%*	*20.7%*	*17.8%*	*17.7%*	*20.0%*	*16.1%*	*19.4%*
%H		*98.2%*	*47.8%*	*13.2%*	*62.6%*	*27.6%*	*34.9%*	*98.4%*
Not working	2367	2298	911	264	1647	566	1081	1992
%V	*46.2%*	*46.1%*	*42.4%*	*38.3%*	*50.0%*	*44.1%*	*53.7%*	*42.3%*
%H		*97.1%*	*38.5%*	*11.2%*	*69.6%*	*23.9%*	*45.7%*	*84.2%*
Houseperson	4252	4144	1761	543	2769	1038	1731	3861
%V	*82.9%*	*83.2%*	*81.9%*	*78.7%*	*84.0%*	*80.9%*	*86.0%*	*81.9%*
%H		*97.5%*	*41.4%*	*12.8%*	*65.1%*	*24.4%*	*40.7%*	*90.8%*

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household

Table 22.1: Social Grade 592
Table 22.2: Houseperson Age 593
Table 22.3: Size of Household 594
Table 22.4: Presence of Children 595
Table 22.5: Number of TV sets in household 596
Table 22.6: Screen size 597
Table 22.7: Location of ANY set in household 598
Table 22.8: Platform Provider 599
Table 22.9: Recorders and other equipment 600
Table 22.10: Computers and Internet 601

Sets

Table 22.11: Screen Size 602
Table 22.12: Location of set 603
Table 22.13: Recorders 604
Table 22.14: Other TV equipment 604
Table 22.15: Main Set Screen Size 605
Table 22.16: Main Set Recorders 606
Table 22.17: Main Set - Other TV equipment 606
Table 22.18: Other Sets (non-Main Set) Screen Size 607
Table 22.19: Other Set (non-Main Set) Recorders 608
Table 22.20: Other Set (non-Main Set) - Other TV equipment 608

Individuals

Table 22.21: Age of Children 609
Table 22.22: Adults - Age 610
Table 22.23: Social Grade (Adults 16+) 611
Table 22.24: Working Status (Adults 16+) 612
Table 22.25: Males - Age 613
Table 22.26: Social Grade (Males 16+) 614
Table 22.27: Working Status (Males 16+) 615
Table 22.28: Females - Age 616
Table 22.29: Social Grade (Females 16+) 617
Table 22.30: Working Status (Females 16+) 618

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Macro

Household level data

Table 22.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
AB	1551	1508	643	212	1080	463	617	1494
%V	*20.8%*	*21.0%*	*24.0%*	*20.8%*	*20.9%*	*24.8%*	*18.8%*	*23.8%*
%H (All HH)		*97.2%*	*41.5%*	*13.7%*	*69.6%*	*29.9%*	*39.8%*	*96.3%*
%H (TV HH)			*42.6%*	*14.1%*	*71.6%*	*30.7%*	*40.9%*	
C1	2032	1950	743	282	1391	530	861	1841
%V	*27.3%*	*27.1%*	*27.7%*	*27.7%*	*27.0%*	*28.4%*	*26.2%*	*29.3%*
%H (All HH)		*96.0%*	*36.6%*	*13.9%*	*68.5%*	*26.1%*	*42.4%*	*90.6%*
%H (TV HH)			*38.1%*	*14.5%*	*71.3%*	*27.2%*	*44.2%*	
C2	1573	1534	617	249	1095	454	641	1353
%V	*21.1%*	*21.3%*	*23.0%*	*24.4%*	*21.2%*	*24.3%*	*19.5%*	*21.5%*
%H (All HH)		*97.5%*	*39.2%*	*15.8%*	*69.6%*	*28.9%*	*40.8%*	*86.0%*
%H (TV HH)			*40.2%*	*16.2%*	*71.4%*	*29.6%*	*41.8%*	
D	1235	1187	422	159	821	270	551	981
%V	*16.6%*	*16.5%*	*15.8%*	*15.6%*	*15.9%*	*14.5%*	*16.7%*	*15.6%*
%H (All HH)		*96.1%*	*34.2%*	*12.9%*	*66.5%*	*21.9%*	*44.6%*	*79.4%*
%H (TV HH)			*35.6%*	*13.4%*	*69.2%*	*22.7%*	*46.4%*	
E	1065	1011	254	118	770	150	620	614
%V	*14.3%*	*14.1%*	*9.5%*	*11.6%*	*14.9%*	*8.0%*	*18.8%*	*9.8%*
%H (All HH)		*94.9%*	*23.8%*	*11.1%*	*72.3%*	*14.1%*	*58.2%*	*57.7%*
%H (TV HH)			*25.1%*	*11.7%*	*76.2%*	*14.8%*	*61.3%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.2: 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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Under 25	330	279	62	28	182	37	145	315
%V	*4.4%*	*3.9%*	*2.3%*	*2.7%*	*3.5%*	*2.0%*	*4.4%*	*5.0%*
%H (All HH)		*84.5%*	*18.8%*	*8.5%*	*55.2%*	*11.2%*	*43.9%*	*95.5%*
%H (TV HH)			*22.2%*	*10.0%*	*65.2%*	*13.3%*	*52.0%*	
25 - 34	1109	1035	424	131	593	215	379	1067
%V	*14.9%*	*14.4%*	*15.8%*	*12.9%*	*11.5%*	*11.5%*	*11.5%*	*17.0%*
%H (All HH)		*93.3%*	*38.2%*	*11.8%*	*53.5%*	*19.4%*	*34.2%*	*96.2%*
%H (TV HH)			*41.0%*	*12.7%*	*57.3%*	*20.8%*	*36.6%*	
35 - 44	1130	1073	478	189	674	309	365	1084
%V	*15.2%*	*14.9%*	*17.8%*	*18.5%*	*13.1%*	*16.6%*	*11.1%*	*17.3%*
%H (All HH)		*95.0%*	*42.3%*	*16.7%*	*59.6%*	*27.3%*	*32.3%*	*95.9%*
%H (TV HH)			*44.5%*	*17.6%*	*62.8%*	*28.8%*	*34.0%*	
45 - 54	1395	1354	587	228	965	439	525	1317
%V	*18.7%*	*18.8%*	*21.9%*	*22.4%*	*18.7%*	*23.5%*	*16.0%*	*21.0%*
%H (All HH)		*97.1%*	*42.1%*	*16.3%*	*69.2%*	*31.5%*	*37.6%*	*94.4%*
%H (TV HH)			*43.4%*	*16.8%*	*71.3%*	*32.4%*	*38.8%*	
55 - 64	1331	1306	514	201	977	386	592	1176
%V	*17.9%*	*18.2%*	*19.2%*	*19.7%*	*18.9%*	*20.7%*	*18.0%*	*18.7%*
%H (All HH)		*98.1%*	*38.6%*	*15.1%*	*73.4%*	*29.0%*	*44.5%*	*88.4%*
%H (TV HH)			*39.4%*	*15.4%*	*74.8%*	*29.6%*	*45.3%*	
65 +	2160	2141	613	243	1766	481	1285	1323
%V	*29.0%*	*29.8%*	*22.9%*	*23.8%*	*34.2%*	*25.8%*	*39.1%*	*21.1%*
%H (All HH)		*99.1%*	*28.4%*	*11.3%*	*81.8%*	*22.3%*	*59.5%*	*61.3%*
%H (TV HH)			*28.6%*	*11.3%*	*82.5%*	*22.5%*	*60.0%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 22.3: 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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
1	2378	2248	587	229	1763	382	1381	1519
%V	*31.9%*	*31.3%*	*21.9%*	*22.5%*	*34.2%*	*20.5%*	*42.0%*	*24.2%*
%H (All HH)		*94.5%*	*24.7%*	*9.6%*	*74.1%*	*16.1%*	*58.1%*	*63.9%*
%H (TV HH)			*26.1%*	*10.2%*	*78.4%*	*17.0%*	*61.4%*	
2	2699	2632	1017	388	1906	757	1149	2438
%V	*36.2%*	*36.6%*	*38.0%*	*38.1%*	*37.0%*	*40.5%*	*34.9%*	*38.8%*
%H (All HH)		*97.5%*	*37.7%*	*14.4%*	*70.6%*	*28.0%*	*42.6%*	*90.3%*
%H (TV HH)			*38.6%*	*14.7%*	*72.4%*	*28.8%*	*43.7%*	
3	1080	1054	461	180	702	323	379	1045
%V	*14.5%*	*14.7%*	*17.2%*	*17.7%*	*13.6%*	*17.3%*	*11.5%*	*16.6%*
%H (All HH)		*97.6%*	*42.7%*	*16.7%*	*65.0%*	*29.9%*	*35.1%*	*96.8%*
%H (TV HH)			*43.7%*	*17.1%*	*66.6%*	*30.6%*	*36.0%*	
4	886	864	418	148	559	286	273	876
%V	*11.9%*	*12.0%*	*15.6%*	*14.5%*	*10.8%*	*15.3%*	*8.3%*	*13.9%*
%H (All HH)		*97.5%*	*47.2%*	*16.7%*	*63.1%*	*32.3%*	*30.8%*	*98.9%*
%H (TV HH)			*48.4%*	*17.1%*	*64.7%*	*33.1%*	*31.6%*	
5+	412	391	195	74	228	120	108	405
%V	*5.5%*	*5.4%*	*7.3%*	*7.3%*	*4.4%*	*6.4%*	*3.3%*	*6.4%*
%H (All HH)		*94.9%*	*47.3%*	*18.0%*	*55.3%*	*29.1%*	*26.2%*	*98.3%*
%H (TV HH)			*49.9%*	*18.9%*	*58.3%*	*30.7%*	*27.6%*	
Average HH size	2.25	2.26	2.51	2.49	2.16	2.49	1.98	2.42

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
Jan - Dec 2018

ITV North Macro

Household level data

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Without	5639	5411	1860	726	4036	1349	2686	4511
%V	*75.6%*	*75.3%*	*69.5%*	*71.2%*	*78.3%*	*72.3%*	*81.6%*	*71.8%*
%H (All HH)		*96.0%*	*33.0%*	*12.9%*	*71.6%*	*23.9%*	*47.6%*	*80.0%*
%H (TV HH)			*34.4%*	*13.4%*	*74.6%*	*24.9%*	*49.6%*	
With	1816	1779	818	293	1122	518	604	1772
%V	*24.4%*	*24.7%*	*30.5%*	*28.8%*	*21.8%*	*27.7%*	*18.4%*	*28.2%*
%H (All HH)		*98.0%*	*45.0%*	*16.1%*	*61.8%*	*28.5%*	*33.3%*	*97.6%*
%H (TV HH)			*46.0%*	*16.5%*	*63.1%*	*29.1%*	*34.0%*	
0 - 3	659	639	278	93	388	157	231	637
%V	*8.8%*	*8.9%*	*10.4%*	*9.1%*	*7.5%*	*8.4%*	*7.0%*	*10.1%*
%H (All HH)		*97.0%*	*42.2%*	*14.1%*	*58.9%*	*23.8%*	*35.1%*	*96.7%*
%H (TV HH)			*43.5%*	*14.6%*	*60.7%*	*24.6%*	*36.2%*	
4 - 9	965	946	459	138	576	265	310	945
%V	*12.9%*	*13.2%*	*17.1%*	*13.5%*	*11.2%*	*14.2%*	*9.4%*	*15.0%*
%H (All HH)		*98.0%*	*47.6%*	*14.3%*	*59.7%*	*27.5%*	*32.1%*	*97.9%*
%H (TV HH)			*48.5%*	*14.6%*	*60.9%*	*28.0%*	*32.8%*	
10 - 15	865	852	403	162	549	279	270	844
%V	*11.6%*	*11.8%*	*15.0%*	*15.9%*	*10.6%*	*14.9%*	*8.2%*	*13.4%*
%H (All HH)		*98.5%*	*46.6%*	*18.7%*	*63.5%*	*32.3%*	*31.2%*	*97.6%*
%H (TV HH)			*47.3%*	*19.0%*	*64.4%*	*32.7%*	*31.7%*	

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
Jan - Dec 2018

ITV North Macro

Household level data

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
1	2909	2909	820	311	1903	296	1607	2213
%V	*39.0%*	*40.5%*	*30.6%*	*30.5%*	*36.9%*	*15.9%*	*48.8%*	*35.2%*
%H (All HH)		*100.0%*	*28.2%*	*10.7%*	*65.4%*	*10.2%*	*55.2%*	*76.1%*
%H (TV HH)			*28.2%*	*10.7%*	*65.4%*	*10.2%*	*55.2%*	
2	2425	2425	962	363	1791	724	1067	2094
%V	*32.5%*	*33.7%*	*35.9%*	*35.6%*	*34.7%*	*38.8%*	*32.4%*	*33.3%*
%H (All HH)		*100.0%*	*39.7%*	*15.0%*	*73.9%*	*29.9%*	*44.0%*	*86.4%*
%H (TV HH)			*39.7%*	*15.0%*	*73.9%*	*29.9%*	*44.0%*	
3	1132	1132	510	207	887	472	415	1059
%V	*15.2%*	*15.7%*	*19.0%*	*20.3%*	*17.2%*	*25.3%*	*12.6%*	*16.9%*
%H (All HH)		*100.0%*	*45.1%*	*18.3%*	*78.4%*	*41.7%*	*36.7%*	*93.6%*
%H (TV HH)			*45.1%*	*18.3%*	*78.4%*	*41.7%*	*36.7%*	
4	499	499	254	100	393	246	147	482
%V	*6.7%*	*6.9%*	*9.5%*	*9.8%*	*7.6%*	*13.2%*	*4.5%*	*7.7%*
%H (All HH)		*100.0%*	*50.9%*	*20.0%*	*78.8%*	*49.3%*	*29.5%*	*96.6%*
%H (TV HH)			*50.9%*	*20.0%*	*78.8%*	*49.3%*	*29.5%*	
5+	225	225	133	38	184	129	55	223
%V	*3.0%*	*3.1%*	*5.0%*	*3.7%*	*3.6%*	*6.9%*	*1.7%*	*3.5%*
%H (All HH)		*100.0%*	*59.1%*	*16.9%*	*81.8%*	*57.3%*	*24.4%*	*99.1%*
%H (TV HH)			*59.1%*	*16.9%*	*81.8%*	*57.3%*	*24.4%*	

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Under 20"	693	693	243	94	590	243	347	594
%V	*9.3%*	*9.6%*	*9.1%*	*9.2%*	*11.4%*	*13.0%*	*10.5%*	*9.5%*
%H (All HH)		*100.0%*	*35.1%*	*13.6%*	*85.1%*	*35.1%*	*50.1%*	*85.7%*
%H (TV HH)			*35.1%*	*13.6%*	*85.1%*	*35.1%*	*50.1%*	
20" - 29"	1822	1822	669	261	1493	629	864	1545
%V	*24.4%*	*25.3%*	*25.0%*	*25.6%*	*29.0%*	*33.7%*	*26.3%*	*24.6%*
%H (All HH)		*100.0%*	*36.7%*	*14.3%*	*81.9%*	*34.5%*	*47.4%*	*84.8%*
%H (TV HH)			*36.7%*	*14.3%*	*81.9%*	*34.5%*	*47.4%*	
30" - 39"	3371	3371	1252	520	2528	987	1541	2874
%V	*45.2%*	*46.9%*	*46.8%*	*51.0%*	*49.0%*	*52.9%*	*46.8%*	*45.7%*
%H (All HH)		*100.0%*	*37.1%*	*15.4%*	*75.0%*	*29.3%*	*45.7%*	*85.3%*
%H (TV HH)			*37.1%*	*15.4%*	*75.0%*	*29.3%*	*45.7%*	
40" - 49"	3656	3656	1586	602	2537	1150	1386	3298
%V	*49.0%*	*50.8%*	*59.2%*	*59.1%*	*49.2%*	*61.6%*	*42.1%*	*52.5%*
%H (All HH)		*100.0%*	*43.4%*	*16.5%*	*69.4%*	*31.5%*	*37.9%*	*90.2%*
%H (TV HH)			*43.4%*	*16.5%*	*69.4%*	*31.5%*	*37.9%*	
50" - 59"	1356	1356	689	222	895	482	414	1287
%V	*18.2%*	*18.9%*	*25.7%*	*21.8%*	*17.4%*	*25.8%*	*12.6%*	*20.5%*
%H (All HH)		*100.0%*	*50.8%*	*16.4%*	*66.0%*	*35.5%*	*30.5%*	*94.9%*
%H (TV HH)			*50.8%*	*16.4%*	*66.0%*	*35.5%*	*30.5%*	
60"+	157	157	97	19	99	61	38	151
%V	*2.1%*	*2.2%*	*3.6%*	*1.9%*	*1.9%*	*3.3%*	*1.2%*	*2.4%*
%H (All HH)		*100.0%*	*61.8%*	*12.1%*	*63.1%*	*38.9%*	*24.2%*	*96.2%*
%H (TV HH)			*61.8%*	*12.1%*	*63.1%*	*38.9%*	*24.2%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Main living room	7126	7126	2662	1016	5114	1857	3257	6017
%V	*95.6%*	*99.1%*	*99.4%*	*99.7%*	*99.2%*	*99.5%*	*99.0%*	*95.8%*
%H (All HH)		*100.0%*	*37.4%*	*14.3%*	*71.8%*	*26.1%*	*45.7%*	*84.4%*
%H (TV HH)			*37.4%*	*14.3%*	*71.8%*	*26.1%*	*45.7%*	
Kitchen	708	708	324	91	601	306	295	635
%V	*9.5%*	*9.8%*	*12.1%*	*8.9%*	*11.7%*	*16.4%*	*9.0%*	*10.1%*
%H (All HH)		*100.0%*	*45.8%*	*12.9%*	*84.9%*	*43.2%*	*41.7%*	*89.7%*
%H (TV HH)			*45.8%*	*12.9%*	*84.9%*	*43.2%*	*41.7%*	
Adult's bedroom	3191	3191	1391	551	2443	1219	1224	2882
%V	*42.8%*	*44.4%*	*51.9%*	*54.1%*	*47.4%*	*65.3%*	*37.2%*	*45.9%*
%H (All HH)		*100.0%*	*43.6%*	*17.3%*	*76.6%*	*38.2%*	*38.4%*	*90.3%*
%H (TV HH)			*43.6%*	*17.3%*	*76.6%*	*38.2%*	*38.4%*	
Child's bedroom	647	647	327	122	452	263	189	635
%V	*8.7%*	*9.0%*	*12.2%*	*12.0%*	*8.8%*	*14.1%*	*5.7%*	*10.1%*
%H (All HH)		*100.0%*	*50.5%*	*18.9%*	*69.9%*	*40.6%*	*29.2%*	*98.1%*
%H (TV HH)			*50.5%*	*18.9%*	*69.9%*	*40.6%*	*29.2%*	
Other bedroom	521	521	240	105	397	223	174	493
%V	*7.0%*	*7.2%*	*9.0%*	*10.3%*	*7.7%*	*11.9%*	*5.3%*	*7.8%*
%H (All HH)		*100.0%*	*46.1%*	*20.2%*	*76.2%*	*42.8%*	*33.4%*	*94.6%*
%H (TV HH)			*46.1%*	*20.2%*	*76.2%*	*42.8%*	*33.4%*	
Second living/dining room	833	833	383	143	658	354	304	761
%V	*11.2%*	*11.6%*	*14.3%*	*14.0%*	*12.8%*	*19.0%*	*9.2%*	*12.1%*
%H (All HH)		*100.0%*	*46.0%*	*17.2%*	*79.0%*	*42.5%*	*36.5%*	*91.4%*
%H (TV HH)			*46.0%*	*17.2%*	*79.0%*	*42.5%*	*36.5%*	
Study/office	97	97	51	14	79	45	34	95
%V	*1.3%*	*1.3%*	*1.9%*	*1.4%*	*1.5%*	*2.4%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*52.6%*	*14.4%*	*81.4%*	*46.4%*	*35.1%*	*97.9%*
%H (TV HH)			*52.6%*	*14.4%*	*81.4%*	*46.4%*	*35.1%*	
TV room	38	38	20	4	29	15	14	37
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.6%*	*0.8%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*52.6%*	*10.5%*	*76.3%*	*39.5%*	*36.8%*	*97.4%*
%H (TV HH)			*52.6%*	*10.5%*	*76.3%*	*39.5%*	*36.8%*	
Conservatory	195	195	96	34	154	90	65	178
%V	*2.6%*	*2.7%*	*3.6%*	*3.3%*	*3.0%*	*4.8%*	*2.0%*	*2.8%*
%H (All HH)		*100.0%*	*49.2%*	*17.4%*	*79.0%*	*46.2%*	*33.3%*	*91.3%*
%H (TV HH)			*49.2%*	*17.4%*	*79.0%*	*46.2%*	*33.3%*	
Attic or loft room	23	23	11	3	20	9	10	23
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*47.8%*	*13.0%*	*87.0%*	*39.1%*	*43.5%*	*100.0%*
%H (TV HH)			*47.8%*	*13.0%*	*87.0%*	*39.1%*	*43.5%*	
No specific location	5	5	3	1	5	4	1	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	
Other	60	60	34	3	48	26	22	58
%V	*0.8%*	*0.8%*	*1.3%*	*0.3%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*
%H (All HH)		*100.0%*	*56.7%*	*5.0%*	*80.0%*	*43.3%*	*36.7%*	*96.7%*
%H (TV HH)			*56.7%*	*5.0%*	*80.0%*	*43.3%*	*36.7%*	

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
Jan - Dec 2018

ITV North Macro

Household level data

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Any DSAT provider	2678	2678	2678	38	1374	1374	0	2484
%V	*35.9%*	*37.2%*	*100.0%*	*3.7%*	*26.6%*	*73.6%*	*0.0%*	*39.5%*
%H (All HH)			*100.0%*	*1.4%*	*51.3%*	*51.3%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.4%*	*51.3%*	*51.3%*	*0.0%*	
Sky with subcription	2235	2235	2235	15	1146	1146	0	2098
%V	*30.0%*	*31.1%*	*83.5%*	*1.5%*	*22.2%*	*61.4%*	*0.0%*	*33.4%*
%H (All HH)			*100.0%*	*0.7%*	*51.3%*	*51.3%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.7%*	*51.3%*	*51.3%*	*0.0%*	
Sky without subscription	142	142	142	7	72	72	0	118
%V	*1.9%*	*2.0%*	*5.3%*	*0.7%*	*1.4%*	*3.9%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*4.9%*	*50.7%*	*50.7%*	*0.0%*	*83.1%*
%H (TV HH)			*100.0%*	*4.9%*	*50.7%*	*50.7%*	*0.0%*	
Freesat	266	266	266	11	153	153	0	241
%V	*3.6%*	*3.7%*	*9.9%*	*1.1%*	*3.0%*	*8.2%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*4.1%*	*57.5%*	*57.5%*	*0.0%*	*90.6%*
%H (TV HH)			*100.0%*	*4.1%*	*57.5%*	*57.5%*	*0.0%*	
Other satellite provider	159	159	159	9	76	76	0	145
%V	*2.1%*	*2.2%*	*5.9%*	*0.9%*	*1.5%*	*4.1%*	*0.0%*	*2.3%*
%H (All HH)			*100.0%*	*5.7%*	*47.8%*	*47.8%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*5.7%*	*47.8%*	*47.8%*	*0.0%*	
DCAB	1019	1019	38	1019	513	513	0	965
%V	*13.7%*	*14.2%*	*1.4%*	*100.0%*	*9.9%*	*27.5%*	*0.0%*	*15.4%*
%H (All HH)			*3.7%*	*100.0%*	*50.3%*	*50.3%*	*0.0%*	*94.7%*
%H (TV HH)			*3.7%*	*100.0%*	*50.3%*	*50.3%*	*0.0%*	
DTT	5157	5157	1374	513	5157	1867	3290	4177
%V	*69.2%*	*71.7%*	*51.3%*	*50.3%*	*100.0%*	*100.0%*	*100.0%*	*66.5%*
%H (All HH)		*100.0%*	*26.6%*	*9.9%*	*100.0%*	*36.2%*	*63.8%*	*81.0%*
%H (TV HH)			*26.6%*	*9.9%*	*100.0%*	*36.2%*	*63.8%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Macro

Household level data

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
PVR	4323	4323	2406	977	2695	1721	974	3984
%V	*58.0%*	*60.1%*	*89.8%*	*95.9%*	*52.3%*	*92.2%*	*29.6%*	*63.4%*
%H (All HH)		*100.0%*	*55.7%*	*22.6%*	*62.3%*	*39.8%*	*22.5%*	*92.2%*
%H (TV HH)			*55.7%*	*22.6%*	*62.3%*	*39.8%*	*22.5%*	
DVDR	78	78	30	10	65	29	36	71
%V	*1.0%*	*1.1%*	*1.1%*	*1.0%*	*1.3%*	*1.6%*	*1.1%*	*1.1%*
%H (All HH)		*100.0%*	*38.5%*	*12.8%*	*83.3%*	*37.2%*	*46.2%*	*91.0%*
%H (TV HH)			*38.5%*	*12.8%*	*83.3%*	*37.2%*	*46.2%*	
VCR	75	75	23	10	59	17	42	51
%V	*1.0%*	*1.0%*	*0.9%*	*1.0%*	*1.1%*	*0.9%*	*1.3%*	*0.8%*
%H (All HH)		*100.0%*	*30.7%*	*13.3%*	*78.7%*	*22.7%*	*56.0%*	*68.0%*
%H (TV HH)			*30.7%*	*13.3%*	*78.7%*	*22.7%*	*56.0%*	
Any recorder	4386	4386	2411	978	2753	1725	1028	4027
%V	*58.8%*	*61.0%*	*90.0%*	*96.0%*	*53.4%*	*92.4%*	*31.2%*	*64.1%*
%H (All HH)		*100.0%*	*55.0%*	*22.3%*	*62.8%*	*39.3%*	*23.4%*	*91.8%*
%H (TV HH)			*55.0%*	*22.3%*	*62.8%*	*39.3%*	*23.4%*	
Receives HDTV (via STB or built-in reception)	4889	4889	2220	870	3463	1627	1835	4456
%V	*65.6%*	*68.0%*	*82.9%*	*85.4%*	*67.2%*	*87.1%*	*55.8%*	*70.9%*
%H (All HH)		*100.0%*	*45.4%*	*17.8%*	*70.8%*	*33.3%*	*37.5%*	*91.1%*
%H (TV HH)			*45.4%*	*17.8%*	*70.8%*	*33.3%*	*37.5%*	
DVD/Blu-ray player or recorder	4364	4364	1722	639	3230	1323	1907	3856
%V	*58.5%*	*60.7%*	*64.3%*	*62.7%*	*62.6%*	*70.9%*	*58.0%*	*61.4%*
%H (All HH)		*100.0%*	*39.5%*	*14.6%*	*74.0%*	*30.3%*	*43.7%*	*88.4%*
%H (TV HH)			*39.5%*	*14.6%*	*74.0%*	*30.3%*	*43.7%*	

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	7456	7190	2678	1019	5157	1867	3290	6283
%H (All HH)		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*
%H (TV HH)			*37.2%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	
Has broadband internet	6283	6071	2484	965	4177	1749	2428	6283
%V	*84.3%*	*84.4%*	*92.8%*	*94.7%*	*81.0%*	*93.7%*	*73.8%*	*100.0%*
%H (All HH)		*96.6%*	*39.5%*	*15.4%*	*66.5%*	*27.8%*	*38.6%*	*100.0%*
%H (TV HH)			*40.9%*	*15.9%*	*68.8%*	*28.8%*	*40.0%*	
Number of computers (PCs and laptops)								
0	1657	1565	359	115	1268	210	1058	555
%V	*22.2%*	*21.8%*	*13.4%*	*11.3%*	*24.6%*	*11.2%*	*32.2%*	*8.8%*
%H (All HH)		*94.4%*	*21.7%*	*6.9%*	*76.5%*	*12.7%*	*63.9%*	*33.5%*
%H (TV HH)			*22.9%*	*7.3%*	*81.0%*	*13.4%*	*67.6%*	
1	2084	1998	713	287	1382	453	929	2028
%V	*28.0%*	*27.8%*	*26.6%*	*28.2%*	*26.8%*	*24.3%*	*28.2%*	*32.3%*
%H (All HH)		*95.9%*	*34.2%*	*13.8%*	*66.3%*	*21.7%*	*44.6%*	*97.3%*
%H (TV HH)			*35.7%*	*14.4%*	*69.2%*	*22.7%*	*46.5%*	
2	1674	1630	671	249	1131	464	668	1665
%V	*22.5%*	*22.7%*	*25.1%*	*24.4%*	*21.9%*	*24.9%*	*20.3%*	*26.5%*
%H (All HH)		*97.4%*	*40.1%*	*14.9%*	*67.6%*	*27.7%*	*39.9%*	*99.5%*
%H (TV HH)			*41.2%*	*15.3%*	*69.4%*	*28.5%*	*41.0%*	
3	962	946	429	160	653	332	321	959
%V	*12.9%*	*13.2%*	*16.0%*	*15.7%*	*12.7%*	*17.8%*	*9.8%*	*15.3%*
%H (All HH)		*98.3%*	*44.6%*	*16.6%*	*67.9%*	*34.5%*	*33.4%*	*99.7%*
%H (TV HH)			*45.3%*	*16.9%*	*69.0%*	*35.1%*	*33.9%*	
4	518	507	252	102	341	196	146	518
%V	*6.9%*	*7.1%*	*9.4%*	*10.0%*	*6.6%*	*10.5%*	*4.4%*	*8.2%*
%H (All HH)		*97.9%*	*48.6%*	*19.7%*	*65.8%*	*37.8%*	*28.2%*	*100.0%*
%H (TV HH)			*49.7%*	*20.1%*	*67.3%*	*38.7%*	*28.8%*	
5+	561	545	254	106	381	213	169	559
%V	*7.5%*	*7.6%*	*9.5%*	*10.4%*	*7.4%*	*11.4%*	*5.1%*	*8.9%*
%H (All HH)		*97.1%*	*45.3%*	*18.9%*	*67.9%*	*38.0%*	*30.1%*	*99.6%*
%H (TV HH)			*46.6%*	*19.4%*	*69.9%*	*39.1%*	*31.0%*	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	14364	6009	2259	10710	4844	5866	12707
%H		*41.8%*	*15.7%*	*74.6%*	*33.7%*	*40.8%*	*88.5%*
Under 20"	835	291	118	711	294	417	727
%V	*5.8%*	*4.8%*	*5.2%*	*6.6%*	*6.1%*	*7.1%*	*5.7%*
%H		*34.9%*	*14.1%*	*85.1%*	*35.2%*	*49.9%*	*87.1%*
20" - 29"	2339	906	348	1933	875	1058	2003
%V	*16.3%*	*15.1%*	*15.4%*	*18.0%*	*18.1%*	*18.0%*	*15.8%*
%H		*38.7%*	*14.9%*	*82.6%*	*37.4%*	*45.2%*	*85.6%*
30" - 39"	4304	1672	687	3235	1351	1884	3742
%V	*30.0%*	*27.8%*	*30.4%*	*30.2%*	*27.9%*	*32.1%*	*29.4%*
%H		*38.8%*	*16.0%*	*75.2%*	*31.4%*	*43.8%*	*86.9%*
40" - 49"	4442	2008	764	3082	1498	1584	4062
%V	*30.9%*	*33.4%*	*33.8%*	*28.8%*	*30.9%*	*27.0%*	*32.0%*
%H		*45.2%*	*17.2%*	*69.4%*	*33.7%*	*35.7%*	*91.4%*
50" - 59"	1516	785	249	994	543	451	1447
%V	*10.6%*	*13.1%*	*11.0%*	*9.3%*	*11.2%*	*7.7%*	*11.4%*
%H		*51.8%*	*16.4%*	*65.6%*	*35.8%*	*29.7%*	*95.4%*
60"+	171	108	20	107	68	39	165
%V	*1.2%*	*1.8%*	*0.9%*	*1.0%*	*1.4%*	*0.7%*	*1.3%*
%H		*63.2%*	*11.7%*	*62.6%*	*39.8%*	*22.8%*	*96.5%*
Don't know	756	238	74	648	216	432	560
%V	*5.3%*	*4.0%*	*3.3%*	*6.1%*	*4.5%*	*7.4%*	*4.4%*
%H		*31.5%*	*9.8%*	*85.7%*	*28.6%*	*57.1%*	*74.1%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14364	6009	2259	10710	4844	5866	12707
%H		*41.8%*	*15.7%*	*74.6%*	*33.7%*	*40.8%*	*88.5%*
Main living room	7173	2679	1022	5150	1872	3279	6055
%V	*49.9%*	*44.6%*	*45.2%*	*48.1%*	*38.6%*	*55.9%*	*47.7%*
%H		*37.3%*	*14.2%*	*71.8%*	*26.1%*	*45.7%*	*84.4%*
Kitchen	710	324	92	602	307	296	637
%V	*4.9%*	*5.4%*	*4.1%*	*5.6%*	*6.3%*	*5.0%*	*5.0%*
%H		*45.6%*	*13.0%*	*84.8%*	*43.2%*	*41.7%*	*89.7%*
Adult's bedroom	3740	1651	664	2883	1485	1398	3411
%V	*26.0%*	*27.5%*	*29.4%*	*26.9%*	*30.7%*	*23.8%*	*26.8%*
%H		*44.1%*	*17.8%*	*77.1%*	*39.7%*	*37.4%*	*91.2%*
Child's bedroom	840	441	153	584	347	237	825
%V	*5.8%*	*7.3%*	*6.8%*	*5.5%*	*7.2%*	*4.0%*	*6.5%*
%H		*52.5%*	*18.2%*	*69.5%*	*41.3%*	*28.2%*	*98.2%*
Other bedroom	626	303	123	475	277	198	596
%V	*4.4%*	*5.0%*	*5.4%*	*4.4%*	*5.7%*	*3.4%*	*4.7%*
%H		*48.4%*	*19.6%*	*75.9%*	*44.2%*	*31.6%*	*95.2%*
Second living/dining room	851	393	147	674	365	309	779
%V	*5.9%*	*6.5%*	*6.5%*	*6.3%*	*7.5%*	*5.3%*	*6.1%*
%H		*46.2%*	*17.3%*	*79.2%*	*42.9%*	*36.3%*	*91.5%*
Study/office	99	52	14	79	45	34	97
%V	*0.7%*	*0.9%*	*0.6%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*52.5%*	*14.1%*	*79.8%*	*45.5%*	*34.3%*	*98.0%*
TV room	38	20	4	29	15	14	37
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*52.6%*	*10.5%*	*76.3%*	*39.5%*	*36.8%*	*97.4%*
Conservatory	195	96	34	154	90	65	178
%V	*1.4%*	*1.6%*	*1.5%*	*1.4%*	*1.9%*	*1.1%*	*1.4%*
%H		*49.2%*	*17.4%*	*79.0%*	*46.2%*	*33.3%*	*91.3%*
Attic or loft room	24	11	3	20	10	10	24
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*45.8%*	*12.5%*	*83.3%*	*41.7%*	*41.7%*	*100.0%*
No specific location	5	3	1	5	4	1	5
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
Other	66	36	3	53	28	25	64
%V	*0.5%*	*0.6%*	*0.1%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*54.5%*	*4.5%*	*80.3%*	*42.4%*	*37.9%*	*97.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	14364	6009	2259	10710	4844	5866	12707
%H		*41.8%*	*15.7%*	*74.6%*	*33.7%*	*40.8%*	*88.5%*
PVR	6125	3656	1427	3539	2442	1098	5735
%V	*42.6%*	*60.8%*	*63.2%*	*33.0%*	*50.4%*	*18.7%*	*45.1%*
%H		*59.7%*	*23.3%*	*57.8%*	*39.9%*	*17.9%*	*93.6%*
DVDR	83	31	10	69	29	39	75
%V	*0.6%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*37.3%*	*12.0%*	*83.1%*	*34.9%*	*47.0%*	*90.4%*
VCR	82	24	11	66	19	47	56
%V	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.8%*	*0.4%*
%H		*29.3%*	*13.4%*	*80.5%*	*23.2%*	*57.3%*	*68.3%*
Any recorder	6216	3673	1434	3620	2457	1163	5800
%V	*43.3%*	*61.1%*	*63.5%*	*33.8%*	*50.7%*	*19.8%*	*45.6%*
%H		*59.1%*	*23.1%*	*58.2%*	*39.5%*	*18.7%*	*93.3%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: 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	14364	6009	2259	10710	4844	5866	12707
%H		*41.8%*	*15.7%*	*74.6%*	*33.7%*	*40.8%*	*88.5%*
Receives HDTV (via STB or built-in reception)	7745	3765	1440	5501	2900	2602	7200
%V	*53.9%*	*62.7%*	*63.7%*	*51.4%*	*59.9%*	*44.4%*	*56.7%*
%H		*48.6%*	*18.6%*	*71.0%*	*37.4%*	*33.6%*	*93.0%*
DVD/Blu-ray player or recorder	6085	2577	932	4549	2095	2454	5492
%V	*42.4%*	*42.9%*	*41.3%*	*42.5%*	*43.2%*	*41.8%*	*43.2%*
%H		*42.4%*	*15.3%*	*74.8%*	*34.4%*	*40.3%*	*90.3%*

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	7188	2678	1019	5157	1866	3290	6070
%H		*37.3%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	*84.4%*
Under 20"	55	10	1	43	4	39	36
%V	*0.8%*	*0.4%*	*0.1%*	*0.8%*	*0.2%*	*1.2%*	*0.6%*
%H		*18.2%*	*1.8%*	*78.2%*	*7.3%*	*70.9%*	*65.5%*
20" - 29"	398	60	30	326	40	286	258
%V	*5.5%*	*2.2%*	*2.9%*	*6.3%*	*2.1%*	*8.7%*	*4.3%*
%H		*15.1%*	*7.5%*	*81.9%*	*10.1%*	*71.9%*	*64.8%*
30" - 39"	1888	538	231	1423	354	1069	1467
%V	*26.3%*	*20.1%*	*22.7%*	*27.6%*	*19.0%*	*32.5%*	*24.2%*
%H		*28.5%*	*12.2%*	*75.4%*	*18.8%*	*56.6%*	*77.7%*
40" - 49"	3121	1289	510	2167	924	1243	2780
%V	*43.4%*	*48.1%*	*50.0%*	*42.0%*	*49.5%*	*37.8%*	*45.8%*
%H		*41.3%*	*16.3%*	*69.4%*	*29.6%*	*39.8%*	*89.1%*
50" - 59"	1219	612	203	805	429	376	1153
%V	*17.0%*	*22.9%*	*19.9%*	*15.6%*	*23.0%*	*11.4%*	*19.0%*
%H		*50.2%*	*16.7%*	*66.0%*	*35.2%*	*30.8%*	*94.6%*
60"+	138	84	18	83	50	33	133
%V	*1.9%*	*3.1%*	*1.8%*	*1.6%*	*2.7%*	*1.0%*	*2.2%*
%H		*60.9%*	*13.0%*	*60.1%*	*36.2%*	*23.9%*	*96.4%*
Don't know	368	85	27	309	65	244	243
%V	*5.1%*	*3.2%*	*2.6%*	*6.0%*	*3.5%*	*7.4%*	*4.0%*
%H		*23.1%*	*7.3%*	*84.0%*	*17.7%*	*66.3%*	*66.0%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.16: Main Set Recorders

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	7188	2678	1019	5157	1866	3290	6070
%H		*37.3%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	*84.4%*
PVR	4222	2364	961	2610	1681	929	3894
%V	*58.7%*	*88.3%*	*94.3%*	*50.6%*	*90.1%*	*28.2%*	*64.2%*
%H		*56.0%*	*22.8%*	*61.8%*	*39.8%*	*22.0%*	*92.2%*
DVDR	61	23	8	52	23	29	55
%V	*0.8%*	*0.9%*	*0.8%*	*1.0%*	*1.2%*	*0.9%*	*0.9%*
%H		*37.7%*	*13.1%*	*85.2%*	*37.7%*	*47.5%*	*90.2%*
VCR	57	15	8	44	10	34	38
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.5%*	*1.0%*	*0.6%*
%H		*26.3%*	*14.0%*	*77.2%*	*17.5%*	*59.6%*	*66.7%*
Any recorder	4280	2370	962	2663	1685	978	3932
%V	*59.5%*	*88.5%*	*94.4%*	*51.6%*	*90.3%*	*29.7%*	*64.8%*
%H		*55.4%*	*22.5%*	*62.2%*	*39.4%*	*22.9%*	*91.9%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: 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	7188	2678	1019	5157	1866	3290	6070
%H		*37.3%*	*14.2%*	*71.7%*	*26.0%*	*45.8%*	*84.4%*
Receives HDTV (via STB or built-in reception)	4766	2163	857	3360	1579	1781	4347
%V	*66.3%*	*80.8%*	*84.1%*	*65.2%*	*84.6%*	*54.1%*	*71.6%*
%H		*45.4%*	*18.0%*	*70.5%*	*33.1%*	*37.4%*	*91.2%*
DVD/Blu-ray player or recorder	3735	1409	531	2765	1068	1697	3265
%V	*52.0%*	*52.6%*	*52.1%*	*53.6%*	*57.2%*	*51.6%*	*53.8%*
%H		*37.7%*	*14.2%*	*74.0%*	*28.6%*	*45.4%*	*87.4%*

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	7176	3331	1240	5553	2977	2576	6637
%H		*46.4%*	*17.3%*	*77.4%*	*41.5%*	*35.9%*	*92.5%*
Under 20"	780	281	117	668	290	378	691
%V	*10.9%*	*8.4%*	*9.4%*	*12.0%*	*9.7%*	*14.7%*	*10.4%*
%H		*36.0%*	*15.0%*	*85.6%*	*37.2%*	*48.5%*	*88.6%*
20" - 29"	1942	846	318	1607	834	772	1745
%V	*27.1%*	*25.4%*	*25.6%*	*28.9%*	*28.0%*	*30.0%*	*26.3%*
%H		*43.6%*	*16.4%*	*82.7%*	*42.9%*	*39.8%*	*89.9%*
30" - 39"	2416	1134	456	1812	997	815	2275
%V	*33.7%*	*34.0%*	*36.8%*	*32.6%*	*33.5%*	*31.6%*	*34.3%*
%H		*46.9%*	*18.9%*	*75.0%*	*41.3%*	*33.7%*	*94.2%*
40" - 49"	1321	719	254	914	573	341	1283
%V	*18.4%*	*21.6%*	*20.5%*	*16.5%*	*19.2%*	*13.2%*	*19.3%*
%H		*54.4%*	*19.2%*	*69.2%*	*43.4%*	*25.8%*	*97.1%*
50" - 59"	297	173	46	189	115	75	294
%V	*4.1%*	*5.2%*	*3.7%*	*3.4%*	*3.9%*	*2.9%*	*4.4%*
%H		*58.2%*	*15.5%*	*63.6%*	*38.7%*	*25.3%*	*99.0%*
60"+	33	24	2	24	17	6	32
%V	*0.5%*	*0.7%*	*0.2%*	*0.4%*	*0.6%*	*0.2%*	*0.5%*
%H		*72.7%*	*6.1%*	*72.7%*	*51.5%*	*18.2%*	*97.0%*
Don't know	388	153	47	339	151	188	317
%V	*5.4%*	*4.6%*	*3.8%*	*6.1%*	*5.1%*	*7.3%*	*4.8%*
%H		*39.4%*	*12.1%*	*87.4%*	*38.9%*	*48.5%*	*81.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Macro

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	7176	3331	1240	5553	2977	2576	6637
%H		*46.4%*	*17.3%*	*77.4%*	*41.5%*	*35.9%*	*92.5%*
PVR	1903	1292	466	929	761	169	1841
%V	*26.5%*	*38.8%*	*37.6%*	*16.7%*	*25.6%*	*6.6%*	*27.7%*
%H		*67.9%*	*24.5%*	*48.8%*	*40.0%*	*8.9%*	*96.7%*
DVDR	21	8	2	17	7	10	20
%V	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*
%H		*38.1%*	*9.5%*	*81.0%*	*33.3%*	*47.6%*	*95.2%*
VCR	25	10	3	21	9	13	18
%V	*0.3%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*40.0%*	*12.0%*	*84.0%*	*36.0%*	*52.0%*	*72.0%*
Any recorder	1936	1303	471	957	772	185	1867
%V	*27.0%*	*39.1%*	*38.0%*	*17.2%*	*25.9%*	*7.2%*	*28.1%*
%H		*67.3%*	*24.3%*	*49.4%*	*39.9%*	*9.6%*	*96.4%*

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	7176	3331	1240	5553	2977	2576	6637
%H		*46.4%*	*17.3%*	*77.4%*	*41.5%*	*35.9%*	*92.5%*
Receives HDTV (via STB or built-in reception)	2979	1602	584	2141	1320	820	2853
%V	*41.5%*	*48.1%*	*47.1%*	*38.6%*	*44.3%*	*31.8%*	*43.0%*
%H		*53.8%*	*19.6%*	*71.9%*	*44.3%*	*27.5%*	*95.8%*
DVD/Blu-ray player or recorder	2350	1168	401	1784	1027	757	2228
%V	*32.7%*	*35.1%*	*32.3%*	*32.1%*	*34.5%*	*29.4%*	*33.6%*
%H		*49.7%*	*17.1%*	*75.9%*	*43.7%*	*32.2%*	*94.8%*

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	16789	16241	6720	2537	11154	4649	6505	15222
%H		*96.7%*	*40.0%*	*15.1%*	*66.4%*	*27.7%*	*38.7%*	*90.7%*
Total Children	3171	3101	1465	499	1913	890	1024	3092
%V	*18.9%*	*19.1%*	*21.8%*	*19.7%*	*17.2%*	*19.1%*	*15.7%*	*20.3%*
%H		*97.8%*	*46.2%*	*15.7%*	*60.3%*	*28.1%*	*32.3%*	*97.5%*
0 - 3	768	744	323	111	449	181	268	743
%V	*4.6%*	*4.6%*	*4.8%*	*4.4%*	*4.0%*	*3.9%*	*4.1%*	*4.9%*
%H		*96.9%*	*42.1%*	*14.5%*	*58.5%*	*23.6%*	*34.9%*	*96.7%*
4 - 15	2403	2357	1142	388	1464	709	756	2349
%V	*14.3%*	*14.5%*	*17.0%*	*15.3%*	*13.1%*	*15.3%*	*11.6%*	*15.4%*
%H		*98.1%*	*47.5%*	*16.1%*	*60.9%*	*29.5%*	*31.5%*	*97.8%*
4 - 9	1269	1238	604	178	751	347	405	1244
%V	*7.6%*	*7.6%*	*9.0%*	*7.0%*	*6.7%*	*7.5%*	*6.2%*	*8.2%*
%H		*97.6%*	*47.6%*	*14.0%*	*59.2%*	*27.3%*	*31.9%*	*98.0%*
10 - 15	1134	1119	538	210	713	362	351	1105
%V	*6.8%*	*6.9%*	*8.0%*	*8.3%*	*6.4%*	*7.8%*	*5.4%*	*7.3%*
%H		*98.7%*	*47.4%*	*18.5%*	*62.9%*	*31.9%*	*31.0%*	*97.4%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	16789	16241	6720	2537	11154	4649	6505	15222
%H		*96.7%*	*40.0%*	*15.1%*	*66.4%*	*27.7%*	*38.7%*	*90.7%*
Total Adults (16+)	13618	13140	5255	2038	9240	3759	5481	12130
%V	*81.1%*	*80.9%*	*78.2%*	*80.3%*	*82.8%*	*80.9%*	*84.3%*	*79.7%*
%H		*96.5%*	*38.6%*	*15.0%*	*67.9%*	*27.6%*	*40.2%*	*89.1%*
16 - 19	636	615	267	128	425	215	210	630
%V	*3.8%*	*3.8%*	*4.0%*	*5.0%*	*3.8%*	*4.6%*	*3.2%*	*4.1%*
%H		*96.7%*	*42.0%*	*20.1%*	*66.8%*	*33.8%*	*33.0%*	*99.1%*
20 - 24	1104	972	307	168	645	246	400	1076
%V	*6.6%*	*6.0%*	*4.6%*	*6.6%*	*5.8%*	*5.3%*	*6.1%*	*7.1%*
%H		*88.0%*	*27.8%*	*15.2%*	*58.4%*	*22.3%*	*36.2%*	*97.5%*
25 - 34	2191	2063	883	278	1196	478	718	2122
%V	*13.1%*	*12.7%*	*13.1%*	*11.0%*	*10.7%*	*10.3%*	*11.0%*	*13.9%*
%H		*94.2%*	*40.3%*	*12.7%*	*54.6%*	*21.8%*	*32.8%*	*96.9%*
35 - 44	1986	1904	882	341	1185	571	614	1920
%V	*11.8%*	*11.7%*	*13.1%*	*13.4%*	*10.6%*	*12.3%*	*9.4%*	*12.6%*
%H		*95.9%*	*44.4%*	*17.2%*	*59.7%*	*28.8%*	*30.9%*	*96.7%*
45 - 54	2347	2291	1036	393	1626	774	852	2234
%V	*14.0%*	*14.1%*	*15.4%*	*15.5%*	*14.6%*	*16.6%*	*13.1%*	*14.7%*
%H		*97.6%*	*44.1%*	*16.7%*	*69.3%*	*33.0%*	*36.3%*	*95.2%*
55 - 64	2170	2135	880	345	1581	669	912	1975
%V	*12.9%*	*13.1%*	*13.1%*	*13.6%*	*14.2%*	*14.4%*	*14.0%*	*13.0%*
%H		*98.4%*	*40.6%*	*15.9%*	*72.9%*	*30.8%*	*42.0%*	*91.0%*
65+	3184	3161	999	386	2582	806	1775	2173
%V	*19.0%*	*19.5%*	*14.9%*	*15.2%*	*23.1%*	*17.3%*	*27.3%*	*14.3%*
%H		*99.3%*	*31.4%*	*12.1%*	*81.1%*	*25.3%*	*55.7%*	*68.2%*

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+)	13618	13140	5255	2038	9240	3759	5481	12130
%H		*96.5%*	*38.6%*	*15.0%*	*67.9%*	*27.6%*	*40.2%*	*89.1%*
AB	3046	2969	1340	443	2103	972	1130	2971
%V	*22.4%*	*22.6%*	*25.5%*	*21.7%*	*22.8%*	*25.9%*	*20.6%*	*24.5%*
%H		*97.5%*	*44.0%*	*14.5%*	*69.0%*	*31.9%*	*37.1%*	*97.5%*
C1	3842	3658	1448	575	2578	1066	1512	3608
%V	*28.2%*	*27.8%*	*27.6%*	*28.2%*	*27.9%*	*28.4%*	*27.6%*	*29.7%*
%H		*95.2%*	*37.7%*	*15.0%*	*67.1%*	*27.7%*	*39.4%*	*93.9%*
C2	3050	2983	1270	518	2085	951	1134	2747
%V	*22.4%*	*22.7%*	*24.2%*	*25.4%*	*22.6%*	*25.3%*	*20.7%*	*22.6%*
%H		*97.8%*	*41.6%*	*17.0%*	*68.4%*	*31.2%*	*37.2%*	*90.1%*
D	2196	2118	815	314	1424	533	891	1869
%V	*16.1%*	*16.1%*	*15.5%*	*15.4%*	*15.4%*	*14.2%*	*16.3%*	*15.4%*
%H		*96.4%*	*37.1%*	*14.3%*	*64.8%*	*24.3%*	*40.6%*	*85.1%*
E	1484	1412	381	189	1050	236	814	934
%V	*10.9%*	*10.7%*	*7.3%*	*9.3%*	*11.4%*	*6.3%*	*14.9%*	*7.7%*
%H		*95.1%*	*25.7%*	*12.7%*	*70.8%*	*15.9%*	*54.9%*	*62.9%*

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+)	13618	13140	5255	2038	9240	3759	5481	12130
%H		*96.5%*	*38.6%*	*15.0%*	*67.9%*	*27.6%*	*40.2%*	*89.1%*
Working full time	6355	6161	2760	1049	3988	1863	2125	6167
%V	*46.7%*	*46.9%*	*52.5%*	*51.5%*	*43.2%*	*49.6%*	*38.8%*	*50.8%*
%H		*96.9%*	*43.4%*	*16.5%*	*62.8%*	*29.3%*	*33.4%*	*97.0%*
Working part time	1309	1266	560	190	927	428	498	1257
%V	*9.6%*	*9.6%*	*10.7%*	*9.3%*	*10.0%*	*11.4%*	*9.1%*	*10.4%*
%H		*96.7%*	*42.8%*	*14.5%*	*70.8%*	*32.7%*	*38.0%*	*96.0%*
Not working	5954	5714	1934	799	4325	1468	2858	4706
%V	*43.7%*	*43.5%*	*36.8%*	*39.2%*	*46.8%*	*39.1%*	*52.1%*	*38.8%*
%H		*96.0%*	*32.5%*	*13.4%*	*72.6%*	*24.7%*	*48.0%*	*79.0%*
Any recorder	7456	7190	2678	1019	5157	1867	3290	6283
%V	*54.8%*	*54.7%*	*51.0%*	*50.0%*	*55.8%*	*49.7%*	*60.0%*	*51.8%*
%H		*96.4%*	*35.9%*	*13.7%*	*69.2%*	*25.0%*	*44.1%*	*84.3%*

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+)	6657	6366	2604	995	4435	1869	2566	5971
%H		*95.6%*	*39.1%*	*14.9%*	*66.6%*	*28.1%*	*38.5%*	*89.7%*
16 - 19	333	320	137	73	230	123	107	329
%V	*5.0%*	*5.0%*	*5.3%*	*7.3%*	*5.2%*	*6.6%*	*4.2%*	*5.5%*
%H		*96.1%*	*41.1%*	*21.9%*	*69.1%*	*36.9%*	*32.1%*	*98.8%*
20 - 24	556	478	160	93	310	134	175	541
%V	*8.4%*	*7.5%*	*6.1%*	*9.3%*	*7.0%*	*7.2%*	*6.8%*	*9.1%*
%H		*86.0%*	*28.8%*	*16.7%*	*55.8%*	*24.1%*	*31.5%*	*97.3%*
25 - 34	1096	1023	430	133	584	230	355	1057
%V	*16.5%*	*16.1%*	*16.5%*	*13.4%*	*13.2%*	*12.3%*	*13.8%*	*17.7%*
%H		*93.3%*	*39.2%*	*12.1%*	*53.3%*	*21.0%*	*32.4%*	*96.4%*
35 - 44	982	930	441	165	576	288	288	949
%V	*14.8%*	*14.6%*	*16.9%*	*16.6%*	*13.0%*	*15.4%*	*11.2%*	*15.9%*
%H		*94.7%*	*44.9%*	*16.8%*	*58.7%*	*29.3%*	*29.3%*	*96.6%*
45 - 54	1152	1119	502	184	790	363	427	1086
%V	*17.3%*	*17.6%*	*19.3%*	*18.5%*	*17.8%*	*19.4%*	*16.6%*	*18.2%*
%H		*97.1%*	*43.6%*	*16.0%*	*68.6%*	*31.5%*	*37.1%*	*94.3%*
55 - 64	1062	1036	428	162	769	321	447	948
%V	*16.0%*	*16.3%*	*16.4%*	*16.3%*	*17.3%*	*17.2%*	*17.4%*	*15.9%*
%H		*97.6%*	*40.3%*	*15.3%*	*72.4%*	*30.2%*	*42.1%*	*89.3%*
65+	1475	1460	507	186	1176	410	766	1061
%V	*22.2%*	*22.9%*	*19.5%*	*18.7%*	*26.5%*	*21.9%*	*29.9%*	*17.8%*
%H		*99.0%*	*34.4%*	*12.6%*	*79.7%*	*27.8%*	*51.9%*	*71.9%*

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+)	6657	6366	2604	995	4435	1869	2566	5971
%H		*95.6%*	*39.1%*	*14.9%*	*66.6%*	*28.1%*	*38.5%*	*89.7%*
AB	1543	1492	681	220	1050	487	562	1511
%V	*23.2%*	*23.4%*	*26.2%*	*22.1%*	*23.7%*	*26.1%*	*21.9%*	*25.3%*
%H		*96.7%*	*44.1%*	*14.3%*	*68.0%*	*31.6%*	*36.4%*	*97.9%*
C1	1786	1686	695	276	1151	506	645	1697
%V	*26.8%*	*26.5%*	*26.7%*	*27.7%*	*26.0%*	*27.1%*	*25.1%*	*28.4%*
%H		*94.4%*	*38.9%*	*15.5%*	*64.4%*	*28.3%*	*36.1%*	*95.0%*
C2	1638	1591	665	276	1127	513	614	1458
%V	*24.6%*	*25.0%*	*25.5%*	*27.7%*	*25.4%*	*27.4%*	*23.9%*	*24.4%*
%H		*97.1%*	*40.6%*	*16.8%*	*68.8%*	*31.3%*	*37.5%*	*89.0%*
D	1045	996	398	141	656	256	400	901
%V	*15.7%*	*15.6%*	*15.3%*	*14.2%*	*14.8%*	*13.7%*	*15.6%*	*15.1%*
%H		*95.3%*	*38.1%*	*13.5%*	*62.8%*	*24.5%*	*38.3%*	*86.2%*
E	644	602	165	81	450	106	344	404
%V	*9.7%*	*9.5%*	*6.3%*	*8.1%*	*10.1%*	*5.7%*	*13.4%*	*6.8%*
%H		*93.5%*	*25.6%*	*12.6%*	*69.9%*	*16.5%*	*53.4%*	*62.7%*

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+)	6657	6366	2604	995	4435	1869	2566	5971
%H		*95.6%*	*39.1%*	*14.9%*	*66.6%*	*28.1%*	*38.5%*	*89.7%*
Working full time	3790	3654	1656	603	2356	1102	1254	3666
%V	*56.9%*	*57.4%*	*63.6%*	*60.6%*	*53.1%*	*59.0%*	*48.9%*	*61.4%*
%H		*96.4%*	*43.7%*	*15.9%*	*62.2%*	*29.1%*	*33.1%*	*96.7%*
Working part time	288	265	112	35	204	88	116	265
%V	*4.3%*	*4.2%*	*4.3%*	*3.5%*	*4.6%*	*4.7%*	*4.5%*	*4.4%*
%H		*92.0%*	*38.9%*	*12.2%*	*70.8%*	*30.6%*	*40.3%*	*92.0%*
Not working	2579	2448	837	356	1875	679	1196	2040
%V	*38.7%*	*38.5%*	*32.1%*	*35.8%*	*42.3%*	*36.3%*	*46.6%*	*34.2%*
%H		*94.9%*	*32.5%*	*13.8%*	*72.7%*	*26.3%*	*46.4%*	*79.1%*
Houseperson	1838	1700	557	209	1223	366	857	1394
%V	*27.6%*	*26.7%*	*21.4%*	*21.0%*	*27.6%*	*19.6%*	*33.4%*	*23.3%*
%H		*92.5%*	*30.3%*	*11.4%*	*66.5%*	*19.9%*	*46.6%*	*75.8%*

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+)	6961	6774	2651	1043	4805	1890	2916	6159
%H		*97.3%*	*38.1%*	*15.0%*	*69.0%*	*27.2%*	*41.9%*	*88.5%*
16 - 19	303	294	131	55	196	92	103	301
%V	*4.4%*	*4.3%*	*4.9%*	*5.3%*	*4.1%*	*4.9%*	*3.5%*	*4.9%*
%H		*97.0%*	*43.2%*	*18.2%*	*64.7%*	*30.4%*	*34.0%*	*99.3%*
20 - 24	548	494	147	75	336	111	224	534
%V	*7.9%*	*7.3%*	*5.5%*	*7.2%*	*7.0%*	*5.9%*	*7.7%*	*8.7%*
%H		*90.1%*	*26.8%*	*13.7%*	*61.3%*	*20.3%*	*40.9%*	*97.4%*
25 - 34	1094	1040	453	145	612	248	363	1065
%V	*15.7%*	*15.4%*	*17.1%*	*13.9%*	*12.7%*	*13.1%*	*12.4%*	*17.3%*
%H		*95.1%*	*41.4%*	*13.3%*	*55.9%*	*22.7%*	*33.2%*	*97.3%*
35 - 44	1004	974	441	176	609	283	325	972
%V	*14.4%*	*14.4%*	*16.6%*	*16.9%*	*12.7%*	*15.0%*	*11.1%*	*15.8%*
%H		*97.0%*	*43.9%*	*17.5%*	*60.7%*	*28.2%*	*32.4%*	*96.8%*
45 - 54	1195	1172	534	209	836	411	425	1148
%V	*17.2%*	*17.3%*	*20.1%*	*20.0%*	*17.4%*	*21.7%*	*14.6%*	*18.6%*
%H		*98.1%*	*44.7%*	*17.5%*	*70.0%*	*34.4%*	*35.6%*	*96.1%*
55 - 64	1108	1099	452	183	812	348	465	1027
%V	*15.9%*	*16.2%*	*17.1%*	*17.5%*	*16.9%*	*18.4%*	*15.9%*	*16.7%*
%H		*99.2%*	*40.8%*	*16.5%*	*73.3%*	*31.4%*	*42.0%*	*92.7%*
65+	1709	1701	493	200	1406	396	1009	1112
%V	*24.6%*	*25.1%*	*18.6%*	*19.2%*	*29.3%*	*21.0%*	*34.6%*	*18.1%*
%H		*99.5%*	*28.8%*	*11.7%*	*82.3%*	*23.2%*	*59.0%*	*65.1%*

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+)	6961	6774	2651	1043	4805	1890	2916	6159
%H		*97.3%*	*38.1%*	*15.0%*	*69.0%*	*27.2%*	*41.9%*	*88.5%*
AB	1503	1476	660	223	1053	485	568	1460
%V	*21.6%*	*21.8%*	*24.9%*	*21.4%*	*21.9%*	*25.7%*	*19.5%*	*23.7%*
%H		*98.2%*	*43.9%*	*14.8%*	*70.1%*	*32.3%*	*37.8%*	*97.1%*
C1	2056	1972	753	298	1427	560	867	1911
%V	*29.5%*	*29.1%*	*28.4%*	*28.6%*	*29.7%*	*29.6%*	*29.7%*	*31.0%*
%H		*95.9%*	*36.6%*	*14.5%*	*69.4%*	*27.2%*	*42.2%*	*92.9%*
C2	1412	1392	604	242	958	438	520	1289
%V	*20.3%*	*20.5%*	*22.8%*	*23.2%*	*19.9%*	*23.2%*	*17.8%*	*20.9%*
%H		*98.6%*	*42.8%*	*17.1%*	*67.8%*	*31.0%*	*36.8%*	*91.3%*
D	1150	1123	417	172	768	277	491	969
%V	*16.5%*	*16.6%*	*15.7%*	*16.5%*	*16.0%*	*14.7%*	*16.8%*	*15.7%*
%H		*97.7%*	*36.3%*	*15.0%*	*66.8%*	*24.1%*	*42.7%*	*84.3%*
E	840	810	216	108	600	130	470	530
%V	*12.1%*	*12.0%*	*8.1%*	*10.4%*	*12.5%*	*6.9%*	*16.1%*	*8.6%*
%H		*96.4%*	*25.7%*	*12.9%*	*71.4%*	*15.5%*	*56.0%*	*63.1%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North Macro

Individual level data

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+)	6961	6774	2651	1043	4805	1890	2916	6159
%H		*97.3%*	*38.1%*	*15.0%*	*69.0%*	*27.2%*	*41.9%*	*88.5%*
Working full time	2565	2507	1105	446	1632	760	872	2502
%V	*36.8%*	*37.0%*	*41.7%*	*42.8%*	*34.0%*	*40.2%*	*29.9%*	*40.6%*
%H		*97.7%*	*43.1%*	*17.4%*	*63.6%*	*29.6%*	*34.0%*	*97.5%*
Working part time	1021	1001	448	155	723	341	383	992
%V	*14.7%*	*14.8%*	*16.9%*	*14.9%*	*15.0%*	*18.0%*	*13.1%*	*16.1%*
%H		*98.0%*	*43.9%*	*15.2%*	*70.8%*	*33.4%*	*37.5%*	*97.2%*
Not working	3375	3266	1098	442	2450	788	1661	2666
%V	*48.5%*	*48.2%*	*41.4%*	*42.4%*	*51.0%*	*41.7%*	*57.0%*	*43.3%*
%H		*96.8%*	*32.5%*	*13.1%*	*72.6%*	*23.3%*	*49.2%*	*79.0%*
Houseperson	5618	5490	2121	811	3934	1500	2434	4890
%V	*80.7%*	*81.0%*	*80.0%*	*77.8%*	*81.9%*	*79.4%*	*83.5%*	*79.4%*
%H		*97.7%*	*37.8%*	*14.4%*	*70.0%*	*26.7%*	*43.3%*	*87.0%*

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV Yorkshire / North East Macro

Contents Page

Household
- Table 23.1: Social Grade 620
- Table 23.2: Houseperson Age 621
- Table 23.3: Size of Household 622
- Table 23.4: Presence of Children 623
- Table 23.5: Number of TV sets in household 624
- Table 23.6: Screen size 625
- Table 23.7: Location of ANY set in household 626
- Table 23.8: Platform Provider 627
- Table 23.9: Recorders and other equipment 628
- Table 23.10: Computers and Internet 629

Sets
- Table 23.11: Screen Size 630
- Table 23.12: Location of set 631
- Table 23.13: Recorders 632
- Table 23.14: Other TV equipment 632
- Table 23.15: Main Set Screen Size 633
- Table 23.16: Main Set Recorders 634
- Table 23.17: Main Set - Other TV equipment 634
- Table 23.18: Other Sets (non-Main Set) Screen Size 635
- Table 23.19: Other Set (non-Main Set) Recorders 636
- Table 23.20: Other Set (non-Main Set) - Other TV equipment 636

Individuals
- Table 23.21: Age of Children 637
- Table 23.22: Adults - Age 638
- Table 23.23: Social Grade (Adults 16+) 639
- Table 23.24: Working Status (Adults 16+) 640
- Table 23.25: Males - Age 641
- Table 23.26: Social Grade (Males 16+) 642
- Table 23.27: Working Status (Males 16+) 643
- Table 23.28: Females - Age 644
- Table 23.29: Social Grade (Females 16+) 645
- Table 23.30: Working Status (Females 16+) 646

Table 23.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
AB	905	880	378	123	645	282	363	868
%V	*22.3%*	*22.4%*	*25.3%*	*23.6%*	*22.2%*	*25.7%*	*20.1%*	*25.4%*
%H (All HH)		*97.2%*	*41.8%*	*13.6%*	*71.3%*	*31.2%*	*40.1%*	*95.9%*
%H (TV HH)			*43.0%*	*14.0%*	*73.3%*	*32.0%*	*41.3%*	
C1	1108	1063	402	143	786	304	482	995
%V	*27.3%*	*27.1%*	*26.9%*	*27.4%*	*27.1%*	*27.7%*	*26.7%*	*29.1%*
%H (All HH)		*95.9%*	*36.3%*	*12.9%*	*70.9%*	*27.4%*	*43.5%*	*89.8%*
%H (TV HH)			*37.8%*	*13.5%*	*73.9%*	*28.6%*	*45.3%*	
C2	888	868	369	132	637	280	357	752
%V	*21.9%*	*22.1%*	*24.7%*	*25.3%*	*21.9%*	*25.5%*	*19.8%*	*22.0%*
%H (All HH)		*97.7%*	*41.6%*	*14.9%*	*71.7%*	*31.5%*	*40.2%*	*84.7%*
%H (TV HH)			*42.5%*	*15.2%*	*73.4%*	*32.3%*	*41.1%*	
D	668	650	225	83	463	155	309	525
%V	*16.5%*	*16.6%*	*15.1%*	*15.9%*	*15.9%*	*14.1%*	*17.1%*	*15.4%*
%H (All HH)		*97.3%*	*33.7%*	*12.4%*	*69.3%*	*23.2%*	*46.3%*	*78.6%*
%H (TV HH)			*34.6%*	*12.8%*	*71.2%*	*23.8%*	*47.5%*	
E	487	463	122	39	372	78	294	274
%V	*12.0%*	*11.8%*	*8.2%*	*7.5%*	*12.8%*	*7.1%*	*16.3%*	*8.0%*
%H (All HH)		*95.1%*	*25.1%*	*8.0%*	*76.4%*	*16.0%*	*60.4%*	*56.3%*
%H (TV HH)			*26.3%*	*8.4%*	*80.3%*	*16.8%*	*63.5%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.2: 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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Under 25	184	153	35	12	100	20	80	180
%V	*4.5%*	*3.9%*	*2.3%*	*2.3%*	*3.4%*	*1.8%*	*4.4%*	*5.3%*
%H (All HH)		*83.2%*	*19.0%*	*6.5%*	*54.3%*	*10.9%*	*43.5%*	*97.8%*
%H (TV HH)			*22.9%*	*7.8%*	*65.4%*	*13.1%*	*52.3%*	
25 - 34	604	571	242	75	332	131	200	589
%V	*14.9%*	*14.6%*	*16.2%*	*14.4%*	*11.4%*	*11.9%*	*11.1%*	*17.3%*
%H (All HH)		*94.5%*	*40.1%*	*12.4%*	*55.0%*	*21.7%*	*33.1%*	*97.5%*
%H (TV HH)			*42.4%*	*13.1%*	*58.1%*	*22.9%*	*35.0%*	
35 - 44	610	584	271	102	382	192	190	589
%V	*15.0%*	*14.9%*	*18.1%*	*19.6%*	*13.2%*	*17.5%*	*10.5%*	*17.3%*
%H (All HH)		*95.7%*	*44.4%*	*16.7%*	*62.6%*	*31.5%*	*31.1%*	*96.6%*
%H (TV HH)			*46.4%*	*17.5%*	*65.4%*	*32.9%*	*32.5%*	
45 - 54	739	714	319	107	523	242	281	700
%V	*18.2%*	*18.2%*	*21.3%*	*20.5%*	*18.0%*	*22.0%*	*15.6%*	*20.5%*
%H (All HH)		*96.6%*	*43.2%*	*14.5%*	*70.8%*	*32.7%*	*38.0%*	*94.7%*
%H (TV HH)			*44.7%*	*15.0%*	*73.2%*	*33.9%*	*39.4%*	
55 - 64	734	723	294	98	565	230	335	651
%V	*18.1%*	*18.4%*	*19.7%*	*18.8%*	*19.5%*	*20.9%*	*18.6%*	*19.1%*
%H (All HH)		*98.5%*	*40.1%*	*13.4%*	*77.0%*	*31.3%*	*45.6%*	*88.7%*
%H (TV HH)			*40.7%*	*13.6%*	*78.1%*	*31.8%*	*46.3%*	
65 +	1185	1179	334	127	1002	284	719	706
%V	*29.2%*	*30.0%*	*22.3%*	*24.4%*	*34.5%*	*25.8%*	*39.8%*	*20.7%*
%H (All HH)		*99.5%*	*28.2%*	*10.7%*	*84.6%*	*24.0%*	*60.7%*	*59.6%*
%H (TV HH)			*28.3%*	*10.8%*	*85.0%*	*24.1%*	*61.0%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire / North East Macro

Household level data

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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
1	1280	1215	321	117	979	230	749	803
%V	*31.6%*	*31.0%*	*21.5%*	*22.5%*	*33.7%*	*20.9%*	*41.5%*	*23.5%*
%H (All HH)		*94.9%*	*25.1%*	*9.1%*	*76.5%*	*18.0%*	*58.5%*	*62.7%*
%H (TV HH)			*26.4%*	*9.6%*	*80.6%*	*18.9%*	*61.6%*	
2	1503	1472	593	206	1100	465	636	1360
%V	*37.1%*	*37.5%*	*39.7%*	*39.5%*	*37.9%*	*42.3%*	*35.2%*	*39.8%*
%H (All HH)		*97.9%*	*39.5%*	*13.7%*	*73.2%*	*30.9%*	*42.3%*	*90.5%*
%H (TV HH)			*40.3%*	*14.0%*	*74.7%*	*31.6%*	*43.2%*	
3	567	555	248	82	382	175	207	552
%V	*14.0%*	*14.1%*	*16.6%*	*15.7%*	*13.2%*	*15.9%*	*11.5%*	*16.2%*
%H (All HH)		*97.9%*	*43.7%*	*14.5%*	*67.4%*	*30.9%*	*36.5%*	*97.4%*
%H (TV HH)			*44.7%*	*14.8%*	*68.8%*	*31.5%*	*37.3%*	
4	488	478	236	77	320	167	153	485
%V	*12.0%*	*12.2%*	*15.8%*	*14.8%*	*11.0%*	*15.2%*	*8.5%*	*14.2%*
%H (All HH)		*98.0%*	*48.4%*	*15.8%*	*65.6%*	*34.2%*	*31.4%*	*99.4%*
%H (TV HH)			*49.4%*	*16.1%*	*66.9%*	*34.9%*	*32.0%*	
5+	218	204	98	39	124	63	61	214
%V	*5.4%*	*5.2%*	*6.6%*	*7.5%*	*4.3%*	*5.7%*	*3.4%*	*6.3%*
%H (All HH)		*93.6%*	*45.0%*	*17.9%*	*56.9%*	*28.9%*	*28.0%*	*98.2%*
%H (TV HH)			*48.0%*	*19.1%*	*60.8%*	*30.9%*	*29.9%*	
Average HH size	2.25	2.25	2.48	2.48	2.16	2.45	1.99	2.42

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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Without	3064	2947	1041	368	2260	795	1464	2440
%V	*75.5%*	*75.1%*	*69.6%*	*70.6%*	*77.8%*	*72.3%*	*81.1%*	*71.5%*
%H (All HH)		*96.2%*	*34.0%*	*12.0%*	*73.8%*	*25.9%*	*47.8%*	*79.6%*
%H (TV HH)			*35.3%*	*12.5%*	*76.7%*	*27.0%*	*49.7%*	
With	992	977	455	153	644	304	340	975
%V	*24.5%*	*24.9%*	*30.4%*	*29.4%*	*22.2%*	*27.7%*	*18.8%*	*28.6%*
%H (All HH)		*98.5%*	*45.9%*	*15.4%*	*64.9%*	*30.6%*	*34.3%*	*98.3%*
%H (TV HH)			*46.6%*	*15.7%*	*65.9%*	*31.1%*	*34.8%*	
0 - 3	351	341	146	49	216	88	128	343
%V	*8.7%*	*8.7%*	*9.8%*	*9.4%*	*7.4%*	*8.0%*	*7.1%*	*10.0%*
%H (All HH)		*97.2%*	*41.6%*	*14.0%*	*61.5%*	*25.1%*	*36.5%*	*97.7%*
%H (TV HH)			*42.8%*	*14.4%*	*63.3%*	*25.8%*	*37.5%*	
4 - 9	530	522	263	69	330	156	174	523
%V	*13.1%*	*13.3%*	*17.6%*	*13.2%*	*11.4%*	*14.2%*	*9.6%*	*15.3%*
%H (All HH)		*98.5%*	*49.6%*	*13.0%*	*62.3%*	*29.4%*	*32.8%*	*98.7%*
%H (TV HH)			*50.4%*	*13.2%*	*63.2%*	*29.9%*	*33.3%*	
10 - 15	469	466	221	86	318	163	155	459
%V	*11.6%*	*11.9%*	*14.8%*	*16.5%*	*11.0%*	*14.8%*	*8.6%*	*13.4%*
%H (All HH)		*99.4%*	*47.1%*	*18.3%*	*67.8%*	*34.8%*	*33.0%*	*97.9%*
%H (TV HH)			*47.4%*	*18.5%*	*68.2%*	*35.0%*	*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 23.5: 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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
1	1592	1592	454	165	1072	195	878	1207
%V	*39.3%*	*40.6%*	*30.4%*	*31.7%*	*36.9%*	*17.7%*	*48.6%*	*35.4%*
%H (All HH)		*100.0%*	*28.5%*	*10.4%*	*67.3%*	*12.2%*	*55.2%*	*75.8%*
%H (TV HH)			*28.5%*	*10.4%*	*67.3%*	*12.2%*	*55.2%*	
2	1322	1322	546	186	1013	432	580	1134
%V	*32.6%*	*33.7%*	*36.5%*	*35.7%*	*34.9%*	*39.3%*	*32.1%*	*33.2%*
%H (All HH)		*100.0%*	*41.3%*	*14.1%*	*76.6%*	*32.7%*	*43.9%*	*85.8%*
%H (TV HH)			*41.3%*	*14.1%*	*76.6%*	*32.7%*	*43.9%*	
3	600	600	278	97	484	258	226	561
%V	*14.8%*	*15.3%*	*18.6%*	*18.6%*	*16.7%*	*23.5%*	*12.5%*	*16.4%*
%H (All HH)		*100.0%*	*46.3%*	*16.2%*	*80.7%*	*43.0%*	*37.7%*	*93.5%*
%H (TV HH)			*46.3%*	*16.2%*	*80.7%*	*43.0%*	*37.7%*	
4	287	287	143	53	233	141	92	277
%V	*7.1%*	*7.3%*	*9.6%*	*10.2%*	*8.0%*	*12.8%*	*5.1%*	*8.1%*
%H (All HH)		*100.0%*	*49.8%*	*18.5%*	*81.2%*	*49.1%*	*32.1%*	*96.5%*
%H (TV HH)			*49.8%*	*18.5%*	*81.2%*	*49.1%*	*32.1%*	
5+	124	124	76	21	102	73	29	123
%V	*3.1%*	*3.2%*	*5.1%*	*4.0%*	*3.5%*	*6.6%*	*1.6%*	*3.6%*
%H (All HH)		*100.0%*	*61.3%*	*16.9%*	*82.3%*	*58.9%*	*23.4%*	*99.2%*
%H (TV HH)			*61.3%*	*16.9%*	*82.3%*	*58.9%*	*23.4%*	

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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Under 20"	420	420	153	55	362	154	209	366
%V	*10.4%*	*10.7%*	*10.2%*	*10.6%*	*12.5%*	*14.0%*	*11.6%*	*10.7%*
%H (All HH)		*100.0%*	*36.4%*	*13.1%*	*86.2%*	*36.7%*	*49.8%*	*87.1%*
%H (TV HH)			*36.4%*	*13.1%*	*86.2%*	*36.7%*	*49.8%*	
20" - 29"	979	979	373	136	811	355	456	835
%V	*24.1%*	*24.9%*	*24.9%*	*26.1%*	*27.9%*	*32.3%*	*25.3%*	*24.5%*
%H (All HH)		*100.0%*	*38.1%*	*13.9%*	*82.8%*	*36.3%*	*46.6%*	*85.3%*
%H (TV HH)			*38.1%*	*13.9%*	*82.8%*	*36.3%*	*46.6%*	
30" - 39"	1702	1702	655	259	1310	545	765	1458
%V	*42.0%*	*43.4%*	*43.8%*	*49.7%*	*45.1%*	*49.6%*	*42.4%*	*42.7%*
%H (All HH)		*100.0%*	*38.5%*	*15.2%*	*77.0%*	*32.0%*	*44.9%*	*85.7%*
%H (TV HH)			*38.5%*	*15.2%*	*77.0%*	*32.0%*	*44.9%*	
40" - 49"	2035	2035	900	311	1454	670	784	1816
%V	*50.2%*	*51.9%*	*60.2%*	*59.7%*	*50.1%*	*61.0%*	*43.4%*	*53.2%*
%H (All HH)		*100.0%*	*44.2%*	*15.3%*	*71.4%*	*32.9%*	*38.5%*	*89.2%*
%H (TV HH)			*44.2%*	*15.3%*	*71.4%*	*32.9%*	*38.5%*	
50" - 59"	782	782	404	119	535	290	244	743
%V	*19.3%*	*19.9%*	*27.0%*	*22.8%*	*18.4%*	*26.4%*	*13.5%*	*21.8%*
%H (All HH)		*100.0%*	*51.7%*	*15.2%*	*68.4%*	*37.1%*	*31.2%*	*95.0%*
%H (TV HH)			*51.7%*	*15.2%*	*68.4%*	*37.1%*	*31.2%*	
60"+	94	94	62	9	59	36	23	90
%V	*2.3%*	*2.4%*	*4.1%*	*1.7%*	*2.0%*	*3.3%*	*1.3%*	*2.6%*
%H (All HH)		*100.0%*	*66.0%*	*9.6%*	*62.8%*	*38.3%*	*24.5%*	*95.7%*
%H (TV HH)			*66.0%*	*9.6%*	*62.8%*	*38.3%*	*24.5%*	

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
Jan - Dec 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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Main living room	3883	3883	1486	519	2877	1093	1784	3268
%V	*95.7%*	*99.0%*	*99.4%*	*99.6%*	*99.1%*	*99.5%*	*98.8%*	*95.7%*
%H (All HH)		*100.0%*	*38.3%*	*13.4%*	*74.1%*	*28.1%*	*45.9%*	*84.2%*
%H (TV HH)			*38.3%*	*13.4%*	*74.1%*	*28.1%*	*45.9%*	
Kitchen	419	419	194	52	367	191	176	374
%V	*10.3%*	*10.7%*	*13.0%*	*10.0%*	*12.6%*	*17.4%*	*9.8%*	*11.0%*
%H (All HH)		*100.0%*	*46.3%*	*12.4%*	*87.6%*	*45.6%*	*42.0%*	*89.3%*
%H (TV HH)			*46.3%*	*12.4%*	*87.6%*	*45.6%*	*42.0%*	
Adult's bedroom	1728	1728	776	274	1363	693	670	1559
%V	*42.6%*	*44.0%*	*51.9%*	*52.6%*	*46.9%*	*63.1%*	*37.1%*	*45.7%*
%H (All HH)		*100.0%*	*44.9%*	*15.9%*	*78.9%*	*40.1%*	*38.8%*	*90.2%*
%H (TV HH)			*44.9%*	*15.9%*	*78.9%*	*40.1%*	*38.8%*	
Child's bedroom	378	378	193	72	265	156	109	368
%V	*9.3%*	*9.6%*	*12.9%*	*13.8%*	*9.1%*	*14.2%*	*6.0%*	*10.8%*
%H (All HH)		*100.0%*	*51.1%*	*19.0%*	*70.1%*	*41.3%*	*28.8%*	*97.4%*
%H (TV HH)			*51.1%*	*19.0%*	*70.1%*	*41.3%*	*28.8%*	
Other bedroom	268	268	126	43	221	122	98	253
%V	*6.6%*	*6.8%*	*8.4%*	*8.3%*	*7.6%*	*11.1%*	*5.4%*	*7.4%*
%H (All HH)		*100.0%*	*47.0%*	*16.0%*	*82.5%*	*45.5%*	*36.6%*	*94.4%*
%H (TV HH)			*47.0%*	*16.0%*	*82.5%*	*45.5%*	*36.6%*	
Second living/dining room	421	421	198	68	341	186	155	383
%V	*10.4%*	*10.7%*	*13.2%*	*13.1%*	*11.7%*	*16.9%*	*8.6%*	*11.2%*
%H (All HH)		*100.0%*	*47.0%*	*16.2%*	*81.0%*	*44.2%*	*36.8%*	*91.0%*
%H (TV HH)			*47.0%*	*16.2%*	*81.0%*	*44.2%*	*36.8%*	
Study/office	61	61	28	9	52	27	25	60
%V	*1.5%*	*1.6%*	*1.9%*	*1.7%*	*1.8%*	*2.5%*	*1.4%*	*1.8%*
%H (All HH)		*100.0%*	*45.9%*	*14.8%*	*85.2%*	*44.3%*	*41.0%*	*98.4%*
%H (TV HH)			*45.9%*	*14.8%*	*85.2%*	*44.3%*	*41.0%*	
TV room	15	15	9	0	12	7	5	15
%V	*0.4%*	*0.4%*	*0.6%*	*0.0%*	*0.4%*	*0.6%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*60.0%*	*0.0%*	*80.0%*	*46.7%*	*33.3%*	*100.0%*
%H (TV HH)			*60.0%*	*0.0%*	*80.0%*	*46.7%*	*33.3%*	
Conservatory	115	115	61	19	93	58	35	105
%V	*2.8%*	*2.9%*	*4.1%*	*3.6%*	*3.2%*	*5.3%*	*1.9%*	*3.1%*
%H (All HH)		*100.0%*	*53.0%*	*16.5%*	*80.9%*	*50.4%*	*30.4%*	*91.3%*
%H (TV HH)			*53.0%*	*16.5%*	*80.9%*	*50.4%*	*30.4%*	
Attic or loft room	17	17	6	2	14	5	9	17
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.5%*	*0.5%*	*0.5%*	*0.5%*
%H (All HH)		*100.0%*	*35.3%*	*11.8%*	*82.4%*	*29.4%*	*52.9%*	*100.0%*
%H (TV HH)			*35.3%*	*11.8%*	*82.4%*	*29.4%*	*52.9%*	
No specific location	4	4	2	1	4	3	1	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*50.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*
%H (TV HH)			*50.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	
Other	39	39	23	1	34	18	16	38
%V	*1.0%*	*1.0%*	*1.5%*	*0.2%*	*1.2%*	*1.6%*	*0.9%*	*1.1%*
%H (All HH)		*100.0%*	*59.0%*	*2.6%*	*87.2%*	*46.2%*	*41.0%*	*97.4%*
%H (TV HH)			*59.0%*	*2.6%*	*87.2%*	*46.2%*	*41.0%*	

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 23.8: 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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Any DSAT provider	1495	1495	1495	24	841	841	0	1390
%V	*36.9%*	*38.1%*	*100.0%*	*4.6%*	*29.0%*	*76.5%*	*0.0%*	*40.7%*
%H (All HH)			*100.0%*	*1.6%*	*56.3%*	*56.3%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*1.6%*	*56.3%*	*56.3%*	*0.0%*	
Sky with subcription	1211	1211	1211	9	690	690	0	1141
%V	*29.9%*	*30.9%*	*81.0%*	*1.7%*	*23.8%*	*62.8%*	*0.0%*	*33.4%*
%H (All HH)			*100.0%*	*0.7%*	*57.0%*	*57.0%*	*0.0%*	*94.2%*
%H (TV HH)			*100.0%*	*0.7%*	*57.0%*	*57.0%*	*0.0%*	
Sky without subscription	84	84	84	3	51	51	0	73
%V	*2.1%*	*2.1%*	*5.6%*	*0.6%*	*1.8%*	*4.6%*	*0.0%*	*2.1%*
%H (All HH)			*100.0%*	*3.6%*	*60.7%*	*60.7%*	*0.0%*	*86.9%*
%H (TV HH)			*100.0%*	*3.6%*	*60.7%*	*60.7%*	*0.0%*	
Freesat	181	181	181	7	102	102	0	161
%V	*4.5%*	*4.6%*	*12.1%*	*1.3%*	*3.5%*	*9.3%*	*0.0%*	*4.7%*
%H (All HH)			*100.0%*	*3.9%*	*56.4%*	*56.4%*	*0.0%*	*89.0%*
%H (TV HH)			*100.0%*	*3.9%*	*56.4%*	*56.4%*	*0.0%*	
Other satellite provider	102	102	102	6	45	45	0	94
%V	*2.5%*	*2.6%*	*6.8%*	*1.2%*	*1.5%*	*4.1%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*5.9%*	*44.1%*	*44.1%*	*0.0%*	*92.2%*
%H (TV HH)			*100.0%*	*5.9%*	*44.1%*	*44.1%*	*0.0%*	
DCAB	521	521	24	521	271	271	0	498
%V	*12.8%*	*13.3%*	*1.6%*	*100.0%*	*9.3%*	*24.7%*	*0.0%*	*14.6%*
%H (All HH)			*4.6%*	*100.0%*	*52.0%*	*52.0%*	*0.0%*	*95.6%*
%H (TV HH)			*4.6%*	*100.0%*	*52.0%*	*52.0%*	*0.0%*	
DTT	2904	2904	841	271	2904	1099	1805	2344
%V	*71.6%*	*74.0%*	*56.3%*	*52.0%*	*100.0%*	*100.0%*	*100.0%*	*68.7%*
%H (All HH)		*100.0%*	*29.0%*	*9.3%*	*100.0%*	*37.8%*	*62.2%*	*80.7%*
%H (TV HH)			*29.0%*	*9.3%*	*100.0%*	*37.8%*	*62.2%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
PVR	2345	2345	1324	498	1547	1003	544	2154
%V	*57.8%*	*59.8%*	*88.6%*	*95.6%*	*53.3%*	*91.3%*	*30.1%*	*63.1%*
%H (All HH)		*100.0%*	*56.5%*	*21.2%*	*66.0%*	*42.8%*	*23.2%*	*91.9%*
%H (TV HH)			*56.5%*	*21.2%*	*66.0%*	*42.8%*	*23.2%*	
DVDR	46	46	19	6	37	16	20	43
%V	*1.1%*	*1.2%*	*1.3%*	*1.2%*	*1.3%*	*1.5%*	*1.1%*	*1.3%*
%H (All HH)		*100.0%*	*41.3%*	*13.0%*	*80.4%*	*34.8%*	*43.5%*	*93.5%*
%H (TV HH)			*41.3%*	*13.0%*	*80.4%*	*34.8%*	*43.5%*	
VCR	51	51	16	8	39	11	28	35
%V	*1.3%*	*1.3%*	*1.1%*	*1.5%*	*1.3%*	*1.0%*	*1.6%*	*1.0%*
%H (All HH)		*100.0%*	*31.4%*	*15.7%*	*76.5%*	*21.6%*	*54.9%*	*68.6%*
%H (TV HH)			*31.4%*	*15.7%*	*76.5%*	*21.6%*	*54.9%*	
Any recorder	2380	2380	1326	499	1579	1004	575	2176
%V	*58.7%*	*60.7%*	*88.7%*	*95.8%*	*54.4%*	*91.4%*	*31.9%*	*63.7%*
%H (All HH)		*100.0%*	*55.7%*	*21.0%*	*66.3%*	*42.2%*	*24.2%*	*91.4%*
%H (TV HH)			*55.7%*	*21.0%*	*66.3%*	*42.2%*	*24.2%*	
Receives HDTV (via STB or built-in reception)	2650	2650	1204	461	1953	946	1007	2419
%V	*65.3%*	*67.5%*	*80.5%*	*88.5%*	*67.3%*	*86.1%*	*55.8%*	*70.9%*
%H (All HH)		*100.0%*	*45.4%*	*17.4%*	*73.7%*	*35.7%*	*38.0%*	*91.3%*
%H (TV HH)			*45.4%*	*17.4%*	*73.7%*	*35.7%*	*38.0%*	
DVD/Blu-ray player or recorder	2539	2539	1018	357	1939	819	1121	2232
%V	*62.6%*	*64.7%*	*68.1%*	*68.5%*	*66.8%*	*74.5%*	*62.1%*	*65.4%*
%H (All HH)		*100.0%*	*40.1%*	*14.1%*	*76.4%*	*32.3%*	*44.2%*	*87.9%*
%H (TV HH)			*40.1%*	*14.1%*	*76.4%*	*32.3%*	*44.2%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 23.10: 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	4056	3924	1495	521	2904	1099	1805	3414
%H (All HH)		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*
%H (TV HH)			*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	
Has broadband internet	3414	3303	1390	498	2344	1029	1315	3414
%V	*84.2%*	*84.2%*	*93.0%*	*95.6%*	*80.7%*	*93.6%*	*72.9%*	*100.0%*
%H (All HH)		*96.7%*	*40.7%*	*14.6%*	*68.7%*	*30.1%*	*38.5%*	*100.0%*
%H (TV HH)			*42.1%*	*15.1%*	*71.0%*	*31.2%*	*39.8%*	
Number of computers (PCs and laptops)								
0	889	845	190	48	709	120	588	283
%V	*21.9%*	*21.5%*	*12.7%*	*9.2%*	*24.4%*	*10.9%*	*32.6%*	*8.3%*
%H (All HH)		*95.1%*	*21.4%*	*5.4%*	*79.8%*	*13.5%*	*66.1%*	*31.8%*
%H (TV HH)			*22.5%*	*5.7%*	*83.9%*	*14.2%*	*69.6%*	
1	1115	1070	396	145	768	275	493	1087
%V	*27.5%*	*27.3%*	*26.5%*	*27.8%*	*26.4%*	*25.0%*	*27.3%*	*31.8%*
%H (All HH)		*96.0%*	*35.5%*	*13.0%*	*68.9%*	*24.7%*	*44.2%*	*97.5%*
%H (TV HH)			*37.0%*	*13.6%*	*71.8%*	*25.7%*	*46.1%*	
2	921	901	387	123	650	282	368	917
%V	*22.7%*	*23.0%*	*25.9%*	*23.6%*	*22.4%*	*25.7%*	*20.4%*	*26.9%*
%H (All HH)		*97.8%*	*42.0%*	*13.4%*	*70.6%*	*30.6%*	*40.0%*	*99.6%*
%H (TV HH)			*43.0%*	*13.7%*	*72.1%*	*31.3%*	*40.8%*	
3	531	527	240	87	376	193	183	530
%V	*13.1%*	*13.4%*	*16.1%*	*16.7%*	*12.9%*	*17.6%*	*10.1%*	*15.5%*
%H (All HH)		*99.2%*	*45.2%*	*16.4%*	*70.8%*	*36.3%*	*34.5%*	*99.8%*
%H (TV HH)			*45.5%*	*16.5%*	*71.3%*	*36.6%*	*34.7%*	
4	287	282	144	60	190	114	75	287
%V	*7.1%*	*7.2%*	*9.6%*	*11.5%*	*6.5%*	*10.4%*	*4.2%*	*8.4%*
%H (All HH)		*98.3%*	*50.2%*	*20.9%*	*66.2%*	*39.7%*	*26.1%*	*100.0%*
%H (TV HH)			*51.1%*	*21.3%*	*67.4%*	*40.4%*	*26.6%*	
5+	312	300	138	57	212	115	97	310
%V	*7.7%*	*7.6%*	*9.2%*	*10.9%*	*7.3%*	*10.5%*	*5.4%*	*9.1%*
%H (All HH)		*96.2%*	*44.2%*	*18.3%*	*67.9%*	*36.9%*	*31.1%*	*99.4%*
%H (TV HH)			*46.0%*	*19.0%*	*70.7%*	*38.3%*	*32.3%*	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire / North East Macro

Set level data

Table 23.11: Screen Size

Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	7850	3362	1148	6034	2796	3238	6931
%H		*42.8%*	*14.6%*	*76.9%*	*35.6%*	*41.2%*	*88.3%*
Under 20"	504	180	69	435	182	253	446
%V	*6.4%*	*5.4%*	*6.0%*	*7.2%*	*6.5%*	*7.8%*	*6.4%*
%H		*35.7%*	*13.7%*	*86.3%*	*36.1%*	*50.2%*	*88.5%*
20" - 29"	1265	503	184	1059	494	565	1091
%V	*16.1%*	*15.0%*	*16.0%*	*17.6%*	*17.7%*	*17.4%*	*15.7%*
%H		*39.8%*	*14.5%*	*83.7%*	*39.1%*	*44.7%*	*86.2%*
30" - 39"	2127	853	324	1645	721	924	1854
%V	*27.1%*	*25.4%*	*28.2%*	*27.3%*	*25.8%*	*28.5%*	*26.7%*
%H		*40.1%*	*15.2%*	*77.3%*	*33.9%*	*43.4%*	*87.2%*
40" - 49"	2444	1131	388	1745	858	887	2214
%V	*31.1%*	*33.6%*	*33.8%*	*28.9%*	*30.7%*	*27.4%*	*31.9%*
%H		*46.3%*	*15.9%*	*71.4%*	*35.1%*	*36.3%*	*90.6%*
50" - 59"	870	460	131	591	325	266	830
%V	*11.1%*	*13.7%*	*11.4%*	*9.8%*	*11.6%*	*8.2%*	*12.0%*
%H		*52.9%*	*15.1%*	*67.9%*	*37.4%*	*30.6%*	*95.4%*
60"+	105	71	10	65	41	24	101
%V	*1.3%*	*2.1%*	*0.9%*	*1.1%*	*1.5%*	*0.7%*	*1.5%*
%H		*67.6%*	*9.5%*	*61.9%*	*39.0%*	*22.9%*	*96.2%*
Don't know	536	165	43	495	175	320	395
%V	*6.8%*	*4.9%*	*3.7%*	*8.2%*	*6.3%*	*9.9%*	*5.7%*
%H		*30.8%*	*8.0%*	*92.4%*	*32.6%*	*59.7%*	*73.7%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.12: Location of set Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7850	3362	1148	6034	2796	3238	6931
%H		*42.8%*	*14.6%*	*76.9%*	*35.6%*	*41.2%*	*88.3%*
Main living room	3911	1498	522	2901	1103	1798	3292
%V	*49.8%*	*44.6%*	*45.5%*	*48.1%*	*39.4%*	*55.5%*	*47.5%*
%H		*38.3%*	*13.3%*	*74.2%*	*28.2%*	*46.0%*	*84.2%*
Kitchen	420	194	53	368	191	176	375
%V	*5.4%*	*5.8%*	*4.6%*	*6.1%*	*6.8%*	*5.4%*	*5.4%*
%H		*46.2%*	*12.6%*	*87.6%*	*45.5%*	*41.9%*	*89.3%*
Adult's bedroom	2023	914	334	1599	836	764	1845
%V	*25.8%*	*27.2%*	*29.1%*	*26.5%*	*29.9%*	*23.6%*	*26.6%*
%H		*45.2%*	*16.5%*	*79.0%*	*41.3%*	*37.8%*	*91.2%*
Child's bedroom	493	263	91	341	203	138	482
%V	*6.3%*	*7.8%*	*7.9%*	*5.7%*	*7.3%*	*4.3%*	*7.0%*
%H		*53.3%*	*18.5%*	*69.2%*	*41.2%*	*28.0%*	*97.8%*
Other bedroom	318	158	48	261	150	111	301
%V	*4.1%*	*4.7%*	*4.2%*	*4.3%*	*5.4%*	*3.4%*	*4.3%*
%H		*49.7%*	*15.1%*	*82.1%*	*47.2%*	*34.9%*	*94.7%*
Second living/dining room	433	205	69	352	193	159	394
%V	*5.5%*	*6.1%*	*6.0%*	*5.8%*	*6.9%*	*4.9%*	*5.7%*
%H		*47.3%*	*15.9%*	*81.3%*	*44.6%*	*36.7%*	*91.0%*
Study/office	61	28	9	52	27	25	60
%V	*0.8%*	*0.8%*	*0.8%*	*0.9%*	*1.0%*	*0.8%*	*0.9%*
%H		*45.9%*	*14.8%*	*85.2%*	*44.3%*	*41.0%*	*98.4%*
TV room	15	9	0	12	7	5	15
%V	*0.2%*	*0.3%*	*0.0%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*
%H		*60.0%*	*0.0%*	*80.0%*	*46.7%*	*33.3%*	*100.0%*
Conservatory	115	61	19	93	58	35	105
%V	*1.5%*	*1.8%*	*1.7%*	*1.5%*	*2.1%*	*1.1%*	*1.5%*
%H		*53.0%*	*16.5%*	*80.9%*	*50.4%*	*30.4%*	*91.3%*
Attic or loft room	17	6	2	14	5	9	17
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*35.3%*	*11.8%*	*82.4%*	*29.4%*	*52.9%*	*100.0%*
No specific location	4	2	1	4	3	1	4
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*50.0%*	*25.0%*	*100.0%*	*75.0%*	*25.0%*	*100.0%*
Other	42	24	1	36	19	17	41
%V	*0.5%*	*0.7%*	*0.1%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*57.1%*	*2.4%*	*85.7%*	*45.2%*	*40.5%*	*97.6%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV Yorkshire / North East Macro

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	7850	3362	1148	6034	2796	3238	6931
%H		*42.8%*	*14.6%*	*76.9%*	*35.6%*	*41.2%*	*88.3%*
PVR	3235	1970	697	2003	1402	601	3025
%V	*41.2%*	*58.6%*	*60.7%*	*33.2%*	*50.1%*	*18.6%*	*43.6%*
%H		*60.9%*	*21.5%*	*61.9%*	*43.3%*	*18.6%*	*93.5%*
DVDR	49	19	6	38	16	22	45
%V	*0.6%*	*0.6%*	*0.5%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*38.8%*	*12.2%*	*77.6%*	*32.7%*	*44.9%*	*91.8%*
VCR	56	16	9	44	13	31	39
%V	*0.7%*	*0.5%*	*0.8%*	*0.7%*	*0.5%*	*1.0%*	*0.6%*
%H		*28.6%*	*16.1%*	*78.6%*	*23.2%*	*55.4%*	*69.6%*
Any recorder	3288	1981	699	2050	1411	639	3060
%V	*41.9%*	*58.9%*	*60.9%*	*34.0%*	*50.5%*	*19.7%*	*44.1%*
%H		*60.2%*	*21.3%*	*62.3%*	*42.9%*	*19.4%*	*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	7850	3362	1148	6034	2796	3238	6931
%H		*42.8%*	*14.6%*	*76.9%*	*35.6%*	*41.2%*	*88.3%*
Receives HDTV (via STB or built-in reception)	4167	2038	732	3104	1669	1435	3883
%V	*53.1%*	*60.6%*	*63.8%*	*51.4%*	*59.7%*	*44.3%*	*56.0%*
%H		*48.9%*	*17.6%*	*74.5%*	*40.1%*	*34.4%*	*93.2%*
DVD/Blu-ray player or recorder	3559	1521	532	2742	1288	1453	3192
%V	*45.3%*	*45.2%*	*46.3%*	*45.4%*	*46.1%*	*44.9%*	*46.1%*
%H		*42.7%*	*14.9%*	*77.0%*	*36.2%*	*40.8%*	*89.7%*

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	3923	1495	521	2904	1099	1805	3302
%H		*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	*84.2%*
Under 20"	32	7	0	25	3	22	21
%V	*0.8%*	*0.5%*	*0.0%*	*0.9%*	*0.3%*	*1.2%*	*0.6%*
%H		*21.9%*	*0.0%*	*78.1%*	*9.4%*	*68.8%*	*65.6%*
20" - 29"	209	33	14	171	22	149	140
%V	*5.3%*	*2.2%*	*2.7%*	*5.9%*	*2.0%*	*8.3%*	*4.2%*
%H		*15.8%*	*6.7%*	*81.8%*	*10.5%*	*71.3%*	*67.0%*
30" - 39"	910	262	113	707	196	511	709
%V	*23.2%*	*17.5%*	*21.7%*	*24.3%*	*17.8%*	*28.3%*	*21.5%*
%H		*28.8%*	*12.4%*	*77.7%*	*21.5%*	*56.2%*	*77.9%*
40" - 49"	1727	726	260	1237	536	701	1517
%V	*44.0%*	*48.6%*	*49.9%*	*42.6%*	*48.8%*	*38.8%*	*45.9%*
%H		*42.0%*	*15.1%*	*71.6%*	*31.0%*	*40.6%*	*87.8%*
50" - 59"	703	358	110	482	260	222	665
%V	*17.9%*	*23.9%*	*21.1%*	*16.6%*	*23.7%*	*12.3%*	*20.1%*
%H		*50.9%*	*15.6%*	*68.6%*	*37.0%*	*31.6%*	*94.6%*
60"+	83	54	8	49	29	20	79
%V	*2.1%*	*3.6%*	*1.5%*	*1.7%*	*2.6%*	*1.1%*	*2.4%*
%H		*65.1%*	*9.6%*	*59.0%*	*34.9%*	*24.1%*	*95.2%*
Don't know	260	56	15	233	54	179	171
%V	*6.6%*	*3.7%*	*2.9%*	*8.0%*	*4.9%*	*9.9%*	*5.2%*
%H		*21.5%*	*5.8%*	*89.6%*	*20.8%*	*68.8%*	*65.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	3923	1495	521	2904	1099	1805	3302
%H		*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	*84.2%*
PVR	2279	1294	487	1493	974	518	2096
%V	*58.1%*	*86.6%*	*93.5%*	*51.4%*	*88.6%*	*28.7%*	*63.5%*
%H		*56.8%*	*21.4%*	*65.5%*	*42.7%*	*22.7%*	*92.0%*
DVDR	34	12	5	27	12	16	31
%V	*0.9%*	*0.8%*	*1.0%*	*0.9%*	*1.1%*	*0.9%*	*0.9%*
%H		*35.3%*	*14.7%*	*79.4%*	*35.3%*	*47.1%*	*91.2%*
VCR	38	9	7	28	7	21	26
%V	*1.0%*	*0.6%*	*1.3%*	*1.0%*	*0.6%*	*1.2%*	*0.8%*
%H		*23.7%*	*18.4%*	*73.7%*	*18.4%*	*55.3%*	*68.4%*
Any recorder	2311	1297	488	1521	976	545	2116
%V	*58.9%*	*86.8%*	*93.7%*	*52.4%*	*88.8%*	*30.2%*	*64.1%*
%H		*56.1%*	*21.1%*	*65.8%*	*42.2%*	*23.6%*	*91.6%*

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 23.17: 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	3923	1495	521	2904	1099	1805	3302
%H		*38.1%*	*13.3%*	*74.0%*	*28.0%*	*46.0%*	*84.2%*
Receives HDTV (via STB or built-in reception)	2574	1167	454	1891	917	974	2355
%V	*65.6%*	*78.1%*	*87.1%*	*65.1%*	*83.4%*	*54.0%*	*71.3%*
%H		*45.3%*	*17.6%*	*73.5%*	*35.6%*	*37.8%*	*91.5%*
DVD/Blu-ray player or recorder	2174	829	293	1666	659	1007	1891
%V	*55.4%*	*55.5%*	*56.2%*	*57.4%*	*60.0%*	*55.8%*	*57.3%*
%H		*38.1%*	*13.5%*	*76.6%*	*30.3%*	*46.3%*	*87.0%*

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

Table 23.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3927	1866	627	3130	1697	1433	3629
%H		*47.5%*	*16.0%*	*79.7%*	*43.2%*	*36.5%*	*92.4%*
Under 20"	472	173	69	410	179	231	425
%V	*12.0%*	*9.3%*	*11.0%*	*13.1%*	*10.5%*	*16.1%*	*11.7%*
%H		*36.7%*	*14.6%*	*86.9%*	*37.9%*	*48.9%*	*90.0%*
20" - 29"	1056	470	170	888	472	416	951
%V	*26.9%*	*25.2%*	*27.1%*	*28.4%*	*27.8%*	*29.0%*	*26.2%*
%H		*44.5%*	*16.1%*	*84.1%*	*44.7%*	*39.4%*	*90.1%*
30" - 39"	1216	591	211	938	525	413	1145
%V	*31.0%*	*31.7%*	*33.7%*	*30.0%*	*30.9%*	*28.8%*	*31.6%*
%H		*48.6%*	*17.4%*	*77.1%*	*43.2%*	*34.0%*	*94.2%*
40" - 49"	718	405	128	508	322	186	696
%V	*18.3%*	*21.7%*	*20.4%*	*16.2%*	*19.0%*	*13.0%*	*19.2%*
%H		*56.4%*	*17.8%*	*70.8%*	*44.8%*	*25.9%*	*96.9%*
50" - 59"	167	101	21	109	65	44	165
%V	*4.3%*	*5.4%*	*3.3%*	*3.5%*	*3.8%*	*3.1%*	*4.5%*
%H		*60.5%*	*12.6%*	*65.3%*	*38.9%*	*26.3%*	*98.8%*
60"+	23	17	2	16	12	3	22
%V	*0.6%*	*0.9%*	*0.3%*	*0.5%*	*0.7%*	*0.2%*	*0.6%*
%H		*73.9%*	*8.7%*	*69.6%*	*52.2%*	*13.0%*	*95.7%*
Don't know	275	109	27	261	121	140	224
%V	*7.0%*	*5.8%*	*4.3%*	*8.3%*	*7.1%*	*9.8%*	*6.2%*
%H		*39.6%*	*9.8%*	*94.9%*	*44.0%*	*50.9%*	*81.5%*

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	3927	1866	627	3130	1697	1433	3629
%H		*47.5%*	*16.0%*	*79.7%*	*43.2%*	*36.5%*	*92.4%*
PVR	957	676	210	511	428	83	929
%V	*24.4%*	*36.2%*	*33.5%*	*16.3%*	*25.2%*	*5.8%*	*25.6%*
%H		*70.6%*	*21.9%*	*53.4%*	*44.7%*	*8.7%*	*97.1%*
DVDR	15	6	1	11	5	6	14
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.4%*	*0.4%*
%H		*40.0%*	*6.7%*	*73.3%*	*33.3%*	*40.0%*	*93.3%*
VCR	19	7	1	16	6	10	13
%V	*0.5%*	*0.4%*	*0.2%*	*0.5%*	*0.4%*	*0.7%*	*0.4%*
%H		*36.8%*	*5.3%*	*84.2%*	*31.6%*	*52.6%*	*68.4%*
Any recorder	977	684	212	529	435	94	944
%V	*24.9%*	*36.7%*	*33.8%*	*16.9%*	*25.6%*	*6.6%*	*26.0%*
%H		*70.0%*	*21.7%*	*54.1%*	*44.5%*	*9.6%*	*96.6%*

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 23.20: 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	3927	1866	627	3130	1697	1433	3629
%H		*47.5%*	*16.0%*	*79.7%*	*43.2%*	*36.5%*	*92.4%*
Receives HDTV (via STB or built-in reception)	1593	870	277	1213	752	461	1528
%V	*40.6%*	*46.6%*	*44.2%*	*38.8%*	*44.3%*	*32.2%*	*42.1%*
%H		*54.6%*	*17.4%*	*76.1%*	*47.2%*	*28.9%*	*95.9%*
DVD/Blu-ray player or recorder	1385	692	239	1076	630	447	1301
%V	*35.3%*	*37.1%*	*38.1%*	*34.4%*	*37.1%*	*31.2%*	*35.9%*
%H		*50.0%*	*17.3%*	*77.7%*	*45.5%*	*32.3%*	*93.9%*

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	9113	8833	3714	1292	6274	2687	3587	8271
%H		*96.9%*	*40.8%*	*14.2%*	*68.8%*	*29.5%*	*39.4%*	*90.8%*
Total Children	1715	1687	803	264	1091	517	574	1681
%V	*18.8%*	*19.1%*	*21.6%*	*20.4%*	*17.4%*	*19.2%*	*16.0%*	*20.3%*
%H		*98.4%*	*46.8%*	*15.4%*	*63.6%*	*30.1%*	*33.5%*	*98.0%*
0 - 3	407	396	168	58	251	101	150	397
%V	*4.5%*	*4.5%*	*4.5%*	*4.5%*	*4.0%*	*3.8%*	*4.2%*	*4.8%*
%H		*97.3%*	*41.3%*	*14.3%*	*61.7%*	*24.8%*	*36.9%*	*97.5%*
4 - 15	1308	1291	636	206	840	416	423	1284
%V	*14.4%*	*14.6%*	*17.1%*	*15.9%*	*13.4%*	*15.5%*	*11.8%*	*15.5%*
%H		*98.7%*	*48.6%*	*15.7%*	*64.2%*	*31.8%*	*32.3%*	*98.2%*
4 - 9	695	682	345	94	426	205	222	687
%V	*7.6%*	*7.7%*	*9.3%*	*7.3%*	*6.8%*	*7.6%*	*6.2%*	*8.3%*
%H		*98.1%*	*49.6%*	*13.5%*	*61.3%*	*29.5%*	*31.9%*	*98.8%*
10 - 15	613	610	291	112	413	212	202	597
%V	*6.7%*	*6.9%*	*7.8%*	*8.7%*	*6.6%*	*7.9%*	*5.6%*	*7.2%*
%H		*99.5%*	*47.5%*	*18.3%*	*67.4%*	*34.6%*	*33.0%*	*97.4%*

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	9113	8833	3714	1292	6274	2687	3587	8271
%H		*96.9%*	*40.8%*	*14.2%*	*68.8%*	*29.5%*	*39.4%*	*90.8%*
Total Adults (16+)	7397	7146	2910	1028	5183	2170	3013	6590
%V	*81.2%*	*80.9%*	*78.4%*	*79.6%*	*82.6%*	*80.8%*	*84.0%*	*79.7%*
%H		*96.6%*	*39.3%*	*13.9%*	*70.1%*	*29.3%*	*40.7%*	*89.1%*
16 - 19	343	328	135	68	233	116	117	340
%V	*3.8%*	*3.7%*	*3.6%*	*5.3%*	*3.7%*	*4.3%*	*3.3%*	*4.1%*
%H		*95.6%*	*39.4%*	*19.8%*	*67.9%*	*33.8%*	*34.1%*	*99.1%*
20 - 24	609	524	164	69	356	125	231	600
%V	*6.7%*	*5.9%*	*4.4%*	*5.3%*	*5.7%*	*4.7%*	*6.4%*	*7.3%*
%H		*86.0%*	*26.9%*	*11.3%*	*58.5%*	*20.5%*	*37.9%*	*98.5%*
25 - 34	1171	1112	488	149	651	277	374	1149
%V	*12.8%*	*12.6%*	*13.1%*	*11.5%*	*10.4%*	*10.3%*	*10.4%*	*13.9%*
%H		*95.0%*	*41.7%*	*12.7%*	*55.6%*	*23.7%*	*31.9%*	*98.1%*
35 - 44	1068	1032	507	184	660	349	311	1040
%V	*11.7%*	*11.7%*	*13.7%*	*14.2%*	*10.5%*	*13.0%*	*8.7%*	*12.6%*
%H		*96.6%*	*47.5%*	*17.2%*	*61.8%*	*32.7%*	*29.1%*	*97.4%*
45 - 54	1270	1238	570	195	910	440	470	1212
%V	*13.9%*	*14.0%*	*15.3%*	*15.1%*	*14.5%*	*16.4%*	*13.1%*	*14.7%*
%H		*97.5%*	*44.9%*	*15.4%*	*71.7%*	*34.6%*	*37.0%*	*95.4%*
55 - 64	1188	1173	495	166	904	386	518	1080
%V	*13.0%*	*13.3%*	*13.3%*	*12.8%*	*14.4%*	*14.4%*	*14.4%*	*13.1%*
%H		*98.7%*	*41.7%*	*14.0%*	*76.1%*	*32.5%*	*43.6%*	*90.9%*
65+	1748	1739	552	197	1469	476	993	1168
%V	*19.2%*	*19.7%*	*14.9%*	*15.2%*	*23.4%*	*17.7%*	*27.7%*	*14.1%*
%H		*99.5%*	*31.6%*	*11.3%*	*84.0%*	*27.2%*	*56.8%*	*66.8%*

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+)	7397	7146	2910	1028	5183	2170	3013	6590
%H		*96.6%*	*39.3%*	*13.9%*	*70.1%*	*29.3%*	*40.7%*	*89.1%*
AB	1779	1734	776	261	1255	579	676	1732
%V	*24.1%*	*24.3%*	*26.7%*	*25.4%*	*24.2%*	*26.7%*	*22.4%*	*26.3%*
%H		*97.5%*	*43.6%*	*14.7%*	*70.5%*	*32.5%*	*38.0%*	*97.4%*
C1	2074	1966	782	273	1434	596	838	1939
%V	*28.0%*	*27.5%*	*26.9%*	*26.6%*	*27.7%*	*27.5%*	*27.8%*	*29.4%*
%H		*94.8%*	*37.7%*	*13.2%*	*69.1%*	*28.7%*	*40.4%*	*93.5%*
C2	1712	1676	741	279	1204	576	629	1524
%V	*23.1%*	*23.5%*	*25.5%*	*27.1%*	*23.2%*	*26.5%*	*20.9%*	*23.1%*
%H		*97.9%*	*43.3%*	*16.3%*	*70.3%*	*33.6%*	*36.7%*	*89.0%*
D	1174	1144	433	157	797	304	493	992
%V	*15.9%*	*16.0%*	*14.9%*	*15.3%*	*15.4%*	*14.0%*	*16.4%*	*15.1%*
%H		*97.4%*	*36.9%*	*13.4%*	*67.9%*	*25.9%*	*42.0%*	*84.5%*
E	658	625	179	58	493	116	377	403
%V	*8.9%*	*8.7%*	*6.2%*	*5.6%*	*9.5%*	*5.3%*	*12.5%*	*6.1%*
%H		*95.0%*	*27.2%*	*8.8%*	*74.9%*	*17.6%*	*57.3%*	*61.2%*

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+)	7397	7146	2910	1028	5183	2170	3013	6590
%H		*96.6%*	*39.3%*	*13.9%*	*70.1%*	*29.3%*	*40.7%*	*89.1%*
Working full time	3364	3263	1529	520	2164	1065	1099	3281
%V	*45.5%*	*45.7%*	*52.5%*	*50.6%*	*41.8%*	*49.1%*	*36.5%*	*49.8%*
%H		*97.0%*	*45.5%*	*15.5%*	*64.3%*	*31.7%*	*32.7%*	*97.5%*
Working part time	772	753	333	112	568	269	299	745
%V	*10.4%*	*10.5%*	*11.4%*	*10.9%*	*11.0%*	*12.4%*	*9.9%*	*11.3%*
%H		*97.5%*	*43.1%*	*14.5%*	*73.6%*	*34.8%*	*38.7%*	*96.5%*
Not working	3262	3131	1048	396	2451	836	1615	2564
%V	*44.1%*	*43.8%*	*36.0%*	*38.5%*	*47.3%*	*38.5%*	*53.6%*	*38.9%*
%H		*96.0%*	*32.1%*	*12.1%*	*75.1%*	*25.6%*	*49.5%*	*78.6%*
Houseperson	4056	3924	1495	521	2904	1099	1805	3414
%V	*54.8%*	*54.9%*	*51.4%*	*50.7%*	*56.0%*	*50.6%*	*59.9%*	*51.8%*
%H		*96.7%*	*36.9%*	*12.8%*	*71.6%*	*27.1%*	*44.5%*	*84.2%*

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+)	3619	3462	1460	497	2484	1087	1398	3249
%H		*95.7%*	*40.3%*	*13.7%*	*68.6%*	*30.0%*	*38.6%*	*89.8%*
16 - 19	172	163	66	38	122	66	56	168
%V	*4.8%*	*4.7%*	*4.5%*	*7.6%*	*4.9%*	*6.1%*	*4.0%*	*5.2%*
%H		*94.8%*	*38.4%*	*22.1%*	*70.9%*	*38.4%*	*32.6%*	*97.7%*
20 - 24	313	257	87	39	172	72	100	308
%V	*8.6%*	*7.4%*	*6.0%*	*7.8%*	*6.9%*	*6.6%*	*7.2%*	*9.5%*
%H		*82.1%*	*27.8%*	*12.5%*	*55.0%*	*23.0%*	*31.9%*	*98.4%*
25 - 34	583	551	241	68	314	132	182	572
%V	*16.1%*	*15.9%*	*16.5%*	*13.7%*	*12.6%*	*12.1%*	*13.0%*	*17.6%*
%H		*94.5%*	*41.3%*	*11.7%*	*53.9%*	*22.6%*	*31.2%*	*98.1%*
35 - 44	531	506	263	90	316	179	138	517
%V	*14.7%*	*14.6%*	*18.0%*	*18.1%*	*12.7%*	*16.5%*	*9.9%*	*15.9%*
%H		*95.3%*	*49.5%*	*16.9%*	*59.5%*	*33.7%*	*26.0%*	*97.4%*
45 - 54	627	609	275	93	452	213	239	591
%V	*17.3%*	*17.6%*	*18.8%*	*18.7%*	*18.2%*	*19.6%*	*17.1%*	*18.2%*
%H		*97.1%*	*43.9%*	*14.8%*	*72.1%*	*34.0%*	*38.1%*	*94.3%*
55 - 64	583	570	243	75	436	181	255	520
%V	*16.1%*	*16.5%*	*16.6%*	*15.1%*	*17.6%*	*16.7%*	*18.2%*	*16.0%*
%H		*97.8%*	*41.7%*	*12.9%*	*74.8%*	*31.0%*	*43.7%*	*89.2%*
65+	810	805	285	93	672	244	428	572
%V	*22.4%*	*23.3%*	*19.5%*	*18.7%*	*27.1%*	*22.4%*	*30.6%*	*17.6%*
%H		*99.4%*	*35.2%*	*11.5%*	*83.0%*	*30.1%*	*52.8%*	*70.6%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 23.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	3619	3462	1460	497	2484	1087	1398	3249
%H		*95.7%*	*40.3%*	*13.7%*	*68.6%*	*30.0%*	*38.6%*	*89.8%*
AB	912	880	404	130	627	292	335	893
%V	*25.2%*	*25.4%*	*27.7%*	*26.2%*	*25.2%*	*26.9%*	*24.0%*	*27.5%*
%H		*96.5%*	*44.3%*	*14.3%*	*68.8%*	*32.0%*	*36.7%*	*97.9%*
C1	960	898	380	128	633	287	346	911
%V	*26.5%*	*25.9%*	*26.0%*	*25.8%*	*25.5%*	*26.4%*	*24.7%*	*28.0%*
%H		*93.5%*	*39.6%*	*13.3%*	*65.9%*	*29.9%*	*36.0%*	*94.9%*
C2	920	891	386	149	653	309	344	809
%V	*25.4%*	*25.7%*	*26.4%*	*30.0%*	*26.3%*	*28.4%*	*24.6%*	*24.9%*
%H		*96.8%*	*42.0%*	*16.2%*	*71.0%*	*33.6%*	*37.4%*	*87.9%*
D	554	536	213	69	365	146	219	474
%V	*15.3%*	*15.5%*	*14.6%*	*13.9%*	*14.7%*	*13.4%*	*15.7%*	*14.6%*
%H		*96.8%*	*38.4%*	*12.5%*	*65.9%*	*26.4%*	*39.5%*	*85.6%*
E	274	257	77	22	206	52	154	162
%V	*7.6%*	*7.4%*	*5.3%*	*4.4%*	*8.3%*	*4.8%*	*11.0%*	*5.0%*
%H		*93.8%*	*28.1%*	*8.0%*	*75.2%*	*19.0%*	*56.2%*	*59.1%*

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+)	3619	3462	1460	497	2484	1087	1398	3249
%H		*95.7%*	*40.3%*	*13.7%*	*68.6%*	*30.0%*	*38.6%*	*89.8%*
Working full time	2052	1983	941	306	1306	645	661	1995
%V	*56.7%*	*57.3%*	*64.5%*	*61.6%*	*52.6%*	*59.3%*	*47.3%*	*61.4%*
%H		*96.6%*	*45.9%*	*14.9%*	*63.6%*	*31.4%*	*32.2%*	*97.2%*
Working part time	162	149	60	19	120	52	68	150
%V	*4.5%*	*4.3%*	*4.1%*	*3.8%*	*4.8%*	*4.8%*	*4.9%*	*4.6%*
%H		*92.0%*	*37.0%*	*11.7%*	*74.1%*	*32.1%*	*42.0%*	*92.6%*
Not working	1405	1330	459	172	1058	390	669	1104
%V	*38.8%*	*38.4%*	*31.4%*	*34.6%*	*42.6%*	*35.9%*	*47.9%*	*34.0%*
%H		*94.7%*	*32.7%*	*12.2%*	*75.3%*	*27.8%*	*47.6%*	*78.6%*
Houseperson	935	867	301	94	648	218	429	699
%V	*25.8%*	*25.0%*	*20.6%*	*18.9%*	*26.1%*	*20.1%*	*30.7%*	*21.5%*
%H		*92.7%*	*32.2%*	*10.1%*	*69.3%*	*23.3%*	*45.9%*	*74.8%*

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+)	3778	3684	1450	531	2699	1083	1616	3341
%H		*97.5%*	*38.4%*	*14.1%*	*71.4%*	*28.7%*	*42.8%*	*88.4%*
16 - 19	172	165	69	30	111	50	61	171
%V	*4.6%*	*4.5%*	*4.8%*	*5.6%*	*4.1%*	*4.6%*	*3.8%*	*5.1%*
%H		*95.9%*	*40.1%*	*17.4%*	*64.5%*	*29.1%*	*35.5%*	*99.4%*
20 - 24	296	267	77	30	184	53	130	292
%V	*7.8%*	*7.2%*	*5.3%*	*5.6%*	*6.8%*	*4.9%*	*8.0%*	*8.7%*
%H		*90.2%*	*26.0%*	*10.1%*	*62.2%*	*17.9%*	*43.9%*	*98.6%*
25 - 34	588	561	247	80	337	145	192	577
%V	*15.6%*	*15.2%*	*17.0%*	*15.1%*	*12.5%*	*13.4%*	*11.9%*	*17.3%*
%H		*95.4%*	*42.0%*	*13.6%*	*57.3%*	*24.7%*	*32.7%*	*98.1%*
35 - 44	537	526	243	94	343	170	173	524
%V	*14.2%*	*14.3%*	*16.8%*	*17.7%*	*12.7%*	*15.7%*	*10.7%*	*15.7%*
%H		*98.0%*	*45.3%*	*17.5%*	*63.9%*	*31.7%*	*32.2%*	*97.6%*
45 - 54	643	628	295	102	459	227	231	620
%V	*17.0%*	*17.0%*	*20.3%*	*19.2%*	*17.0%*	*21.0%*	*14.3%*	*18.6%*
%H		*97.7%*	*45.9%*	*15.9%*	*71.4%*	*35.3%*	*35.9%*	*96.4%*
55 - 64	604	602	252	91	468	206	263	560
%V	*16.0%*	*16.3%*	*17.4%*	*17.1%*	*17.3%*	*19.0%*	*16.3%*	*16.8%*
%H		*99.7%*	*41.7%*	*15.1%*	*77.5%*	*34.1%*	*43.5%*	*92.7%*
65+	938	934	267	104	797	232	565	596
%V	*24.8%*	*25.4%*	*18.4%*	*19.6%*	*29.5%*	*21.4%*	*35.0%*	*17.8%*
%H		*99.6%*	*28.5%*	*11.1%*	*85.0%*	*24.7%*	*60.2%*	*63.5%*

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+)	3778	3684	1450	531	2699	1083	1616	3341
%H		*97.5%*	*38.4%*	*14.1%*	*71.4%*	*28.7%*	*42.8%*	*88.4%*
AB	867	855	372	130	628	286	341	839
%V	*22.9%*	*23.2%*	*25.7%*	*24.5%*	*23.3%*	*26.4%*	*21.1%*	*25.1%*
%H		*98.6%*	*42.9%*	*15.0%*	*72.4%*	*33.0%*	*39.3%*	*96.8%*
C1	1114	1068	402	146	802	309	493	1028
%V	*29.5%*	*29.0%*	*27.7%*	*27.5%*	*29.7%*	*28.5%*	*30.5%*	*30.8%*
%H		*95.9%*	*36.1%*	*13.1%*	*72.0%*	*27.7%*	*44.3%*	*92.3%*
C2	792	785	355	130	551	266	285	715
%V	*21.0%*	*21.3%*	*24.5%*	*24.5%*	*20.4%*	*24.6%*	*17.6%*	*21.4%*
%H		*99.1%*	*44.8%*	*16.4%*	*69.6%*	*33.6%*	*36.0%*	*90.3%*
D	620	608	220	89	432	157	274	518
%V	*16.4%*	*16.5%*	*15.2%*	*16.8%*	*16.0%*	*14.5%*	*17.0%*	*15.5%*
%H		*98.1%*	*35.5%*	*14.4%*	*69.7%*	*25.3%*	*44.2%*	*83.5%*
E	384	368	101	36	287	64	223	240
%V	*10.2%*	*10.0%*	*7.0%*	*6.8%*	*10.6%*	*5.9%*	*13.8%*	*7.2%*
%H		*95.8%*	*26.3%*	*9.4%*	*74.7%*	*16.7%*	*58.1%*	*62.5%*

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+)	3778	3684	1450	531	2699	1083	1616	3341
%H		*97.5%*	*38.4%*	*14.1%*	*71.4%*	*28.7%*	*42.8%*	*88.4%*
Working full time	1312	1280	588	214	858	420	438	1285
%V	*34.7%*	*34.7%*	*40.6%*	*40.3%*	*31.8%*	*38.8%*	*27.1%*	*38.5%*
%H		*97.6%*	*44.8%*	*16.3%*	*65.4%*	*32.0%*	*33.4%*	*97.9%*
Working part time	610	604	273	93	448	216	231	596
%V	*16.1%*	*16.4%*	*18.8%*	*17.5%*	*16.6%*	*19.9%*	*14.3%*	*17.8%*
%H		*99.0%*	*44.8%*	*15.2%*	*73.4%*	*35.4%*	*37.9%*	*97.7%*
Not working	1856	1800	590	224	1393	447	946	1460
%V	*49.1%*	*48.9%*	*40.7%*	*42.2%*	*51.6%*	*41.3%*	*58.5%*	*43.7%*
%H		*97.0%*	*31.8%*	*12.1%*	*75.1%*	*24.1%*	*51.0%*	*78.7%*
Houseperson	3121	3057	1194	427	2256	881	1375	2715
%V	*82.6%*	*83.0%*	*82.3%*	*80.4%*	*83.6%*	*81.3%*	*85.1%*	*81.3%*
%H		*97.9%*	*38.3%*	*13.7%*	*72.3%*	*28.2%*	*44.1%*	*87.0%*

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

ITV North West / Border Macro

Contents Page

Household
- Table 24.1: Social Grade 648
- Table 24.2: Houseperson Age 649
- Table 24.3: Size of Household 650
- Table 24.4: Presence of Children 651
- Table 24.5: Number of TV sets in household 652
- Table 24.6: Screen size 653
- Table 24.7: Location of ANY set in household 654
- Table 24.8: Platform Provider 655
- Table 24.9: Recorders and other equipment 656
- Table 24.10: Computers and Internet 657

Sets
- Table 24.11: Screen Size 658
- Table 24.12: Location of set 659
- Table 24.13: Recorders 660
- Table 24.14: Other TV equipment 660
- Table 24.15: Main Set Screen Size 661
- Table 24.16: Main Set Recorders 662
- Table 24.17: Main Set - Other TV equipment 662
- Table 24.18: Other Sets (non-Main Set) Screen Size 663
- Table 24.19: Other Set (non-Main Set) Recorders 664
- Table 24.20: Other Set (non-Main Set) - Other TV equipment 664

Individuals
- Table 24.21: Age of Children 665
- Table 24.22: Adults - Age 666
- Table 24.23: Social Grade (Adults 16+) 667
- Table 24.24: Working Status (Adults 16+) 668
- Table 24.25: Males - Age 669
- Table 24.26: Social Grade (Males 16+) 670
- Table 24.27: Working Status (Males 16+) 671
- Table 24.28: Females - Age 672
- Table 24.29: Social Grade (Females 16+) 673
- Table 24.30: Working Status (Females 16+) 674

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West / Border Macro

Household level data

Table 24.1: Social Grade Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
AB	646	627	265	89	435	181	254	626
%V	*19.0%*	*19.2%*	*22.4%*	*17.9%*	*19.3%*	*23.6%*	*17.1%*	*21.8%*
%H (All HH)		*97.1%*	*41.0%*	*13.8%*	*67.3%*	*28.0%*	*39.3%*	*96.9%*
%H (TV HH)			*42.3%*	*14.2%*	*69.4%*	*28.9%*	*40.5%*	
C1	923	887	340	138	604	226	379	846
%V	*27.2%*	*27.2%*	*28.7%*	*27.7%*	*26.8%*	*29.4%*	*25.5%*	*29.5%*
%H (All HH)		*96.1%*	*36.8%*	*15.0%*	*65.4%*	*24.5%*	*41.1%*	*91.7%*
%H (TV HH)			*38.3%*	*15.6%*	*68.1%*	*25.5%*	*42.7%*	
C2	684	666	248	116	458	174	285	601
%V	*20.1%*	*20.4%*	*21.0%*	*23.3%*	*20.3%*	*22.7%*	*19.2%*	*20.9%*
%H (All HH)		*97.4%*	*36.3%*	*17.0%*	*67.0%*	*25.4%*	*41.7%*	*87.9%*
%H (TV HH)			*37.2%*	*17.4%*	*68.8%*	*26.1%*	*42.8%*	
D	567	538	197	76	358	115	242	456
%V	*16.7%*	*16.5%*	*16.7%*	*15.3%*	*15.9%*	*15.0%*	*16.3%*	*15.9%*
%H (All HH)		*94.9%*	*34.7%*	*13.4%*	*63.1%*	*20.3%*	*42.7%*	*80.4%*
%H (TV HH)			*36.6%*	*14.1%*	*66.5%*	*21.4%*	*45.0%*	
E	578	548	132	78	398	72	326	340
%V	*17.0%*	*16.8%*	*11.2%*	*15.7%*	*17.7%*	*9.4%*	*22.0%*	*11.9%*
%H (All HH)		*94.8%*	*22.8%*	*13.5%*	*68.9%*	*12.5%*	*56.4%*	*58.8%*
%H (TV HH)			*24.1%*	*14.2%*	*72.6%*	*13.1%*	*59.5%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.2: 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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Under 25	146	126	26	16	82	17	65	136
%V	*4.3%*	*3.9%*	*2.2%*	*3.2%*	*3.6%*	*2.2%*	*4.4%*	*4.7%*
%H (All HH)		*86.3%*	*17.8%*	*11.0%*	*56.2%*	*11.6%*	*44.5%*	*93.2%*
%H (TV HH)			*20.6%*	*12.7%*	*65.1%*	*13.5%*	*51.6%*	
25 - 34	505	464	183	56	262	83	178	478
%V	*14.9%*	*14.2%*	*15.5%*	*11.2%*	*11.6%*	*10.8%*	*12.0%*	*16.7%*
%H (All HH)		*91.9%*	*36.2%*	*11.1%*	*51.9%*	*16.4%*	*35.2%*	*94.7%*
%H (TV HH)			*39.4%*	*12.1%*	*56.5%*	*17.9%*	*38.4%*	
35 - 44	520	489	208	87	291	117	174	495
%V	*15.3%*	*15.0%*	*17.6%*	*17.5%*	*12.9%*	*15.2%*	*11.7%*	*17.3%*
%H (All HH)		*94.0%*	*40.0%*	*16.7%*	*56.0%*	*22.5%*	*33.5%*	*95.2%*
%H (TV HH)			*42.5%*	*17.8%*	*59.5%*	*23.9%*	*35.6%*	
45 - 54	657	640	268	121	442	197	244	617
%V	*19.3%*	*19.6%*	*22.7%*	*24.3%*	*19.6%*	*25.7%*	*16.4%*	*21.5%*
%H (All HH)		*97.4%*	*40.8%*	*18.4%*	*67.3%*	*30.0%*	*37.1%*	*93.9%*
%H (TV HH)			*41.9%*	*18.9%*	*69.1%*	*30.8%*	*38.1%*	
55 - 64	597	584	219	103	412	155	257	526
%V	*17.6%*	*17.9%*	*18.5%*	*20.7%*	*18.3%*	*20.2%*	*17.3%*	*18.3%*
%H (All HH)		*97.8%*	*36.7%*	*17.3%*	*69.0%*	*26.0%*	*43.0%*	*88.1%*
%H (TV HH)			*37.5%*	*17.6%*	*70.5%*	*26.5%*	*44.0%*	
65 +	975	963	279	116	764	198	567	617
%V	*28.7%*	*29.5%*	*23.6%*	*23.3%*	*33.9%*	*25.8%*	*38.2%*	*21.5%*
%H (All HH)		*98.8%*	*28.6%*	*11.9%*	*78.4%*	*20.3%*	*58.2%*	*63.3%*
%H (TV HH)			*29.0%*	*12.0%*	*79.3%*	*20.6%*	*58.9%*	

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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
1	1098	1033	266	112	784	152	632	716
%V	*32.3%*	*31.6%*	*22.5%*	*22.5%*	*34.8%*	*19.8%*	*42.6%*	*25.0%*
%H (All HH)		*94.1%*	*24.2%*	*10.2%*	*71.4%*	*13.8%*	*57.6%*	*65.2%*
%H (TV HH)			*25.8%*	*10.8%*	*75.9%*	*14.7%*	*61.2%*	
2	1196	1160	424	181	806	292	513	1078
%V	*35.2%*	*35.5%*	*35.8%*	*36.3%*	*35.8%*	*38.0%*	*34.5%*	*37.6%*
%H (All HH)		*97.0%*	*35.5%*	*15.1%*	*67.4%*	*24.4%*	*42.9%*	*90.1%*
%H (TV HH)			*36.6%*	*15.6%*	*69.5%*	*25.2%*	*44.2%*	
3	512	499	213	98	320	148	172	493
%V	*15.1%*	*15.3%*	*18.0%*	*19.7%*	*14.2%*	*19.3%*	*11.6%*	*17.2%*
%H (All HH)		*97.5%*	*41.6%*	*19.1%*	*62.5%*	*28.9%*	*33.6%*	*96.3%*
%H (TV HH)			*42.7%*	*19.6%*	*64.1%*	*29.7%*	*34.5%*	
4	398	386	182	71	239	118	121	392
%V	*11.7%*	*11.8%*	*15.4%*	*14.3%*	*10.6%*	*15.4%*	*8.1%*	*13.7%*
%H (All HH)		*97.0%*	*45.7%*	*17.8%*	*60.1%*	*29.6%*	*30.4%*	*98.5%*
%H (TV HH)			*47.2%*	*18.4%*	*61.9%*	*30.6%*	*31.3%*	
5+	195	188	97	35	104	57	47	191
%V	*5.7%*	*5.8%*	*8.2%*	*7.0%*	*4.6%*	*7.4%*	*3.2%*	*6.7%*
%H (All HH)		*96.4%*	*49.7%*	*17.9%*	*53.3%*	*29.2%*	*24.1%*	*97.9%*
%H (TV HH)			*51.6%*	*18.6%*	*55.3%*	*30.3%*	*25.0%*	
Average HH size	2.26	2.27	2.54	2.50	2.17	2.55	1.96	2.42

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
Jan - Dec 2018

ITV North West / Border Macro

Household level data

Table 24.4: Presence of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Without	2575	2463	819	358	1776	554	1222	2072
%V	*75.8%*	*75.4%*	*69.2%*	*71.9%*	*78.8%*	*72.1%*	*82.3%*	*72.2%*
%H (All HH)		*95.7%*	*31.8%*	*13.9%*	*69.0%*	*21.5%*	*47.5%*	*80.5%*
%H (TV HH)			*33.3%*	*14.5%*	*72.1%*	*22.5%*	*49.6%*	
With	824	803	364	140	477	214	263	798
%V	*24.2%*	*24.6%*	*30.8%*	*28.1%*	*21.2%*	*27.9%*	*17.7%*	*27.8%*
%H (All HH)		*97.5%*	*44.2%*	*17.0%*	*57.9%*	*26.0%*	*31.9%*	*96.8%*
%H (TV HH)			*45.3%*	*17.4%*	*59.4%*	*26.7%*	*32.8%*	
0 - 3	308	298	132	44	172	69	103	294
%V	*9.1%*	*9.1%*	*11.2%*	*8.8%*	*7.6%*	*9.0%*	*6.9%*	*10.2%*
%H (All HH)		*96.8%*	*42.9%*	*14.3%*	*55.8%*	*22.4%*	*33.4%*	*95.5%*
%H (TV HH)			*44.3%*	*14.8%*	*57.7%*	*23.2%*	*34.6%*	
4 - 9	435	424	196	69	246	109	137	422
%V	*12.8%*	*13.0%*	*16.6%*	*13.9%*	*10.9%*	*14.2%*	*9.2%*	*14.7%*
%H (All HH)		*97.5%*	*45.1%*	*15.9%*	*56.6%*	*25.1%*	*31.5%*	*97.0%*
%H (TV HH)			*46.2%*	*16.3%*	*58.0%*	*25.7%*	*32.3%*	
10 - 15	396	386	183	76	231	115	115	385
%V	*11.7%*	*11.8%*	*15.5%*	*15.3%*	*10.3%*	*15.0%*	*7.7%*	*13.4%*
%H (All HH)		*97.5%*	*46.2%*	*19.2%*	*58.3%*	*29.0%*	*29.0%*	*97.2%*
%H (TV HH)			*47.4%*	*19.7%*	*59.8%*	*29.8%*	*29.8%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West / Border Macro

Household level data

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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
1	1317	1317	367	146	831	101	730	1006
%V	*38.7%*	*40.3%*	*31.0%*	*29.3%*	*36.9%*	*13.2%*	*49.2%*	*35.1%*
%H (All HH)		*100.0%*	*27.9%*	*11.1%*	*63.1%*	*7.7%*	*55.4%*	*76.4%*
%H (TV HH)			*27.9%*	*11.1%*	*63.1%*	*7.7%*	*55.4%*	
2	1103	1103	416	177	778	292	486	960
%V	*32.5%*	*33.8%*	*35.2%*	*35.5%*	*34.5%*	*38.0%*	*32.7%*	*33.5%*
%H (All HH)		*100.0%*	*37.7%*	*16.0%*	*70.5%*	*26.5%*	*44.1%*	*87.0%*
%H (TV HH)			*37.7%*	*16.0%*	*70.5%*	*26.5%*	*44.1%*	
3	532	532	232	110	403	214	189	499
%V	*15.7%*	*16.3%*	*19.6%*	*22.1%*	*17.9%*	*27.9%*	*12.7%*	*17.4%*
%H (All HH)		*100.0%*	*43.6%*	*20.7%*	*75.8%*	*40.2%*	*35.5%*	*93.8%*
%H (TV HH)			*43.6%*	*20.7%*	*75.8%*	*40.2%*	*35.5%*	
4	212	212	111	48	160	105	55	205
%V	*6.2%*	*6.5%*	*9.4%*	*9.6%*	*7.1%*	*13.7%*	*3.7%*	*7.1%*
%H (All HH)		*100.0%*	*52.4%*	*22.6%*	*75.5%*	*49.5%*	*25.9%*	*96.7%*
%H (TV HH)			*52.4%*	*22.6%*	*75.5%*	*49.5%*	*25.9%*	
5+	102	102	57	17	82	56	26	100
%V	*3.0%*	*3.1%*	*4.8%*	*3.4%*	*3.6%*	*7.3%*	*1.8%*	*3.5%*
%H (All HH)		*100.0%*	*55.9%*	*16.7%*	*80.4%*	*54.9%*	*25.5%*	*98.0%*
%H (TV HH)			*55.9%*	*16.7%*	*80.4%*	*54.9%*	*25.5%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

Table 24.6: 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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Under 20"	273	273	90	39	227	89	138	228
%V	*8.0%*	*8.4%*	*7.6%*	*7.8%*	*10.1%*	*11.6%*	*9.3%*	*7.9%*
%H (All HH)		*100.0%*	*33.0%*	*14.3%*	*83.2%*	*32.6%*	*50.5%*	*83.5%*
%H (TV HH)			*33.0%*	*14.3%*	*83.2%*	*32.6%*	*50.5%*	
20" - 29"	843	843	297	125	681	274	408	710
%V	*24.8%*	*25.8%*	*25.1%*	*25.1%*	*30.2%*	*35.7%*	*27.5%*	*24.7%*
%H (All HH)		*100.0%*	*35.2%*	*14.8%*	*80.8%*	*32.5%*	*48.4%*	*84.2%*
%H (TV HH)			*35.2%*	*14.8%*	*80.8%*	*32.5%*	*48.4%*	
30" - 39"	1669	1669	597	261	1218	442	776	1416
%V	*49.1%*	*51.1%*	*50.5%*	*52.4%*	*54.1%*	*57.6%*	*52.3%*	*49.4%*
%H (All HH)		*100.0%*	*35.8%*	*15.6%*	*73.0%*	*26.5%*	*46.5%*	*84.8%*
%H (TV HH)			*35.8%*	*15.6%*	*73.0%*	*26.5%*	*46.5%*	
40" - 49"	1622	1622	687	291	1082	481	602	1483
%V	*47.7%*	*49.7%*	*58.1%*	*58.4%*	*48.0%*	*62.6%*	*40.5%*	*51.7%*
%H (All HH)		*100.0%*	*42.4%*	*17.9%*	*66.7%*	*29.7%*	*37.1%*	*91.4%*
%H (TV HH)			*42.4%*	*17.9%*	*66.7%*	*29.7%*	*37.1%*	
50" - 59"	574	574	285	103	361	191	169	545
%V	*16.9%*	*17.6%*	*24.1%*	*20.7%*	*16.0%*	*24.9%*	*11.4%*	*19.0%*
%H (All HH)		*100.0%*	*49.7%*	*17.9%*	*62.9%*	*33.3%*	*29.4%*	*94.9%*
%H (TV HH)			*49.7%*	*17.9%*	*62.9%*	*33.3%*	*29.4%*	
60"+	63	63	35	10	40	25	15	61
%V	*1.9%*	*1.9%*	*3.0%*	*2.0%*	*1.8%*	*3.3%*	*1.0%*	*2.1%*
%H (All HH)		*100.0%*	*55.6%*	*15.9%*	*63.5%*	*39.7%*	*23.8%*	*96.8%*
%H (TV HH)			*55.6%*	*15.9%*	*63.5%*	*39.7%*	*23.8%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West / Border Macro

Household level data

Table 24.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Main living room	3244	3244	1176	497	2238	765	1473	2749
%V	*95.4%*	*99.3%*	*99.4%*	*99.8%*	*99.3%*	*99.6%*	*99.2%*	*95.8%*
%H (All HH)		*100.0%*	*36.3%*	*15.3%*	*69.0%*	*23.6%*	*45.4%*	*84.7%*
%H (TV HH)			*36.3%*	*15.3%*	*69.0%*	*23.6%*	*45.4%*	
Kitchen	289	289	130	39	234	115	119	261
%V	*8.5%*	*8.8%*	*11.0%*	*7.8%*	*10.4%*	*15.0%*	*8.0%*	*9.1%*
%H (All HH)		*100.0%*	*45.0%*	*13.5%*	*81.0%*	*39.8%*	*41.2%*	*90.3%*
%H (TV HH)			*45.0%*	*13.5%*	*81.0%*	*39.8%*	*41.2%*	
Adult's bedroom	1463	1463	616	276	1080	526	554	1323
%V	*43.0%*	*44.8%*	*52.1%*	*55.4%*	*47.9%*	*68.5%*	*37.3%*	*46.1%*
%H (All HH)		*100.0%*	*42.1%*	*18.9%*	*73.8%*	*36.0%*	*37.9%*	*90.4%*
%H (TV HH)			*42.1%*	*18.9%*	*73.8%*	*36.0%*	*37.9%*	
Child's bedroom	270	270	134	50	187	107	80	267
%V	*7.9%*	*8.3%*	*11.3%*	*10.0%*	*8.3%*	*13.9%*	*5.4%*	*9.3%*
%H (All HH)		*100.0%*	*49.6%*	*18.5%*	*69.3%*	*39.6%*	*29.6%*	*98.9%*
%H (TV HH)			*49.6%*	*18.5%*	*69.3%*	*39.6%*	*29.6%*	
Other bedroom	253	253	114	62	176	100	76	241
%V	*7.4%*	*7.7%*	*9.6%*	*12.4%*	*7.8%*	*13.0%*	*5.1%*	*8.4%*
%H (All HH)		*100.0%*	*45.1%*	*24.5%*	*69.6%*	*39.5%*	*30.0%*	*95.3%*
%H (TV HH)			*45.1%*	*24.5%*	*69.6%*	*39.5%*	*30.0%*	
Second living/dining room	412	412	184	76	317	168	149	379
%V	*12.1%*	*12.6%*	*15.6%*	*15.3%*	*14.1%*	*21.9%*	*10.0%*	*13.2%*
%H (All HH)		*100.0%*	*44.7%*	*18.4%*	*76.9%*	*40.8%*	*36.2%*	*92.0%*
%H (TV HH)			*44.7%*	*18.4%*	*76.9%*	*40.8%*	*36.2%*	
Study/office	36	36	23	5	27	18	10	35
%V	*1.1%*	*1.1%*	*1.9%*	*1.0%*	*1.2%*	*2.3%*	*0.7%*	*1.2%*
%H (All HH)		*100.0%*	*63.9%*	*13.9%*	*75.0%*	*50.0%*	*27.8%*	*97.2%*
%H (TV HH)			*63.9%*	*13.9%*	*75.0%*	*50.0%*	*27.8%*	
TV room	23	23	10	4	17	8	8	22
%V	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*0.8%*	*1.0%*	*0.5%*	*0.8%*
%H (All HH)		*100.0%*	*43.5%*	*17.4%*	*73.9%*	*34.8%*	*34.8%*	*95.7%*
%H (TV HH)			*43.5%*	*17.4%*	*73.9%*	*34.8%*	*34.8%*	
Conservatory	80	80	36	15	61	32	30	74
%V	*2.4%*	*2.4%*	*3.0%*	*3.0%*	*2.7%*	*4.2%*	*2.0%*	*2.6%*
%H (All HH)		*100.0%*	*45.0%*	*18.8%*	*76.3%*	*40.0%*	*37.5%*	*92.5%*
%H (TV HH)			*45.0%*	*18.8%*	*76.3%*	*40.0%*	*37.5%*	
Attic or loft room	7	7	5	1	5	4	1	7
%V	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*	*0.5%*	*0.1%*	*0.2%*
%H (All HH)		*100.0%*	*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	*100.0%*
%H (TV HH)			*71.4%*	*14.3%*	*71.4%*	*57.1%*	*14.3%*	
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	11	2	14	8	6	20
%V	*0.6%*	*0.6%*	*0.9%*	*0.4%*	*0.6%*	*1.0%*	*0.4%*	*0.7%*
%H (All HH)		*100.0%*	*52.4%*	*9.5%*	*66.7%*	*38.1%*	*28.6%*	*95.2%*
%H (TV HH)			*52.4%*	*9.5%*	*66.7%*	*38.1%*	*28.6%*	

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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Any DSAT provider	1183	1183	1183	14	534	534	0	1094
%V	*34.8%*	*36.2%*	*100.0%*	*2.8%*	*23.7%*	*69.5%*	*0.0%*	*38.1%*
%H (All HH)			*100.0%*	*1.2%*	*45.1%*	*45.1%*	*0.0%*	*92.5%*
%H (TV HH)			*100.0%*	*1.2%*	*45.1%*	*45.1%*	*0.0%*	
Sky with subcription	1023	1023	1023	6	456	456	0	957
%V	*30.1%*	*31.3%*	*86.5%*	*1.2%*	*20.2%*	*59.4%*	*0.0%*	*33.4%*
%H (All HH)			*100.0%*	*0.6%*	*44.6%*	*44.6%*	*0.0%*	*93.5%*
%H (TV HH)			*100.0%*	*0.6%*	*44.6%*	*44.6%*	*0.0%*	
Sky without subscription	58	58	58	4	22	22	0	46
%V	*1.7%*	*1.8%*	*4.9%*	*0.8%*	*1.0%*	*2.9%*	*0.0%*	*1.6%*
%H (All HH)			*100.0%*	*6.9%*	*37.9%*	*37.9%*	*0.0%*	*79.3%*
%H (TV HH)			*100.0%*	*6.9%*	*37.9%*	*37.9%*	*0.0%*	
Freesat	85	85	85	4	50	50	0	80
%V	*2.5%*	*2.6%*	*7.2%*	*0.8%*	*2.2%*	*6.5%*	*0.0%*	*2.8%*
%H (All HH)			*100.0%*	*4.7%*	*58.8%*	*58.8%*	*0.0%*	*94.1%*
%H (TV HH)			*100.0%*	*4.7%*	*58.8%*	*58.8%*	*0.0%*	
Other satellite provider	57	57	57	3	31	31	0	50
%V	*1.7%*	*1.7%*	*4.8%*	*0.6%*	*1.4%*	*4.0%*	*0.0%*	*1.7%*
%H (All HH)			*100.0%*	*5.3%*	*54.4%*	*54.4%*	*0.0%*	*87.7%*
%H (TV HH)			*100.0%*	*5.3%*	*54.4%*	*54.4%*	*0.0%*	
DCAB	498	498	14	498	242	242	0	466
%V	*14.7%*	*15.2%*	*1.2%*	*100.0%*	*10.7%*	*31.5%*	*0.0%*	*16.2%*
%H (All HH)			*2.8%*	*100.0%*	*48.6%*	*48.6%*	*0.0%*	*93.6%*
%H (TV HH)			*2.8%*	*100.0%*	*48.6%*	*48.6%*	*0.0%*	
DTT	2253	2253	534	242	2253	768	1485	1832
%V	*66.3%*	*69.0%*	*45.1%*	*48.6%*	*100.0%*	*100.0%*	*100.0%*	*63.9%*
%H (All HH)		*100.0%*	*23.7%*	*10.7%*	*100.0%*	*34.1%*	*65.9%*	*81.3%*
%H (TV HH)			*23.7%*	*10.7%*	*100.0%*	*34.1%*	*65.9%*	

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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
PVR	1978	1978	1082	478	1148	719	430	1830
%V	*58.2%*	*60.6%*	*91.5%*	*96.0%*	*51.0%*	*93.6%*	*29.0%*	*63.8%*
%H (All HH)		*100.0%*	*54.7%*	*24.2%*	*58.0%*	*36.3%*	*21.7%*	*92.5%*
%H (TV HH)			*54.7%*	*24.2%*	*58.0%*	*36.3%*	*21.7%*	
DVDR	32	32	12	4	28	13	16	28
%V	*0.9%*	*1.0%*	*1.0%*	*0.8%*	*1.2%*	*1.7%*	*1.1%*	*1.0%*
%H (All HH)		*100.0%*	*37.5%*	*12.5%*	*87.5%*	*40.6%*	*50.0%*	*87.5%*
%H (TV HH)			*37.5%*	*12.5%*	*87.5%*	*40.6%*	*50.0%*	
VCR	24	24	7	2	20	6	14	15
%V	*0.7%*	*0.7%*	*0.6%*	*0.4%*	*0.9%*	*0.8%*	*0.9%*	*0.5%*
%H (All HH)		*100.0%*	*29.2%*	*8.3%*	*83.3%*	*25.0%*	*58.3%*	*62.5%*
%H (TV HH)			*29.2%*	*8.3%*	*83.3%*	*25.0%*	*58.3%*	
Any recorder	2005	2005	1084	479	1174	721	453	1851
%V	*59.0%*	*61.4%*	*91.6%*	*96.2%*	*52.1%*	*93.9%*	*30.5%*	*64.5%*
%H (All HH)		*100.0%*	*54.1%*	*23.9%*	*58.6%*	*36.0%*	*22.6%*	*92.3%*
%H (TV HH)			*54.1%*	*23.9%*	*58.6%*	*36.0%*	*22.6%*	
Receives HDTV (via STB or built-in reception)	2239	2239	1016	408	1510	681	828	2038
%V	*65.9%*	*68.6%*	*85.9%*	*81.9%*	*67.0%*	*88.7%*	*55.8%*	*71.0%*
%H (All HH)		*100.0%*	*45.4%*	*18.2%*	*67.4%*	*30.4%*	*37.0%*	*91.0%*
%H (TV HH)			*45.4%*	*18.2%*	*67.4%*	*30.4%*	*37.0%*	
DVD/Blu-ray player or recorder	1825	1825	704	281	1291	505	786	1624
%V	*53.7%*	*55.9%*	*59.5%*	*56.4%*	*57.3%*	*65.8%*	*52.9%*	*56.6%*
%H (All HH)		*100.0%*	*38.6%*	*15.4%*	*70.7%*	*27.7%*	*43.1%*	*89.0%*
%H (TV HH)			*38.6%*	*15.4%*	*70.7%*	*27.7%*	*43.1%*	

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	3399	3266	1183	498	2253	768	1485	2869
%H (All HH)		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*
%H (TV HH)			*36.2%*	*15.2%*	*69.0%*	*23.5%*	*45.5%*	
Has broadband internet	2869	2769	1094	466	1832	720	1112	2869
%V	*84.4%*	*84.8%*	*92.5%*	*93.6%*	*81.3%*	*93.8%*	*74.9%*	*100.0%*
%H (All HH)		*96.5%*	*38.1%*	*16.2%*	*63.9%*	*25.1%*	*38.8%*	*100.0%*
%H (TV HH)			*39.5%*	*16.8%*	*66.2%*	*26.0%*	*40.2%*	
Number of computers (PCs and laptops)								
0	767	720	168	67	559	90	470	272
%V	*22.6%*	*22.0%*	*14.2%*	*13.5%*	*24.8%*	*11.7%*	*31.6%*	*9.5%*
%H (All HH)		*93.9%*	*21.9%*	*8.7%*	*72.9%*	*11.7%*	*61.3%*	*35.5%*
%H (TV HH)			*23.3%*	*9.3%*	*77.6%*	*12.5%*	*65.3%*	
1	968	928	317	141	614	178	436	941
%V	*28.5%*	*28.4%*	*26.8%*	*28.3%*	*27.3%*	*23.2%*	*29.4%*	*32.8%*
%H (All HH)		*95.9%*	*32.7%*	*14.6%*	*63.4%*	*18.4%*	*45.0%*	*97.2%*
%H (TV HH)			*34.2%*	*15.2%*	*66.2%*	*19.2%*	*47.0%*	
2	753	729	285	126	482	182	300	748
%V	*22.2%*	*22.3%*	*24.1%*	*25.3%*	*21.4%*	*23.7%*	*20.2%*	*26.1%*
%H (All HH)		*96.8%*	*37.8%*	*16.7%*	*64.0%*	*24.2%*	*39.8%*	*99.3%*
%H (TV HH)			*39.1%*	*17.3%*	*66.1%*	*25.0%*	*41.2%*	
3	431	419	189	73	277	140	138	429
%V	*12.7%*	*12.8%*	*16.0%*	*14.7%*	*12.3%*	*18.2%*	*9.3%*	*15.0%*
%H (All HH)		*97.2%*	*43.9%*	*16.9%*	*64.3%*	*32.5%*	*32.0%*	*99.5%*
%H (TV HH)			*45.1%*	*17.4%*	*66.1%*	*33.4%*	*32.9%*	
4	231	225	108	41	152	81	70	231
%V	*6.8%*	*6.9%*	*9.1%*	*8.2%*	*6.7%*	*10.5%*	*4.7%*	*8.1%*
%H (All HH)		*97.4%*	*46.8%*	*17.7%*	*65.8%*	*35.1%*	*30.3%*	*100.0%*
%H (TV HH)			*48.0%*	*18.2%*	*67.6%*	*36.0%*	*31.1%*	
5+	249	245	116	49	169	97	72	249
%V	*7.3%*	*7.5%*	*9.8%*	*9.8%*	*7.5%*	*12.6%*	*4.8%*	*8.7%*
%H (All HH)		*98.4%*	*46.6%*	*19.7%*	*67.9%*	*39.0%*	*28.9%*	*100.0%*
%H (TV HH)			*47.3%*	*20.0%*	*69.0%*	*39.6%*	*29.4%*	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	6514	2647	1111	4676	2048	2628	5776
%H		*40.6%*	*17.1%*	*71.8%*	*31.4%*	*40.3%*	*88.7%*
Under 20"	331	111	49	276	112	163	281
%V	*5.1%*	*4.2%*	*4.4%*	*5.9%*	*5.5%*	*6.2%*	*4.9%*
%H		*33.5%*	*14.8%*	*83.4%*	*33.8%*	*49.2%*	*84.9%*
20" - 29"	1075	403	164	874	381	494	913
%V	*16.5%*	*15.2%*	*14.8%*	*18.7%*	*18.6%*	*18.8%*	*15.8%*
%H		*37.5%*	*15.3%*	*81.3%*	*35.4%*	*46.0%*	*84.9%*
30" - 39"	2177	819	363	1589	629	960	1889
%V	*33.4%*	*30.9%*	*32.7%*	*34.0%*	*30.7%*	*36.5%*	*32.7%*
%H		*37.6%*	*16.7%*	*73.0%*	*28.9%*	*44.1%*	*86.8%*
40" - 49"	1998	878	376	1337	639	698	1849
%V	*30.7%*	*33.2%*	*33.8%*	*28.6%*	*31.2%*	*26.6%*	*32.0%*
%H		*43.9%*	*18.8%*	*66.9%*	*32.0%*	*34.9%*	*92.5%*
50" - 59"	647	326	118	404	219	185	617
%V	*9.9%*	*12.3%*	*10.6%*	*8.6%*	*10.7%*	*7.0%*	*10.7%*
%H		*50.4%*	*18.2%*	*62.4%*	*33.8%*	*28.6%*	*95.4%*
60"+	66	37	10	42	27	16	63
%V	*1.0%*	*1.4%*	*0.9%*	*0.9%*	*1.3%*	*0.6%*	*1.1%*
%H		*56.1%*	*15.2%*	*63.6%*	*40.9%*	*24.2%*	*95.5%*
Don't know	221	73	31	153	41	112	165
%V	*3.4%*	*2.8%*	*2.8%*	*3.3%*	*2.0%*	*4.3%*	*2.9%*
%H		*33.0%*	*14.0%*	*69.2%*	*18.6%*	*50.7%*	*74.7%*

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	6514	2647	1111	4676	2048	2628	5776
%H		*40.6%*	*17.1%*	*71.8%*	*31.4%*	*40.3%*	*88.7%*
Main living room	3262	1181	500	2249	768	1481	2763
%V	*50.1%*	*44.6%*	*45.0%*	*48.1%*	*37.5%*	*56.4%*	*47.8%*
%H		*36.2%*	*15.3%*	*68.9%*	*23.5%*	*45.4%*	*84.7%*
Kitchen	290	130	39	235	115	120	262
%V	*4.5%*	*4.9%*	*3.5%*	*5.0%*	*5.6%*	*4.6%*	*4.5%*
%H		*44.8%*	*13.4%*	*81.0%*	*39.7%*	*41.4%*	*90.3%*
Adult's bedroom	1717	737	330	1283	649	634	1565
%V	*26.4%*	*27.8%*	*29.7%*	*27.4%*	*31.7%*	*24.1%*	*27.1%*
%H		*42.9%*	*19.2%*	*74.7%*	*37.8%*	*36.9%*	*91.1%*
Child's bedroom	347	178	63	243	145	98	343
%V	*5.3%*	*6.7%*	*5.7%*	*5.2%*	*7.1%*	*3.7%*	*5.9%*
%H		*51.3%*	*18.2%*	*70.0%*	*41.8%*	*28.2%*	*98.8%*
Other bedroom	308	145	75	214	127	87	294
%V	*4.7%*	*5.5%*	*6.8%*	*4.6%*	*6.2%*	*3.3%*	*5.1%*
%H		*47.1%*	*24.4%*	*69.5%*	*41.2%*	*28.2%*	*95.5%*
Second living/dining room	418	188	77	322	171	150	385
%V	*6.4%*	*7.1%*	*6.9%*	*6.9%*	*8.3%*	*5.7%*	*6.7%*
%H		*45.0%*	*18.4%*	*77.0%*	*40.9%*	*35.9%*	*92.1%*
Study/office	38	24	5	27	18	10	37
%V	*0.6%*	*0.9%*	*0.5%*	*0.6%*	*0.9%*	*0.4%*	*0.6%*
%H		*63.2%*	*13.2%*	*71.1%*	*47.4%*	*26.3%*	*97.4%*
TV room	23	10	4	17	8	8	22
%V	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*43.5%*	*17.4%*	*73.9%*	*34.8%*	*34.8%*	*95.7%*
Conservatory	80	36	15	61	32	30	74
%V	*1.2%*	*1.4%*	*1.4%*	*1.3%*	*1.6%*	*1.1%*	*1.3%*
%H		*45.0%*	*18.8%*	*76.3%*	*40.0%*	*37.5%*	*92.5%*
Attic or loft room	7	5	1	6	4	1	7
%V	*0.1%*	*0.2%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*71.4%*	*14.3%*	*85.7%*	*57.1%*	*14.3%*	*100.0%*
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	24	12	2	17	9	8	23
%V	*0.4%*	*0.5%*	*0.2%*	*0.4%*	*0.4%*	*0.3%*	*0.4%*
%H		*50.0%*	*8.3%*	*70.8%*	*37.5%*	*33.3%*	*95.8%*

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	6514	2647	1111	4676	2048	2628	5776
%H		*40.6%*	*17.1%*	*71.8%*	*31.4%*	*40.3%*	*88.7%*
PVR	2890	1687	730	1536	1039	497	2710
%V	*44.4%*	*63.7%*	*65.7%*	*32.8%*	*50.7%*	*18.9%*	*46.9%*
%H		*58.4%*	*25.3%*	*53.1%*	*36.0%*	*17.2%*	*93.8%*
DVDR	34	12	4	30	13	17	30
%V	*0.5%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.6%*	*0.5%*
%H		*35.3%*	*11.8%*	*88.2%*	*38.2%*	*50.0%*	*88.2%*
VCR	26	8	3	22	6	15	17
%V	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.3%*	*0.6%*	*0.3%*
%H		*30.8%*	*11.5%*	*84.6%*	*23.1%*	*57.7%*	*65.4%*
Any recorder	2928	1692	734	1570	1046	524	2739
%V	*44.9%*	*63.9%*	*66.1%*	*33.6%*	*51.1%*	*19.9%*	*47.4%*
%H		*57.8%*	*25.1%*	*53.6%*	*35.7%*	*17.9%*	*93.5%*

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	6514	2647	1111	4676	2048	2628	5776
%H		*40.6%*	*17.1%*	*71.8%*	*31.4%*	*40.3%*	*88.7%*
Receives HDTV (via STB or built-in reception)	3578	1728	709	2397	1231	1166	3317
%V	*54.9%*	*65.3%*	*63.8%*	*51.3%*	*60.1%*	*44.4%*	*57.4%*
%H		*48.3%*	*19.8%*	*67.0%*	*34.4%*	*32.6%*	*92.7%*
DVD/Blu-ray player or recorder	2526	1056	400	1807	806	1001	2300
%V	*38.8%*	*39.9%*	*36.0%*	*38.6%*	*39.4%*	*38.1%*	*39.8%*
%H		*41.8%*	*15.8%*	*71.5%*	*31.9%*	*39.6%*	*91.1%*

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

ITV North West / Border Macro

Set level data

Table 24.15: 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	3265	1182	498	2253	767	1485	2768
%H		*36.2%*	*15.3%*	*69.0%*	*23.5%*	*45.5%*	*84.8%*
Under 20"	23	3	1	18	1	17	15
%V	*0.7%*	*0.3%*	*0.2%*	*0.8%*	*0.1%*	*1.1%*	*0.5%*
%H		*13.0%*	*4.3%*	*78.3%*	*4.3%*	*73.9%*	*65.2%*
20" - 29"	189	27	15	156	18	137	118
%V	*5.8%*	*2.3%*	*3.0%*	*6.9%*	*2.3%*	*9.2%*	*4.3%*
%H		*14.3%*	*7.9%*	*82.5%*	*9.5%*	*72.5%*	*62.4%*
30" - 39"	978	276	118	715	158	558	759
%V	*30.0%*	*23.4%*	*23.7%*	*31.7%*	*20.6%*	*37.6%*	*27.4%*
%H		*28.2%*	*12.1%*	*73.1%*	*16.2%*	*57.1%*	*77.6%*
40" - 49"	1395	563	250	930	388	542	1263
%V	*42.7%*	*47.6%*	*50.2%*	*41.3%*	*50.6%*	*36.5%*	*45.6%*
%H		*40.4%*	*17.9%*	*66.7%*	*27.8%*	*38.9%*	*90.5%*
50" - 59"	516	254	93	323	169	154	488
%V	*15.8%*	*21.5%*	*18.7%*	*14.3%*	*22.0%*	*10.4%*	*17.6%*
%H		*49.2%*	*18.0%*	*62.6%*	*32.8%*	*29.8%*	*94.6%*
60"+	56	30	10	34	22	13	53
%V	*1.7%*	*2.5%*	*2.0%*	*1.5%*	*2.9%*	*0.9%*	*1.9%*
%H		*53.6%*	*17.9%*	*60.7%*	*39.3%*	*23.2%*	*94.6%*
Don't know	108	29	11	76	11	65	72
%V	*3.3%*	*2.5%*	*2.2%*	*3.4%*	*1.4%*	*4.4%*	*2.6%*
%H		*26.9%*	*10.2%*	*70.4%*	*10.2%*	*60.2%*	*66.7%*

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 24.16: 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	3265	1182	498	2253	767	1485	2768
%H		*36.2%*	*15.3%*	*69.0%*	*23.5%*	*45.5%*	*84.8%*
PVR	1944	1071	474	1117	707	411	1798
%V	*59.5%*	*90.6%*	*95.2%*	*49.6%*	*92.2%*	*27.7%*	*65.0%*
%H		*55.1%*	*24.4%*	*57.5%*	*36.4%*	*21.1%*	*92.5%*
DVDR	27	10	3	25	11	14	24
%V	*0.8%*	*0.8%*	*0.6%*	*1.1%*	*1.4%*	*0.9%*	*0.9%*
%H		*37.0%*	*11.1%*	*92.6%*	*40.7%*	*51.9%*	*88.9%*
VCR	19	5	1	16	3	13	11
%V	*0.6%*	*0.4%*	*0.2%*	*0.7%*	*0.4%*	*0.9%*	*0.4%*
%H		*26.3%*	*5.3%*	*84.2%*	*15.8%*	*68.4%*	*57.9%*
Any recorder	1970	1073	475	1142	709	433	1816
%V	*60.3%*	*90.8%*	*95.4%*	*50.7%*	*92.4%*	*29.2%*	*65.6%*
%H		*54.5%*	*24.1%*	*58.0%*	*36.0%*	*22.0%*	*92.2%*

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 24.17: 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	3265	1182	498	2253	767	1485	2768
%H		*36.2%*	*15.3%*	*69.0%*	*23.5%*	*45.5%*	*84.8%*
Receives HDTV (via STB or built-in reception)	2192	996	403	1469	662	807	1992
%V	*67.1%*	*84.3%*	*80.9%*	*65.2%*	*86.3%*	*54.3%*	*72.0%*
%H		*45.4%*	*18.4%*	*67.0%*	*30.2%*	*36.8%*	*90.9%*
DVD/Blu-ray player or recorder	1561	580	238	1100	409	690	1373
%V	*47.8%*	*49.1%*	*47.8%*	*48.8%*	*53.3%*	*46.5%*	*49.6%*
%H		*37.2%*	*15.2%*	*70.5%*	*26.2%*	*44.2%*	*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	3249	1465	613	2423	1280	1142	3008
%H		*45.1%*	*18.9%*	*74.6%*	*39.4%*	*35.1%*	*92.6%*
Under 20"	308	108	49	257	111	146	266
%V	*9.5%*	*7.4%*	*8.0%*	*10.6%*	*8.7%*	*12.8%*	*8.8%*
%H		*35.1%*	*15.9%*	*83.4%*	*36.0%*	*47.4%*	*86.4%*
20" - 29"	885	376	148	719	362	356	795
%V	*27.2%*	*25.7%*	*24.1%*	*29.7%*	*28.3%*	*31.2%*	*26.4%*
%H		*42.5%*	*16.7%*	*81.2%*	*40.9%*	*40.2%*	*89.8%*
30" - 39"	1199	543	245	874	472	402	1130
%V	*36.9%*	*37.1%*	*40.0%*	*36.1%*	*36.9%*	*35.2%*	*37.6%*
%H		*45.3%*	*20.4%*	*72.9%*	*39.4%*	*33.5%*	*94.2%*
40" - 49"	603	314	126	406	251	156	586
%V	*18.6%*	*21.4%*	*20.6%*	*16.8%*	*19.6%*	*13.7%*	*19.5%*
%H		*52.1%*	*20.9%*	*67.3%*	*41.6%*	*25.9%*	*97.2%*
50" - 59"	130	72	25	81	50	31	129
%V	*4.0%*	*4.9%*	*4.1%*	*3.3%*	*3.9%*	*2.7%*	*4.3%*
%H		*55.4%*	*19.2%*	*62.3%*	*38.5%*	*23.8%*	*99.2%*
60"+	10	7	0	8	5	3	10
%V	*0.3%*	*0.5%*	*0.0%*	*0.3%*	*0.4%*	*0.3%*	*0.3%*
%H		*70.0%*	*0.0%*	*80.0%*	*50.0%*	*30.0%*	*100.0%*
Don't know	113	44	20	77	30	47	93
%V	*3.5%*	*3.0%*	*3.3%*	*3.2%*	*2.3%*	*4.1%*	*3.1%*
%H		*38.9%*	*17.7%*	*68.1%*	*26.5%*	*41.6%*	*82.3%*

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 24.19: 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	3249	1465	613	2423	1280	1142	3008
%H		*45.1%*	*18.9%*	*74.6%*	*39.4%*	*35.1%*	*92.6%*
PVR	947	616	256	419	333	86	912
%V	*29.1%*	*42.0%*	*41.8%*	*17.3%*	*26.0%*	*7.5%*	*30.3%*
%H		*65.0%*	*27.0%*	*44.2%*	*35.2%*	*9.1%*	*96.3%*
DVDR	6	2	1	6	2	4	6
%V	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*
%H		*33.3%*	*16.7%*	*100.0%*	*33.3%*	*66.7%*	*100.0%*
VCR	7	3	1	6	3	3	5
%V	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*42.9%*	*14.3%*	*85.7%*	*42.9%*	*42.9%*	*71.4%*
Any recorder	958	619	260	428	337	91	923
%V	*29.5%*	*42.3%*	*42.4%*	*17.7%*	*26.3%*	*8.0%*	*30.7%*
%H		*64.6%*	*27.1%*	*44.7%*	*35.2%*	*9.5%*	*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 HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	3249	1465	613	2423	1280	1142	3008
%H		*45.1%*	*18.9%*	*74.6%*	*39.4%*	*35.1%*	*92.6%*
Receives HDTV (via STB or built-in reception)	1386	732	306	928	569	359	1325
%V	*42.7%*	*50.0%*	*49.9%*	*38.3%*	*44.5%*	*31.4%*	*44.0%*
%H		*52.8%*	*22.1%*	*67.0%*	*41.1%*	*25.9%*	*95.6%*
DVD/Blu-ray player or recorder	966	475	162	707	397	311	927
%V	*29.7%*	*32.4%*	*26.4%*	*29.2%*	*31.0%*	*27.2%*	*30.8%*
%H		*49.2%*	*16.8%*	*73.2%*	*41.1%*	*32.2%*	*96.0%*

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	7676	7408	3006	1245	4879	1961	2918	6952
%H		*96.5%*	*39.2%*	*16.2%*	*63.6%*	*25.5%*	*38.0%*	*90.6%*
Total Children	1456	1414	662	235	822	373	450	1411
%V	*19.0%*	*19.1%*	*22.0%*	*18.9%*	*16.8%*	*19.0%*	*15.4%*	*20.3%*
%H		*97.1%*	*45.5%*	*16.1%*	*56.5%*	*25.6%*	*30.9%*	*96.9%*
0 - 3	361	348	156	52	198	80	118	346
%V	*4.7%*	*4.7%*	*5.2%*	*4.2%*	*4.1%*	*4.1%*	*4.0%*	*5.0%*
%H		*96.4%*	*43.2%*	*14.4%*	*54.8%*	*22.2%*	*32.7%*	*95.8%*
4 - 15	1095	1066	506	182	625	292	332	1065
%V	*14.3%*	*14.4%*	*16.8%*	*14.6%*	*12.8%*	*14.9%*	*11.4%*	*15.3%*
%H		*97.4%*	*46.2%*	*16.6%*	*57.1%*	*26.7%*	*30.3%*	*97.3%*
4-9	574	557	259	84	325	142	183	557
%V	*7.5%*	*7.5%*	*8.6%*	*6.7%*	*6.7%*	*7.2%*	*6.3%*	*8.0%*
%H		*97.0%*	*45.1%*	*14.6%*	*56.6%*	*24.7%*	*31.9%*	*97.0%*
10 - 15	521	509	247	98	299	150	149	508
%V	*6.8%*	*6.9%*	*8.2%*	*7.9%*	*6.1%*	*7.6%*	*5.1%*	*7.3%*
%H		*97.7%*	*47.4%*	*18.8%*	*57.4%*	*28.8%*	*28.6%*	*97.5%*

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	7676	7408	3006	1245	4879	1961	2918	6952
%H		*96.5%*	*39.2%*	*16.2%*	*63.6%*	*25.5%*	*38.0%*	*90.6%*
Total Adults (16+)	6220	5994	2344	1010	4057	1589	2468	5540
%V	*81.0%*	*80.9%*	*78.0%*	*81.1%*	*83.2%*	*81.0%*	*84.6%*	*79.7%*
%H		*96.4%*	*37.7%*	*16.2%*	*65.2%*	*25.5%*	*39.7%*	*89.1%*
16 - 19	293	286	133	60	192	99	93	290
%V	*3.8%*	*3.9%*	*4.4%*	*4.8%*	*3.9%*	*5.0%*	*3.2%*	*4.2%*
%H		*97.6%*	*45.4%*	*20.5%*	*65.5%*	*33.8%*	*31.7%*	*99.0%*
20 - 24	495	448	143	98	290	121	169	476
%V	*6.4%*	*6.0%*	*4.8%*	*7.9%*	*5.9%*	*6.2%*	*5.8%*	*6.8%*
%H		*90.5%*	*28.9%*	*19.8%*	*58.6%*	*24.4%*	*34.1%*	*96.2%*
25 - 34	1020	951	395	129	545	200	344	973
%V	*13.3%*	*12.8%*	*13.1%*	*10.4%*	*11.2%*	*10.2%*	*11.8%*	*14.0%*
%H		*93.2%*	*38.7%*	*12.6%*	*53.4%*	*19.6%*	*33.7%*	*95.4%*
35 - 44	918	871	375	156	525	222	303	880
%V	*12.0%*	*11.8%*	*12.5%*	*12.5%*	*10.8%*	*11.3%*	*10.4%*	*12.7%*
%H		*94.9%*	*40.8%*	*17.0%*	*57.2%*	*24.2%*	*33.0%*	*95.9%*
45 - 54	1076	1054	466	198	716	333	382	1022
%V	*14.0%*	*14.2%*	*15.5%*	*15.9%*	*14.7%*	*17.0%*	*13.1%*	*14.7%*
%H		*98.0%*	*43.3%*	*18.4%*	*66.5%*	*30.9%*	*35.5%*	*95.0%*
55 - 64	982	963	385	179	677	282	394	895
%V	*12.8%*	*13.0%*	*12.8%*	*14.4%*	*13.9%*	*14.4%*	*13.5%*	*12.9%*
%H		*98.1%*	*39.2%*	*18.2%*	*68.9%*	*28.7%*	*40.1%*	*91.1%*
65+	1436	1422	447	189	1113	330	782	1005
%V	*18.7%*	*19.2%*	*14.9%*	*15.2%*	*22.8%*	*16.8%*	*26.8%*	*14.5%*
%H		*99.0%*	*31.1%*	*13.2%*	*77.5%*	*23.0%*	*54.5%*	*70.0%*

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+)	6220	5994	2344	1010	4057	1589	2468	5540
%H		*96.4%*	*37.7%*	*16.2%*	*65.2%*	*25.5%*	*39.7%*	*89.1%*
AB	1267	1234	565	182	848	394	454	1239
%V	*20.4%*	*20.6%*	*24.1%*	*18.0%*	*20.9%*	*24.8%*	*18.4%*	*22.4%*
%H		*97.4%*	*44.6%*	*14.4%*	*66.9%*	*31.1%*	*35.8%*	*97.8%*
C1	1768	1692	666	301	1144	470	674	1669
%V	*28.4%*	*28.2%*	*28.4%*	*29.8%*	*28.2%*	*29.6%*	*27.3%*	*30.1%*
%H		*95.7%*	*37.7%*	*17.0%*	*64.7%*	*26.6%*	*38.1%*	*94.4%*
C2	1338	1307	529	239	881	376	505	1223
%V	*21.5%*	*21.8%*	*22.6%*	*23.7%*	*21.7%*	*23.7%*	*20.5%*	*22.1%*
%H		*97.7%*	*39.5%*	*17.9%*	*65.8%*	*28.1%*	*37.7%*	*91.4%*
D	1022	974	383	156	627	229	398	878
%V	*16.4%*	*16.2%*	*16.3%*	*15.4%*	*15.5%*	*14.4%*	*16.1%*	*15.8%*
%H		*95.3%*	*37.5%*	*15.3%*	*61.4%*	*22.4%*	*38.9%*	*85.9%*
E	826	787	203	131	557	120	437	532
%V	*13.3%*	*13.1%*	*8.7%*	*13.0%*	*13.7%*	*7.6%*	*17.7%*	*9.6%*
%H		*95.3%*	*24.6%*	*15.9%*	*67.4%*	*14.5%*	*52.9%*	*64.4%*

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+)	6220	5994	2344	1010	4057	1589	2468	5540
%H		*96.4%*	*37.7%*	*16.2%*	*65.2%*	*25.5%*	*39.7%*	*89.1%*
Working full time	2991	2898	1231	529	1824	798	1026	2887
%V	*48.1%*	*48.3%*	*52.5%*	*52.4%*	*45.0%*	*50.2%*	*41.6%*	*52.1%*
%H		*96.9%*	*41.2%*	*17.7%*	*61.0%*	*26.7%*	*34.3%*	*96.5%*
Working part time	537	513	227	78	359	160	199	512
%V	*8.6%*	*8.6%*	*9.7%*	*7.7%*	*8.8%*	*10.1%*	*8.1%*	*9.2%*
%H		*95.5%*	*42.3%*	*14.5%*	*66.9%*	*29.8%*	*37.1%*	*95.3%*
Not working	2692	2583	886	403	1874	631	1243	2142
%V	*43.3%*	*43.1%*	*37.8%*	*39.9%*	*46.2%*	*39.7%*	*50.4%*	*38.7%*
%H		*96.0%*	*32.9%*	*15.0%*	*69.6%*	*23.4%*	*46.2%*	*79.6%*
Houseperson	3399	3266	1183	498	2253	768	1485	2869
%V	*54.6%*	*54.5%*	*50.5%*	*49.3%*	*55.5%*	*48.3%*	*60.2%*	*51.8%*
%H		*96.1%*	*34.8%*	*14.7%*	*66.3%*	*22.6%*	*43.7%*	*84.4%*

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+)	3037	2904	1144	498	1951	782	1168	2722
%H		*95.6%*	*37.7%*	*16.4%*	*64.2%*	*25.7%*	*38.5%*	*89.6%*
16 - 19	161	157	71	35	108	57	51	161
%V	*5.3%*	*5.4%*	*6.2%*	*7.0%*	*5.5%*	*7.3%*	*4.4%*	*5.9%*
%H		*97.5%*	*44.1%*	*21.7%*	*67.1%*	*35.4%*	*31.7%*	*100.0%*
20 - 24	243	220	73	54	138	63	75	233
%V	*8.0%*	*7.6%*	*6.4%*	*10.8%*	*7.1%*	*8.1%*	*6.4%*	*8.6%*
%H		*90.5%*	*30.0%*	*22.2%*	*56.8%*	*25.9%*	*30.9%*	*95.9%*
25 - 34	513	472	189	65	270	97	173	485
%V	*16.9%*	*16.3%*	*16.5%*	*13.1%*	*13.8%*	*12.4%*	*14.8%*	*17.8%*
%H		*92.0%*	*36.8%*	*12.7%*	*52.6%*	*18.9%*	*33.7%*	*94.5%*
35 - 44	451	424	177	74	260	109	151	432
%V	*14.9%*	*14.6%*	*15.5%*	*14.9%*	*13.3%*	*13.9%*	*12.9%*	*15.9%*
%H		*94.0%*	*39.2%*	*16.4%*	*57.6%*	*24.2%*	*33.5%*	*95.8%*
45 - 54	525	510	227	91	339	150	188	494
%V	*17.3%*	*17.6%*	*19.8%*	*18.3%*	*17.4%*	*19.2%*	*16.1%*	*18.1%*
%H		*97.1%*	*43.2%*	*17.3%*	*64.6%*	*28.6%*	*35.8%*	*94.1%*
55 - 64	479	466	185	87	333	140	192	428
%V	*15.8%*	*16.0%*	*16.2%*	*17.5%*	*17.1%*	*17.9%*	*16.4%*	*15.7%*
%H		*97.3%*	*38.6%*	*18.2%*	*69.5%*	*29.2%*	*40.1%*	*89.4%*
65+	665	655	222	93	504	166	338	489
%V	*21.9%*	*22.6%*	*19.4%*	*18.7%*	*25.8%*	*21.2%*	*28.9%*	*18.0%*
%H		*98.5%*	*33.4%*	*14.0%*	*75.8%*	*25.0%*	*50.8%*	*73.5%*

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+)	3037	2904	1144	498	1951	782	1168	2722
%H		*95.6%*	*37.7%*	*16.4%*	*64.2%*	*25.7%*	*38.5%*	*89.6%*
AB	631	613	277	90	423	195	227	618
%V	*20.8%*	*21.1%*	*24.2%*	*18.1%*	*21.7%*	*24.9%*	*19.4%*	*22.7%*
%H		*97.1%*	*43.9%*	*14.3%*	*67.0%*	*30.9%*	*36.0%*	*97.9%*
C1	826	788	315	149	519	219	300	786
%V	*27.2%*	*27.1%*	*27.5%*	*29.9%*	*26.6%*	*28.0%*	*25.7%*	*28.9%*
%H		*95.4%*	*38.1%*	*18.0%*	*62.8%*	*26.5%*	*36.3%*	*95.2%*
C2	718	699	279	128	474	204	270	650
%V	*23.6%*	*24.1%*	*24.4%*	*25.7%*	*24.3%*	*26.1%*	*23.1%*	*23.9%*
%H		*97.4%*	*38.9%*	*17.8%*	*66.0%*	*28.4%*	*37.6%*	*90.5%*
D	492	460	185	73	291	110	181	427
%V	*16.2%*	*15.8%*	*16.2%*	*14.7%*	*14.9%*	*14.1%*	*15.5%*	*15.7%*
%H		*93.5%*	*37.6%*	*14.8%*	*59.1%*	*22.4%*	*36.8%*	*86.8%*
E	370	345	88	59	244	54	190	241
%V	*12.2%*	*11.9%*	*7.7%*	*11.8%*	*12.5%*	*6.9%*	*16.3%*	*8.9%*
%H		*93.2%*	*23.8%*	*15.9%*	*65.9%*	*14.6%*	*51.4%*	*65.1%*

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+)	3037	2904	1144	498	1951	782	1168	2722
%H		*95.6%*	*37.7%*	*16.4%*	*64.2%*	*25.7%*	*38.5%*	*89.6%*
Working full time	1738	1671	714	297	1050	458	592	1671
%V	*57.2%*	*57.5%*	*62.4%*	*59.6%*	*53.8%*	*58.6%*	*50.7%*	*61.4%*
%H		*96.1%*	*41.1%*	*17.1%*	*60.4%*	*26.4%*	*34.1%*	*96.1%*
Working part time	126	116	52	16	84	35	48	116
%V	*4.1%*	*4.0%*	*4.5%*	*3.2%*	*4.3%*	*4.5%*	*4.1%*	*4.3%*
%H		*92.1%*	*41.3%*	*12.7%*	*66.7%*	*27.8%*	*38.1%*	*92.1%*
Not working	1174	1118	378	185	817	290	527	936
%V	*38.7%*	*38.5%*	*33.0%*	*37.1%*	*41.9%*	*37.1%*	*45.1%*	*34.4%*
%H		*95.2%*	*32.2%*	*15.8%*	*69.6%*	*24.7%*	*44.9%*	*79.7%*
Houseperson	903	833	256	114	575	148	427	694
%V	*29.7%*	*28.7%*	*22.4%*	*22.9%*	*29.5%*	*18.9%*	*36.6%*	*25.5%*
%H		*92.2%*	*28.3%*	*12.6%*	*63.7%*	*16.4%*	*47.3%*	*76.9%*

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+)	3183	3090	1200	512	2106	806	1300	2819
%H		*97.1%*	*37.7%*	*16.1%*	*66.2%*	*25.3%*	*40.8%*	*88.6%*
16 - 19	131	129	62	25	84	42	42	129
%V	*4.1%*	*4.2%*	*5.2%*	*4.9%*	*4.0%*	*5.2%*	*3.2%*	*4.6%*
%H		*98.5%*	*47.3%*	*19.1%*	*64.1%*	*32.1%*	*32.1%*	*98.5%*
20 - 24	252	227	71	45	152	58	94	242
%V	*7.9%*	*7.3%*	*5.9%*	*8.8%*	*7.2%*	*7.2%*	*7.2%*	*8.6%*
%H		*90.1%*	*28.2%*	*17.9%*	*60.3%*	*23.0%*	*37.3%*	*96.0%*
25 - 34	506	479	206	64	275	103	172	488
%V	*15.9%*	*15.5%*	*17.2%*	*12.5%*	*13.1%*	*12.8%*	*13.2%*	*17.3%*
%H		*94.7%*	*40.7%*	*12.6%*	*54.3%*	*20.4%*	*34.0%*	*96.4%*
35 - 44	468	448	198	82	265	113	152	448
%V	*14.7%*	*14.5%*	*16.5%*	*16.0%*	*12.6%*	*14.0%*	*11.7%*	*15.9%*
%H		*95.7%*	*42.3%*	*17.5%*	*56.6%*	*24.1%*	*32.5%*	*95.7%*
45 - 54	551	543	239	107	377	183	194	528
%V	*17.3%*	*17.6%*	*19.9%*	*20.9%*	*17.9%*	*22.7%*	*14.9%*	*18.7%*
%H		*98.5%*	*43.4%*	*19.4%*	*68.4%*	*33.2%*	*35.2%*	*95.8%*
55 - 64	503	497	200	93	344	142	202	467
%V	*15.8%*	*16.1%*	*16.7%*	*18.2%*	*16.3%*	*17.6%*	*15.5%*	*16.6%*
%H		*98.8%*	*39.8%*	*18.5%*	*68.4%*	*28.2%*	*40.2%*	*92.8%*
65+	771	767	226	96	609	164	444	516
%V	*24.2%*	*24.8%*	*18.8%*	*18.8%*	*28.9%*	*20.3%*	*34.2%*	*18.3%*
%H		*99.5%*	*29.3%*	*12.5%*	*79.0%*	*21.3%*	*57.6%*	*66.9%*

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+)	3183	3090	1200	512	2106	806	1300	2819
%H		*97.1%*	*37.7%*	*16.1%*	*66.2%*	*25.3%*	*40.8%*	*88.6%*
AB	636	622	288	92	425	198	227	622
%V	*20.0%*	*20.1%*	*24.0%*	*18.0%*	*20.2%*	*24.6%*	*17.5%*	*22.1%*
%H		*97.8%*	*45.3%*	*14.5%*	*66.8%*	*31.1%*	*35.7%*	*97.8%*
C1	942	904	351	153	625	251	374	883
%V	*29.6%*	*29.3%*	*29.3%*	*29.9%*	*29.7%*	*31.1%*	*28.8%*	*31.3%*
%H		*96.0%*	*37.3%*	*16.2%*	*66.3%*	*26.6%*	*39.7%*	*93.7%*
C2	619	608	249	112	407	172	235	574
%V	*19.4%*	*19.7%*	*20.8%*	*21.9%*	*19.3%*	*21.3%*	*18.1%*	*20.4%*
%H		*98.2%*	*40.2%*	*18.1%*	*65.8%*	*27.8%*	*38.0%*	*92.7%*
D	530	514	197	84	336	119	217	451
%V	*16.7%*	*16.6%*	*16.4%*	*16.4%*	*16.0%*	*14.8%*	*16.7%*	*16.0%*
%H		*97.0%*	*37.2%*	*15.8%*	*63.4%*	*22.5%*	*40.9%*	*85.1%*
E	455	442	115	72	313	66	247	290
%V	*14.3%*	*14.3%*	*9.6%*	*14.1%*	*14.9%*	*8.2%*	*19.0%*	*10.3%*
%H		*97.1%*	*25.3%*	*15.8%*	*68.8%*	*14.5%*	*54.3%*	*63.7%*

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+)	3183	3090	1200	512	2106	806	1300	2819
%H		*97.1%*	*37.7%*	*16.1%*	*66.2%*	*25.3%*	*40.8%*	*88.6%*
Working full time	1254	1227	517	233	774	340	433	1216
%V	*39.4%*	*39.7%*	*43.1%*	*45.5%*	*36.8%*	*42.2%*	*33.3%*	*43.1%*
%H		*97.8%*	*41.2%*	*18.6%*	*61.7%*	*27.1%*	*34.5%*	*97.0%*
Working part time	411	397	175	61	276	124	151	396
%V	*12.9%*	*12.8%*	*14.6%*	*11.9%*	*13.1%*	*15.4%*	*11.6%*	*14.0%*
%H		*96.6%*	*42.6%*	*14.8%*	*67.2%*	*30.2%*	*36.7%*	*96.4%*
Not working	1518	1466	508	218	1057	342	715	1206
%V	*47.7%*	*47.4%*	*42.3%*	*42.6%*	*50.2%*	*42.4%*	*55.0%*	*42.8%*
%H		*96.6%*	*33.5%*	*14.4%*	*69.6%*	*22.5%*	*47.1%*	*79.4%*
Houseperson	2497	2433	927	384	1678	620	1058	2175
%V	*78.4%*	*78.7%*	*77.3%*	*75.0%*	*79.7%*	*76.9%*	*81.4%*	*77.2%*
%H		*97.4%*	*37.1%*	*15.4%*	*67.2%*	*24.8%*	*42.4%*	*87.1%*

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Contents Page

Household

Table 25.1: Social Grade 676
Table 25.2: Houseperson Age 677
Table 25.3: Size of Household 678
Table 25.4: Presence of Children 679
Table 25.5: Number of TV sets in household 680
Table 25.6: Screen size 681
Table 25.7: Location of ANY set in household 682
Table 25.8: Platform Provider 683
Table 25.9: Recorders and other equipment 684
Table 25.10: Computers and Internet 685

Sets

Table 25.11: Screen Size 686
Table 25.12: Location of set 687
Table 25.13: Recorders 688
Table 25.14: Other TV equipment 688
Table 25.15: Main Set Screen Size 689
Table 25.16: Main Set Recorders 690
Table 25.17: Main Set - Other TV equipment 690
Table 25.18: Other Sets (non-Main Set) Screen Size 691
Table 25.19: Other Set (non-Main Set) Recorders 692
Table 25.20: Other Set (non-Main Set) - Other TV equipment 692

Individuals

Table 25.21: Age of Children 693
Table 25.22: Adults - Age 694
Table 25.23: Social Grade (Adults 16+) 695
Table 25.24: Working Status (Adults 16+) 696
Table 25.25: Males - Age 697
Table 25.26: Social Grade (Males 16+) 698
Table 25.27: Working Status (Males 16+) 699
Table 25.28: Females - Age 700
Table 25.29: Social Grade (Females 16+) 701
Table 25.30: Working Status (Females 16+) 702

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 2018

S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
AB	268	260	138	25	155	68	87	253
%V	*19.6%*	*19.7%*	*20.4%*	*20.3%*	*19.4%*	*20.8%*	*18.4%*	*22.0%*
%H (All HH)		*97.0%*	*51.5%*	*9.3%*	*57.8%*	*25.4%*	*32.5%*	*94.4%*
%H (TV HH)			*53.1%*	*9.6%*	*59.6%*	*26.2%*	*33.5%*	
C1	353	339	176	30	207	88	119	320
%V	*25.9%*	*25.6%*	*26.0%*	*24.4%*	*25.9%*	*26.9%*	*25.2%*	*27.8%*
%H (All HH)		*96.0%*	*49.9%*	*8.5%*	*58.6%*	*24.9%*	*33.7%*	*90.7%*
%H (TV HH)			*51.9%*	*8.8%*	*61.1%*	*26.0%*	*35.1%*	
C2	334	329	175	34	202	93	109	290
%V	*24.5%*	*24.9%*	*25.9%*	*27.6%*	*25.3%*	*28.4%*	*23.1%*	*25.2%*
%H (All HH)		*98.5%*	*52.4%*	*10.2%*	*60.5%*	*27.8%*	*32.6%*	*86.8%*
%H (TV HH)			*53.2%*	*10.3%*	*61.4%*	*28.3%*	*33.1%*	
D	246	238	116	23	144	54	89	191
%V	*18.0%*	*18.0%*	*17.2%*	*18.7%*	*18.0%*	*16.5%*	*18.9%*	*16.6%*
%H (All HH)		*96.7%*	*47.2%*	*9.3%*	*58.5%*	*22.0%*	*36.2%*	*77.6%*
%H (TV HH)			*48.7%*	*9.7%*	*60.5%*	*22.7%*	*37.4%*	
E	162	156	70	11	91	25	67	96
%V	*11.9%*	*11.8%*	*10.4%*	*8.9%*	*11.4%*	*7.6%*	*14.2%*	*8.3%*
%H (All HH)		*96.3%*	*43.2%*	*6.8%*	*56.2%*	*15.4%*	*41.4%*	*59.3%*
%H (TV HH)			*44.9%*	*7.1%*	*58.3%*	*16.0%*	*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

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Under 25	65	57	24	3	27	7	20	62
%V	*4.8%*	*4.3%*	*3.6%*	*2.4%*	*3.4%*	*2.1%*	*4.2%*	*5.4%*
%H (All HH)		*87.7%*	*36.9%*	*4.6%*	*41.5%*	*10.8%*	*30.8%*	*95.4%*
%H (TV HH)			*42.1%*	*5.3%*	*47.4%*	*12.3%*	*35.1%*	
25 - 34	185	174	91	15	85	36	49	178
%V	*13.6%*	*13.2%*	*13.5%*	*12.2%*	*10.6%*	*11.0%*	*10.4%*	*15.5%*
%H (All HH)		*94.1%*	*49.2%*	*8.1%*	*45.9%*	*19.5%*	*26.5%*	*96.2%*
%H (TV HH)			*52.3%*	*8.6%*	*48.9%*	*20.7%*	*28.2%*	
35 - 44	194	189	102	18	101	46	56	188
%V	*14.2%*	*14.3%*	*15.1%*	*14.6%*	*12.6%*	*14.1%*	*11.9%*	*16.3%*
%H (All HH)		*97.4%*	*52.6%*	*9.3%*	*52.1%*	*23.7%*	*28.9%*	*96.9%*
%H (TV HH)			*54.0%*	*9.5%*	*53.4%*	*24.3%*	*29.6%*	
45 - 54	251	245	147	27	134	69	65	237
%V	*18.4%*	*18.5%*	*21.7%*	*22.0%*	*16.8%*	*21.1%*	*13.8%*	*20.6%*
%H (All HH)		*97.6%*	*58.6%*	*10.8%*	*53.4%*	*27.5%*	*25.9%*	*94.4%*
%H (TV HH)			*60.0%*	*11.0%*	*54.7%*	*28.2%*	*26.5%*	
55 - 64	247	241	124	27	159	71	88	220
%V	*18.1%*	*18.2%*	*18.3%*	*22.0%*	*19.9%*	*21.7%*	*18.6%*	*19.1%*
%H (All HH)		*97.6%*	*50.2%*	*10.9%*	*64.4%*	*28.7%*	*35.6%*	*89.1%*
%H (TV HH)			*51.5%*	*11.2%*	*66.0%*	*29.5%*	*36.5%*	
65 +	421	416	188	33	293	99	194	265
%V	*30.9%*	*31.5%*	*27.8%*	*26.8%*	*36.7%*	*30.3%*	*41.1%*	*23.0%*
%H (All HH)		*98.8%*	*44.7%*	*7.8%*	*69.6%*	*23.5%*	*46.1%*	*62.9%*
%H (TV HH)			*45.2%*	*7.9%*	*70.4%*	*23.8%*	*46.6%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

Table 25.3: 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
1	440	413	158	33	274	68	206	282
%V	*32.3%*	*31.2%*	*23.4%*	*26.8%*	*34.3%*	*20.8%*	*43.6%*	*24.5%*
%H (All HH)		*93.9%*	*35.9%*	*7.5%*	*62.3%*	*15.5%*	*46.8%*	*64.1%*
%H (TV HH)			*38.3%*	*8.0%*	*66.3%*	*16.5%*	*49.9%*	
2	472	465	249	43	280	120	160	426
%V	*34.6%*	*35.2%*	*36.8%*	*35.0%*	*35.0%*	*36.7%*	*33.9%*	*37.0%*
%H (All HH)		*98.5%*	*52.8%*	*9.1%*	*59.3%*	*25.4%*	*33.9%*	*90.3%*
%H (TV HH)			*53.5%*	*9.2%*	*60.2%*	*25.8%*	*34.4%*	
3	213	209	129	24	114	65	50	208
%V	*15.6%*	*15.8%*	*19.1%*	*19.5%*	*14.3%*	*19.9%*	*10.6%*	*18.1%*
%H (All HH)		*98.1%*	*60.6%*	*11.3%*	*53.5%*	*30.5%*	*23.5%*	*97.7%*
%H (TV HH)			*61.7%*	*11.5%*	*54.5%*	*31.1%*	*23.9%*	
4	157	155	97	15	85	49	35	155
%V	*11.5%*	*11.7%*	*14.3%*	*12.2%*	*10.6%*	*15.0%*	*7.4%*	*13.5%*
%H (All HH)		*98.7%*	*61.8%*	*9.6%*	*54.1%*	*31.2%*	*22.3%*	*98.7%*
%H (TV HH)			*62.6%*	*9.7%*	*54.8%*	*31.6%*	*22.6%*	
5+	81	79	44	8	46	25	21	80
%V	*5.9%*	*6.0%*	*6.5%*	*6.5%*	*5.8%*	*7.6%*	*4.4%*	*7.0%*
%H (All HH)		*97.5%*	*54.3%*	*9.9%*	*56.8%*	*30.9%*	*25.9%*	*98.8%*
%H (TV HH)			*55.7%*	*10.1%*	*58.2%*	*31.6%*	*26.6%*	
Average HH size	2.27	2.28	2.46	2.39	2.20	2.55	1.96	2.44

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Without	1035	1000	486	93	626	238	388	829
%V	*75.9%*	*75.6%*	*71.9%*	*75.6%*	*78.3%*	*72.8%*	*82.2%*	*72.0%*
%H (All HH)		*96.6%*	*47.0%*	*9.0%*	*60.5%*	*23.0%*	*37.5%*	*80.1%*
%H (TV HH)			*48.6%*	*9.3%*	*62.6%*	*23.8%*	*38.8%*	
With	328	322	189	30	173	90	83	322
%V	*24.0%*	*24.4%*	*28.0%*	*24.4%*	*21.7%*	*27.5%*	*17.6%*	*28.0%*
%H (All HH)		*98.2%*	*57.6%*	*9.1%*	*52.7%*	*27.4%*	*25.3%*	*98.2%*
%H (TV HH)			*58.7%*	*9.3%*	*53.7%*	*28.0%*	*25.8%*	
0 - 3	117	115	64	11	57	26	32	113
%V	*8.6%*	*8.7%*	*9.5%*	*8.9%*	*7.1%*	*8.0%*	*6.8%*	*9.8%*
%H (All HH)		*98.3%*	*54.7%*	*9.4%*	*48.7%*	*22.2%*	*27.4%*	*96.6%*
%H (TV HH)			*55.7%*	*9.6%*	*49.6%*	*22.6%*	*27.8%*	
4 - 9	172	169	97	15	87	44	43	169
%V	*12.6%*	*12.8%*	*14.3%*	*12.2%*	*10.9%*	*13.5%*	*9.1%*	*14.7%*
%H (All HH)		*98.3%*	*56.4%*	*8.7%*	*50.6%*	*25.6%*	*25.0%*	*98.3%*
%H (TV HH)			*57.4%*	*8.9%*	*51.5%*	*26.0%*	*25.4%*	
10 - 15	164	162	98	15	92	53	39	161
%V	*12.0%*	*12.3%*	*14.5%*	*12.2%*	*11.5%*	*16.2%*	*8.3%*	*14.0%*
%H (All HH)		*98.8%*	*59.8%*	*9.1%*	*56.1%*	*32.3%*	*23.8%*	*98.2%*
%H (TV HH)			*60.5%*	*9.3%*	*56.8%*	*32.7%*	*24.1%*	

Base: S4C - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

DATA PERIOD: ANNUAL
Jan - Dec 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
1	491	491	192	38	256	36	221	372
%V	*36.0%*	*37.1%*	*28.4%*	*30.9%*	*32.0%*	*11.0%*	*46.8%*	*32.3%*
%H (All HH)		*100.0%*	*39.1%*	*7.7%*	*52.1%*	*7.3%*	*45.0%*	*75.8%*
%H (TV HH)			*39.1%*	*7.7%*	*52.1%*	*7.3%*	*45.0%*	
2	465	465	250	49	285	127	157	398
%V	*34.1%*	*35.2%*	*37.0%*	*39.8%*	*35.7%*	*38.8%*	*33.3%*	*34.6%*
%H (All HH)		*100.0%*	*53.8%*	*10.5%*	*61.3%*	*27.3%*	*33.8%*	*85.6%*
%H (TV HH)			*53.8%*	*10.5%*	*61.3%*	*27.3%*	*33.8%*	
3	223	223	139	23	150	92	58	208
%V	*16.3%*	*16.9%*	*20.6%*	*18.7%*	*18.8%*	*28.1%*	*12.3%*	*18.1%*
%H (All HH)		*100.0%*	*62.3%*	*10.3%*	*67.3%*	*41.3%*	*26.0%*	*93.3%*
%H (TV HH)			*62.3%*	*10.3%*	*67.3%*	*41.3%*	*26.0%*	
4	95	95	63	8	73	49	25	93
%V	*7.0%*	*7.2%*	*9.3%*	*6.5%*	*9.1%*	*15.0%*	*5.3%*	*8.1%*
%H (All HH)		*100.0%*	*66.3%*	*8.4%*	*76.8%*	*51.6%*	*26.3%*	*97.9%*
%H (TV HH)			*66.3%*	*8.4%*	*76.8%*	*51.6%*	*26.3%*	
5+	48	48	31	5	35	23	11	46
%V	*3.5%*	*3.6%*	*4.6%*	*4.1%*	*4.4%*	*7.0%*	*2.3%*	*4.0%*
%H (All HH)		*100.0%*	*64.6%*	*10.4%*	*72.9%*	*47.9%*	*22.9%*	*95.8%*
%H (TV HH)			*64.6%*	*10.4%*	*72.9%*	*47.9%*	*22.9%*	

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
Jan - Dec 2018

S4C

Household level data

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Under 20"	154	154	82	11	119	59	60	129
%V	*11.3%*	*11.6%*	*12.1%*	*8.9%*	*14.9%*	*18.0%*	*12.7%*	*11.2%*
%H (All HH)		*100.0%*	*53.2%*	*7.1%*	*77.3%*	*38.3%*	*39.0%*	*83.8%*
%H (TV HH)			*53.2%*	*7.1%*	*77.3%*	*38.3%*	*39.0%*	
20" - 29"	386	386	199	33	280	131	149	328
%V	*28.3%*	*29.2%*	*29.4%*	*26.8%*	*35.0%*	*40.1%*	*31.6%*	*28.5%*
%H (All HH)		*100.0%*	*51.6%*	*8.5%*	*72.5%*	*33.9%*	*38.6%*	*85.0%*
%H (TV HH)			*51.6%*	*8.5%*	*72.5%*	*33.9%*	*38.6%*	
30" - 39"	671	671	343	66	427	183	244	568
%V	*49.2%*	*50.8%*	*50.7%*	*53.7%*	*53.4%*	*56.0%*	*51.7%*	*49.3%*
%H (All HH)		*100.0%*	*51.1%*	*9.8%*	*63.6%*	*27.3%*	*36.4%*	*84.6%*
%H (TV HH)			*51.1%*	*9.8%*	*63.6%*	*27.3%*	*36.4%*	
40" - 49"	705	705	415	74	402	209	194	633
%V	*51.7%*	*53.3%*	*61.4%*	*60.2%*	*50.3%*	*63.9%*	*41.1%*	*55.0%*
%H (All HH)		*100.0%*	*58.9%*	*10.5%*	*57.0%*	*29.6%*	*27.5%*	*89.8%*
%H (TV HH)			*58.9%*	*10.5%*	*57.0%*	*29.6%*	*27.5%*	
50" - 59"	237	237	148	22	136	75	61	225
%V	*17.4%*	*17.9%*	*21.9%*	*17.9%*	*17.0%*	*22.9%*	*12.9%*	*19.5%*
%H (All HH)		*100.0%*	*62.4%*	*9.3%*	*57.4%*	*31.6%*	*25.7%*	*94.9%*
%H (TV HH)			*62.4%*	*9.3%*	*57.4%*	*31.6%*	*25.7%*	
60"+	25	25	16	2	12	6	6	24
%V	*1.8%*	*1.9%*	*2.4%*	*1.6%*	*1.5%*	*1.8%*	*1.3%*	*2.1%*
%H (All HH)		*100.0%*	*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	*96.0%*
%H (TV HH)			*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	

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
Jan - Dec 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Main living room	1309	1309	673	121	793	327	466	1107
%V	*96.0%*	*99.0%*	*99.6%*	*98.4%*	*99.2%*	*100.0%*	*98.7%*	*96.2%*
%H (All HH)		*100.0%*	*51.4%*	*9.2%*	*60.6%*	*25.0%*	*35.6%*	*84.6%*
%H (TV HH)			*51.4%*	*9.2%*	*60.6%*	*25.0%*	*35.6%*	
Kitchen	165	165	91	15	125	66	59	144
%V	*12.1%*	*12.5%*	*13.5%*	*12.2%*	*15.6%*	*20.2%*	*12.5%*	*12.5%*
%H (All HH)		*100.0%*	*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	*87.3%*
%H (TV HH)			*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	
Adult's bedroom	598	598	358	60	391	221	170	537
%V	*43.8%*	*45.2%*	*53.0%*	*48.8%*	*48.9%*	*67.6%*	*36.0%*	*46.7%*
%H (All HH)		*100.0%*	*59.9%*	*10.0%*	*65.4%*	*37.0%*	*28.4%*	*89.8%*
%H (TV HH)			*59.9%*	*10.0%*	*65.4%*	*37.0%*	*28.4%*	
Child's bedroom	141	141	90	15	86	53	32	139
%V	*10.3%*	*10.7%*	*13.3%*	*12.2%*	*10.8%*	*16.2%*	*6.8%*	*12.1%*
%H (All HH)		*100.0%*	*63.8%*	*10.6%*	*61.0%*	*37.6%*	*22.7%*	*98.6%*
%H (TV HH)			*63.8%*	*10.6%*	*61.0%*	*37.6%*	*22.7%*	
Other bedroom	100	100	65	9	67	42	25	94
%V	*7.3%*	*7.6%*	*9.6%*	*7.3%*	*8.4%*	*12.8%*	*5.3%*	*8.2%*
%H (All HH)		*100.0%*	*65.0%*	*9.0%*	*67.0%*	*42.0%*	*25.0%*	*94.0%*
%H (TV HH)			*65.0%*	*9.0%*	*67.0%*	*42.0%*	*25.0%*	
Second living/dining room	168	168	97	18	120	67	53	153
%V	*12.3%*	*12.7%*	*14.3%*	*14.6%*	*15.0%*	*20.5%*	*11.2%*	*13.3%*
%H (All HH)		*100.0%*	*57.7%*	*10.7%*	*71.4%*	*39.9%*	*31.5%*	*91.1%*
%H (TV HH)			*57.7%*	*10.7%*	*71.4%*	*39.9%*	*31.5%*	
Study/office	15	15	8	1	10	5	5	14
%V	*1.1%*	*1.1%*	*1.2%*	*0.8%*	*1.3%*	*1.5%*	*1.1%*	*1.2%*
%H (All HH)		*100.0%*	*53.3%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	*93.3%*
%H (TV HH)			*53.3%*	*6.7%*	*66.7%*	*33.3%*	*33.3%*	
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	31	31	21	3	22	14	8	30
%V	*2.3%*	*2.3%*	*3.1%*	*2.4%*	*2.8%*	*4.3%*	*1.7%*	*2.6%*
%H (All HH)		*100.0%*	*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	*96.8%*
%H (TV HH)			*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	
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	0	1	1
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
%H (TV HH)			*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	
Other	11	11	7	1	7	4	3	11
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*0.9%*	*1.2%*	*0.6%*	*1.0%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	*100.0%*
%H (TV HH)			*63.6%*	*9.1%*	*63.6%*	*36.4%*	*27.3%*	

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
Jan - Dec 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Any DSAT provider	676	676	676	4	282	282	0	610
%V	*49.6%*	*51.1%*	*100.0%*	*3.3%*	*35.3%*	*86.2%*	*0.0%*	*53.0%*
%H (All HH)			*100.0%*	*0.6%*	*41.7%*	*41.7%*	*0.0%*	*90.2%*
%H (TV HH)			*100.0%*	*0.6%*	*41.7%*	*41.7%*	*0.0%*	
Sky with subcription	552	552	552	1	231	231	0	506
%V	*40.5%*	*41.8%*	*81.7%*	*0.8%*	*28.9%*	*70.6%*	*0.0%*	*44.0%*
%H (All HH)			*100.0%*	*0.2%*	*41.8%*	*41.8%*	*0.0%*	*91.7%*
%H (TV HH)			*100.0%*	*0.2%*	*41.8%*	*41.8%*	*0.0%*	
Sky without subscription	50	50	50	1	18	18	0	40
%V	*3.7%*	*3.8%*	*7.4%*	*0.8%*	*2.3%*	*5.5%*	*0.0%*	*3.5%*
%H (All HH)			*100.0%*	*2.0%*	*36.0%*	*36.0%*	*0.0%*	*80.0%*
%H (TV HH)			*100.0%*	*2.0%*	*36.0%*	*36.0%*	*0.0%*	
Freesat	71	71	71	1	31	31	0	63
%V	*5.2%*	*5.4%*	*10.5%*	*0.8%*	*3.9%*	*9.5%*	*0.0%*	*5.5%*
%H (All HH)			*100.0%*	*1.4%*	*43.7%*	*43.7%*	*0.0%*	*88.7%*
%H (TV HH)			*100.0%*	*1.4%*	*43.7%*	*43.7%*	*0.0%*	
Other satellite provider	26	26	26	1	11	11	0	23
%V	*1.9%*	*2.0%*	*3.8%*	*0.8%*	*1.4%*	*3.4%*	*0.0%*	*2.0%*
%H (All HH)			*100.0%*	*3.8%*	*42.3%*	*42.3%*	*0.0%*	*88.5%*
%H (TV HH)			*100.0%*	*3.8%*	*42.3%*	*42.3%*	*0.0%*	
DCAB	123	123	4	123	48	48	0	112
%V	*9.0%*	*9.3%*	*0.6%*	*100.0%*	*6.0%*	*14.7%*	*0.0%*	*9.7%*
%H (All HH)			*3.3%*	*100.0%*	*39.0%*	*39.0%*	*0.0%*	*91.1%*
%H (TV HH)			*3.3%*	*100.0%*	*39.0%*	*39.0%*	*0.0%*	
DTT	799	799	282	48	799	327	472	651
%V	*58.6%*	*60.4%*	*41.7%*	*39.0%*	*100.0%*	*100.0%*	*100.0%*	*56.6%*
%H (All HH)		*100.0%*	*35.3%*	*6.0%*	*100.0%*	*40.9%*	*59.1%*	*81.5%*
%H (TV HH)			*35.3%*	*6.0%*	*100.0%*	*40.9%*	*59.1%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
PVR	853	853	599	115	442	301	141	779
%V	*62.5%*	*64.5%*	*88.6%*	*93.5%*	*55.3%*	*92.0%*	*29.9%*	*67.7%*
%H (All HH)		*100.0%*	*70.2%*	*13.5%*	*51.8%*	*35.3%*	*16.5%*	*91.3%*
%H (TV HH)			*70.2%*	*13.5%*	*51.8%*	*35.3%*	*16.5%*	
DVDR	11	11	7	1	8	5	3	10
%V	*0.8%*	*0.8%*	*1.0%*	*0.8%*	*1.0%*	*1.5%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*90.9%*
%H (TV HH)			*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	
VCR	2	2	0	0	1	0	1	1
%V	*0.1%*	*0.2%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H (All HH)		*100.0%*	*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
%H (TV HH)			*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	
Any recorder	857	857	600	115	445	301	144	781
%V	*62.8%*	*64.8%*	*88.8%*	*93.5%*	*55.7%*	*92.0%*	*30.5%*	*67.9%*
%H (All HH)		*100.0%*	*70.0%*	*13.4%*	*51.9%*	*35.1%*	*16.8%*	*91.1%*
%H (TV HH)			*70.0%*	*13.4%*	*51.9%*	*35.1%*	*16.8%*	
Receives HDTV (via STB or built-in reception)	913	913	530	106	551	269	282	819
%V	*66.9%*	*69.1%*	*78.4%*	*86.2%*	*69.0%*	*82.3%*	*59.7%*	*71.2%*
%H (All HH)		*100.0%*	*58.1%*	*11.6%*	*60.4%*	*29.5%*	*30.9%*	*89.7%*
%H (TV HH)			*58.1%*	*11.6%*	*60.4%*	*29.5%*	*30.9%*	
DVD/Blu-ray player or recorder	844	844	455	77	512	231	281	739
%V	*61.9%*	*63.8%*	*67.3%*	*62.6%*	*64.1%*	*70.6%*	*59.5%*	*64.2%*
%H (All HH)		*100.0%*	*53.9%*	*9.1%*	*60.7%*	*27.4%*	*33.3%*	*87.6%*
%H (TV HH)			*53.9%*	*9.1%*	*60.7%*	*27.4%*	*33.3%*	

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	1364	1322	676	123	799	327	472	1151
%H (All HH)		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*
%H (TV HH)			*51.1%*	*9.3%*	*60.4%*	*24.7%*	*35.7%*	
Has broadband internet	1151	1116	610	112	651	304	346	1151
%V	*84.4%*	*84.4%*	*90.2%*	*91.1%*	*81.5%*	*93.0%*	*73.3%*	*100.0%*
%H (All HH)		*97.0%*	*53.0%*	*9.7%*	*56.6%*	*26.4%*	*30.1%*	*100.0%*
%H (TV HH)			*54.7%*	*10.0%*	*58.3%*	*27.2%*	*31.0%*	
Number of computers (PCs and laptops)								
0	303	293	106	20	195	38	157	105
%V	*22.2%*	*22.2%*	*15.7%*	*16.3%*	*24.4%*	*11.6%*	*33.3%*	*9.1%*
%H (All HH)		*96.7%*	*35.0%*	*6.6%*	*64.4%*	*12.5%*	*51.8%*	*34.7%*
%V			*36.2%*	*6.8%*	*66.6%*	*13.0%*	*53.6%*	
1	362	348	177	31	213	88	126	352
%V	*26.5%*	*26.3%*	*26.2%*	*25.2%*	*26.7%*	*26.9%*	*26.7%*	*30.6%*
%H (All HH)		*96.1%*	*48.9%*	*8.6%*	*58.8%*	*24.3%*	*34.8%*	*97.2%*
%H (TV HH)			*50.9%*	*8.9%*	*61.2%*	*25.3%*	*36.2%*	
2	333	324	178	33	185	87	98	331
%V	*24.4%*	*24.5%*	*26.3%*	*26.8%*	*23.2%*	*26.6%*	*20.8%*	*28.8%*
%H (All HH)		*97.3%*	*53.5%*	*9.9%*	*55.6%*	*26.1%*	*29.4%*	*99.4%*
%H (TV HH)			*54.9%*	*10.2%*	*57.1%*	*26.9%*	*30.2%*	
3	179	174	99	19	99	49	50	177
%V	*13.1%*	*13.2%*	*14.6%*	*15.4%*	*12.4%*	*15.0%*	*10.6%*	*15.4%*
%H (All HH)		*97.2%*	*55.3%*	*10.6%*	*55.3%*	*27.4%*	*27.9%*	*98.9%*
%H (TV HH)			*56.9%*	*10.9%*	*56.9%*	*28.2%*	*28.7%*	
4	91	90	54	11	53	31	23	91
%V	*6.7%*	*6.8%*	*8.0%*	*8.9%*	*6.6%*	*9.5%*	*4.9%*	*7.9%*
%H (All HH)		*98.9%*	*59.3%*	*12.1%*	*58.2%*	*34.1%*	*25.3%*	*100.0%*
%H (TV HH)			*60.0%*	*12.2%*	*58.9%*	*34.4%*	*25.6%*	
5+	95	94	62	10	53	35	18	95
%V	*7.0%*	*7.1%*	*9.2%*	*8.1%*	*6.6%*	*10.7%*	*3.8%*	*8.3%*
%H (All HH)		*98.9%*	*65.3%*	*10.5%*	*55.8%*	*36.8%*	*18.9%*	*100.0%*
%H (TV HH)			*66.0%*	*10.6%*	*56.4%*	*37.2%*	*19.1%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Under 20"	185	98	13	146	74	72	156
%V	*6.8%*	*6.4%*	*5.0%*	*8.3%*	*8.3%*	*8.3%*	*6.5%*
%H		*53.0%*	*7.0%*	*78.9%*	*40.0%*	*38.9%*	*84.3%*
20" - 29"	493	259	42	362	178	185	424
%V	*18.1%*	*16.9%*	*16.0%*	*20.6%*	*20.0%*	*21.4%*	*17.6%*
%H		*52.5%*	*8.5%*	*73.4%*	*36.1%*	*37.5%*	*86.0%*
30" - 39"	870	461	91	561	265	297	754
%V	*31.9%*	*30.1%*	*34.7%*	*32.0%*	*29.8%*	*34.3%*	*31.3%*
%H		*53.0%*	*10.5%*	*64.5%*	*30.5%*	*34.1%*	*86.7%*
40" - 49"	851	514	88	491	267	223	773
%V	*31.2%*	*33.6%*	*33.6%*	*28.0%*	*30.0%*	*25.8%*	*32.1%*
%H		*60.4%*	*10.3%*	*57.7%*	*31.4%*	*26.2%*	*90.8%*
50" - 59"	264	168	25	153	88	65	250
%V	*9.7%*	*11.0%*	*9.5%*	*8.7%*	*9.9%*	*7.5%*	*10.4%*
%H		*63.6%*	*9.5%*	*58.0%*	*33.3%*	*24.6%*	*94.7%*
60"+	25	16	2	12	6	6	24
%V	*0.9%*	*1.0%*	*0.8%*	*0.7%*	*0.7%*	*0.7%*	*1.0%*
%H		*64.0%*	*8.0%*	*48.0%*	*24.0%*	*24.0%*	*96.0%*
Don't know	37	16	1	30	11	19	31
%V	*1.4%*	*1.0%*	*0.4%*	*1.7%*	*1.2%*	*2.2%*	*1.3%*
%H		*43.2%*	*2.7%*	*81.1%*	*29.7%*	*51.4%*	*83.8%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

S4C

Set level data

Table 25.12: 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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Main living room	1314	676	121	797	328	469	1111
%V	*48.2%*	*44.1%*	*46.2%*	*45.4%*	*36.9%*	*54.2%*	*46.1%*
%H		*51.4%*	*9.2%*	*60.7%*	*25.0%*	*35.7%*	*84.6%*
Kitchen	165	91	15	125	66	59	144
%V	*6.1%*	*5.9%*	*5.7%*	*7.1%*	*7.4%*	*6.8%*	*6.0%*
%H		*55.2%*	*9.1%*	*75.8%*	*40.0%*	*35.8%*	*87.3%*
Adult's bedroom	704	428	71	469	272	196	640
%V	*25.8%*	*27.9%*	*27.1%*	*26.7%*	*30.6%*	*22.6%*	*26.5%*
%H		*60.8%*	*10.1%*	*66.6%*	*38.6%*	*27.8%*	*90.9%*
Child's bedroom	180	116	18	112	72	40	177
%V	*6.6%*	*7.6%*	*6.9%*	*6.4%*	*8.1%*	*4.6%*	*7.3%*
%H		*64.4%*	*10.0%*	*62.2%*	*40.0%*	*22.2%*	*98.3%*
Other bedroom	121	77	12	81	51	30	115
%V	*4.4%*	*5.0%*	*4.6%*	*4.6%*	*5.7%*	*3.5%*	*4.8%*
%H		*63.6%*	*9.9%*	*66.9%*	*42.1%*	*24.8%*	*95.0%*
Second living/dining room	171	98	19	122	68	53	155
%V	*6.3%*	*6.4%*	*7.3%*	*7.0%*	*7.6%*	*6.1%*	*6.4%*
%H		*57.3%*	*11.1%*	*71.3%*	*39.8%*	*31.0%*	*90.6%*
Study/office	15	9	1	10	6	5	14
%V	*0.6%*	*0.6%*	*0.4%*	*0.6%*	*0.7%*	*0.6%*	*0.6%*
%H		*60.0%*	*6.7%*	*66.7%*	*40.0%*	*33.3%*	*93.3%*
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	31	21	3	22	14	8	30
%V	*1.1%*	*1.4%*	*1.1%*	*1.3%*	*1.6%*	*0.9%*	*1.2%*
%H		*67.7%*	*9.7%*	*71.0%*	*45.2%*	*25.8%*	*96.8%*
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	0	1	1
%V	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*100.0%*	*0.0%*	*100.0%*	*0.0%*	*100.0%*	*100.0%*
Other	11	7	1	8	5	3	11
%V	*0.4%*	*0.5%*	*0.4%*	*0.5%*	*0.6%*	*0.3%*	*0.5%*
%H		*63.6%*	*9.1%*	*72.7%*	*45.5%*	*27.3%*	*100.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
PVR	1212	897	167	573	421	152	1125
%V	*44.5%*	*58.6%*	*63.7%*	*32.6%*	*47.4%*	*17.6%*	*46.7%*
%H		*74.0%*	*13.8%*	*47.3%*	*34.7%*	*12.5%*	*92.8%*
DVDR	12	8	1	9	6	3	10
%V	*0.4%*	*0.5%*	*0.4%*	*0.5%*	*0.7%*	*0.3%*	*0.4%*
%H		*66.7%*	*8.3%*	*75.0%*	*50.0%*	*25.0%*	*83.3%*
VCR	2	0	0	1	0	1	1
%V	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.0%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	1218	899	167	578	422	156	1129
%V	*44.7%*	*58.7%*	*63.7%*	*32.9%*	*47.5%*	*18.0%*	*46.8%*
%H		*73.8%*	*13.7%*	*47.5%*	*34.6%*	*12.8%*	*92.7%*

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	2725	1532	262	1755	889	866	2411
%H		*56.2%*	*9.6%*	*64.4%*	*32.6%*	*31.8%*	*88.5%*
Receives HDTV (via STB or built-in reception)	1494	908	181	930	516	413	1372
%V	*54.8%*	*59.3%*	*69.1%*	*53.0%*	*58.0%*	*47.7%*	*56.9%*
%H		*60.8%*	*12.1%*	*62.2%*	*34.5%*	*27.6%*	*91.8%*
DVD/Blu-ray player or recorder	1229	705	114	764	388	375	1107
%V	*45.1%*	*46.0%*	*43.5%*	*43.5%*	*43.6%*	*43.3%*	*45.9%*
%H		*57.4%*	*9.3%*	*62.2%*	*31.6%*	*30.5%*	*90.1%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
Under 20"	10	2	0	8	0	7	6
%V	*0.8%*	*0.3%*	*0.0%*	*1.0%*	*0.0%*	*1.5%*	*0.5%*
%H		*20.0%*	*0.0%*	*80.0%*	*0.0%*	*70.0%*	*60.0%*
20" - 29"	92	28	5	69	13	55	61
%V	*7.0%*	*4.1%*	*4.1%*	*8.6%*	*4.0%*	*11.7%*	*5.5%*
%H		*30.4%*	*5.4%*	*75.0%*	*14.1%*	*59.8%*	*66.3%*
30" - 39"	361	146	31	236	67	169	275
%V	*27.3%*	*21.6%*	*25.2%*	*29.5%*	*20.5%*	*35.8%*	*24.6%*
%H		*40.4%*	*8.6%*	*65.4%*	*18.6%*	*46.8%*	*76.2%*
40" - 49"	608	350	64	342	171	171	539
%V	*46.0%*	*51.8%*	*52.0%*	*42.8%*	*52.3%*	*36.2%*	*48.3%*
%H		*57.6%*	*10.5%*	*56.3%*	*28.1%*	*28.1%*	*88.7%*
50" - 59"	215	133	19	124	67	56	204
%V	*16.3%*	*19.7%*	*15.4%*	*15.5%*	*20.5%*	*11.9%*	*18.3%*
%H		*61.9%*	*8.8%*	*57.7%*	*31.2%*	*26.0%*	*94.9%*
60"+	23	14	2	10	5	5	22
%V	*1.7%*	*2.1%*	*1.6%*	*1.3%*	*1.5%*	*1.1%*	*2.0%*
%H		*60.9%*	*8.7%*	*43.5%*	*21.7%*	*21.7%*	*95.7%*
Don't know	12	3	1	11	3	8	9
%V	*0.9%*	*0.4%*	*0.8%*	*1.4%*	*0.9%*	*1.7%*	*0.8%*
%H		*25.0%*	*8.3%*	*91.7%*	*25.0%*	*66.7%*	*75.0%*

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

S4C

Set level data

Table 25.16: Main Set Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Main Sets	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
PVR	834	591	113	425	294	132	762
%V	*63.1%*	*87.4%*	*91.9%*	*53.2%*	*89.9%*	*28.0%*	*68.3%*
%H		*70.9%*	*13.5%*	*51.0%*	*35.3%*	*15.8%*	*91.4%*
DVDR	9	5	1	6	4	3	7
%V	*0.7%*	*0.7%*	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*0.6%*
%H		*55.6%*	*11.1%*	*66.7%*	*44.4%*	*33.3%*	*77.8%*
VCR	2	0	0	1	0	1	1
%V	*0.2%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.2%*	*0.1%*
%H		*0.0%*	*0.0%*	*50.0%*	*0.0%*	*50.0%*	*50.0%*
Any recorder	838	592	113	429	294	134	765
%V	*63.4%*	*87.6%*	*91.9%*	*53.7%*	*89.9%*	*28.4%*	*68.5%*
%H		*70.6%*	*13.5%*	*51.2%*	*35.1%*	*16.0%*	*91.3%*

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	1321	676	123	799	327	472	1116
%H		*51.2%*	*9.3%*	*60.5%*	*24.8%*	*35.7%*	*84.5%*
Receives HDTV (via STB or built-in reception)	890	518	103	531	259	273	797
%V	*67.4%*	*76.6%*	*83.7%*	*66.5%*	*79.2%*	*57.8%*	*71.4%*
%H		*58.2%*	*11.6%*	*59.7%*	*29.1%*	*30.7%*	*89.6%*
DVD/Blu-ray player or recorder	698	364	64	420	178	242	603
%V	*52.8%*	*53.8%*	*52.0%*	*52.6%*	*54.4%*	*51.3%*	*54.0%*
%H		*52.1%*	*9.2%*	*60.2%*	*25.5%*	*34.7%*	*86.4%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

S4C

Set level data

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	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
Under 20"	174	97	13	138	74	64	150
%V	*12.4%*	*11.3%*	*9.3%*	*14.4%*	*13.2%*	*16.2%*	*11.6%*
%H		*55.7%*	*7.5%*	*79.3%*	*42.5%*	*36.8%*	*86.2%*
20" - 29"	401	231	37	294	165	129	363
%V	*28.6%*	*27.0%*	*26.4%*	*30.8%*	*29.4%*	*32.7%*	*28.0%*
%H		*57.6%*	*9.2%*	*73.3%*	*41.1%*	*32.2%*	*90.5%*
30" - 39"	509	315	59	326	198	128	479
%V	*36.3%*	*36.8%*	*42.1%*	*34.1%*	*35.3%*	*32.4%*	*37.0%*
%H		*61.9%*	*11.6%*	*64.0%*	*38.9%*	*25.1%*	*94.1%*
40" - 49"	243	164	24	148	96	52	233
%V	*17.3%*	*19.2%*	*17.1%*	*15.5%*	*17.1%*	*13.2%*	*18.0%*
%H		*67.5%*	*9.9%*	*60.9%*	*39.5%*	*21.4%*	*95.9%*
50" - 59"	49	34	5	29	21	9	46
%V	*3.5%*	*4.0%*	*3.6%*	*3.0%*	*3.7%*	*2.3%*	*3.6%*
%H		*69.4%*	*10.2%*	*59.2%*	*42.9%*	*18.4%*	*93.9%*
60"+	2	2	0	2	1	1	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*50.0%*	*100.0%*
Don't know	25	13	1	19	8	11	22
%V	*1.8%*	*1.5%*	*0.7%*	*2.0%*	*1.4%*	*2.8%*	*1.7%*
%H		*52.0%*	*4.0%*	*76.0%*	*32.0%*	*44.0%*	*88.0%*

Base: S4C - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
PVR	378	306	53	147	127	21	363
%V	*26.9%*	*35.7%*	*37.9%*	*15.4%*	*22.6%*	*5.3%*	*28.0%*
%H		*81.0%*	*14.0%*	*38.9%*	*33.6%*	*5.6%*	*96.0%*
DVDR	3	2	0	2	2	1	3
%V	*0.2%*	*0.2%*	*0.0%*	*0.2%*	*0.4%*	*0.3%*	*0.2%*
%H		*66.7%*	*0.0%*	*66.7%*	*66.7%*	*33.3%*	*100.0%*
VCR	0	0	0	0	0	0	0
%V	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*	*0.0%*
%H		-	-	-	-	-	-
Any recorder	380	307	53	149	128	21	364
%V	*27.1%*	*35.9%*	*37.9%*	*15.6%*	*22.8%*	*5.3%*	*28.1%*
%H		*80.8%*	*13.9%*	*39.2%*	*33.7%*	*5.5%*	*95.8%*

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	1404	856	140	956	561	395	1295
%H		*61.0%*	*10.0%*	*68.1%*	*40.0%*	*28.1%*	*92.2%*
Receives HDTV (via STB or built-in reception)	604	390	77	398	258	141	575
%V	*43.0%*	*45.6%*	*55.0%*	*41.6%*	*46.0%*	*35.7%*	*44.4%*
%H		*64.6%*	*12.7%*	*65.9%*	*42.7%*	*23.3%*	*95.2%*
DVD/Blu-ray player or recorder	532	341	50	344	211	133	505
%V	*37.9%*	*39.8%*	*35.7%*	*36.0%*	*37.6%*	*33.7%*	*39.0%*
%H		*64.1%*	*9.4%*	*64.7%*	*39.7%*	*25.0%*	*94.9%*

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	3089	3015	1663	294	1760	833	927	2808
%H		*97.6%*	*53.8%*	*9.5%*	*57.0%*	*27.0%*	*30.0%*	*90.9%*
Total Children	564	553	316	48	296	149	147	550
%V	*18.3%*	*18.3%*	*19.0%*	*16.3%*	*16.8%*	*17.9%*	*15.9%*	*19.6%*
%H		*98.0%*	*56.0%*	*8.5%*	*52.5%*	*26.4%*	*26.1%*	*97.5%*
0 - 3	131	128	70	12	64	28	36	126
%V	*4.2%*	*4.2%*	*4.2%*	*4.1%*	*3.6%*	*3.4%*	*3.9%*	*4.5%*
%H		*97.7%*	*53.4%*	*9.2%*	*48.9%*	*21.4%*	*27.5%*	*96.2%*
4 - 15	433	425	245	37	232	121	111	424
%V	*14.0%*	*14.1%*	*14.7%*	*12.6%*	*13.2%*	*14.5%*	*12.0%*	*15.1%*
%H		*98.2%*	*56.6%*	*8.5%*	*53.6%*	*27.9%*	*25.6%*	*97.9%*
4-9	221	216	122	18	113	56	57	216
%V	*7.2%*	*7.2%*	*7.3%*	*6.1%*	*6.4%*	*6.7%*	*6.1%*	*7.7%*
%H		*97.7%*	*55.2%*	*8.1%*	*51.1%*	*25.3%*	*25.8%*	*97.7%*
10 - 15	211	208	124	18	119	66	53	208
%V	*6.8%*	*6.9%*	*7.5%*	*6.1%*	*6.8%*	*7.9%*	*5.7%*	*7.4%*
%H		*98.6%*	*58.8%*	*8.5%*	*56.4%*	*31.3%*	*25.1%*	*98.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	3089	3015	1663	294	1760	833	927	2808
%H		*97.6%*	*53.8%*	*9.5%*	*57.0%*	*27.0%*	*30.0%*	*90.9%*
Total Adults (16+)	2525	2462	1347	245	1464	684	780	2258
%V	*81.7%*	*81.7%*	*81.0%*	*83.3%*	*83.2%*	*82.1%*	*84.1%*	*80.4%*
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
16 - 19	138	133	79	17	70	40	30	137
%V	*4.5%*	*4.4%*	*4.8%*	*5.8%*	*4.0%*	*4.8%*	*3.2%*	*4.9%*
%H		*96.4%*	*57.2%*	*12.3%*	*50.7%*	*29.0%*	*21.7%*	*99.3%*
20 - 24	184	175	94	19	93	49	44	181
%V	*6.0%*	*5.8%*	*5.7%*	*6.5%*	*5.3%*	*5.9%*	*4.7%*	*6.4%*
%H		*95.1%*	*51.1%*	*10.3%*	*50.5%*	*26.6%*	*23.9%*	*98.4%*
25 - 34	394	375	205	35	191	90	101	381
%V	*12.8%*	*12.4%*	*12.3%*	*11.9%*	*10.9%*	*10.8%*	*10.9%*	*13.6%*
%H		*95.2%*	*52.0%*	*8.9%*	*48.5%*	*22.8%*	*25.6%*	*96.7%*
35 - 44	350	341	194	33	181	88	93	342
%V	*11.3%*	*11.3%*	*11.7%*	*11.2%*	*10.3%*	*10.6%*	*10.0%*	*12.2%*
%H		*97.4%*	*55.4%*	*9.4%*	*51.7%*	*25.1%*	*26.6%*	*97.7%*
45 - 54	419	411	256	46	227	125	102	400
%V	*13.6%*	*13.6%*	*15.4%*	*15.6%*	*12.9%*	*15.0%*	*11.0%*	*14.2%*
%H		*98.1%*	*61.1%*	*11.0%*	*54.2%*	*29.8%*	*24.3%*	*95.5%*
55 - 64	401	395	212	43	259	123	136	369
%V	*13.0%*	*13.1%*	*12.7%*	*14.6%*	*14.7%*	*14.8%*	*14.7%*	*13.1%*
%H		*98.5%*	*52.9%*	*10.7%*	*64.6%*	*30.7%*	*33.9%*	*92.0%*
65+	639	633	306	52	441	169	272	448
%V	*20.7%*	*21.0%*	*18.4%*	*17.7%*	*25.1%*	*20.3%*	*29.3%*	*16.0%*
%H		*99.1%*	*47.9%*	*8.1%*	*69.0%*	*26.4%*	*42.6%*	*70.1%*

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+)	2525	2462	1347	245	1464	684	780	2258
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
AB	525	511	286	56	295	142	153	505
%V	*20.8%*	*20.8%*	*21.2%*	*22.9%*	*20.2%*	*20.8%*	*19.6%*	*22.4%*
%H		*97.3%*	*54.5%*	*10.7%*	*56.2%*	*27.0%*	*29.1%*	*96.2%*
C1	664	641	350	61	386	182	204	623
%V	*26.3%*	*26.0%*	*26.0%*	*24.9%*	*26.4%*	*26.6%*	*26.2%*	*27.6%*
%H		*96.5%*	*52.7%*	*9.2%*	*58.1%*	*27.4%*	*30.7%*	*93.8%*
C2	665	658	375	70	404	208	196	603
%V	*26.3%*	*26.7%*	*27.8%*	*28.6%*	*27.6%*	*30.4%*	*25.1%*	*26.7%*
%H		*98.9%*	*56.4%*	*10.5%*	*60.8%*	*31.3%*	*29.5%*	*90.7%*
D	448	437	232	45	256	114	142	378
%V	*17.7%*	*17.7%*	*17.2%*	*18.4%*	*17.5%*	*16.7%*	*18.2%*	*16.7%*
%H		*97.5%*	*51.8%*	*10.0%*	*57.1%*	*25.4%*	*31.7%*	*84.4%*
E	223	216	104	14	123	38	85	149
%V	*8.8%*	*8.8%*	*7.7%*	*5.7%*	*8.4%*	*5.6%*	*10.9%*	*6.6%*
%H		*96.9%*	*46.6%*	*6.3%*	*55.2%*	*17.0%*	*38.1%*	*66.8%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	2525	2462	1347	245	1464	684	780	2258
%H		*97.5%*	*53.3%*	*9.7%*	*58.0%*	*27.1%*	*30.9%*	*89.4%*
Working full time	1137	1113	660	117	616	323	293	1102
%V	*45.0%*	*45.2%*	*49.0%*	*47.8%*	*42.1%*	*47.2%*	*37.6%*	*48.8%*
%H		*97.9%*	*58.0%*	*10.3%*	*54.2%*	*28.4%*	*25.8%*	*96.9%*
Working part time	237	231	125	26	138	66	71	229
%V	*9.4%*	*9.4%*	*9.3%*	*10.6%*	*9.4%*	*9.6%*	*9.1%*	*10.1%*
%H		*97.5%*	*52.7%*	*11.0%*	*58.2%*	*27.8%*	*30.0%*	*96.6%*
Not working	1151	1118	562	102	710	295	415	927
%V	*45.6%*	*45.4%*	*41.7%*	*41.6%*	*48.5%*	*43.1%*	*53.2%*	*41.1%*
%H		*97.1%*	*48.8%*	*8.9%*	*61.7%*	*25.6%*	*36.1%*	*80.5%*
Houseperson	1364	1322	676	123	799	327	472	1151
%V	*54.0%*	*53.7%*	*50.2%*	*50.2%*	*54.6%*	*47.8%*	*60.5%*	*51.0%*
%H		*96.9%*	*49.6%*	*9.0%*	*58.6%*	*24.0%*	*34.6%*	*84.4%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
16 - 19	75	71	43	9	37	21	16	74
%V	*6.1%*	*5.9%*	*6.4%*	*7.4%*	*5.2%*	*6.2%*	*4.4%*	*6.6%*
%H		*94.7%*	*57.3%*	*12.0%*	*49.3%*	*28.0%*	*21.3%*	*98.7%*
20 - 24	95	91	51	11	46	28	19	95
%V	*7.7%*	*7.6%*	*7.6%*	*9.0%*	*6.5%*	*8.2%*	*5.2%*	*8.5%*
%H		*95.8%*	*53.7%*	*11.6%*	*48.4%*	*29.5%*	*20.0%*	*100.0%*
25 - 34	198	189	101	18	98	44	54	192
%V	*16.0%*	*15.7%*	*15.1%*	*14.8%*	*13.9%*	*12.9%*	*14.8%*	*17.1%*
%H		*95.5%*	*51.0%*	*9.1%*	*49.5%*	*22.2%*	*27.3%*	*97.0%*
35 - 44	172	168	92	17	90	41	48	168
%V	*13.9%*	*13.9%*	*13.7%*	*13.9%*	*12.7%*	*12.0%*	*13.2%*	*15.0%*
%H		*97.7%*	*53.5%*	*9.9%*	*52.3%*	*23.8%*	*27.9%*	*97.7%*
45 - 54	205	199	125	22	107	59	48	192
%V	*16.5%*	*16.5%*	*18.6%*	*18.0%*	*15.2%*	*17.3%*	*13.2%*	*17.1%*
%H		*97.1%*	*61.0%*	*10.7%*	*52.2%*	*28.8%*	*23.4%*	*93.7%*
55 - 64	195	192	104	20	126	59	67	179
%V	*15.7%*	*15.9%*	*15.5%*	*16.4%*	*17.8%*	*17.3%*	*18.4%*	*16.0%*
%H		*98.5%*	*53.3%*	*10.3%*	*64.6%*	*30.3%*	*34.4%*	*91.8%*
65+	298	295	155	25	203	89	114	221
%V	*24.1%*	*24.5%*	*23.1%*	*20.5%*	*28.8%*	*26.1%*	*31.2%*	*19.7%*
%H		*99.0%*	*52.0%*	*8.4%*	*68.1%*	*29.9%*	*38.3%*	*74.2%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
AB	265	257	146	29	146	72	74	257
%V	*21.4%*	*21.3%*	*21.8%*	*23.8%*	*20.7%*	*21.1%*	*20.3%*	*22.9%*
%H		*97.0%*	*55.1%*	*10.9%*	*55.1%*	*27.2%*	*27.9%*	*97.0%*
C1	309	298	167	29	177	87	89	293
%V	*24.9%*	*24.7%*	*24.9%*	*23.8%*	*25.1%*	*25.5%*	*24.4%*	*26.2%*
%H		*96.4%*	*54.0%*	*9.4%*	*57.3%*	*28.2%*	*28.8%*	*94.8%*
C2	363	358	205	38	218	112	106	326
%V	*29.3%*	*29.7%*	*30.6%*	*31.1%*	*30.9%*	*32.8%*	*29.0%*	*29.1%*
%H		*98.6%*	*56.5%*	*10.5%*	*60.1%*	*30.9%*	*29.2%*	*89.8%*
D	208	202	110	21	116	54	61	185
%V	*16.8%*	*16.8%*	*16.4%*	*17.2%*	*16.4%*	*15.8%*	*16.7%*	*16.5%*
%H		*97.1%*	*52.9%*	*10.1%*	*55.8%*	*26.0%*	*29.3%*	*88.9%*
E	93	89	43	5	50	15	35	60
%V	*7.5%*	*7.4%*	*6.4%*	*4.1%*	*7.1%*	*4.4%*	*9.6%*	*5.4%*
%H		*95.7%*	*46.2%*	*5.4%*	*53.8%*	*16.1%*	*37.6%*	*64.5%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1239	1205	671	122	706	341	365	1120
%H		*97.3%*	*54.2%*	*9.8%*	*57.0%*	*27.5%*	*29.5%*	*90.4%*
Working full time	690	674	395	72	371	191	180	668
%V	*55.7%*	*55.9%*	*58.9%*	*59.0%*	*52.5%*	*56.0%*	*49.3%*	*59.6%*
%H		*97.7%*	*57.2%*	*10.4%*	*53.8%*	*27.7%*	*26.1%*	*96.8%*
Working part time	49	47	22	3	30	12	18	47
%V	*4.0%*	*3.9%*	*3.3%*	*2.5%*	*4.2%*	*3.5%*	*4.9%*	*4.2%*
%H		*95.9%*	*44.9%*	*6.1%*	*61.2%*	*24.5%*	*36.7%*	*95.9%*
Not working	500	484	253	46	305	137	168	406
%V	*40.4%*	*40.2%*	*37.7%*	*37.7%*	*43.2%*	*40.2%*	*46.0%*	*36.3%*
%H		*96.8%*	*50.6%*	*9.2%*	*61.0%*	*27.4%*	*33.6%*	*81.2%*
Houseperson	291	273	119	24	164	50	114	217
%V	*23.5%*	*22.7%*	*17.7%*	*19.7%*	*23.2%*	*14.7%*	*31.2%*	*19.4%*
%H		*93.8%*	*40.9%*	*8.2%*	*56.4%*	*17.2%*	*39.2%*	*74.6%*

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
16 - 19	64	61	37	8	34	19	15	63
%V	*5.0%*	*4.9%*	*5.5%*	*6.5%*	*4.5%*	*5.5%*	*3.6%*	*5.5%*
%H		*95.3%*	*57.8%*	*12.5%*	*53.1%*	*29.7%*	*23.4%*	*98.4%*
20 - 24	89	84	43	8	47	21	26	86
%V	*6.9%*	*6.7%*	*6.4%*	*6.5%*	*6.2%*	*6.1%*	*6.3%*	*7.6%*
%H		*94.4%*	*48.3%*	*9.0%*	*52.8%*	*23.6%*	*29.2%*	*96.6%*
25 - 34	195	186	104	17	93	46	48	189
%V	*15.2%*	*14.8%*	*15.4%*	*13.7%*	*12.3%*	*13.4%*	*11.6%*	*16.6%*
%H		*95.4%*	*53.3%*	*8.7%*	*47.7%*	*23.6%*	*24.6%*	*96.9%*
35 - 44	177	173	102	16	91	46	45	174
%V	*13.8%*	*13.8%*	*15.1%*	*12.9%*	*12.0%*	*13.4%*	*10.9%*	*15.3%*
%H		*97.7%*	*57.6%*	*9.0%*	*51.4%*	*26.0%*	*25.4%*	*98.3%*
45 - 54	215	212	131	24	120	66	54	208
%V	*16.7%*	*16.9%*	*19.4%*	*19.4%*	*15.9%*	*19.2%*	*13.0%*	*18.3%*
%H		*98.6%*	*60.9%*	*11.2%*	*55.8%*	*30.7%*	*25.1%*	*96.7%*
55 - 64	206	203	109	23	133	64	69	190
%V	*16.0%*	*16.1%*	*16.1%*	*18.5%*	*17.6%*	*18.7%*	*16.7%*	*16.7%*
%H		*98.5%*	*52.9%*	*11.2%*	*64.6%*	*31.1%*	*33.5%*	*92.2%*
65+	341	338	151	28	239	81	158	227
%V	*26.5%*	*26.9%*	*22.3%*	*22.6%*	*31.6%*	*23.6%*	*38.2%*	*20.0%*
%H		*99.1%*	*44.3%*	*8.2%*	*70.1%*	*23.8%*	*46.3%*	*66.6%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

S4C

Individual level data

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
AB	260	254	140	26	150	70	80	249
%V	*20.2%*	*20.2%*	*20.7%*	*21.0%*	*19.8%*	*20.4%*	*19.3%*	*21.9%*
%H		*97.7%*	*53.8%*	*10.0%*	*57.7%*	*26.9%*	*30.8%*	*95.8%*
C1	356	343	183	33	209	94	115	331
%V	*27.7%*	*27.3%*	*27.0%*	*26.6%*	*27.6%*	*27.4%*	*27.8%*	*29.1%*
%H		*96.3%*	*51.4%*	*9.3%*	*58.7%*	*26.4%*	*32.3%*	*93.0%*
C2	302	300	171	32	186	96	89	277
%V	*23.5%*	*23.9%*	*25.3%*	*25.8%*	*24.6%*	*28.0%*	*21.5%*	*24.4%*
%H		*99.3%*	*56.6%*	*10.6%*	*61.6%*	*31.8%*	*29.5%*	*91.7%*
D	240	234	123	24	140	60	80	192
%V	*18.6%*	*18.6%*	*18.2%*	*19.4%*	*18.5%*	*17.5%*	*19.3%*	*16.9%*
%H		*97.5%*	*51.3%*	*10.0%*	*58.3%*	*25.0%*	*33.3%*	*80.0%*
E	130	126	61	9	73	23	50	88
%V	*10.1%*	*10.0%*	*9.0%*	*7.3%*	*9.6%*	*6.7%*	*12.1%*	*7.7%*
%H		*96.9%*	*46.9%*	*6.9%*	*56.2%*	*17.7%*	*38.5%*	*67.7%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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+)	1287	1257	677	124	757	343	414	1137
%H		*97.7%*	*52.6%*	*9.6%*	*58.8%*	*26.7%*	*32.2%*	*88.3%*
Working full time	447	439	265	45	245	132	113	434
%V	*34.7%*	*34.9%*	*39.1%*	*36.3%*	*32.4%*	*38.5%*	*27.3%*	*38.2%*
%H		*98.2%*	*59.3%*	*10.1%*	*54.8%*	*29.5%*	*25.3%*	*97.1%*
Working part time	188	185	103	22	108	54	54	182
%V	*14.6%*	*14.7%*	*15.2%*	*17.7%*	*14.3%*	*15.7%*	*13.0%*	*16.0%*
%H		*98.4%*	*54.8%*	*11.7%*	*57.4%*	*28.7%*	*28.7%*	*96.8%*
Not working	651	634	309	56	405	157	247	521
%V	*50.6%*	*50.4%*	*45.6%*	*45.2%*	*53.5%*	*45.8%*	*59.7%*	*45.8%*
%H		*97.4%*	*47.5%*	*8.6%*	*62.2%*	*24.1%*	*37.9%*	*80.0%*
Houseperson	1072	1049	557	99	635	277	358	934
%V	*83.3%*	*83.5%*	*82.3%*	*79.8%*	*83.9%*	*80.8%*	*86.5%*	*82.1%*
%H		*97.9%*	*52.0%*	*9.2%*	*59.2%*	*25.8%*	*33.4%*	*87.1%*

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - South Macro Region

Contents Page

Household
- Table 26.1: Social Grade 704
- Table 26.2: Houseperson Age 705
- Table 26.3: Size of Household 706
- Table 26.4: Presence of Children 707
- Table 26.5: Number of TV sets in household 708
- Table 26.6: Screen size 709
- Table 26.7: Location of ANY set in household 710
- Table 26.8: Platform Provider 711
- Table 26.9: Recorders and other equipment 712
- Table 26.10: Computers and Internet 713

Sets
- Table 26.11: Screen Size 714
- Table 26.12: Location of set 715
- Table 26.13: Recorders 716
- Table 26.14: Other TV equipment 716
- Table 26.15: Main Set Screen Size 717
- Table 26.16: Main Set Recorders 718
- Table 26.17: Main Set - Other TV equipment 718
- Table 26.18: Other Sets (non-Main Set) Screen Size 719
- Table 26.19: Other Set (non-Main Set) Recorders 720
- Table 26.20: Other Set (non-Main Set) - Other TV equipment 720

Individuals
- Table 26.21: Age of Children 721
- Table 26.22: Adults - Age 722
- Table 26.23: Social Grade (Adults 16+) 723
- Table 26.24: Working Status (Adults 16+) 724
- Table 26.25: Males - Age 725
- Table 26.26: Social Grade (Males 16+) 726
- Table 26.27: Working Status (Males 16+) 727
- Table 26.28: Females - Age 728
- Table 26.29: Social Grade (Females 16+) 729
- Table 26.30: Working Status (Females 16+) 730

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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
AB	2252	2182	953	263	1443	545	897	2160
%V	*26.2%*	*26.4%*	*27.7%*	*26.4%*	*26.2%*	*27.9%*	*25.2%*	*28.5%*
%H (All HH)		*96.9%*	*42.3%*	*11.7%*	*64.1%*	*24.2%*	*39.8%*	*95.9%*
%H (TV HH)			*43.7%*	*12.1%*	*66.1%*	*25.0%*	*41.1%*	
C1	2619	2517	1033	307	1690	601	1090	2381
%V	*30.5%*	*30.4%*	*30.0%*	*30.8%*	*30.6%*	*30.7%*	*30.6%*	*31.4%*
%H (All HH)		*96.1%*	*39.4%*	*11.7%*	*64.5%*	*22.9%*	*41.6%*	*90.9%*
%H (TV HH)			*41.0%*	*12.2%*	*67.1%*	*23.9%*	*43.3%*	
C2	1846	1801	775	260	1172	454	718	1646
%V	*21.5%*	*21.8%*	*22.5%*	*26.1%*	*21.2%*	*23.2%*	*20.2%*	*21.7%*
%H (All HH)		*97.6%*	*42.0%*	*14.1%*	*63.5%*	*24.6%*	*38.9%*	*89.2%*
%H (TV HH)			*43.0%*	*14.4%*	*65.1%*	*25.2%*	*39.9%*	
D	1140	1092	446	118	710	236	474	932
%V	*13.3%*	*13.2%*	*13.0%*	*11.8%*	*12.9%*	*12.1%*	*13.3%*	*12.3%*
%H (All HH)		*95.8%*	*39.1%*	*10.4%*	*62.3%*	*20.7%*	*41.6%*	*81.8%*
%H (TV HH)			*40.8%*	*10.8%*	*65.0%*	*21.6%*	*43.4%*	
E	723	681	232	48	501	120	381	454
%V	*8.4%*	*8.2%*	*6.7%*	*4.8%*	*9.1%*	*6.1%*	*10.7%*	*6.0%*
%H (All HH)		*94.2%*	*32.1%*	*6.6%*	*69.3%*	*16.6%*	*52.7%*	*62.8%*
%H (TV HH)			*34.1%*	*7.0%*	*73.6%*	*17.6%*	*55.9%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.2: 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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Under 25	302	262	93	25	139	39	99	294
%V	*3.5%*	*3.2%*	*2.7%*	*2.5%*	*2.5%*	*2.0%*	*2.8%*	*3.9%*
%H (All HH)		*86.8%*	*30.8%*	*8.3%*	*46.0%*	*12.9%*	*32.8%*	*97.4%*
%H (TV HH)			*35.5%*	*9.5%*	*53.1%*	*14.9%*	*37.8%*	
25 - 34	1199	1116	452	149	592	206	386	1172
%V	*14.0%*	*13.5%*	*13.1%*	*15.0%*	*10.7%*	*10.5%*	*10.8%*	*15.5%*
%H (All HH)		*93.1%*	*37.7%*	*12.4%*	*49.4%*	*17.2%*	*32.2%*	*97.7%*
%H (TV HH)			*40.5%*	*13.4%*	*53.0%*	*18.5%*	*34.6%*	
35 - 44	1323	1254	591	158	728	284	444	1290
%V	*15.4%*	*15.2%*	*17.2%*	*15.9%*	*13.2%*	*14.5%*	*12.5%*	*17.0%*
%H (All HH)		*94.8%*	*44.7%*	*11.9%*	*55.0%*	*21.5%*	*33.6%*	*97.5%*
%H (TV HH)			*47.1%*	*12.6%*	*58.1%*	*22.6%*	*35.4%*	
45 - 54	1604	1570	750	247	992	448	543	1548
%V	*18.7%*	*19.0%*	*21.8%*	*24.8%*	*18.0%*	*22.9%*	*15.3%*	*20.4%*
%H (All HH)		*97.9%*	*46.8%*	*15.4%*	*61.8%*	*27.9%*	*33.9%*	*96.5%*
%H (TV HH)			*47.8%*	*15.7%*	*63.2%*	*28.5%*	*34.6%*	
55 - 64	1516	1475	651	203	1024	412	611	1424
%V	*17.7%*	*17.8%*	*18.9%*	*20.4%*	*18.6%*	*21.1%*	*17.2%*	*18.8%*
%H (All HH)		*97.3%*	*42.9%*	*13.4%*	*67.5%*	*27.2%*	*40.3%*	*93.9%*
%H (TV HH)			*44.1%*	*13.8%*	*69.4%*	*27.9%*	*41.4%*	
65 +	2636	2596	904	215	2042	566	1476	1846
%V	*30.7%*	*31.4%*	*26.3%*	*21.6%*	*37.0%*	*28.9%*	*41.5%*	*24.4%*
%H (All HH)		*98.5%*	*34.3%*	*8.2%*	*77.5%*	*21.5%*	*56.0%*	*70.0%*
%H (TV HH)			*34.8%*	*8.3%*	*78.7%*	*21.8%*	*56.9%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Household level data

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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
1	2591	2438	715	230	1812	384	1427	1845
%V	*30.2%*	*29.5%*	*20.8%*	*23.1%*	*32.8%*	*19.6%*	*40.1%*	*24.4%*
%H (All HH)		*94.1%*	*27.6%*	*8.9%*	*69.9%*	*14.8%*	*55.1%*	*71.2%*
%H (TV HH)			*29.3%*	*9.4%*	*74.3%*	*15.8%*	*58.5%*	
2	3153	3076	1306	356	2102	788	1314	2931
%V	*36.7%*	*37.2%*	*38.0%*	*35.7%*	*38.1%*	*40.3%*	*36.9%*	*38.7%*
%H (All HH)		*97.6%*	*41.4%*	*11.3%*	*66.7%*	*25.0%*	*41.7%*	*93.0%*
%H (TV HH)			*42.5%*	*11.6%*	*68.3%*	*25.6%*	*42.7%*	
3	1235	1201	620	172	705	345	361	1213
%V	*14.4%*	*14.5%*	*18.0%*	*17.3%*	*12.8%*	*17.6%*	*10.1%*	*16.0%*
%H (All HH)		*97.2%*	*50.2%*	*13.9%*	*57.1%*	*27.9%*	*29.2%*	*98.2%*
%H (TV HH)			*51.6%*	*14.3%*	*58.7%*	*28.7%*	*30.1%*	
4	1112	1083	558	160	633	305	328	1102
%V	*13.0%*	*13.1%*	*16.2%*	*16.1%*	*11.5%*	*15.6%*	*9.2%*	*14.6%*
%H (All HH)		*97.4%*	*50.2%*	*14.4%*	*56.9%*	*27.4%*	*29.5%*	*99.1%*
%H (TV HH)			*51.5%*	*14.8%*	*58.4%*	*28.2%*	*30.3%*	
5+	488	475	241	78	265	135	130	482
%V	*5.7%*	*5.7%*	*7.0%*	*7.8%*	*4.8%*	*6.9%*	*3.7%*	*6.4%*
%H (All HH)		*97.3%*	*49.4%*	*16.0%*	*54.3%*	*27.7%*	*26.6%*	*98.8%*
%H (TV HH)			*50.7%*	*16.4%*	*55.8%*	*28.4%*	*27.4%*	
Average HH size	2.29	2.31	2.53	2.52	2.19	2.52	2.01	2.42

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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Without	6468	6207	2407	716	4345	1435	2910	5484
%V	*75.4%*	*75.0%*	*70.0%*	*71.9%*	*78.8%*	*73.4%*	*81.7%*	*72.4%*
%H (All HH)		*96.0%*	*37.2%*	*11.1%*	*67.2%*	*22.2%*	*45.0%*	*84.8%*
%H (TV HH)			*38.8%*	*11.5%*	*70.0%*	*23.1%*	*46.9%*	
With	2112	2066	1032	281	1171	522	650	2089
%V	*24.6%*	*25.0%*	*30.0%*	*28.2%*	*21.2%*	*26.7%*	*18.3%*	*27.6%*
%H (All HH)		*97.8%*	*48.9%*	*13.3%*	*55.4%*	*24.7%*	*30.8%*	*98.9%*
%H (TV HH)			*50.0%*	*13.6%*	*56.7%*	*25.3%*	*31.5%*	
0 - 3	747	728	345	99	402	172	231	738
%V	*8.7%*	*8.8%*	*10.0%*	*9.9%*	*7.3%*	*8.8%*	*6.5%*	*9.7%*
%H (All HH)		*97.5%*	*46.2%*	*13.3%*	*53.8%*	*23.0%*	*30.9%*	*98.8%*
%H (TV HH)			*47.4%*	*13.6%*	*55.2%*	*23.6%*	*31.7%*	
4 - 9	1113	1085	547	140	599	268	332	1100
%V	*13.0%*	*13.1%*	*15.9%*	*14.1%*	*10.9%*	*13.7%*	*9.3%*	*14.5%*
%H (All HH)		*97.5%*	*49.1%*	*12.6%*	*53.8%*	*24.1%*	*29.8%*	*98.8%*
%H (TV HH)			*50.4%*	*12.9%*	*55.2%*	*24.7%*	*30.6%*	
10 - 15	1036	1024	533	146	602	289	313	1027
%V	*12.1%*	*12.4%*	*15.5%*	*14.7%*	*10.9%*	*14.8%*	*8.8%*	*13.6%*
%H (All HH)		*98.8%*	*51.4%*	*14.1%*	*58.1%*	*27.9%*	*30.2%*	*99.1%*
%H (TV HH)			*52.1%*	*14.3%*	*58.8%*	*28.2%*	*30.6%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
1	3466	3466	1075	386	2103	334	1769	2881
%V	*40.4%*	*41.9%*	*31.3%*	*38.8%*	*38.1%*	*17.1%*	*49.7%*	*38.0%*
%H (All HH)		*100.0%*	*31.0%*	*11.1%*	*60.7%*	*9.6%*	*51.0%*	*83.1%*
%H (TV HH)			*31.0%*	*11.1%*	*60.7%*	*9.6%*	*51.0%*	
2	2732	2732	1212	330	1883	735	1149	2450
%V	*31.8%*	*33.0%*	*35.2%*	*33.1%*	*34.1%*	*37.6%*	*32.3%*	*32.4%*
%H (All HH)		*100.0%*	*44.4%*	*12.1%*	*68.9%*	*26.9%*	*42.1%*	*89.7%*
%H (TV HH)			*44.4%*	*12.1%*	*68.9%*	*26.9%*	*42.1%*	
3	1257	1257	662	162	905	474	430	1189
%V	*14.7%*	*15.2%*	*19.2%*	*16.3%*	*16.4%*	*24.2%*	*12.1%*	*15.7%*
%H (All HH)		*100.0%*	*52.7%*	*12.9%*	*72.0%*	*37.7%*	*34.2%*	*94.6%*
%H (TV HH)			*52.7%*	*12.9%*	*72.0%*	*37.7%*	*34.2%*	
4	544	544	318	70	416	264	152	530
%V	*6.3%*	*6.6%*	*9.2%*	*7.0%*	*7.5%*	*13.5%*	*4.3%*	*7.0%*
%H (All HH)		*100.0%*	*58.5%*	*12.9%*	*76.5%*	*48.5%*	*27.9%*	*97.4%*
%H (TV HH)			*58.5%*	*12.9%*	*76.5%*	*48.5%*	*27.9%*	
5+	274	274	173	48	209	149	60	269
%V	*3.2%*	*3.3%*	*5.0%*	*4.8%*	*3.8%*	*7.6%*	*1.7%*	*3.6%*
%H (All HH)		*100.0%*	*63.1%*	*17.5%*	*76.3%*	*54.4%*	*21.9%*	*98.2%*
%H (TV HH)			*63.1%*	*17.5%*	*76.3%*	*54.4%*	*21.9%*	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 26.6: 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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Under 20"	1005	1005	425	97	832	354	477	868
%V	*11.7%*	*12.1%*	*12.4%*	*9.7%*	*15.1%*	*18.1%*	*13.4%*	*11.5%*
%H (All HH)		*100.0%*	*42.3%*	*9.7%*	*82.8%*	*35.2%*	*47.5%*	*86.4%*
%H (TV HH)			*42.3%*	*9.7%*	*82.8%*	*35.2%*	*47.5%*	
20" - 29"	2340	2340	977	271	1794	726	1068	2032
%V	*27.3%*	*28.3%*	*28.4%*	*27.2%*	*32.5%*	*37.1%*	*30.0%*	*26.8%*
%H (All HH)		*100.0%*	*41.8%*	*11.6%*	*76.7%*	*31.0%*	*45.6%*	*86.8%*
%H (TV HH)			*41.8%*	*11.6%*	*76.7%*	*31.0%*	*45.6%*	
30" - 39"	3852	3852	1606	466	2702	1008	1694	3420
%V	*44.9%*	*46.6%*	*46.7%*	*46.8%*	*49.0%*	*51.5%*	*47.6%*	*45.2%*
%H (All HH)		*100.0%*	*41.7%*	*12.1%*	*70.1%*	*26.2%*	*44.0%*	*88.8%*
%H (TV HH)			*41.7%*	*12.1%*	*70.1%*	*26.2%*	*44.0%*	
40" - 49"	3924	3924	1921	521	2503	1131	1373	3663
%V	*45.7%*	*47.4%*	*55.8%*	*52.3%*	*45.4%*	*57.8%*	*38.6%*	*48.4%*
%H (All HH)		*100.0%*	*49.0%*	*13.3%*	*63.8%*	*28.8%*	*35.0%*	*93.3%*
%H (TV HH)			*49.0%*	*13.3%*	*63.8%*	*28.8%*	*35.0%*	
50" - 59"	1369	1369	774	197	813	462	351	1330
%V	*16.0%*	*16.5%*	*22.5%*	*19.8%*	*14.7%*	*23.6%*	*9.9%*	*17.6%*
%H (All HH)		*100.0%*	*56.5%*	*14.4%*	*59.4%*	*33.7%*	*25.6%*	*97.2%*
%H (TV HH)			*56.5%*	*14.4%*	*59.4%*	*33.7%*	*25.6%*	
60"+	164	164	98	23	80	47	32	160
%V	*1.9%*	*2.0%*	*2.8%*	*2.3%*	*1.5%*	*2.4%*	*0.9%*	*2.1%*
%H (All HH)		*100.0%*	*59.8%*	*14.0%*	*48.8%*	*28.7%*	*19.5%*	*97.6%*
%H (TV HH)			*59.8%*	*14.0%*	*48.8%*	*28.7%*	*19.5%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Household level data

Table 26.7: Location of ANY set in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Main living room	8191	8191	3423	988	5463	1949	3514	7250
%V	*95.5%*	*99.0%*	*99.5%*	*99.2%*	*99.0%*	*99.6%*	*98.7%*	*95.7%*
%H (All HH)		*100.0%*	*41.8%*	*12.1%*	*66.7%*	*23.8%*	*42.9%*	*88.5%*
%H (TV HH)			*41.8%*	*12.1%*	*66.7%*	*23.8%*	*42.9%*	
Kitchen	954	954	450	109	786	385	400	858
%V	*11.1%*	*11.5%*	*13.1%*	*10.9%*	*14.2%*	*19.7%*	*11.2%*	*11.3%*
%H (All HH)		*100.0%*	*47.2%*	*11.4%*	*82.4%*	*40.4%*	*41.9%*	*89.9%*
%H (TV HH)			*47.2%*	*11.4%*	*82.4%*	*40.4%*	*41.9%*	
Adult's bedroom	3623	3623	1827	480	2579	1295	1284	3366
%V	*42.2%*	*43.8%*	*53.1%*	*48.2%*	*46.8%*	*66.2%*	*36.1%*	*44.4%*
%H (All HH)		*100.0%*	*50.4%*	*13.2%*	*71.2%*	*35.7%*	*35.4%*	*92.9%*
%H (TV HH)			*50.4%*	*13.2%*	*71.2%*	*35.7%*	*35.4%*	
Child's bedroom	696	696	410	98	424	250	174	691
%V	*8.1%*	*8.4%*	*11.9%*	*9.8%*	*7.7%*	*12.8%*	*4.9%*	*9.1%*
%H (All HH)		*100.0%*	*58.9%*	*14.1%*	*60.9%*	*35.9%*	*25.0%*	*99.3%*
%H (TV HH)			*58.9%*	*14.1%*	*60.9%*	*35.9%*	*25.0%*	
Other bedroom	503	503	283	65	385	232	153	475
%V	*5.9%*	*6.1%*	*8.2%*	*6.5%*	*7.0%*	*11.9%*	*4.3%*	*6.3%*
%H (All HH)		*100.0%*	*56.3%*	*12.9%*	*76.5%*	*46.1%*	*30.4%*	*94.4%*
%H (TV HH)			*56.3%*	*12.9%*	*76.5%*	*46.1%*	*30.4%*	
Second living/dining room	834	834	410	108	612	300	312	779
%V	*9.7%*	*10.1%*	*11.9%*	*10.8%*	*11.1%*	*15.3%*	*8.8%*	*10.3%*
%H (All HH)		*100.0%*	*49.2%*	*12.9%*	*73.4%*	*36.0%*	*37.4%*	*93.4%*
%H (TV HH)			*49.2%*	*12.9%*	*73.4%*	*36.0%*	*37.4%*	
Study/office	159	159	82	16	115	54	61	154
%V	*1.9%*	*1.9%*	*2.4%*	*1.6%*	*2.1%*	*2.8%*	*1.7%*	*2.0%*
%H (All HH)		*100.0%*	*51.6%*	*10.1%*	*72.3%*	*34.0%*	*38.4%*	*96.9%*
%H (TV HH)			*51.6%*	*10.1%*	*72.3%*	*34.0%*	*38.4%*	
TV room	69	69	45	4	47	27	20	67
%V	*0.8%*	*0.8%*	*1.3%*	*0.4%*	*0.9%*	*1.4%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*65.2%*	*5.8%*	*68.1%*	*39.1%*	*29.0%*	*97.1%*
%H (TV HH)			*65.2%*	*5.8%*	*68.1%*	*39.1%*	*29.0%*	
Conservatory	179	179	97	23	135	75	60	168
%V	*2.1%*	*2.2%*	*2.8%*	*2.3%*	*2.4%*	*3.8%*	*1.7%*	*2.2%*
%H (All HH)		*100.0%*	*54.2%*	*12.8%*	*75.4%*	*41.9%*	*33.5%*	*93.9%*
%H (TV HH)			*54.2%*	*12.8%*	*75.4%*	*41.9%*	*33.5%*	
Attic or loft room	18	18	10	2	13	7	6	18
%V	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.2%*	*0.4%*	*0.2%*	*0.2%*
%H (All HH)		*100.0%*	*55.6%*	*11.1%*	*72.2%*	*38.9%*	*33.3%*	*100.0%*
%H (TV HH)			*55.6%*	*11.1%*	*72.2%*	*38.9%*	*33.3%*	
No specific location	7	7	5	0	5	3	2	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*0.1%*	*0.1%*
%H (All HH)		*100.0%*	*71.4%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	*71.4%*
%H (TV HH)			*71.4%*	*0.0%*	*71.4%*	*42.9%*	*28.6%*	
Other	89	89	58	7	65	42	24	86
%V	*1.0%*	*1.1%*	*1.7%*	*0.7%*	*1.2%*	*2.1%*	*0.7%*	*1.1%*
%H (All HH)		*100.0%*	*65.2%*	*7.9%*	*73.0%*	*47.2%*	*27.0%*	*96.6%*
%H (TV HH)			*65.2%*	*7.9%*	*73.0%*	*47.2%*	*27.0%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Household level data

Table 26.8: Platform Provider Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Any DSAT provider	3440	3440	3440	54	1564	1564	0	3233
%V	*40.1%*	*41.6%*	*100.0%*	*5.4%*	*28.4%*	*80.0%*	*0.0%*	*42.7%*
%H (All HH)			*100.0%*	*1.6%*	*45.5%*	*45.5%*	*0.0%*	*94.0%*
%H (TV HH)			*100.0%*	*1.6%*	*45.5%*	*45.5%*	*0.0%*	
Sky with subcription	2772	2772	2772	23	1245	1245	0	2626
%V	*32.3%*	*33.5%*	*80.6%*	*2.3%*	*22.6%*	*63.7%*	*0.0%*	*34.7%*
%H (All HH)			*100.0%*	*0.8%*	*44.9%*	*44.9%*	*0.0%*	*94.7%*
%H (TV HH)			*100.0%*	*0.8%*	*44.9%*	*44.9%*	*0.0%*	
Sky without subscription	164	164	164	8	71	71	0	136
%V	*1.9%*	*2.0%*	*4.8%*	*0.8%*	*1.3%*	*3.6%*	*0.0%*	*1.8%*
%H (All HH)			*100.0%*	*4.9%*	*43.3%*	*43.3%*	*0.0%*	*82.9%*
%H (TV HH)			*100.0%*	*4.9%*	*43.3%*	*43.3%*	*0.0%*	
Freesat	449	449	449	20	232	232	0	420
%V	*5.2%*	*5.4%*	*13.1%*	*2.0%*	*4.2%*	*11.9%*	*0.0%*	*5.5%*
%H (All HH)			*100.0%*	*4.5%*	*51.7%*	*51.7%*	*0.0%*	*93.5%*
%H (TV HH)			*100.0%*	*4.5%*	*51.7%*	*51.7%*	*0.0%*	
Other satellite provider	190	190	190	7	86	86	0	183
%V	*2.2%*	*2.3%*	*5.5%*	*0.7%*	*1.6%*	*4.4%*	*0.0%*	*2.4%*
%H (All HH)			*100.0%*	*3.7%*	*45.3%*	*45.3%*	*0.0%*	*96.3%*
%H (TV HH)			*100.0%*	*3.7%*	*45.3%*	*45.3%*	*0.0%*	
DCAB	996	996	54	996	423	423	0	939
%V	*11.6%*	*12.0%*	*1.6%*	*100.0%*	*7.7%*	*21.6%*	*0.0%*	*12.4%*
%H (All HH)			*5.4%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	*94.3%*
%H (TV HH)			*5.4%*	*100.0%*	*42.5%*	*42.5%*	*0.0%*	
DTT	5516	5516	1564	423	5516	1956	3560	4728
%V	*64.3%*	*66.7%*	*45.5%*	*42.5%*	*100.0%*	*100.0%*	*100.0%*	*62.4%*
%H (All HH)		*100.0%*	*28.4%*	*7.7%*	*100.0%*	*35.5%*	*64.5%*	*85.7%*
%H (TV HH)			*28.4%*	*7.7%*	*100.0%*	*35.5%*	*64.5%*	

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Household level data

Table 26.9: Recorders and other equipment Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
PVR	5298	5298	3076	938	3116	1792	1324	4959
%V	*61.7%*	*64.0%*	*89.4%*	*94.2%*	*56.5%*	*91.6%*	*37.2%*	*65.5%*
%H (All HH)		*100.0%*	*58.1%*	*17.7%*	*58.8%*	*33.8%*	*25.0%*	*93.6%*
%H (TV HH)			*58.1%*	*17.7%*	*58.8%*	*33.8%*	*25.0%*	
DVDR	94	94	41	16	75	36	39	87
%V	*1.1%*	*1.1%*	*1.2%*	*1.6%*	*1.4%*	*1.8%*	*1.1%*	*1.1%*
%H (All HH)		*100.0%*	*43.6%*	*17.0%*	*79.8%*	*38.3%*	*41.5%*	*92.6%*
%H (TV HH)			*43.6%*	*17.0%*	*79.8%*	*38.3%*	*41.5%*	
VCR	44	44	14	5	38	14	24	30
%V	*0.5%*	*0.5%*	*0.4%*	*0.5%*	*0.7%*	*0.7%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*31.8%*	*11.4%*	*86.4%*	*31.8%*	*54.5%*	*68.2%*
%H (TV HH)			*31.8%*	*11.4%*	*86.4%*	*31.8%*	*54.5%*	
Any recorder	5347	5347	3086	940	3159	1800	1359	4995
%V	*62.3%*	*64.6%*	*89.7%*	*94.4%*	*57.3%*	*92.0%*	*38.2%*	*66.0%*
%H (All HH)		*100.0%*	*57.7%*	*17.6%*	*59.1%*	*33.7%*	*25.4%*	*93.4%*
%H (TV HH)			*57.7%*	*17.6%*	*59.1%*	*33.7%*	*25.4%*	
Receives HDTV (via STB or built-in reception)	6170	6170	2915	893	4156	1745	2412	5718
%V	*71.9%*	*74.6%*	*84.7%*	*89.7%*	*75.3%*	*89.2%*	*67.8%*	*75.5%*
%H (All HH)		*100.0%*	*47.2%*	*14.5%*	*67.4%*	*28.3%*	*39.1%*	*92.7%*
%H (TV HH)			*47.2%*	*14.5%*	*67.4%*	*28.3%*	*39.1%*	
DVD/Blu-ray player or recorder	5685	5685	2487	690	3883	1514	2369	5205
%V	*66.3%*	*68.7%*	*72.3%*	*69.3%*	*70.4%*	*77.4%*	*66.5%*	*68.7%*
%H (All HH)		*100.0%*	*43.7%*	*12.1%*	*68.3%*	*26.6%*	*41.7%*	*91.6%*
%H (TV HH)			*43.7%*	*12.1%*	*68.3%*	*26.6%*	*41.7%*	

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
Jan - Dec 2018

C4/Five - South Macro Region

Household level data

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	8580	8274	3440	996	5516	1956	3560	7573
%H (All HH)		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*
%H (TV HH)			*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	
Has broadband internet	7573	7320	3233	939	4728	1850	2878	7573
%V	*88.3%*	*88.5%*	*94.0%*	*94.3%*	*85.7%*	*94.6%*	*80.8%*	*100.0%*
%H (All HH)		*96.7%*	*42.7%*	*12.4%*	*62.4%*	*24.4%*	*38.0%*	*100.0%*
%H (TV HH)			*44.2%*	*12.8%*	*64.6%*	*25.3%*	*39.3%*	
Number of computers (PCs and laptops)								
0	1330	1267	336	99	960	160	800	404
%V	*15.5%*	*15.3%*	*9.8%*	*9.9%*	*17.4%*	*8.2%*	*22.5%*	*5.3%*
%H (All HH)		*95.3%*	*25.3%*	*7.4%*	*72.2%*	*12.0%*	*60.2%*	*30.4%*
%H (TV HH)			*26.5%*	*7.8%*	*75.8%*	*12.6%*	*63.1%*	
1	2178	2075	799	228	1403	432	971	2122
%V	*25.4%*	*25.1%*	*23.2%*	*22.9%*	*25.4%*	*22.1%*	*27.3%*	*28.0%*
%H (All HH)		*95.3%*	*36.7%*	*10.5%*	*64.4%*	*19.8%*	*44.6%*	*97.4%*
%H (TV HH)			*38.5%*	*11.0%*	*67.6%*	*20.8%*	*46.8%*	
2	2147	2082	880	268	1362	512	850	2132
%V	*25.0%*	*25.2%*	*25.6%*	*26.9%*	*24.7%*	*26.2%*	*23.9%*	*28.2%*
%H (All HH)		*97.0%*	*41.0%*	*12.5%*	*63.4%*	*23.8%*	*39.6%*	*99.3%*
%H (TV HH)			*42.3%*	*12.9%*	*65.4%*	*24.6%*	*40.8%*	
3	1304	1275	604	165	819	352	466	1298
%V	*15.2%*	*15.4%*	*17.6%*	*16.6%*	*14.8%*	*18.0%*	*13.1%*	*17.1%*
%H (All HH)		*97.8%*	*46.3%*	*12.7%*	*62.8%*	*27.0%*	*35.7%*	*99.5%*
%H (TV HH)			*47.4%*	*12.9%*	*64.2%*	*27.6%*	*36.5%*	
4	775	749	375	116	456	220	236	773
%V	*9.0%*	*9.1%*	*10.9%*	*11.6%*	*8.3%*	*11.2%*	*6.6%*	*10.2%*
%H (All HH)		*96.6%*	*48.4%*	*15.0%*	*58.8%*	*28.4%*	*30.5%*	*99.7%*
%H (TV HH)			*50.1%*	*15.5%*	*60.9%*	*29.4%*	*31.5%*	
5+	847	826	446	120	517	280	237	844
%V	*9.9%*	*10.0%*	*13.0%*	*12.0%*	*9.4%*	*14.3%*	*6.7%*	*11.1%*
%H (All HH)		*97.5%*	*52.7%*	*14.2%*	*61.0%*	*33.1%*	*28.0%*	*99.6%*
%H (TV HH)			*54.0%*	*14.5%*	*62.6%*	*33.9%*	*28.7%*	

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
Jan - Dec 2018

C4/Five - South Macro Region

Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16366	7691	2080	11381	5095	6286	14934
%H		*47.0%*	*12.7%*	*69.5%*	*31.1%*	*38.4%*	*91.3%*
Under 20"	1215	529	119	1018	454	564	1058
%V	*7.4%*	*6.9%*	*5.7%*	*8.9%*	*8.9%*	*9.0%*	*7.1%*
%H		*43.5%*	*9.8%*	*83.8%*	*37.4%*	*46.4%*	*87.1%*
20" - 29"	2940	1278	351	2275	987	1288	2579
%V	*18.0%*	*16.6%*	*16.9%*	*20.0%*	*19.4%*	*20.5%*	*17.3%*
%H		*43.5%*	*11.9%*	*77.4%*	*33.6%*	*43.8%*	*87.7%*
30" - 39"	4817	2113	604	3393	1389	2004	4345
%V	*29.4%*	*27.5%*	*29.0%*	*29.8%*	*27.3%*	*31.9%*	*29.1%*
%H		*43.9%*	*12.5%*	*70.4%*	*28.8%*	*41.6%*	*90.2%*
40" - 49"	4674	2367	639	2985	1432	1553	4389
%V	*28.6%*	*30.8%*	*30.7%*	*26.2%*	*28.1%*	*24.7%*	*29.4%*
%H		*50.6%*	*13.7%*	*63.9%*	*30.6%*	*33.2%*	*93.9%*
50" - 59"	1515	878	224	899	525	374	1474
%V	*9.3%*	*11.4%*	*10.8%*	*7.9%*	*10.3%*	*5.9%*	*9.9%*
%H		*58.0%*	*14.8%*	*59.3%*	*34.7%*	*24.7%*	*97.3%*
60"+	174	104	26	84	51	33	170
%V	*1.1%*	*1.4%*	*1.3%*	*0.7%*	*1.0%*	*0.5%*	*1.1%*
%H		*59.8%*	*14.9%*	*48.3%*	*29.3%*	*19.0%*	*97.7%*
Don't know	1032	421	118	728	258	469	919
%V	*6.3%*	*5.5%*	*5.7%*	*6.4%*	*5.1%*	*7.5%*	*6.2%*
%H		*40.8%*	*11.4%*	*70.5%*	*25.0%*	*45.4%*	*89.1%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Set level data

Table 26.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	16366	7691	2080	11381	5095	6286	14934
%H		*47.0%*	*12.7%*	*69.5%*	*31.1%*	*38.4%*	*91.3%*
Main living room	8229	3438	992	5489	1959	3530	7280
%V	*50.3%*	*44.7%*	*47.7%*	*48.2%*	*38.4%*	*56.2%*	*48.7%*
%H		*41.8%*	*12.1%*	*66.7%*	*23.8%*	*42.9%*	*88.5%*
Kitchen	954	450	109	786	386	401	859
%V	*5.8%*	*5.9%*	*5.2%*	*6.9%*	*7.6%*	*6.4%*	*5.8%*
%H		*47.2%*	*11.4%*	*82.4%*	*40.5%*	*42.0%*	*90.0%*
Adult's bedroom	4326	2220	608	3100	1627	1473	4051
%V	*26.4%*	*28.9%*	*29.2%*	*27.2%*	*31.9%*	*23.4%*	*27.1%*
%H		*51.3%*	*14.1%*	*71.7%*	*37.6%*	*34.0%*	*93.6%*
Child's bedroom	898	533	128	555	335	220	893
%V	*5.5%*	*6.9%*	*6.2%*	*4.9%*	*6.6%*	*3.5%*	*6.0%*
%H		*59.4%*	*14.3%*	*61.8%*	*37.3%*	*24.5%*	*99.4%*
Other bedroom	580	328	79	442	270	172	551
%V	*3.5%*	*4.3%*	*3.8%*	*3.9%*	*5.3%*	*2.7%*	*3.7%*
%H		*56.6%*	*13.6%*	*76.2%*	*46.6%*	*29.7%*	*95.0%*
Second living/dining room	846	417	110	621	305	315	789
%V	*5.2%*	*5.4%*	*5.3%*	*5.5%*	*6.0%*	*5.0%*	*5.3%*
%H		*49.3%*	*13.0%*	*73.4%*	*36.1%*	*37.2%*	*93.3%*
Study/office	162	85	16	118	56	62	158
%V	*1.0%*	*1.1%*	*0.8%*	*1.0%*	*1.1%*	*1.0%*	*1.1%*
%H		*52.5%*	*9.9%*	*72.8%*	*34.6%*	*38.3%*	*97.5%*
TV room	69	45	5	47	28	20	68
%V	*0.4%*	*0.6%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.5%*
%H		*65.2%*	*7.2%*	*68.1%*	*40.6%*	*29.0%*	*98.6%*
Conservatory	179	97	23	135	75	60	168
%V	*1.1%*	*1.3%*	*1.1%*	*1.2%*	*1.5%*	*1.0%*	*1.1%*
%H		*54.2%*	*12.8%*	*75.4%*	*41.9%*	*33.5%*	*93.9%*
Attic or loft room	19	11	2	13	7	6	19
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*
%H		*57.9%*	*10.5%*	*68.4%*	*36.8%*	*31.6%*	*100.0%*
No specific location	7	5	1	5	3	2	6
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*71.4%*	*14.3%*	*71.4%*	*42.9%*	*28.6%*	*85.7%*
Other	95	62	9	69	44	25	92
%V	*0.6%*	*0.8%*	*0.4%*	*0.6%*	*0.9%*	*0.4%*	*0.6%*
%H		*65.3%*	*9.5%*	*72.6%*	*46.3%*	*26.3%*	*96.8%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	16366	7691	2080	11381	5095	6286	14934
%H		*47.0%*	*12.7%*	*69.5%*	*31.1%*	*38.4%*	*91.3%*
PVR	7485	4759	1326	4076	2606	1470	7093
%V	*45.7%*	*61.9%*	*63.8%*	*35.8%*	*51.1%*	*23.4%*	*47.5%*
%H		*63.6%*	*17.7%*	*54.5%*	*34.8%*	*19.6%*	*94.8%*
DVDR	101	44	19	80	40	39	94
%V	*0.6%*	*0.6%*	*0.9%*	*0.7%*	*0.8%*	*0.6%*	*0.6%*
%H		*43.6%*	*18.8%*	*79.2%*	*39.6%*	*38.6%*	*93.1%*
VCR	46	16	6	40	15	24	32
%V	*0.3%*	*0.2%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.2%*
%H		*34.8%*	*13.0%*	*87.0%*	*32.6%*	*52.2%*	*69.6%*
Any recorder	7555	4780	1333	4137	2627	1511	7148
%V	*46.2%*	*62.2%*	*64.1%*	*36.4%*	*51.6%*	*24.0%*	*47.9%*
%H		*63.3%*	*17.6%*	*54.8%*	*34.8%*	*20.0%*	*94.6%*

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 26.14: 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	16366	7691	2080	11381	5095	6286	14934
%H		*47.0%*	*12.7%*	*69.5%*	*31.1%*	*38.4%*	*91.3%*
Receives HDTV (via STB or built-in reception)	9734	5059	1389	6602	3225	3376	9163
%V	*59.5%*	*65.8%*	*66.8%*	*58.0%*	*63.3%*	*53.7%*	*61.4%*
%H		*52.0%*	*14.3%*	*67.8%*	*33.1%*	*34.7%*	*94.1%*
DVD/Blu-ray player or recorder	8065	3786	1059	5565	2504	3061	7501
%V	*49.3%*	*49.2%*	*50.9%*	*48.9%*	*49.1%*	*48.7%*	*50.2%*
%H		*46.9%*	*13.1%*	*69.0%*	*31.0%*	*38.0%*	*93.0%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Set level data

Table 26.15: 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	8271	3440	996	5515	1956	3559	7318
%H		*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	*88.5%*
Under 20"	86	14	6	68	8	61	59
%V	*1.0%*	*0.4%*	*0.6%*	*1.2%*	*0.4%*	*1.7%*	*0.8%*
%H		*16.3%*	*7.0%*	*79.1%*	*9.3%*	*70.9%*	*68.6%*
20" - 29"	636	137	62	491	74	417	451
%V	*7.7%*	*4.0%*	*6.2%*	*8.9%*	*3.8%*	*11.7%*	*6.2%*
%H		*21.5%*	*9.7%*	*77.2%*	*11.6%*	*65.6%*	*70.9%*
30" - 39"	2284	747	251	1648	431	1217	1906
%V	*27.6%*	*21.7%*	*25.2%*	*29.9%*	*22.0%*	*34.2%*	*26.0%*
%H		*32.7%*	*11.0%*	*72.2%*	*18.9%*	*53.3%*	*83.5%*
40" - 49"	3390	1609	439	2174	936	1238	3139
%V	*41.0%*	*46.8%*	*44.1%*	*39.4%*	*47.9%*	*34.8%*	*42.9%*
%H		*47.5%*	*12.9%*	*64.1%*	*27.6%*	*36.5%*	*92.6%*
50" - 59"	1222	685	167	722	397	325	1187
%V	*14.8%*	*19.9%*	*16.8%*	*13.1%*	*20.3%*	*9.1%*	*16.2%*
%H		*56.1%*	*13.7%*	*59.1%*	*32.5%*	*26.6%*	*97.1%*
60"+	151	89	22	69	41	29	148
%V	*1.8%*	*2.6%*	*2.2%*	*1.3%*	*2.1%*	*0.8%*	*2.0%*
%H		*58.9%*	*14.6%*	*45.7%*	*27.2%*	*19.2%*	*98.0%*
Don't know	502	159	50	343	70	273	428
%V	*6.1%*	*4.6%*	*5.0%*	*6.2%*	*3.6%*	*7.7%*	*5.8%*
%H		*31.7%*	*10.0%*	*68.3%*	*13.9%*	*54.4%*	*85.3%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.16: 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	8271	3440	996	5515	1956	3559	7318
%H		*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	*88.5%*
PVR	5207	3043	925	3034	1756	1278	4875
%V	*63.0%*	*88.5%*	*92.9%*	*55.0%*	*89.8%*	*35.9%*	*66.6%*
%H		*58.4%*	*17.8%*	*58.3%*	*33.7%*	*24.5%*	*93.6%*
DVDR	80	33	13	64	28	36	74
%V	*1.0%*	*1.0%*	*1.3%*	*1.2%*	*1.4%*	*1.0%*	*1.0%*
%H		*41.3%*	*16.3%*	*80.0%*	*35.0%*	*45.0%*	*92.5%*
VCR	34	9	4	29	9	20	22
%V	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.5%*	*0.6%*	*0.3%*
%H		*26.5%*	*11.8%*	*85.3%*	*26.5%*	*58.8%*	*64.7%*
Any recorder	5253	3052	928	3074	1763	1310	4908
%V	*63.5%*	*88.7%*	*93.2%*	*55.7%*	*90.1%*	*36.8%*	*67.1%*
%H		*58.1%*	*17.7%*	*58.5%*	*33.6%*	*24.9%*	*93.4%*

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 26.17: 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	8271	3440	996	5515	1956	3559	7318
%H		*41.6%*	*12.0%*	*66.7%*	*23.6%*	*43.0%*	*88.5%*
Receives HDTV (via STB or built-in reception)	6047	2860	881	4046	1693	2354	5601
%V	*73.1%*	*83.1%*	*88.5%*	*73.4%*	*86.6%*	*66.1%*	*76.5%*
%H		*47.3%*	*14.6%*	*66.9%*	*28.0%*	*38.9%*	*92.6%*
DVD/Blu-ray player or recorder	5026	2144	602	3440	1291	2149	4580
%V	*60.8%*	*62.3%*	*60.4%*	*62.4%*	*66.0%*	*60.4%*	*62.6%*
%H		*42.7%*	*12.0%*	*68.4%*	*25.7%*	*42.8%*	*91.1%*

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	8095	4251	1084	5866	3139	2727	7616
%H		*52.5%*	*13.4%*	*72.5%*	*38.8%*	*33.7%*	*94.1%*
Under 20"	1130	515	113	950	446	504	999
%V	*14.0%*	*12.1%*	*10.4%*	*16.2%*	*14.2%*	*18.5%*	*13.1%*
%H		*45.6%*	*10.0%*	*84.1%*	*39.5%*	*44.6%*	*88.4%*
20" - 29"	2303	1141	288	1783	913	871	2128
%V	*28.4%*	*26.8%*	*26.6%*	*30.4%*	*29.1%*	*31.9%*	*27.9%*
%H		*49.5%*	*12.5%*	*77.4%*	*39.6%*	*37.8%*	*92.4%*
30" - 39"	2532	1366	353	1745	958	787	2439
%V	*31.3%*	*32.1%*	*32.6%*	*29.7%*	*30.5%*	*28.9%*	*32.0%*
%H		*53.9%*	*13.9%*	*68.9%*	*37.8%*	*31.1%*	*96.3%*
40" - 49"	1284	759	200	811	496	315	1250
%V	*15.9%*	*17.9%*	*18.5%*	*13.8%*	*15.8%*	*11.6%*	*16.4%*
%H		*59.1%*	*15.6%*	*63.2%*	*38.6%*	*24.5%*	*97.4%*
50" - 59"	294	194	57	177	128	49	287
%V	*3.6%*	*4.6%*	*5.3%*	*3.0%*	*4.1%*	*1.8%*	*3.8%*
%H		*66.0%*	*19.4%*	*60.2%*	*43.5%*	*16.7%*	*97.6%*
60"+	23	15	5	15	10	5	22
%V	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*65.2%*	*21.7%*	*65.2%*	*43.5%*	*21.7%*	*95.7%*
Don't know	529	262	68	385	188	197	491
%V	*6.5%*	*6.2%*	*6.3%*	*6.6%*	*6.0%*	*7.2%*	*6.4%*
%H		*49.5%*	*12.9%*	*72.8%*	*35.5%*	*37.2%*	*92.8%*

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 26.19: 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	8095	4251	1084	5866	3139	2727	7616
%H		*52.5%*	*13.4%*	*72.5%*	*38.8%*	*33.7%*	*94.1%*
PVR	2278	1716	401	1042	850	191	2218
%V	*28.1%*	*40.4%*	*37.0%*	*17.8%*	*27.1%*	*7.0%*	*29.1%*
%H		*75.3%*	*17.6%*	*45.7%*	*37.3%*	*8.4%*	*97.4%*
DVDR	21	11	6	16	12	4	20
%V	*0.3%*	*0.3%*	*0.6%*	*0.3%*	*0.4%*	*0.1%*	*0.3%*
%H		*52.4%*	*28.6%*	*76.2%*	*57.1%*	*19.0%*	*95.2%*
VCR	12	6	2	10	7	4	10
%V	*0.1%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.1%*	*0.1%*
%H		*50.0%*	*16.7%*	*83.3%*	*58.3%*	*33.3%*	*83.3%*
Any recorder	2303	1727	405	1064	863	201	2241
%V	*28.4%*	*40.6%*	*37.4%*	*18.1%*	*27.5%*	*7.4%*	*29.4%*
%H		*75.0%*	*17.6%*	*46.2%*	*37.5%*	*8.7%*	*97.3%*

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 26.20: 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	8095	4251	1084	5866	3139	2727	7616
%H		*52.5%*	*13.4%*	*72.5%*	*38.8%*	*33.7%*	*94.1%*
Receives HDTV (via STB or built-in reception)	3687	2198	508	2555	1533	1023	3562
%V	*45.5%*	*51.7%*	*46.9%*	*43.6%*	*48.8%*	*37.5%*	*46.8%*
%H		*59.6%*	*13.8%*	*69.3%*	*41.6%*	*27.7%*	*96.6%*
DVD/Blu-ray player or recorder	3039	1642	458	2124	1213	912	2921
%V	*37.5%*	*38.6%*	*42.3%*	*36.2%*	*38.6%*	*33.4%*	*38.4%*
%H		*54.0%*	*15.1%*	*69.9%*	*39.9%*	*30.0%*	*96.1%*

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	19669	19073	8706	2515	12079	4929	7150	18342
%H		*97.0%*	*44.3%*	*12.8%*	*61.4%*	*25.1%*	*36.4%*	*93.3%*
Total Children	3682	3615	1804	487	2046	914	1132	3639
%V	*18.7%*	*19.0%*	*20.7%*	*19.4%*	*16.9%*	*18.5%*	*15.8%*	*19.8%*
%H		*98.2%*	*49.0%*	*13.2%*	*55.6%*	*24.8%*	*30.7%*	*98.8%*
0 - 3	866	846	394	116	464	191	273	854
%V	*4.4%*	*4.4%*	*4.5%*	*4.6%*	*3.8%*	*3.9%*	*3.8%*	*4.7%*
%H		*97.7%*	*45.5%*	*13.4%*	*53.6%*	*22.1%*	*31.5%*	*98.6%*
4 - 15	2816	2769	1411	371	1582	722	860	2785
%V	*14.3%*	*14.5%*	*16.2%*	*14.8%*	*13.1%*	*14.6%*	*12.0%*	*15.2%*
%H		*98.3%*	*50.1%*	*13.2%*	*56.2%*	*25.6%*	*30.5%*	*98.9%*
4 - 9	1456	1423	726	183	780	351	429	1438
%V	*7.4%*	*7.5%*	*8.3%*	*7.3%*	*6.5%*	*7.1%*	*6.0%*	*7.8%*
%H		*97.7%*	*49.9%*	*12.6%*	*53.6%*	*24.1%*	*29.5%*	*98.8%*
10 - 15	1360	1346	685	188	802	371	431	1347
%V	*6.9%*	*7.1%*	*7.9%*	*7.5%*	*6.6%*	*7.5%*	*6.0%*	*7.3%*
%H		*99.0%*	*50.4%*	*13.8%*	*59.0%*	*27.3%*	*31.7%*	*99.0%*

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	19669	19073	8706	2515	12079	4929	7150	18342
%H		*97.0%*	*44.3%*	*12.8%*	*61.4%*	*25.1%*	*36.4%*	*93.3%*
Total Adults (16+)	15987	15458	6902	2028	10033	4015	6017	14703
%V	*81.3%*	*81.0%*	*79.3%*	*80.6%*	*83.1%*	*81.5%*	*84.2%*	*80.2%*
%H		*96.7%*	*43.2%*	*12.7%*	*62.8%*	*25.1%*	*37.6%*	*92.0%*
16 - 19	787	758	386	128	440	228	212	782
%V	*4.0%*	*4.0%*	*4.4%*	*5.1%*	*3.6%*	*4.6%*	*3.0%*	*4.3%*
%H		*96.3%*	*49.0%*	*16.3%*	*55.9%*	*29.0%*	*26.9%*	*99.4%*
20 - 24	1127	1019	470	166	578	281	297	1103
%V	*5.7%*	*5.3%*	*5.4%*	*6.6%*	*4.8%*	*5.7%*	*4.2%*	*6.0%*
%H		*90.4%*	*41.7%*	*14.7%*	*51.3%*	*24.9%*	*26.4%*	*97.9%*
25 - 34	2423	2278	954	328	1247	480	767	2381
%V	*12.3%*	*11.9%*	*11.0%*	*13.0%*	*10.3%*	*9.7%*	*10.7%*	*13.0%*
%H		*94.0%*	*39.4%*	*13.5%*	*51.5%*	*19.8%*	*31.7%*	*98.3%*
35 - 44	2350	2248	1090	287	1265	505	760	2299
%V	*11.9%*	*11.8%*	*12.5%*	*11.4%*	*10.5%*	*10.2%*	*10.6%*	*12.5%*
%H		*95.7%*	*46.4%*	*12.2%*	*53.8%*	*21.5%*	*32.3%*	*97.8%*
45 - 54	2733	2685	1341	426	1677	800	878	2654
%V	*13.9%*	*14.1%*	*15.4%*	*16.9%*	*13.9%*	*16.2%*	*12.3%*	*14.5%*
%H		*98.2%*	*49.1%*	*15.6%*	*61.4%*	*29.3%*	*32.1%*	*97.1%*
55 - 64	2508	2459	1133	338	1710	734	976	2392
%V	*12.8%*	*12.9%*	*13.0%*	*13.4%*	*14.2%*	*14.9%*	*13.7%*	*13.0%*
%H		*98.0%*	*45.2%*	*13.5%*	*68.2%*	*29.3%*	*38.9%*	*95.4%*
65+	4060	4011	1528	354	3115	988	2128	3092
%V	*20.6%*	*21.0%*	*17.6%*	*14.1%*	*25.8%*	*20.0%*	*29.8%*	*16.9%*
%H		*98.8%*	*37.6%*	*8.7%*	*76.7%*	*24.3%*	*52.4%*	*76.2%*

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+)	15987	15458	6902	2028	10033	4015	6017	14703
%H		*96.7%*	*43.2%*	*12.7%*	*62.8%*	*25.1%*	*37.6%*	*92.0%*
AB	4419	4298	1972	555	2779	1132	1647	4296
%V	*27.6%*	*27.8%*	*28.6%*	*27.4%*	*27.7%*	*28.2%*	*27.4%*	*29.2%*
%H		*97.3%*	*44.6%*	*12.6%*	*62.9%*	*25.6%*	*37.3%*	*97.2%*
C1	4920	4714	2089	629	3078	1254	1825	4623
%V	*30.8%*	*30.5%*	*30.3%*	*31.0%*	*30.7%*	*31.2%*	*30.3%*	*31.4%*
%H		*95.8%*	*42.5%*	*12.8%*	*62.6%*	*25.5%*	*37.1%*	*94.0%*
C2	3616	3549	1633	548	2271	991	1279	3335
%V	*22.6%*	*23.0%*	*23.7%*	*27.0%*	*22.6%*	*24.7%*	*21.3%*	*22.7%*
%H		*98.1%*	*45.2%*	*15.2%*	*62.8%*	*27.4%*	*35.4%*	*92.2%*
D	2060	1975	867	226	1246	464	783	1793
%V	*12.9%*	*12.8%*	*12.6%*	*11.1%*	*12.4%*	*11.6%*	*13.0%*	*12.2%*
%H		*95.9%*	*42.1%*	*11.0%*	*60.5%*	*22.5%*	*38.0%*	*87.0%*
E	972	923	340	70	658	174	484	658
%V	*6.1%*	*6.0%*	*4.9%*	*3.5%*	*6.6%*	*4.3%*	*8.0%*	*4.5%*
%H		*95.0%*	*35.0%*	*7.2%*	*67.7%*	*17.9%*	*49.8%*	*67.7%*

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+)	15987	15458	6902	2028	10033	4015	6017	14703
%H		*96.7%*	*43.2%*	*12.7%*	*62.8%*	*25.1%*	*37.6%*	*92.0%*
Working full time	7526	7274	3455	1114	4334	1943	2391	7365
%V	*47.1%*	*47.1%*	*50.1%*	*54.9%*	*43.2%*	*48.4%*	*39.7%*	*50.1%*
%H		*96.7%*	*45.9%*	*14.8%*	*57.6%*	*25.8%*	*31.8%*	*97.9%*
Working part time	1792	1752	830	238	1119	488	631	1744
%V	*11.2%*	*11.3%*	*12.0%*	*11.7%*	*11.2%*	*12.2%*	*10.5%*	*11.9%*
%H		*97.8%*	*46.3%*	*13.3%*	*62.4%*	*27.2%*	*35.2%*	*97.3%*
Not working	6670	6432	2617	676	4580	1584	2996	5595
%V	*41.7%*	*41.6%*	*37.9%*	*33.3%*	*45.6%*	*39.5%*	*49.8%*	*38.1%*
%H		*96.4%*	*39.2%*	*10.1%*	*68.7%*	*23.7%*	*44.9%*	*83.9%*
Houseperson	8580	8274	3440	996	5516	1956	3560	7573
%V	*53.7%*	*53.5%*	*49.8%*	*49.1%*	*55.0%*	*48.7%*	*59.2%*	*51.5%*
%H		*96.4%*	*40.1%*	*11.6%*	*64.3%*	*22.8%*	*41.5%*	*88.3%*

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+)	7826	7519	3408	1009	4824	2000	2825	7262
%H		*96.1%*	*43.5%*	*12.9%*	*61.6%*	*25.6%*	*36.1%*	*92.8%*
16 - 19	403	389	200	69	223	121	102	400
%V	*5.1%*	*5.2%*	*5.9%*	*6.8%*	*4.6%*	*6.1%*	*3.6%*	*5.5%*
%H		*96.5%*	*49.6%*	*17.1%*	*55.3%*	*30.0%*	*25.3%*	*99.3%*
20 - 24	596	530	264	87	299	161	138	582
%V	*7.6%*	*7.0%*	*7.7%*	*8.6%*	*6.2%*	*8.1%*	*4.9%*	*8.0%*
%H		*88.9%*	*44.3%*	*14.6%*	*50.2%*	*27.0%*	*23.2%*	*97.7%*
25 - 34	1226	1142	462	163	626	236	390	1203
%V	*15.7%*	*15.2%*	*13.6%*	*16.2%*	*13.0%*	*11.8%*	*13.8%*	*16.6%*
%H		*93.1%*	*37.7%*	*13.3%*	*51.1%*	*19.2%*	*31.8%*	*98.1%*
35 - 44	1156	1099	519	144	606	233	373	1126
%V	*14.8%*	*14.6%*	*15.2%*	*14.3%*	*12.6%*	*11.7%*	*13.2%*	*15.5%*
%H		*95.1%*	*44.9%*	*12.5%*	*52.4%*	*20.2%*	*32.3%*	*97.4%*
45 - 54	1335	1303	654	205	812	386	426	1287
%V	*17.1%*	*17.3%*	*19.2%*	*20.3%*	*16.8%*	*19.3%*	*15.1%*	*17.7%*
%H		*97.6%*	*49.0%*	*15.4%*	*60.8%*	*28.9%*	*31.9%*	*96.4%*
55 - 64	1228	1204	545	170	842	363	479	1165
%V	*15.7%*	*16.0%*	*16.0%*	*16.8%*	*17.5%*	*18.2%*	*17.0%*	*16.0%*
%H		*98.0%*	*44.4%*	*13.8%*	*68.6%*	*29.6%*	*39.0%*	*94.9%*
65+	1881	1853	764	172	1417	500	916	1499
%V	*24.0%*	*24.6%*	*22.4%*	*17.0%*	*29.4%*	*25.0%*	*32.4%*	*20.6%*
%H		*98.5%*	*40.6%*	*9.1%*	*75.3%*	*26.6%*	*48.7%*	*79.7%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 26.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	7826	7519	3408	1009	4824	2000	2825	7262
%H		*96.1%*	*43.5%*	*12.9%*	*61.6%*	*25.6%*	*36.1%*	*92.8%*
AB	2225	2158	995	281	1398	579	819	2170
%V	*28.4%*	*28.7%*	*29.2%*	*27.8%*	*29.0%*	*29.0%*	*29.0%*	*29.9%*
%H		*97.0%*	*44.7%*	*12.6%*	*62.8%*	*26.0%*	*36.8%*	*97.5%*
C1	2285	2167	994	303	1387	602	785	2173
%V	*29.2%*	*28.8%*	*29.2%*	*30.0%*	*28.8%*	*30.1%*	*27.8%*	*29.9%*
%H		*94.8%*	*43.5%*	*13.3%*	*60.7%*	*26.3%*	*34.4%*	*95.1%*
C2	1944	1898	865	297	1210	535	675	1779
%V	*24.8%*	*25.2%*	*25.4%*	*29.4%*	*25.1%*	*26.8%*	*23.9%*	*24.5%*
%H		*97.6%*	*44.5%*	*15.3%*	*62.2%*	*27.5%*	*34.7%*	*91.5%*
D	973	930	419	106	569	218	351	868
%V	*12.4%*	*12.4%*	*12.3%*	*10.5%*	*11.8%*	*10.9%*	*12.4%*	*12.0%*
%H		*95.6%*	*43.1%*	*10.9%*	*58.5%*	*22.4%*	*36.1%*	*89.2%*
E	398	366	135	22	260	65	195	271
%V	*5.1%*	*4.9%*	*4.0%*	*2.2%*	*5.4%*	*3.3%*	*6.9%*	*3.7%*
%H		*92.0%*	*33.9%*	*5.5%*	*65.3%*	*16.3%*	*49.0%*	*68.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - South Macro Region

Individual level data

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+)	7826	7519	3408	1009	4824	2000	2825	7262
%H		*96.1%*	*43.5%*	*12.9%*	*61.6%*	*25.6%*	*36.1%*	*92.8%*
Working full time	4606	4441	2124	679	2648	1204	1444	4495
%V	*58.9%*	*59.1%*	*62.3%*	*67.3%*	*54.9%*	*60.2%*	*51.1%*	*61.9%*
%H		*96.4%*	*46.1%*	*14.7%*	*57.5%*	*26.1%*	*31.4%*	*97.6%*
Working part time	369	357	160	50	235	104	131	352
%V	*4.7%*	*4.7%*	*4.7%*	*5.0%*	*4.9%*	*5.2%*	*4.6%*	*4.8%*
%H		*96.7%*	*43.4%*	*13.6%*	*63.7%*	*28.2%*	*35.5%*	*95.4%*
Not working	2851	2721	1123	280	1942	692	1250	2415
%V	*36.4%*	*36.2%*	*33.0%*	*27.8%*	*40.3%*	*34.6%*	*44.2%*	*33.3%*
%H		*95.4%*	*39.4%*	*9.8%*	*68.1%*	*24.3%*	*43.8%*	*84.7%*
Houseperson	1758	1623	559	187	1120	324	796	1428
%V	*22.5%*	*21.6%*	*16.4%*	*18.5%*	*23.2%*	*16.2%*	*28.2%*	*19.7%*
%H		*92.3%*	*31.8%*	*10.6%*	*63.7%*	*18.4%*	*45.3%*	*81.2%*

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+)	8162	7940	3494	1019	5209	2016	3193	7441
%H		*97.3%*	*42.8%*	*12.5%*	*63.8%*	*24.7%*	*39.1%*	*91.2%*
16 - 19	384	369	186	59	217	107	110	382
%V	*4.7%*	*4.6%*	*5.3%*	*5.8%*	*4.2%*	*5.3%*	*3.4%*	*5.1%*
%H		*96.1%*	*48.4%*	*15.4%*	*56.5%*	*27.9%*	*28.6%*	*99.5%*
20 - 24	531	489	206	80	279	120	159	521
%V	*6.5%*	*6.2%*	*5.9%*	*7.9%*	*5.4%*	*6.0%*	*5.0%*	*7.0%*
%H		*92.1%*	*38.8%*	*15.1%*	*52.5%*	*22.6%*	*29.9%*	*98.1%*
25 - 34	1197	1137	492	165	622	244	377	1178
%V	*14.7%*	*14.3%*	*14.1%*	*16.2%*	*11.9%*	*12.1%*	*11.8%*	*15.8%*
%H		*95.0%*	*41.1%*	*13.8%*	*52.0%*	*20.4%*	*31.5%*	*98.4%*
35 - 44	1193	1149	571	143	660	273	387	1173
%V	*14.6%*	*14.5%*	*16.3%*	*14.0%*	*12.7%*	*13.5%*	*12.1%*	*15.8%*
%H		*96.3%*	*47.9%*	*12.0%*	*55.3%*	*22.9%*	*32.4%*	*98.3%*
45 - 54	1397	1383	687	221	865	413	452	1367
%V	*17.1%*	*17.4%*	*19.7%*	*21.7%*	*16.6%*	*20.5%*	*14.2%*	*18.4%*
%H		*99.0%*	*49.2%*	*15.8%*	*61.9%*	*29.6%*	*32.4%*	*97.9%*
55 - 64	1280	1255	588	168	868	371	497	1226
%V	*15.7%*	*15.8%*	*16.8%*	*16.5%*	*16.7%*	*18.4%*	*15.6%*	*16.5%*
%H		*98.0%*	*45.9%*	*13.1%*	*67.8%*	*29.0%*	*38.8%*	*95.8%*
65+	2179	2158	764	183	1698	487	1211	1593
%V	*26.7%*	*27.2%*	*21.9%*	*18.0%*	*32.6%*	*24.2%*	*37.9%*	*21.4%*
%H		*99.0%*	*35.1%*	*8.4%*	*77.9%*	*22.3%*	*55.6%*	*73.1%*

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+)	8162	7940	3494	1019	5209	2016	3193	7441
%H		*97.3%*	*42.8%*	*12.5%*	*63.8%*	*24.7%*	*39.1%*	*91.2%*
AB	2194	2140	977	273	1381	553	828	2126
%V	*26.9%*	*27.0%*	*28.0%*	*26.8%*	*26.5%*	*27.4%*	*25.9%*	*28.6%*
%H		*97.5%*	*44.5%*	*12.4%*	*62.9%*	*25.2%*	*37.7%*	*96.9%*
C1	2635	2548	1096	326	1692	652	1040	2449
%V	*32.3%*	*32.1%*	*31.4%*	*32.0%*	*32.5%*	*32.3%*	*32.6%*	*32.9%*
%H		*96.7%*	*41.6%*	*12.4%*	*64.2%*	*24.7%*	*39.5%*	*92.9%*
C2	1672	1651	768	251	1061	456	604	1555
%V	*20.5%*	*20.8%*	*22.0%*	*24.6%*	*20.4%*	*22.6%*	*18.9%*	*20.9%*
%H		*98.7%*	*45.9%*	*15.0%*	*63.5%*	*27.3%*	*36.1%*	*93.0%*
D	1087	1045	448	120	677	245	432	924
%V	*13.3%*	*13.2%*	*12.8%*	*11.8%*	*13.0%*	*12.2%*	*13.5%*	*12.4%*
%H		*96.1%*	*41.2%*	*11.0%*	*62.3%*	*22.5%*	*39.7%*	*85.0%*
E	574	557	205	48	398	109	289	387
%V	*7.0%*	*7.0%*	*5.9%*	*4.7%*	*7.6%*	*5.4%*	*9.1%*	*5.2%*
%H		*97.0%*	*35.7%*	*8.4%*	*69.3%*	*19.0%*	*50.3%*	*67.4%*

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+)	8162	7940	3494	1019	5209	2016	3193	7441
%H		*97.3%*	*42.8%*	*12.5%*	*63.8%*	*24.7%*	*39.1%*	*91.2%*
Working full time	2920	2834	1331	435	1686	739	947	2870
%V	*35.8%*	*35.7%*	*38.1%*	*42.7%*	*32.4%*	*36.7%*	*29.7%*	*38.6%*
%H		*97.1%*	*45.6%*	*14.9%*	*57.7%*	*25.3%*	*32.4%*	*98.3%*
Working part time	1423	1395	670	188	884	384	500	1392
%V	*17.4%*	*17.6%*	*19.2%*	*18.4%*	*17.0%*	*19.0%*	*15.7%*	*18.7%*
%H		*98.0%*	*47.1%*	*13.2%*	*62.1%*	*27.0%*	*35.1%*	*97.8%*
Not working	3819	3711	1493	396	2639	893	1746	3180
%V	*46.8%*	*46.7%*	*42.7%*	*38.9%*	*50.7%*	*44.3%*	*54.7%*	*42.7%*
%H		*97.2%*	*39.1%*	*10.4%*	*69.1%*	*23.4%*	*45.7%*	*83.3%*
Houseperson	6821	6651	2880	809	4396	1632	2764	6145
%V	*83.6%*	*83.8%*	*82.4%*	*79.4%*	*84.4%*	*81.0%*	*86.6%*	*82.6%*
%H		*97.5%*	*42.2%*	*11.9%*	*64.4%*	*23.9%*	*40.5%*	*90.1%*

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - North Macro Region

Contents Page

Household
- Table 27.1: Social Grade 732
- Table 27.2: Houseperson Age 733
- Table 27.3: Size of Household 734
- Table 27.4: Presence of Children 735
- Table 27.5: Number of TV sets in household 736
- Table 27.6: Screen size 737
- Table 27.7: Location of ANY set in household 738
- Table 27.8: Platform Provider 739
- Table 27.9: Recorders and other equipment 740
- Table 27.10: Computers and Internet 741

Sets
- Table 27.11: Screen Size 742
- Table 27.12: Location of set 743
- Table 27.13: Recorders 744
- Table 27.14: Other TV equipment 744
- Table 27.15: Main Set Screen Size 745
- Table 27.16: Main Set Recorders 746
- Table 27.17: Main Set - Other TV equipment 746
- Table 27.18: Other Sets (non-Main Set) Screen Size 747
- Table 27.19: Other Set (non-Main Set) Recorders 748
- Table 27.20: Other Set (non-Main Set) - Other TV equipment 748

Individuals
- Table 27.21: Age of Children 749
- Table 27.22: Adults - Age 750
- Table 27.23: Social Grade (Adults 16+) 751
- Table 27.24: Working Status (Adults 16+) 752
- Table 27.25: Males - Age 753
- Table 27.26: Social Grade (Males 16+) 754
- Table 27.27: Working Status (Males 16+) 755
- Table 27.28: Females - Age 756
- Table 27.29: Social Grade (Females 16+) 757
- Table 27.30: Working Status (Females 16+) 758

Table 27.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
AB	1483	1445	611	209	1038	448	590	1429
%V	*20.7%*	*20.9%*	*24.1%*	*20.6%*	*20.9%*	*24.9%*	*18.6%*	*23.7%*
%H (All HH)		*97.4%*	*41.2%*	*14.1%*	*70.0%*	*30.2%*	*39.8%*	*96.4%*
%H (TV HH)			*42.3%*	*14.5%*	*71.8%*	*31.0%*	*40.8%*	
C1	1960	1881	706	281	1346	514	832	1775
%V	*27.4%*	*27.2%*	*27.9%*	*27.7%*	*27.1%*	*28.5%*	*26.3%*	*29.4%*
%H (All HH)		*96.0%*	*36.0%*	*14.3%*	*68.7%*	*26.2%*	*42.4%*	*90.6%*
%H (TV HH)			*37.5%*	*14.9%*	*71.6%*	*27.3%*	*44.2%*	
C2	1497	1458	576	248	1046	437	609	1288
%V	*20.9%*	*21.1%*	*22.8%*	*24.5%*	*21.0%*	*24.3%*	*19.2%*	*21.3%*
%H (All HH)		*97.4%*	*38.5%*	*16.6%*	*69.9%*	*29.2%*	*40.7%*	*86.0%*
%H (TV HH)			*39.5%*	*17.0%*	*71.7%*	*30.0%*	*41.8%*	
D	1183	1137	394	158	786	256	530	941
%V	*16.5%*	*16.5%*	*15.6%*	*15.6%*	*15.8%*	*14.2%*	*16.7%*	*15.6%*
%H (All HH)		*96.1%*	*33.3%*	*13.4%*	*66.4%*	*21.6%*	*44.8%*	*79.5%*
%H (TV HH)			*34.7%*	*13.9%*	*69.1%*	*22.5%*	*46.6%*	
E	1041	989	245	117	754	147	607	602
%V	*14.5%*	*14.3%*	*9.7%*	*11.5%*	*15.2%*	*8.2%*	*19.2%*	*10.0%*
%H (All HH)		*95.0%*	*23.5%*	*11.2%*	*72.4%*	*14.1%*	*58.3%*	*57.8%*
%H (TV HH)			*24.8%*	*11.8%*	*76.2%*	*14.9%*	*61.4%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Household level data

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	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Under 25	323	273	58	28	178	35	143	309
%V	*4.5%*	*4.0%*	*2.3%*	*2.8%*	*3.6%*	*1.9%*	*4.5%*	*5.1%*
%H (All HH)		*84.5%*	*18.0%*	*8.7%*	*55.1%*	*10.8%*	*44.3%*	*95.7%*
%H (TV HH)			*21.2%*	*10.3%*	*65.2%*	*12.8%*	*52.4%*	
25 - 34	1071	1001	402	130	577	206	370	1030
%V	*14.9%*	*14.5%*	*15.9%*	*12.8%*	*11.6%*	*11.4%*	*11.7%*	*17.1%*
%H (All HH)		*93.5%*	*37.5%*	*12.1%*	*53.9%*	*19.2%*	*34.5%*	*96.2%*
%H (TV HH)			*40.2%*	*13.0%*	*57.6%*	*20.6%*	*37.0%*	
35 - 44	1093	1038	459	189	654	302	352	1049
%V	*15.3%*	*15.0%*	*18.1%*	*18.6%*	*13.2%*	*16.8%*	*11.1%*	*17.4%*
%H (All HH)		*95.0%*	*42.0%*	*17.3%*	*59.8%*	*27.6%*	*32.2%*	*96.0%*
%H (TV HH)			*44.2%*	*18.2%*	*63.0%*	*29.1%*	*33.9%*	
45 - 54	1343	1304	556	225	932	424	507	1267
%V	*18.7%*	*18.9%*	*22.0%*	*22.2%*	*18.8%*	*23.5%*	*16.0%*	*21.0%*
%H (All HH)		*97.1%*	*41.4%*	*16.8%*	*69.4%*	*31.6%*	*37.8%*	*94.3%*
%H (TV HH)			*42.6%*	*17.3%*	*71.5%*	*32.5%*	*38.9%*	
55 - 64	1265	1242	481	201	934	371	563	1118
%V	*17.7%*	*18.0%*	*19.0%*	*19.8%*	*18.8%*	*20.6%*	*17.8%*	*18.5%*
%H (All HH)		*98.2%*	*38.0%*	*15.9%*	*73.8%*	*29.3%*	*44.5%*	*88.4%*
%H (TV HH)			*38.7%*	*16.2%*	*75.2%*	*29.9%*	*45.3%*	
65 +	2068	2051	576	242	1695	463	1233	1262
%V	*28.9%*	*29.7%*	*22.8%*	*23.9%*	*34.1%*	*25.7%*	*38.9%*	*20.9%*
%H (All HH)		*99.2%*	*27.9%*	*11.7%*	*82.0%*	*22.4%*	*59.6%*	*61.0%*
%H (TV HH)			*28.1%*	*11.8%*	*82.6%*	*22.6%*	*60.1%*	

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
Jan - Dec 2018

C4/Five - North Macro Region

Household level data

Table 27.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
1	2278	2154	551	228	1691	367	1324	1452
%V	*31.8%*	*31.2%*	*21.8%*	*22.5%*	*34.0%*	*20.4%*	*41.8%*	*24.1%*
%H (All HH)		*94.6%*	*24.2%*	*10.0%*	*74.2%*	*16.1%*	*58.1%*	*63.7%*
%H (TV HH)			*25.6%*	*10.6%*	*78.5%*	*17.0%*	*61.5%*	
2	2590	2527	957	387	1838	732	1106	2338
%V	*36.2%*	*36.6%*	*37.8%*	*38.2%*	*37.0%*	*40.6%*	*34.9%*	*38.7%*
%H (All HH)		*97.6%*	*36.9%*	*14.9%*	*71.0%*	*28.3%*	*42.7%*	*90.3%*
%H (TV HH)			*37.9%*	*15.3%*	*72.7%*	*29.0%*	*43.8%*	
3	1039	1014	437	179	676	311	365	1005
%V	*14.5%*	*14.7%*	*17.3%*	*17.7%*	*13.6%*	*17.3%*	*11.5%*	*16.7%*
%H (All HH)		*97.6%*	*42.1%*	*17.2%*	*65.1%*	*29.9%*	*35.1%*	*96.7%*
%H (TV HH)			*43.1%*	*17.7%*	*66.7%*	*30.7%*	*36.0%*	
4	855	834	397	147	543	275	268	845
%V	*11.9%*	*12.1%*	*15.7%*	*14.5%*	*10.9%*	*15.3%*	*8.5%*	*14.0%*
%H (All HH)		*97.5%*	*46.4%*	*17.2%*	*63.5%*	*32.2%*	*31.3%*	*98.8%*
%H (TV HH)			*47.6%*	*17.6%*	*65.1%*	*33.0%*	*32.1%*	
5+	402	381	189	74	220	116	104	395
%V	*5.6%*	*5.5%*	*7.5%*	*7.3%*	*4.4%*	*6.4%*	*3.3%*	*6.5%*
%H (All HH)		*94.8%*	*47.0%*	*18.4%*	*54.7%*	*28.9%*	*25.9%*	*98.3%*
%H (TV HH)			*49.6%*	*19.4%*	*57.7%*	*30.4%*	*27.3%*	
Average HH size	2.26	2.26	2.52	2.49	2.17	2.49	1.98	2.43

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	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Without	5407	5189	1750	723	3881	1301	2580	4322
%V	*75.5%*	*75.1%*	*69.1%*	*71.3%*	*78.1%*	*72.2%*	*81.4%*	*71.6%*
%H (All HH)		*96.0%*	*32.4%*	*13.4%*	*71.8%*	*24.1%*	*47.7%*	*79.9%*
%H (TV HH)			*33.7%*	*13.9%*	*74.8%*	*25.1%*	*49.7%*	
With	1757	1720	782	291	1089	501	588	1713
%V	*24.5%*	*24.9%*	*30.9%*	*28.7%*	*21.9%*	*27.8%*	*18.6%*	*28.4%*
%H (All HH)		*97.9%*	*44.5%*	*16.6%*	*62.0%*	*28.5%*	*33.5%*	*97.5%*
%H (TV HH)			*45.5%*	*16.9%*	*63.3%*	*29.1%*	*34.2%*	
0 - 3	640	621	265	92	378	150	228	619
%V	*8.9%*	*9.0%*	*10.5%*	*9.1%*	*7.6%*	*8.3%*	*7.2%*	*10.3%*
%H (All HH)		*97.0%*	*41.4%*	*14.4%*	*59.1%*	*23.4%*	*35.6%*	*96.7%*
%H (TV HH)			*42.7%*	*14.8%*	*60.9%*	*24.2%*	*36.7%*	
4 - 9	935	915	440	136	558	257	301	914
%V	*13.1%*	*13.2%*	*17.4%*	*13.4%*	*11.2%*	*14.3%*	*9.5%*	*15.1%*
%H (All HH)		*97.9%*	*47.1%*	*14.5%*	*59.7%*	*27.5%*	*32.2%*	*97.8%*
%H (TV HH)			*48.1%*	*14.9%*	*61.0%*	*28.1%*	*32.9%*	
10 - 15	836	823	386	161	531	271	260	814
%V	*11.7%*	*11.9%*	*15.3%*	*15.9%*	*10.7%*	*15.0%*	*8.2%*	*13.5%*
%H (All HH)		*98.4%*	*46.2%*	*19.3%*	*63.5%*	*32.4%*	*31.1%*	*97.4%*
%H (TV HH)			*46.9%*	*19.6%*	*64.5%*	*32.9%*	*31.6%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Household level data

Table 27.5: Number of TV sets in household Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
1	2794	2794	768	310	1835	284	1550	2122
%V	*39.0%*	*40.4%*	*30.3%*	*30.6%*	*36.9%*	*15.8%*	*48.9%*	*35.2%*
%H (All HH)		*100.0%*	*27.5%*	*11.1%*	*65.7%*	*10.2%*	*55.5%*	*75.9%*
%H (TV HH)			*27.5%*	*11.1%*	*65.7%*	*10.2%*	*55.5%*	
2	2328	2328	908	361	1724	697	1027	2011
%V	*32.5%*	*33.7%*	*35.9%*	*35.6%*	*34.7%*	*38.7%*	*32.4%*	*33.3%*
%H (All HH)		*100.0%*	*39.0%*	*15.5%*	*74.1%*	*29.9%*	*44.1%*	*86.4%*
%H (TV HH)			*39.0%*	*15.5%*	*74.1%*	*29.9%*	*44.1%*	
3	1088	1088	485	205	855	458	397	1018
%V	*15.2%*	*15.7%*	*19.2%*	*20.2%*	*17.2%*	*25.4%*	*12.5%*	*16.9%*
%H (All HH)		*100.0%*	*44.6%*	*18.8%*	*78.6%*	*42.1%*	*36.5%*	*93.6%*
%H (TV HH)			*44.6%*	*18.8%*	*78.6%*	*42.1%*	*36.5%*	
4	481	481	242	100	379	239	140	465
%V	*6.7%*	*7.0%*	*9.6%*	*9.9%*	*7.6%*	*13.3%*	*4.4%*	*7.7%*
%H (All HH)		*100.0%*	*50.3%*	*20.8%*	*78.8%*	*49.7%*	*29.1%*	*96.7%*
%H (TV HH)			*50.3%*	*20.8%*	*78.8%*	*49.7%*	*29.1%*	
5+	219	219	128	38	178	125	53	216
%V	*3.1%*	*3.2%*	*5.1%*	*3.7%*	*3.6%*	*6.9%*	*1.7%*	*3.6%*
%H (All HH)		*100.0%*	*58.4%*	*17.4%*	*81.3%*	*57.1%*	*24.2%*	*98.6%*
%H (TV HH)			*58.4%*	*17.4%*	*81.3%*	*57.1%*	*24.2%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.6: Screen size

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Under 20"	656	656	227	92	558	231	327	564
%V	*9.2%*	*9.5%*	*9.0%*	*9.1%*	*11.2%*	*12.8%*	*10.3%*	*9.3%*
%H (All HH)		*100.0%*	*34.6%*	*14.0%*	*85.1%*	*35.2%*	*49.8%*	*86.0%*
%H (TV HH)			*34.6%*	*14.0%*	*85.1%*	*35.2%*	*49.8%*	
20" - 29"	1739	1739	630	260	1429	607	823	1475
%V	*24.3%*	*25.2%*	*24.9%*	*25.6%*	*28.8%*	*33.7%*	*26.0%*	*24.4%*
%H (All HH)		*100.0%*	*36.2%*	*15.0%*	*82.2%*	*34.9%*	*47.3%*	*84.8%*
%H (TV HH)			*36.2%*	*15.0%*	*82.2%*	*34.9%*	*47.3%*	
30" - 39"	3227	3227	1180	518	2425	951	1474	2754
%V	*45.0%*	*46.7%*	*46.6%*	*51.1%*	*48.8%*	*52.8%*	*46.5%*	*45.6%*
%H (All HH)		*100.0%*	*36.6%*	*16.1%*	*75.1%*	*29.5%*	*45.7%*	*85.3%*
%H (TV HH)			*36.6%*	*16.1%*	*75.1%*	*29.5%*	*45.7%*	
40" - 49"	3521	3521	1502	599	2450	1110	1341	3174
%V	*49.1%*	*51.0%*	*59.3%*	*59.1%*	*49.3%*	*61.6%*	*42.3%*	*52.6%*
%H (All HH)		*100.0%*	*42.7%*	*17.0%*	*69.6%*	*31.5%*	*38.1%*	*90.1%*
%H (TV HH)			*42.7%*	*17.0%*	*69.6%*	*31.5%*	*38.1%*	
50" - 59"	1314	1314	660	220	872	469	403	1246
%V	*18.3%*	*19.0%*	*26.1%*	*21.7%*	*17.5%*	*26.0%*	*12.7%*	*20.6%*
%H (All HH)		*100.0%*	*50.2%*	*16.7%*	*66.4%*	*35.7%*	*30.7%*	*94.8%*
%H (TV HH)			*50.2%*	*16.7%*	*66.4%*	*35.7%*	*30.7%*	
60"+	153	153	94	19	96	59	37	146
%V	*2.1%*	*2.2%*	*3.7%*	*1.9%*	*1.9%*	*3.3%*	*1.2%*	*2.4%*
%H (All HH)		*100.0%*	*61.4%*	*12.4%*	*62.7%*	*38.6%*	*24.2%*	*95.4%*
%H (TV HH)			*61.4%*	*12.4%*	*62.7%*	*38.6%*	*24.2%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Main living room	6850	6850	2517	1011	4929	1794	3135	5781
%V	*95.6%*	*99.1%*	*99.4%*	*99.7%*	*99.2%*	*99.6%*	*99.0%*	*95.8%*
%H (All HH)		*100.0%*	*36.7%*	*14.8%*	*72.0%*	*26.2%*	*45.8%*	*84.4%*
%H (TV HH)			*36.7%*	*14.8%*	*72.0%*	*26.2%*	*45.8%*	
Kitchen	673	673	304	91	572	292	281	604
%V	*9.4%*	*9.7%*	*12.0%*	*9.0%*	*11.5%*	*16.2%*	*8.9%*	*10.0%*
%H (All HH)		*100.0%*	*45.2%*	*13.5%*	*85.0%*	*43.4%*	*41.8%*	*89.7%*
%H (TV HH)			*45.2%*	*13.5%*	*85.0%*	*43.4%*	*41.8%*	
Adult's bedroom	3072	3072	1321	547	2359	1179	1180	2774
%V	*42.9%*	*44.5%*	*52.2%*	*53.9%*	*47.5%*	*65.4%*	*37.2%*	*46.0%*
%H (All HH)		*100.0%*	*43.0%*	*17.8%*	*76.8%*	*38.4%*	*38.4%*	*90.3%*
%H (TV HH)			*43.0%*	*17.8%*	*76.8%*	*38.4%*	*38.4%*	
Child's bedroom	623	623	310	122	436	254	182	611
%V	*8.7%*	*9.0%*	*12.2%*	*12.0%*	*8.8%*	*14.1%*	*5.7%*	*10.1%*
%H (All HH)		*100.0%*	*49.8%*	*19.6%*	*70.0%*	*40.8%*	*29.2%*	*98.1%*
%H (TV HH)			*49.8%*	*19.6%*	*70.0%*	*40.8%*	*29.2%*	
Other bedroom	514	514	237	105	392	220	172	487
%V	*7.2%*	*7.4%*	*9.4%*	*10.4%*	*7.9%*	*12.2%*	*5.4%*	*8.1%*
%H (All HH)		*100.0%*	*46.1%*	*20.4%*	*76.3%*	*42.8%*	*33.5%*	*94.7%*
%H (TV HH)			*46.1%*	*20.4%*	*76.3%*	*42.8%*	*33.5%*	
Second living/dining room	800	800	366	142	633	343	290	733
%V	*11.2%*	*11.6%*	*14.5%*	*14.0%*	*12.7%*	*19.0%*	*9.2%*	*12.1%*
%H (All HH)		*100.0%*	*45.8%*	*17.8%*	*79.1%*	*42.9%*	*36.3%*	*91.6%*
%H (TV HH)			*45.8%*	*17.8%*	*79.1%*	*42.9%*	*36.3%*	
Study/office	93	93	48	13	76	43	33	91
%V	*1.3%*	*1.3%*	*1.9%*	*1.3%*	*1.5%*	*2.4%*	*1.0%*	*1.5%*
%H (All HH)		*100.0%*	*51.6%*	*14.0%*	*81.7%*	*46.2%*	*35.5%*	*97.8%*
%H (TV HH)			*51.6%*	*14.0%*	*81.7%*	*46.2%*	*35.5%*	
TV room	36	36	18	4	27	15	12	35
%V	*0.5%*	*0.5%*	*0.7%*	*0.4%*	*0.5%*	*0.8%*	*0.4%*	*0.6%*
%H (All HH)		*100.0%*	*50.0%*	*11.1%*	*75.0%*	*41.7%*	*33.3%*	*97.2%*
%H (TV HH)			*50.0%*	*11.1%*	*75.0%*	*41.7%*	*33.3%*	
Conservatory	188	188	93	34	149	87	62	173
%V	*2.6%*	*2.7%*	*3.7%*	*3.4%*	*3.0%*	*4.8%*	*2.0%*	*2.9%*
%H (All HH)		*100.0%*	*49.5%*	*18.1%*	*79.3%*	*46.3%*	*33.0%*	*92.0%*
%H (TV HH)			*49.5%*	*18.1%*	*79.3%*	*46.3%*	*33.0%*	
Attic or loft room	23	23	10	3	19	9	10	23
%V	*0.3%*	*0.3%*	*0.4%*	*0.3%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H (All HH)		*100.0%*	*43.5%*	*13.0%*	*82.6%*	*39.1%*	*43.5%*	*100.0%*
%H (TV HH)			*43.5%*	*13.0%*	*82.6%*	*39.1%*	*43.5%*	
No specific location	5	5	3	1	5	4	1	5
%V	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H (All HH)		*100.0%*	*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
%H (TV HH)			*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	
Other	58	58	33	3	47	25	21	56
%V	*0.8%*	*0.8%*	*1.3%*	*0.3%*	*0.9%*	*1.4%*	*0.7%*	*0.9%*
%H (All HH)		*100.0%*	*56.9%*	*5.2%*	*81.0%*	*43.1%*	*36.2%*	*96.6%*
%H (TV HH)			*56.9%*	*5.2%*	*81.0%*	*43.1%*	*36.2%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 27.8: 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	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Any DSAT provider	2531	2531	2531	35	1311	1311	0	2350
%V	*35.3%*	*36.6%*	*100.0%*	*3.5%*	*26.4%*	*72.8%*	*0.0%*	*38.9%*
%H (All HH)			*100.0%*	*1.4%*	*51.8%*	*51.8%*	*0.0%*	*92.8%*
%H (TV HH)			*100.0%*	*1.4%*	*51.8%*	*51.8%*	*0.0%*	
Sky with subcription	2115	2115	2115	13	1095	1095	0	1986
%V	*29.5%*	*30.6%*	*83.6%*	*1.3%*	*22.0%*	*60.8%*	*0.0%*	*32.9%*
%H (All HH)			*100.0%*	*0.6%*	*51.8%*	*51.8%*	*0.0%*	*93.9%*
%H (TV HH)			*100.0%*	*0.6%*	*51.8%*	*51.8%*	*0.0%*	
Sky without subscription	136	136	136	7	69	69	0	114
%V	*1.9%*	*2.0%*	*5.4%*	*0.7%*	*1.4%*	*3.8%*	*0.0%*	*1.9%*
%H (All HH)			*100.0%*	*5.1%*	*50.7%*	*50.7%*	*0.0%*	*83.8%*
%H (TV HH)			*100.0%*	*5.1%*	*50.7%*	*50.7%*	*0.0%*	
Freesat	250	250	250	11	145	145	0	228
%V	*3.5%*	*3.6%*	*9.9%*	*1.1%*	*2.9%*	*8.0%*	*0.0%*	*3.8%*
%H (All HH)			*100.0%*	*4.4%*	*58.0%*	*58.0%*	*0.0%*	*91.2%*
%H (TV HH)			*100.0%*	*4.4%*	*58.0%*	*58.0%*	*0.0%*	
Other satellite provider	147	147	147	7	69	69	0	133
%V	*2.1%*	*2.1%*	*5.8%*	*0.7%*	*1.4%*	*3.8%*	*0.0%*	*2.2%*
%H (All HH)			*100.0%*	*4.8%*	*46.9%*	*46.9%*	*0.0%*	*90.5%*
%H (TV HH)			*100.0%*	*4.8%*	*46.9%*	*46.9%*	*0.0%*	
DCAB	1014	1014	35	1014	509	509	0	959
%V	*14.2%*	*14.7%*	*1.4%*	*100.0%*	*10.2%*	*28.2%*	*0.0%*	*15.9%*
%H (All HH)			*3.5%*	*100.0%*	*50.2%*	*50.2%*	*0.0%*	*94.6%*
%H (TV HH)			*3.5%*	*100.0%*	*50.2%*	*50.2%*	*0.0%*	
DTT	4970	4970	1311	509	4970	1802	3168	4024
%V	*69.4%*	*71.9%*	*51.8%*	*50.2%*	*100.0%*	*100.0%*	*100.0%*	*66.7%*
%H (All HH)		*100.0%*	*26.4%*	*10.2%*	*100.0%*	*36.3%*	*63.7%*	*81.0%*
%H (TV HH)			*26.4%*	*10.2%*	*100.0%*	*36.3%*	*63.7%*	

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
Jan - Dec 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	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
PVR	4142	4142	2276	972	2587	1663	924	3819
%V	*57.8%*	*59.9%*	*89.9%*	*95.9%*	*52.1%*	*92.3%*	*29.2%*	*63.3%*
%H (All HH)		*100.0%*	*54.9%*	*23.5%*	*62.5%*	*40.1%*	*22.3%*	*92.2%*
%H (TV HH)			*54.9%*	*23.5%*	*62.5%*	*40.1%*	*22.3%*	
DVDR	75	75	29	10	63	28	35	69
%V	*1.0%*	*1.1%*	*1.1%*	*1.0%*	*1.3%*	*1.6%*	*1.1%*	*1.1%*
%H (All HH)		*100.0%*	*38.7%*	*13.3%*	*84.0%*	*37.3%*	*46.7%*	*92.0%*
%H (TV HH)			*38.7%*	*13.3%*	*84.0%*	*37.3%*	*46.7%*	
VCR	74	74	22	10	58	17	42	49
%V	*1.0%*	*1.1%*	*0.9%*	*1.0%*	*1.2%*	*0.9%*	*1.3%*	*0.8%*
%H (All HH)		*100.0%*	*29.7%*	*13.5%*	*78.4%*	*23.0%*	*56.8%*	*66.2%*
%H (TV HH)			*29.7%*	*13.5%*	*78.4%*	*23.0%*	*56.8%*	
Any recorder	4202	4202	2280	974	2643	1667	977	3859
%V	*58.7%*	*60.8%*	*90.1%*	*96.1%*	*53.2%*	*92.5%*	*30.8%*	*63.9%*
%H (All HH)		*100.0%*	*54.3%*	*23.2%*	*62.9%*	*39.7%*	*23.3%*	*91.8%*
%H (TV HH)			*54.3%*	*23.2%*	*62.9%*	*39.7%*	*23.3%*	
Receives HDTV (via STB or built-in reception)	4728	4728	2110	865	3363	1577	1785	4304
%V	*66.0%*	*68.4%*	*83.4%*	*85.3%*	*67.7%*	*87.5%*	*56.3%*	*71.3%*
%H (All HH)		*100.0%*	*44.6%*	*18.3%*	*71.1%*	*33.4%*	*37.8%*	*91.0%*
%H (TV HH)			*44.6%*	*18.3%*	*71.1%*	*33.4%*	*37.8%*	
DVD/Blu-ray player or recorder	4174	4174	1621	635	3100	1275	1825	3690
%V	*58.3%*	*60.4%*	*64.0%*	*62.6%*	*62.4%*	*70.8%*	*57.6%*	*61.1%*
%H (All HH)		*100.0%*	*38.8%*	*15.2%*	*74.3%*	*30.5%*	*43.7%*	*88.4%*
%H (TV HH)			*38.8%*	*15.2%*	*74.3%*	*30.5%*	*43.7%*	

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
Jan - Dec 2018

C4/Five - North Macro Region

Household level data

Table 27.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	7164	6910	2531	1014	4970	1802	3168	6035
%H (All HH)		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*
%H (TV HH)			*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.8%*	
Has broadband internet	6035	5832	2350	959	4024	1691	2333	6035
%V	*84.2%*	*84.4%*	*92.8%*	*94.6%*	*81.0%*	*93.8%*	*73.6%*	*100.0%*
%H (All HH)		*96.6%*	*38.9%*	*15.9%*	*66.7%*	*28.0%*	*38.7%*	*100.0%*
%H (TV HH)			*40.3%*	*16.4%*	*69.0%*	*29.0%*	*40.0%*	
Number of computers (PCs and laptops)								
0	1599	1509	338	115	1225	201	1024	538
%V	*22.3%*	*21.8%*	*13.4%*	*11.3%*	*24.6%*	*11.2%*	*32.3%*	*8.9%*
%H (All HH)		*94.4%*	*21.1%*	*7.2%*	*76.6%*	*12.6%*	*64.0%*	*33.6%*
%H (TV HH)			*22.4%*	*7.6%*	*81.2%*	*13.3%*	*67.9%*	
1	2004	1922	674	285	1332	438	894	1949
%V	*28.0%*	*27.8%*	*26.6%*	*28.1%*	*26.8%*	*24.3%*	*28.2%*	*32.3%*
%H (All HH)		*95.9%*	*33.6%*	*14.2%*	*66.5%*	*21.9%*	*44.6%*	*97.3%*
%H (TV HH)			*35.1%*	*14.8%*	*69.3%*	*22.8%*	*46.5%*	
2	1603	1561	635	248	1086	449	637	1594
%V	*22.4%*	*22.6%*	*25.1%*	*24.5%*	*21.9%*	*24.9%*	*20.1%*	*26.4%*
%H (All HH)		*97.4%*	*39.6%*	*15.5%*	*67.7%*	*28.0%*	*39.7%*	*99.4%*
%H (TV HH)			*40.7%*	*15.9%*	*69.6%*	*28.8%*	*40.8%*	
3	921	906	404	160	628	319	308	917
%V	*12.9%*	*13.1%*	*16.0%*	*15.8%*	*12.6%*	*17.7%*	*9.7%*	*15.2%*
%H (All HH)		*98.4%*	*43.9%*	*17.4%*	*68.2%*	*34.6%*	*33.4%*	*99.6%*
%H (TV HH)			*44.6%*	*17.7%*	*69.3%*	*35.2%*	*34.0%*	
4	497	487	239	100	329	189	140	497
%V	*6.9%*	*7.0%*	*9.4%*	*9.9%*	*6.6%*	*10.5%*	*4.4%*	*8.2%*
%H (All HH)		*98.0%*	*48.1%*	*20.1%*	*66.2%*	*38.0%*	*28.2%*	*100.0%*
%H (TV HH)			*49.1%*	*20.5%*	*67.6%*	*38.8%*	*28.7%*	
5+	540	525	241	106	370	206	164	539
%V	*7.5%*	*7.6%*	*9.5%*	*10.5%*	*7.4%*	*11.4%*	*5.2%*	*8.9%*
%H (All HH)		*97.2%*	*44.6%*	*19.6%*	*68.5%*	*38.1%*	*30.4%*	*99.8%*
%H (TV HH)			*45.9%*	*20.2%*	*70.5%*	*39.2%*	*31.2%*	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Set level data

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	13815	5703	2246	10323	4681	5642	12221
%H		*41.3%*	*16.3%*	*74.7%*	*33.9%*	*40.8%*	*88.5%*
Under 20"	791	273	116	672	280	392	691
%V	*5.7%*	*4.8%*	*5.2%*	*6.5%*	*6.0%*	*6.9%*	*5.7%*
%H		*34.5%*	*14.7%*	*85.0%*	*35.4%*	*49.6%*	*87.4%*
20" - 29"	2236	856	347	1852	843	1009	1914
%V	*16.2%*	*15.0%*	*15.4%*	*17.9%*	*18.0%*	*17.9%*	*15.7%*
%H		*38.3%*	*15.5%*	*82.8%*	*37.7%*	*45.1%*	*85.6%*
30" - 39"	4118	1575	684	3103	1302	1801	3584
%V	*29.8%*	*27.6%*	*30.5%*	*30.1%*	*27.8%*	*31.9%*	*29.3%*
%H		*38.2%*	*16.6%*	*75.4%*	*31.6%*	*43.7%*	*87.0%*
40" - 49"	4284	1909	760	2981	1449	1532	3916
%V	*31.0%*	*33.5%*	*33.8%*	*28.9%*	*31.0%*	*27.2%*	*32.0%*
%H		*44.6%*	*17.7%*	*69.6%*	*33.8%*	*35.8%*	*91.4%*
50" - 59"	1468	751	246	967	528	440	1400
%V	*10.6%*	*13.2%*	*11.0%*	*9.4%*	*11.3%*	*7.8%*	*11.5%*
%H		*51.2%*	*16.8%*	*65.9%*	*36.0%*	*30.0%*	*95.4%*
60"+	166	105	20	104	66	38	160
%V	*1.2%*	*1.8%*	*0.9%*	*1.0%*	*1.4%*	*0.7%*	*1.3%*
%H		*63.3%*	*12.0%*	*62.7%*	*39.8%*	*22.9%*	*96.4%*
Don't know	752	236	74	644	215	430	556
%V	*5.4%*	*4.1%*	*3.3%*	*6.2%*	*4.6%*	*7.6%*	*4.5%*
%H		*31.4%*	*9.8%*	*85.6%*	*28.6%*	*57.2%*	*73.9%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Set level data

Table 27.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	13815	5703	2246	10323	4681	5642	12221
%H		*41.3%*	*16.3%*	*74.7%*	*33.9%*	*40.8%*	*88.5%*
Main living room	6894	2533	1016	4964	1807	3156	5818
%V	*49.9%*	*44.4%*	*45.2%*	*48.1%*	*38.6%*	*55.9%*	*47.6%*
%H		*36.7%*	*14.7%*	*72.0%*	*26.2%*	*45.8%*	*84.4%*
Kitchen	675	304	92	573	292	281	606
%V	*4.9%*	*5.3%*	*4.1%*	*5.6%*	*6.2%*	*5.0%*	*5.0%*
%H		*45.0%*	*13.6%*	*84.9%*	*43.3%*	*41.6%*	*89.8%*
Adult's bedroom	3593	1565	659	2779	1434	1345	3277
%V	*26.0%*	*27.4%*	*29.3%*	*26.9%*	*30.6%*	*23.8%*	*26.8%*
%H		*43.6%*	*18.3%*	*77.3%*	*39.9%*	*37.4%*	*91.2%*
Child's bedroom	808	420	152	562	335	227	794
%V	*5.8%*	*7.4%*	*6.8%*	*5.4%*	*7.2%*	*4.0%*	*6.5%*
%H		*52.0%*	*18.8%*	*69.6%*	*41.5%*	*28.1%*	*98.3%*
Other bedroom	617	298	123	468	273	195	588
%V	*4.5%*	*5.2%*	*5.5%*	*4.5%*	*5.8%*	*3.5%*	*4.8%*
%H		*48.3%*	*19.9%*	*75.9%*	*44.2%*	*31.6%*	*95.3%*
Second living/dining room	818	375	145	648	354	295	750
%V	*5.9%*	*6.6%*	*6.5%*	*6.3%*	*7.6%*	*5.2%*	*6.1%*
%H		*45.8%*	*17.7%*	*79.2%*	*43.3%*	*36.1%*	*91.7%*
Study/office	94	49	13	76	43	33	92
%V	*0.7%*	*0.9%*	*0.6%*	*0.7%*	*0.9%*	*0.6%*	*0.8%*
%H		*52.1%*	*13.8%*	*80.9%*	*45.7%*	*35.1%*	*97.9%*
TV room	36	18	4	27	15	12	35
%V	*0.3%*	*0.3%*	*0.2%*	*0.3%*	*0.3%*	*0.2%*	*0.3%*
%H		*50.0%*	*11.1%*	*75.0%*	*41.7%*	*33.3%*	*97.2%*
Conservatory	188	93	34	149	87	62	173
%V	*1.4%*	*1.6%*	*1.5%*	*1.4%*	*1.9%*	*1.1%*	*1.4%*
%H		*49.5%*	*18.1%*	*79.3%*	*46.3%*	*33.0%*	*92.0%*
Attic or loft room	23	10	3	19	9	10	23
%V	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.2%*	*0.2%*	*0.2%*
%H		*43.5%*	*13.0%*	*82.6%*	*39.1%*	*43.5%*	*100.0%*
No specific location	5	3	1	5	4	1	5
%V	*0.0%*	*0.1%*	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.0%*
%H		*60.0%*	*20.0%*	*100.0%*	*80.0%*	*20.0%*	*100.0%*
Other	63	34	3	52	27	25	61
%V	*0.5%*	*0.6%*	*0.1%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*54.0%*	*4.8%*	*82.5%*	*42.9%*	*39.7%*	*96.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	13815	5703	2246	10323	4681	5642	12221
%H		*41.3%*	*16.3%*	*74.7%*	*33.9%*	*40.8%*	*88.5%*
PVR	5883	3473	1417	3406	2364	1042	5511
%V	*42.6%*	*60.9%*	*63.1%*	*33.0%*	*50.5%*	*18.5%*	*45.1%*
%H		*59.0%*	*24.1%*	*57.9%*	*40.2%*	*17.7%*	*93.7%*
DVDR	80	30	10	67	29	38	72
%V	*0.6%*	*0.5%*	*0.4%*	*0.6%*	*0.6%*	*0.7%*	*0.6%*
%H		*37.5%*	*12.5%*	*83.8%*	*36.3%*	*47.5%*	*90.0%*
VCR	80	23	11	65	19	46	55
%V	*0.6%*	*0.4%*	*0.5%*	*0.6%*	*0.4%*	*0.8%*	*0.5%*
%H		*28.8%*	*13.8%*	*81.3%*	*23.8%*	*57.5%*	*68.8%*
Any recorder	5969	3488	1424	3484	2379	1104	5572
%V	*43.2%*	*61.2%*	*63.4%*	*33.7%*	*50.8%*	*19.6%*	*45.6%*
%H		*58.4%*	*23.9%*	*58.4%*	*39.9%*	*18.5%*	*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	13815	5703	2246	10323	4681	5642	12221
%H		*41.3%*	*16.3%*	*74.7%*	*33.9%*	*40.8%*	*88.5%*
Receives HDTV (via STB or built-in reception)	7508	3601	1431	5355	2823	2532	6973
%V	*54.3%*	*63.1%*	*63.7%*	*51.9%*	*60.3%*	*44.9%*	*57.1%*
%H		*48.0%*	*19.1%*	*71.3%*	*37.6%*	*33.7%*	*92.9%*
DVD/Blu-ray player or recorder	5828	2436	927	4372	2024	2348	5261
%V	*42.2%*	*42.7%*	*41.3%*	*42.4%*	*43.2%*	*41.6%*	*43.0%*
%H		*41.8%*	*15.9%*	*75.0%*	*34.7%*	*40.3%*	*90.3%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6909	2531	1014	4969	1802	3168	5831
%H		*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.9%*	*84.4%*
Under 20"	50	9	1	38	4	35	33
%V	*0.7%*	*0.4%*	*0.1%*	*0.8%*	*0.2%*	*1.1%*	*0.6%*
%H		*18.0%*	*2.0%*	*76.0%*	*8.0%*	*70.0%*	*66.0%*
20" - 29"	377	54	29	310	38	272	243
%V	*5.5%*	*2.1%*	*2.9%*	*6.2%*	*2.1%*	*8.6%*	*4.2%*
%H		*14.3%*	*7.7%*	*82.2%*	*10.1%*	*72.1%*	*64.5%*
30" - 39"	1796	498	231	1357	339	1018	1397
%V	*26.0%*	*19.7%*	*22.8%*	*27.3%*	*18.8%*	*32.1%*	*24.0%*
%H		*27.7%*	*12.9%*	*75.6%*	*18.9%*	*56.7%*	*77.8%*
40" - 49"	3004	1218	508	2090	888	1202	2672
%V	*43.5%*	*48.1%*	*50.1%*	*42.1%*	*49.3%*	*37.9%*	*45.8%*
%H		*40.5%*	*16.9%*	*69.6%*	*29.6%*	*40.0%*	*88.9%*
50" - 59"	1182	587	201	786	420	366	1117
%V	*17.1%*	*23.2%*	*19.8%*	*15.8%*	*23.3%*	*11.6%*	*19.2%*
%H		*49.7%*	*17.0%*	*66.5%*	*35.5%*	*31.0%*	*94.5%*
60"+	135	81	18	81	49	32	129
%V	*2.0%*	*3.2%*	*1.8%*	*1.6%*	*2.7%*	*1.0%*	*2.2%*
%H		*60.0%*	*13.3%*	*60.0%*	*36.3%*	*23.7%*	*95.6%*
Don't know	365	84	27	307	65	242	240
%V	*5.3%*	*3.3%*	*2.7%*	*6.2%*	*3.6%*	*7.6%*	*4.1%*
%H		*23.0%*	*7.4%*	*84.1%*	*17.8%*	*66.3%*	*65.8%*

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 27.16: 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	6909	2531	1014	4969	1802	3168	5831
%H		*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.9%*	*84.4%*
PVR	4045	2236	956	2506	1623	883	3732
%V	*58.5%*	*88.3%*	*94.3%*	*50.4%*	*90.1%*	*27.9%*	*64.0%*
%H		*55.3%*	*23.6%*	*62.0%*	*40.1%*	*21.8%*	*92.3%*
DVDR	60	22	8	51	22	29	54
%V	*0.9%*	*0.9%*	*0.8%*	*1.0%*	*1.2%*	*0.9%*	*0.9%*
%H		*36.7%*	*13.3%*	*85.0%*	*36.7%*	*48.3%*	*90.0%*
VCR	55	14	8	44	10	33	37
%V	*0.8%*	*0.6%*	*0.8%*	*0.9%*	*0.6%*	*1.0%*	*0.6%*
%H		*25.5%*	*14.5%*	*80.0%*	*18.2%*	*60.0%*	*67.3%*
Any recorder	4101	2241	957	2557	1627	930	3769
%V	*59.4%*	*88.5%*	*94.4%*	*51.5%*	*90.3%*	*29.4%*	*64.6%*
%H		*54.6%*	*23.3%*	*62.4%*	*39.7%*	*22.7%*	*91.9%*

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 27.17: 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	6909	2531	1014	4969	1802	3168	5831
%H		*36.6%*	*14.7%*	*71.9%*	*26.1%*	*45.9%*	*84.4%*
Receives HDTV (via STB or built-in reception)	4609	2055	852	3263	1530	1733	4198
%V	*66.7%*	*81.2%*	*84.0%*	*65.7%*	*84.9%*	*54.7%*	*72.0%*
%H		*44.6%*	*18.5%*	*70.8%*	*33.2%*	*37.6%*	*91.1%*
DVD/Blu-ray player or recorder	3569	1322	528	2652	1028	1624	3120
%V	*51.7%*	*52.2%*	*52.1%*	*53.4%*	*57.0%*	*51.3%*	*53.5%*
%H		*37.0%*	*14.8%*	*74.3%*	*28.8%*	*45.5%*	*87.4%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Set level data

Table 27.18: Other Sets (non-Main Set) Screen Size Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6906	3172	1232	5354	2880	2474	6390
%H		*45.9%*	*17.8%*	*77.5%*	*41.7%*	*35.8%*	*92.5%*
Under 20"	740	264	115	633	276	357	658
%V	*10.7%*	*8.3%*	*9.3%*	*11.8%*	*9.6%*	*14.4%*	*10.3%*
%H		*35.7%*	*15.5%*	*85.5%*	*37.3%*	*48.2%*	*88.9%*
20" - 29"	1859	801	317	1541	805	737	1671
%V	*26.9%*	*25.3%*	*25.7%*	*28.8%*	*28.0%*	*29.8%*	*26.2%*
%H		*43.1%*	*17.1%*	*82.9%*	*43.3%*	*39.6%*	*89.9%*
30" - 39"	2322	1076	453	1746	963	782	2187
%V	*33.6%*	*33.9%*	*36.8%*	*32.6%*	*33.4%*	*31.6%*	*34.2%*
%H		*46.3%*	*19.5%*	*75.2%*	*41.5%*	*33.7%*	*94.2%*
40" 49"	1280	691	252	892	561	331	1244
%V	*18.5%*	*21.8%*	*20.5%*	*16.7%*	*19.5%*	*13.4%*	*19.5%*
%H		*54.0%*	*19.7%*	*69.7%*	*43.8%*	*25.9%*	*97.2%*
50" - 59"	286	165	45	182	108	74	283
%V	*4.1%*	*5.2%*	*3.7%*	*3.4%*	*3.8%*	*3.0%*	*4.4%*
%H		*57.7%*	*15.7%*	*63.6%*	*37.8%*	*25.9%*	*99.0%*
60"+	32	24	2	23	17	6	31
%V	*0.5%*	*0.8%*	*0.2%*	*0.4%*	*0.6%*	*0.2%*	*0.5%*
%H		*75.0%*	*6.3%*	*71.9%*	*53.1%*	*18.8%*	*96.9%*
Don't know	387	152	47	337	150	187	316
%V	*5.6%*	*4.8%*	*3.8%*	*6.3%*	*5.2%*	*7.6%*	*4.9%*
%H		*39.3%*	*12.1%*	*87.1%*	*38.8%*	*48.3%*	*81.7%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Set level data

Table 27.19: Other Set (non-Main Set) Recorders Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Other Sets	6906	3172	1232	5354	2880	2474	6390
%H		*45.9%*	*17.8%*	*77.5%*	*41.7%*	*35.8%*	*92.5%*
PVR	1837	1237	461	901	741	160	1778
%V	*26.6%*	*39.0%*	*37.4%*	*16.8%*	*25.7%*	*6.5%*	*27.8%*
%H		*67.3%*	*25.1%*	*49.0%*	*40.3%*	*8.7%*	*96.8%*
DVDR	20	7	2	16	6	9	18
%V	*0.3%*	*0.2%*	*0.2%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*
%H		*35.0%*	*10.0%*	*80.0%*	*30.0%*	*45.0%*	*90.0%*
VCR	25	9	3	21	9	13	18
%V	*0.4%*	*0.3%*	*0.2%*	*0.4%*	*0.3%*	*0.5%*	*0.3%*
%H		*36.0%*	*12.0%*	*84.0%*	*36.0%*	*52.0%*	*72.0%*
Any recorder	1868	1247	467	927	752	175	1803
%V	*27.0%*	*39.3%*	*37.9%*	*17.3%*	*26.1%*	*7.1%*	*28.2%*
%H		*66.8%*	*25.0%*	*49.6%*	*40.3%*	*9.4%*	*96.5%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Set level data

Table 27.20: 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	6906	3172	1232	5354	2880	2474	6390
%H		*45.9%*	*17.8%*	*77.5%*	*41.7%*	*35.8%*	*92.5%*
Receives HDTV (via STB or built-in reception)	2900	1546	579	2092	1293	799	2775
%V	*42.0%*	*48.7%*	*47.0%*	*39.1%*	*44.9%*	*32.3%*	*43.4%*
%H		*53.3%*	*20.0%*	*72.1%*	*44.6%*	*27.6%*	*95.7%*
DVD/Blu-ray player or recorder	2259	1113	399	1720	996	723	2141
%V	*32.7%*	*35.1%*	*32.4%*	*32.1%*	*34.6%*	*29.2%*	*33.5%*
%H		*49.3%*	*17.7%*	*76.1%*	*44.1%*	*32.0%*	*94.8%*

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Individual level data

Table 27.21: Age of Children Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Inds	16166	15639	6374	2523	10767	4489	6278	14654
%H		*96.7%*	*39.4%*	*15.6%*	*66.6%*	*27.8%*	*38.8%*	*90.6%*
Total Children	3070	3001	1403	496	1855	860	995	2992
%V	*19.0%*	*19.2%*	*22.0%*	*19.7%*	*17.2%*	*19.2%*	*15.8%*	*20.4%*
%H		*97.8%*	*45.7%*	*16.2%*	*60.4%*	*28.0%*	*32.4%*	*97.5%*
0 - 3	745	721	307	110	437	173	264	720
%V	*4.6%*	*4.6%*	*4.8%*	*4.4%*	*4.1%*	*3.9%*	*4.2%*	*4.9%*
%H		*96.8%*	*41.2%*	*14.8%*	*58.7%*	*23.2%*	*35.4%*	*96.6%*
4 - 15	2325	2280	1096	385	1418	687	731	2271
%V	*14.4%*	*14.6%*	*17.2%*	*15.3%*	*13.2%*	*15.3%*	*11.6%*	*15.5%*
%H		*98.1%*	*47.1%*	*16.6%*	*61.0%*	*29.5%*	*31.4%*	*97.7%*
4 - 9	1227	1197	581	177	727	336	391	1203
%V	*7.6%*	*7.7%*	*9.1%*	*7.0%*	*6.8%*	*7.5%*	*6.2%*	*8.2%*
%H		*97.6%*	*47.4%*	*14.4%*	*59.3%*	*27.4%*	*31.9%*	*98.0%*
10 - 15	1097	1083	516	209	691	351	339	1068
%V	*6.8%*	*6.9%*	*8.1%*	*8.3%*	*6.4%*	*7.8%*	*5.4%*	*7.3%*
%H		*98.7%*	*47.0%*	*19.1%*	*63.0%*	*32.0%*	*30.9%*	*97.4%*

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	16166	15639	6374	2523	10767	4489	6278	14654
%H		*96.7%*	*39.4%*	*15.6%*	*66.6%*	*27.8%*	*38.8%*	*90.6%*
Total Adults (16+)	13095	12638	4971	2027	8912	3629	5283	11662
%V	*81.0%*	*80.8%*	*78.0%*	*80.3%*	*82.8%*	*80.8%*	*84.2%*	*79.6%*
%H		*96.5%*	*38.0%*	*15.5%*	*68.1%*	*27.7%*	*40.3%*	*89.1%*
16 - 19	611	590	250	127	410	206	204	605
%V	*3.8%*	*3.8%*	*3.9%*	*5.0%*	*3.8%*	*4.6%*	*3.2%*	*4.1%*
%H		*96.6%*	*40.9%*	*20.8%*	*67.1%*	*33.7%*	*33.4%*	*99.0%*
20 - 24	1077	947	293	167	627	237	390	1049
%V	*6.7%*	*6.1%*	*4.6%*	*6.6%*	*5.8%*	*5.3%*	*6.2%*	*7.2%*
%H		*87.9%*	*27.2%*	*15.5%*	*58.2%*	*22.0%*	*36.2%*	*97.4%*
25 - 34	2118	1997	838	276	1162	461	701	2051
%V	*13.1%*	*12.8%*	*13.1%*	*10.9%*	*10.8%*	*10.3%*	*11.2%*	*14.0%*
%H		*94.3%*	*39.6%*	*13.0%*	*54.9%*	*21.8%*	*33.1%*	*96.8%*
35 - 44	1923	1843	845	340	1153	559	594	1858
%V	*11.9%*	*11.8%*	*13.3%*	*13.5%*	*10.7%*	*12.5%*	*9.5%*	*12.7%*
%H		*95.8%*	*43.9%*	*17.7%*	*60.0%*	*29.1%*	*30.9%*	*96.6%*
45 - 54	2258	2206	983	389	1570	748	822	2149
%V	*14.0%*	*14.1%*	*15.4%*	*15.4%*	*14.6%*	*16.7%*	*13.1%*	*14.7%*
%H		*97.7%*	*43.5%*	*17.2%*	*69.5%*	*33.1%*	*36.4%*	*95.2%*
55 - 64	2065	2035	826	344	1512	645	868	1879
%V	*12.8%*	*13.0%*	*13.0%*	*13.6%*	*14.0%*	*14.4%*	*13.8%*	*12.8%*
%H		*98.5%*	*40.0%*	*16.7%*	*73.2%*	*31.2%*	*42.0%*	*91.0%*
65+	3043	3021	936	384	2476	774	1703	2071
%V	*18.8%*	*19.3%*	*14.7%*	*15.2%*	*23.0%*	*17.2%*	*27.1%*	*14.1%*
%H		*99.3%*	*30.8%*	*12.6%*	*81.4%*	*25.4%*	*56.0%*	*68.1%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Individual level data

Table 27.23: Social Grade (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	13095	12638	4971	2027	8912	3629	5283	11662
%H		*96.5%*	*38.0%*	*15.5%*	*68.1%*	*27.7%*	*40.3%*	*89.1%*
AB	2920	2852	1276	437	2026	942	1084	2849
%V	*22.3%*	*22.6%*	*25.7%*	*21.6%*	*22.7%*	*26.0%*	*20.5%*	*24.4%*
%H		*97.7%*	*43.7%*	*15.0%*	*69.4%*	*32.3%*	*37.1%*	*97.6%*
C1	3711	3531	1375	572	2497	1033	1464	3485
%V	*28.3%*	*27.9%*	*27.7%*	*28.2%*	*28.0%*	*28.5%*	*27.7%*	*29.9%*
%H		*95.1%*	*37.1%*	*15.4%*	*67.3%*	*27.8%*	*39.5%*	*93.9%*
C2	2907	2842	1187	517	1995	917	1079	2619
%V	*22.2%*	*22.5%*	*23.9%*	*25.5%*	*22.4%*	*25.3%*	*20.4%*	*22.5%*
%H		*97.8%*	*40.8%*	*17.8%*	*68.6%*	*31.5%*	*37.1%*	*90.1%*
D	2106	2031	765	313	1364	507	857	1794
%V	*16.1%*	*16.1%*	*15.4%*	*15.4%*	*15.3%*	*14.0%*	*16.2%*	*15.4%*
%H		*96.4%*	*36.3%*	*14.9%*	*64.8%*	*24.1%*	*40.7%*	*85.2%*
E	1451	1382	369	189	1029	230	799	915
%V	*11.1%*	*10.9%*	*7.4%*	*9.3%*	*11.5%*	*6.3%*	*15.1%*	*7.8%*
%H		*95.2%*	*25.4%*	*13.0%*	*70.9%*	*15.9%*	*55.1%*	*63.1%*

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+)	13095	12638	4971	2027	8912	3629	5283	11662
%H		*96.5%*	*38.0%*	*15.5%*	*68.1%*	*27.7%*	*40.3%*	*89.1%*
Working full time	6118	5933	2621	1044	3854	1805	2049	5938
%V	*46.7%*	*46.9%*	*52.7%*	*51.5%*	*43.2%*	*49.7%*	*38.8%*	*50.9%*
%H		*97.0%*	*42.8%*	*17.1%*	*63.0%*	*29.5%*	*33.5%*	*97.1%*
Working part time	1247	1208	524	188	891	412	479	1200
%V	*9.5%*	*9.6%*	*10.5%*	*9.3%*	*10.0%*	*11.4%*	*9.1%*	*10.3%*
%H		*96.9%*	*42.0%*	*15.1%*	*71.5%*	*33.0%*	*38.4%*	*96.2%*
Not working	5730	5496	1827	795	4166	1411	2755	4525
%V	*43.8%*	*43.5%*	*36.8%*	*39.2%*	*46.7%*	*38.9%*	*52.1%*	*38.8%*
%H		*95.9%*	*31.9%*	*13.9%*	*72.7%*	*24.6%*	*48.1%*	*79.0%*
Houseperson	7164	6910	2531	1014	4970	1802	3168	6035
%V	*54.7%*	*54.7%*	*50.9%*	*50.0%*	*55.8%*	*49.7%*	*60.0%*	*51.7%*
%H		*96.5%*	*35.3%*	*14.2%*	*69.4%*	*25.2%*	*44.2%*	*84.2%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - North Macro Region

Individual level data

Table 27.25: Males - Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	6404	6126	2466	990	4279	1806	2473	5743
%H		*95.7%*	*38.5%*	*15.5%*	*66.8%*	*28.2%*	*38.6%*	*89.7%*
16 - 19	317	306	127	72	220	117	103	313
%V	*5.0%*	*5.0%*	*5.2%*	*7.3%*	*5.1%*	*6.5%*	*4.2%*	*5.5%*
%H		*96.5%*	*40.1%*	*22.7%*	*69.4%*	*36.9%*	*32.5%*	*98.7%*
20 - 24	541	464	152	93	300	130	170	526
%V	*8.4%*	*7.6%*	*6.2%*	*9.4%*	*7.0%*	*7.2%*	*6.9%*	*9.2%*
%H		*85.8%*	*28.1%*	*17.2%*	*55.5%*	*24.0%*	*31.4%*	*97.2%*
25 - 34	1060	992	409	132	569	222	346	1022
%V	*16.6%*	*16.2%*	*16.6%*	*13.3%*	*13.3%*	*12.3%*	*14.0%*	*17.8%*
%H		*93.6%*	*38.6%*	*12.5%*	*53.7%*	*20.9%*	*32.6%*	*96.4%*
35 - 44	953	901	423	164	563	283	280	920
%V	*14.9%*	*14.7%*	*17.2%*	*16.6%*	*13.2%*	*15.7%*	*11.3%*	*16.0%*
%H		*94.5%*	*44.4%*	*17.2%*	*59.1%*	*29.7%*	*29.4%*	*96.5%*
45 - 54	1110	1079	477	183	763	350	413	1046
%V	*17.3%*	*17.6%*	*19.3%*	*18.5%*	*17.8%*	*19.4%*	*16.7%*	*18.2%*
%H		*97.2%*	*43.0%*	*16.5%*	*68.7%*	*31.5%*	*37.2%*	*94.2%*
55 - 64	1011	987	403	161	734	310	424	902
%V	*15.8%*	*16.1%*	*16.3%*	*16.3%*	*17.2%*	*17.2%*	*17.1%*	*15.7%*
%H		*97.6%*	*39.9%*	*15.9%*	*72.6%*	*30.7%*	*41.9%*	*89.2%*
65+	1413	1397	475	185	1130	393	737	1013
%V	*22.1%*	*22.8%*	*19.3%*	*18.7%*	*26.4%*	*21.8%*	*29.8%*	*17.6%*
%H		*98.9%*	*33.6%*	*13.1%*	*80.0%*	*27.8%*	*52.2%*	*71.7%*

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+)	6404	6126	2466	990	4279	1806	2473	5743
%H		*95.7%*	*38.5%*	*15.5%*	*66.8%*	*28.2%*	*38.6%*	*89.7%*
AB	1480	1435	649	217	1011	472	539	1450
%V	*23.1%*	*23.4%*	*26.3%*	*21.9%*	*23.6%*	*26.1%*	*21.8%*	*25.2%*
%H		*97.0%*	*43.9%*	*14.7%*	*68.3%*	*31.9%*	*36.4%*	*98.0%*
C1	1727	1629	660	275	1116	491	625	1641
%V	*27.0%*	*26.6%*	*26.8%*	*27.8%*	*26.1%*	*27.2%*	*25.3%*	*28.6%*
%H		*94.3%*	*38.2%*	*15.9%*	*64.6%*	*28.4%*	*36.2%*	*95.0%*
C2	1560	1513	620	276	1077	494	583	1389
%V	*24.4%*	*24.7%*	*25.1%*	*27.9%*	*25.2%*	*27.4%*	*23.6%*	*24.2%*
%H		*97.0%*	*39.7%*	*17.7%*	*69.0%*	*31.7%*	*37.4%*	*89.0%*
D	1008	960	376	141	634	245	388	868
%V	*15.7%*	*15.7%*	*15.2%*	*14.2%*	*14.8%*	*13.6%*	*15.7%*	*15.1%*
%H		*95.2%*	*37.3%*	*14.0%*	*62.9%*	*24.3%*	*38.5%*	*86.1%*
E	630	589	160	81	441	104	338	394
%V	*9.8%*	*9.6%*	*6.5%*	*8.2%*	*10.3%*	*5.8%*	*13.7%*	*6.9%*
%H		*93.5%*	*25.4%*	*12.9%*	*70.0%*	*16.5%*	*53.7%*	*62.5%*

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+)	6404	6126	2466	990	4279	1806	2473	5743
%H		*95.7%*	*38.5%*	*15.5%*	*66.8%*	*28.2%*	*38.6%*	*89.7%*
Working full time	3650	3521	1574	600	2280	1070	1209	3531
%V	*57.0%*	*57.5%*	*63.8%*	*60.6%*	*53.3%*	*59.2%*	*48.9%*	*61.5%*
%H		*96.5%*	*43.1%*	*16.4%*	*62.5%*	*29.3%*	*33.1%*	*96.7%*
Working part time	272	251	104	34	194	83	111	253
%V	*4.2%*	*4.1%*	*4.2%*	*3.4%*	*4.5%*	*4.6%*	*4.5%*	*4.4%*
%H		*92.3%*	*38.2%*	*12.5%*	*71.3%*	*30.5%*	*40.8%*	*93.0%*
Not working	2482	2353	788	355	1805	652	1153	1959
%V	*38.8%*	*38.4%*	*32.0%*	*35.9%*	*42.2%*	*36.1%*	*46.6%*	*34.1%*
%H		*94.8%*	*31.7%*	*14.3%*	*72.7%*	*26.3%*	*46.5%*	*78.9%*
Houseperson	1779	1646	534	208	1183	355	828	1349
%V	*27.8%*	*26.9%*	*21.7%*	*21.0%*	*27.6%*	*19.7%*	*33.5%*	*23.5%*
%H		*92.5%*	*30.0%*	*11.7%*	*66.5%*	*20.0%*	*46.5%*	*75.8%*

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+)	6691	6512	2505	1037	4633	1823	2810	5919
%H		*97.3%*	*37.4%*	*15.5%*	*69.2%*	*27.2%*	*42.0%*	*88.5%*
16 - 19	294	285	124	54	190	89	101	291
%V	*4.4%*	*4.4%*	*5.0%*	*5.2%*	*4.1%*	*4.9%*	*3.6%*	*4.9%*
%H		*96.9%*	*42.2%*	*18.4%*	*64.6%*	*30.3%*	*34.4%*	*99.0%*
20 - 24	536	483	141	75	327	107	220	523
%V	*8.0%*	*7.4%*	*5.6%*	*7.2%*	*7.1%*	*5.9%*	*7.8%*	*8.8%*
%H		*90.1%*	*26.3%*	*14.0%*	*61.0%*	*20.0%*	*41.0%*	*97.6%*
25 - 34	1058	1005	429	144	594	239	355	1029
%V	*15.8%*	*15.4%*	*17.1%*	*13.9%*	*12.8%*	*13.1%*	*12.6%*	*17.4%*
%H		*95.0%*	*40.5%*	*13.6%*	*56.1%*	*22.6%*	*33.6%*	*97.3%*
35 - 44	970	941	422	176	590	276	314	938
%V	*14.5%*	*14.5%*	*16.8%*	*17.0%*	*12.7%*	*15.1%*	*11.2%*	*15.8%*
%H		*97.0%*	*43.5%*	*18.1%*	*60.8%*	*28.5%*	*32.4%*	*96.7%*
45 - 54	1148	1127	506	207	807	397	410	1103
%V	*17.2%*	*17.3%*	*20.2%*	*20.0%*	*17.4%*	*21.8%*	*14.6%*	*18.6%*
%H		*98.2%*	*44.1%*	*18.0%*	*70.3%*	*34.6%*	*35.7%*	*96.1%*
55 - 64	1054	1048	424	183	779	335	443	977
%V	*15.8%*	*16.1%*	*16.9%*	*17.6%*	*16.8%*	*18.4%*	*15.8%*	*16.5%*
%H		*99.4%*	*40.2%*	*17.4%*	*73.9%*	*31.8%*	*42.0%*	*92.7%*
65+	1631	1623	461	199	1346	381	966	1058
%V	*24.4%*	*24.9%*	*18.4%*	*19.2%*	*29.1%*	*20.9%*	*34.4%*	*17.9%*
%H		*99.5%*	*28.3%*	*12.2%*	*82.5%*	*23.4%*	*59.2%*	*64.9%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	6691	6512	2505	1037	4633	1823	2810	5919
%H		*97.3%*	*37.4%*	*15.5%*	*69.2%*	*27.2%*	*42.0%*	*88.5%*
AB	1440	1417	626	219	1015	470	545	1399
%V	*21.5%*	*21.8%*	*25.0%*	*21.1%*	*21.9%*	*25.8%*	*19.4%*	*23.6%*
%H		*98.4%*	*43.5%*	*15.2%*	*70.5%*	*32.6%*	*37.8%*	*97.2%*
C1	1985	1902	715	297	1381	543	839	1844
%V	*29.7%*	*29.2%*	*28.5%*	*28.6%*	*29.8%*	*29.8%*	*29.9%*	*31.2%*
%H		*95.8%*	*36.0%*	*15.0%*	*69.6%*	*27.4%*	*42.3%*	*92.9%*
C2	1348	1329	567	241	918	422	496	1230
%V	*20.1%*	*20.4%*	*22.6%*	*23.2%*	*19.8%*	*23.1%*	*17.7%*	*20.8%*
%H		*98.6%*	*42.1%*	*17.9%*	*68.1%*	*31.3%*	*36.8%*	*91.2%*
D	1098	1071	389	172	731	262	469	926
%V	*16.4%*	*16.4%*	*15.5%*	*16.6%*	*15.8%*	*14.4%*	*16.7%*	*15.6%*
%H		*97.5%*	*35.4%*	*15.7%*	*66.6%*	*23.9%*	*42.7%*	*84.3%*
E	822	793	209	108	588	127	461	520
%V	*12.3%*	*12.2%*	*8.3%*	*10.4%*	*12.7%*	*7.0%*	*16.4%*	*8.8%*
%H		*96.5%*	*25.4%*	*13.1%*	*71.5%*	*15.5%*	*56.1%*	*63.3%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	6691	6512	2505	1037	4633	1823	2810	5919
%H		*97.3%*	*37.4%*	*15.5%*	*69.2%*	*27.2%*	*42.0%*	*88.5%*
Working full time	2468	2412	1047	443	1574	735	839	2407
%V	*36.9%*	*37.0%*	*41.8%*	*42.7%*	*34.0%*	*40.3%*	*29.9%*	*40.7%*
%H		*97.7%*	*42.4%*	*17.9%*	*63.8%*	*29.8%*	*34.0%*	*97.5%*
Working part time	975	957	420	154	698	329	368	947
%V	*14.6%*	*14.7%*	*16.8%*	*14.9%*	*15.1%*	*18.0%*	*13.1%*	*16.0%*
%H		*98.2%*	*43.1%*	*15.8%*	*71.6%*	*33.7%*	*37.7%*	*97.1%*
Not working	3248	3143	1039	440	2361	759	1602	2565
%V	*48.5%*	*48.3%*	*41.5%*	*42.4%*	*51.0%*	*41.6%*	*57.0%*	*43.3%*
%H		*96.8%*	*32.0%*	*13.5%*	*72.7%*	*23.4%*	*49.3%*	*79.0%*
Houseperson	5385	5264	1997	806	3787	1447	2340	4685
%V	*80.5%*	*80.8%*	*79.7%*	*77.7%*	*81.7%*	*79.4%*	*83.3%*	*79.2%*
%H		*97.8%*	*37.1%*	*15.0%*	*70.3%*	*26.9%*	*43.5%*	*87.0%*

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

C4/Five - Scotland Macro Region

Contents Page

Household
- Table 28.1: Social Grade 760
- Table 28.2: Houseperson Age 761
- Table 28.3: Size of Household 762
- Table 28.4: Presence of Children 763
- Table 28.5: Number of TV sets in household 764
- Table 28.6: Screen size 765
- Table 28.7: Location of ANY set in household 766
- Table 28.8: Platform Provider 767
- Table 28.9: Recorders and other equipment 768
- Table 28.10: Computers and Internet 769

Sets
- Table 28.11: Screen Size 770
- Table 28.12: Location of set 771
- Table 28.13: Recorders 772
- Table 28.14: Other TV equipment 772
- Table 28.15: Main Set Screen Size 773
- Table 28.16: Main Set Recorders 774
- Table 28.17: Main Set - Other TV equipment 774
- Table 28.18: Other Sets (non-Main Set) Screen Size 775
- Table 28.19: Other Set (non-Main Set) Recorders 776
- Table 28.20: Other Set (non-Main Set) - Other TV equipment 776

Individuals
- Table 28.21: Age of Children 777
- Table 28.22: Adults - Age 778
- Table 28.23: Social Grade (Adults 16+) 779
- Table 28.24: Working Status (Adults 16+) 780
- Table 28.25: Males - Age 781
- Table 28.26: Social Grade (Males 16+) 782
- Table 28.27: Working Status (Males 16+) 783
- Table 28.28: Females - Age 784
- Table 28.29: Social Grade (Females 16+) 785
- Table 28.30: Working Status (Females 16+) 786

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
AB	636	599	259	98	388	169	218	607
%V	*23.8%*	*23.6%*	*24.9%*	*24.5%*	*23.5%*	*25.4%*	*22.2%*	*26.6%*
%H (All HH)		*94.2%*	*40.7%*	*15.4%*	*61.0%*	*26.6%*	*34.3%*	*95.4%*
%H (TV HH)			*43.2%*	*16.4%*	*64.8%*	*28.2%*	*36.4%*	
C1	734	690	307	115	430	196	234	671
%V	*27.5%*	*27.2%*	*29.5%*	*28.8%*	*26.1%*	*29.4%*	*23.8%*	*29.4%*
%H (All HH)		*94.0%*	*41.8%*	*15.7%*	*58.6%*	*26.7%*	*31.9%*	*91.4%*
%H (TV HH)			*44.5%*	*16.7%*	*62.3%*	*28.4%*	*33.9%*	
C2	532	515	230	74	327	139	188	466
%V	*19.9%*	*20.3%*	*22.1%*	*18.5%*	*19.8%*	*20.9%*	*19.1%*	*20.4%*
%H (All HH)		*96.8%*	*43.2%*	*13.9%*	*61.5%*	*26.1%*	*35.3%*	*87.6%*
%H (TV HH)			*44.7%*	*14.4%*	*63.5%*	*27.0%*	*36.5%*	
D	465	443	159	72	302	111	190	357
%V	*17.4%*	*17.5%*	*15.3%*	*18.0%*	*18.3%*	*16.7%*	*19.3%*	*15.7%*
%H (All HH)		*95.3%*	*34.2%*	*15.5%*	*64.9%*	*23.9%*	*40.9%*	*76.8%*
%H (TV HH)			*35.9%*	*16.3%*	*68.2%*	*25.1%*	*42.9%*	
E	306	288	85	41	203	50	153	179
%V	*11.5%*	*11.4%*	*8.2%*	*10.3%*	*12.3%*	*7.5%*	*15.5%*	*7.9%*
%H (All HH)		*94.1%*	*27.8%*	*13.4%*	*66.3%*	*16.3%*	*50.0%*	*58.5%*
%H (TV HH)			*29.5%*	*14.2%*	*70.5%*	*17.4%*	*53.1%*	

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 28.2: 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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Under 25	112	90	23	10	43	7	36	108
%V	*4.2%*	*3.5%*	*2.2%*	*2.5%*	*2.6%*	*1.1%*	*3.7%*	*4.7%*
%H (All HH)		*80.4%*	*20.5%*	*8.9%*	*38.4%*	*6.3%*	*32.1%*	*96.4%*
%H (TV HH)			*25.6%*	*11.1%*	*47.8%*	*7.8%*	*40.0%*	
25 - 34	417	373	155	64	181	75	106	402
%V	*15.6%*	*14.7%*	*14.9%*	*16.0%*	*11.0%*	*11.3%*	*10.8%*	*17.6%*
%H (All HH)		*89.4%*	*37.2%*	*15.3%*	*43.4%*	*18.0%*	*25.4%*	*96.4%*
%H (TV HH)			*41.6%*	*17.2%*	*48.5%*	*20.1%*	*28.4%*	
35 - 44	413	386	184	56	233	108	125	395
%V	*15.5%*	*15.2%*	*17.7%*	*14.0%*	*14.1%*	*16.2%*	*12.7%*	*17.3%*
%H (All HH)		*93.5%*	*44.6%*	*13.6%*	*56.4%*	*26.2%*	*30.3%*	*95.6%*
%H (TV HH)			*47.7%*	*14.5%*	*60.4%*	*28.0%*	*32.4%*	
45 - 54	498	479	227	84	305	149	157	465
%V	*18.6%*	*18.9%*	*21.8%*	*21.0%*	*18.5%*	*22.4%*	*16.0%*	*20.4%*
%H (All HH)		*96.2%*	*45.6%*	*16.9%*	*61.2%*	*29.9%*	*31.5%*	*93.4%*
%H (TV HH)			*47.4%*	*17.5%*	*63.7%*	*31.1%*	*32.8%*	
55 - 64	495	483	207	82	328	142	186	443
%V	*18.5%*	*19.0%*	*19.9%*	*20.5%*	*19.9%*	*21.3%*	*18.9%*	*19.4%*
%H (All HH)		*97.6%*	*41.8%*	*16.6%*	*66.3%*	*28.7%*	*37.6%*	*89.5%*
%H (TV HH)			*42.9%*	*17.0%*	*67.9%*	*29.4%*	*38.5%*	
65 +	737	724	246	104	561	186	375	466
%V	*27.6%*	*28.5%*	*23.6%*	*26.0%*	*34.0%*	*27.9%*	*38.1%*	*20.4%*
%H (All HH)		*98.2%*	*33.4%*	*14.1%*	*76.1%*	*25.2%*	*50.9%*	*63.2%*
%H (TV HH)			*34.0%*	*14.4%*	*77.5%*	*25.7%*	*51.8%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

Table 28.3: 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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
1	973	894	266	120	642	165	477	661
%V	*36.4%*	*35.3%*	*25.6%*	*30.0%*	*38.9%*	*24.8%*	*48.5%*	*29.0%*
%H (All HH)		*91.9%*	*27.3%*	*12.3%*	*66.0%*	*17.0%*	*49.0%*	*67.9%*
%H (TV HH)			*29.8%*	*13.4%*	*71.8%*	*18.5%*	*53.4%*	
2	909	876	380	150	546	245	301	844
%V	*34.0%*	*34.5%*	*36.5%*	*37.5%*	*33.1%*	*36.8%*	*30.6%*	*37.0%*
%H (All HH)		*96.4%*	*41.8%*	*16.5%*	*60.1%*	*27.0%*	*33.1%*	*92.8%*
%H (TV HH)			*43.4%*	*17.1%*	*62.3%*	*28.0%*	*34.4%*	
3	377	361	177	65	218	110	108	366
%V	*14.1%*	*14.2%*	*17.0%*	*16.3%*	*13.2%*	*16.5%*	*11.0%*	*16.1%*
%H (All HH)		*95.8%*	*46.9%*	*17.2%*	*57.8%*	*29.2%*	*28.6%*	*97.1%*
%H (TV HH)			*49.0%*	*18.0%*	*60.4%*	*30.5%*	*29.9%*	
4	302	294	158	47	178	105	72	298
%V	*11.3%*	*11.6%*	*15.2%*	*11.8%*	*10.8%*	*15.8%*	*7.3%*	*13.1%*
%H (All HH)		*97.4%*	*52.3%*	*15.6%*	*58.9%*	*34.8%*	*23.8%*	*98.7%*
%H (TV HH)			*53.7%*	*16.0%*	*60.5%*	*35.7%*	*24.5%*	
5+	112	110	59	19	66	40	26	110
%V	*4.2%*	*4.3%*	*5.7%*	*4.8%*	*4.0%*	*6.0%*	*2.6%*	*4.8%*
%H (All HH)		*98.2%*	*52.7%*	*17.0%*	*58.9%*	*35.7%*	*23.2%*	*98.2%*
%H (TV HH)			*53.6%*	*17.3%*	*60.0%*	*36.4%*	*23.6%*	
Average HH size	2.15	2.17	2.41	2.25	2.10	2.43	1.87	2.30

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
Jan - Dec 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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Without	2084	1963	748	304	1320	490	830	1703
%V	*78.0%*	*77.4%*	*71.9%*	*76.0%*	*80.0%*	*73.6%*	*84.3%*	*74.7%*
%H (All HH)		*94.2%*	*35.9%*	*14.6%*	*63.3%*	*23.5%*	*39.8%*	*81.7%*
%H (TV HH)			*38.1%*	*15.5%*	*67.2%*	*25.0%*	*42.3%*	
With	588	573	293	96	330	176	154	577
%V	*22.0%*	*22.6%*	*28.1%*	*24.0%*	*20.0%*	*26.4%*	*15.7%*	*25.3%*
%H (All HH)		*97.4%*	*49.8%*	*16.3%*	*56.1%*	*29.9%*	*26.2%*	*98.1%*
%H (TV HH)			*51.1%*	*16.8%*	*57.6%*	*30.7%*	*26.9%*	
0 - 3	197	190	98	28	104	52	52	192
%V	*7.4%*	*7.5%*	*9.4%*	*7.0%*	*6.3%*	*7.8%*	*5.3%*	*8.4%*
%H (All HH)		*96.4%*	*49.7%*	*14.2%*	*52.8%*	*26.4%*	*26.4%*	*97.5%*
%H (TV HH)			*51.6%*	*14.7%*	*54.7%*	*27.4%*	*27.4%*	
4 - 9	298	294	153	45	170	91	79	292
%V	*11.2%*	*11.6%*	*14.7%*	*11.3%*	*10.3%*	*13.7%*	*8.0%*	*12.8%*
%H (All HH)		*98.7%*	*51.3%*	*15.1%*	*57.0%*	*30.5%*	*26.5%*	*98.0%*
%H (TV HH)			*52.0%*	*15.3%*	*57.8%*	*31.0%*	*26.9%*	
10 - 15	278	271	143	47	164	93	72	274
%V	*10.4%*	*10.7%*	*13.7%*	*11.8%*	*9.9%*	*14.0%*	*7.3%*	*12.0%*
%H (All HH)		*97.5%*	*51.4%*	*16.9%*	*59.0%*	*33.5%*	*25.9%*	*98.6%*
%H (TV HH)			*52.8%*	*17.3%*	*60.5%*	*34.3%*	*26.6%*	

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

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
1	1015	1015	312	127	583	96	487	788
%V	*38.0%*	*40.0%*	*30.0%*	*31.8%*	*35.4%*	*14.4%*	*49.5%*	*34.6%*
%H (All HH)		*100.0%*	*30.7%*	*12.5%*	*57.4%*	*9.5%*	*48.0%*	*77.6%*
%H (TV HH)			*30.7%*	*12.5%*	*57.4%*	*9.5%*	*48.0%*	
2	848	848	366	146	568	255	313	740
%V	*31.7%*	*33.4%*	*35.2%*	*36.5%*	*34.4%*	*38.3%*	*31.8%*	*32.5%*
%H (All HH)		*100.0%*	*43.2%*	*17.2%*	*67.0%*	*30.1%*	*36.9%*	*87.3%*
%H (TV HH)			*43.2%*	*17.2%*	*67.0%*	*30.1%*	*36.9%*	
3	430	430	222	76	316	186	130	407
%V	*16.1%*	*17.0%*	*21.3%*	*19.0%*	*19.2%*	*27.9%*	*13.2%*	*17.9%*
%H (All HH)		*100.0%*	*51.6%*	*17.7%*	*73.5%*	*43.3%*	*30.2%*	*94.7%*
%H (TV HH)			*51.6%*	*17.7%*	*73.5%*	*43.3%*	*30.2%*	
4	168	168	95	37	122	85	37	164
%V	*6.3%*	*6.6%*	*9.1%*	*9.3%*	*7.4%*	*12.8%*	*3.8%*	*7.2%*
%H (All HH)		*100.0%*	*56.5%*	*22.0%*	*72.6%*	*50.6%*	*22.0%*	*97.6%*
%H (TV HH)			*56.5%*	*22.0%*	*72.6%*	*50.6%*	*22.0%*	
5+	75	75	46	13	60	43	17	74
%V	*2.8%*	*3.0%*	*4.4%*	*3.3%*	*3.6%*	*6.5%*	*1.7%*	*3.2%*
%H (All HH)		*100.0%*	*61.3%*	*17.3%*	*80.0%*	*57.3%*	*22.7%*	*98.7%*
%H (TV HH)			*61.3%*	*17.3%*	*80.0%*	*57.3%*	*22.7%*	

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Under 20"	229	229	92	38	181	84	96	192
%V	*8.6%*	*9.0%*	*8.8%*	*9.5%*	*11.0%*	*12.6%*	*9.8%*	*8.4%*
%H (All HH)		*100.0%*	*40.2%*	*16.6%*	*79.0%*	*36.7%*	*41.9%*	*83.8%*
%H (TV HH)			*40.2%*	*16.6%*	*79.0%*	*36.7%*	*41.9%*	
20" - 29"	617	617	249	90	470	208	262	524
%V	*23.1%*	*24.3%*	*23.9%*	*22.5%*	*28.5%*	*31.2%*	*26.6%*	*23.0%*
%H (All HH)		*100.0%*	*40.4%*	*14.6%*	*76.2%*	*33.7%*	*42.5%*	*84.9%*
%H (TV HH)			*40.4%*	*14.6%*	*76.2%*	*33.7%*	*42.5%*	
30" - 39"	1222	1222	502	192	854	362	492	1038
%V	*45.7%*	*48.2%*	*48.2%*	*48.0%*	*51.8%*	*54.4%*	*50.0%*	*45.5%*
%H (All HH)		*100.0%*	*41.1%*	*15.7%*	*69.9%*	*29.6%*	*40.3%*	*84.9%*
%H (TV HH)			*41.1%*	*15.7%*	*69.9%*	*29.6%*	*40.3%*	
40" - 49"	1305	1305	612	236	826	416	411	1197
%V	*48.8%*	*51.5%*	*58.8%*	*59.0%*	*50.1%*	*62.5%*	*41.8%*	*52.5%*
%H (All HH)		*100.0%*	*46.9%*	*18.1%*	*63.3%*	*31.9%*	*31.5%*	*91.7%*
%H (TV HH)			*46.9%*	*18.1%*	*63.3%*	*31.9%*	*31.5%*	
50" - 59"	512	512	274	95	315	187	128	483
%V	*19.2%*	*20.2%*	*26.3%*	*23.8%*	*19.1%*	*28.1%*	*13.0%*	*21.2%*
%H (All HH)		*100.0%*	*53.5%*	*18.6%*	*61.5%*	*36.5%*	*25.0%*	*94.3%*
%H (TV HH)			*53.5%*	*18.6%*	*61.5%*	*36.5%*	*25.0%*	
60"+	63	63	39	10	37	24	13	60
%V	*2.4%*	*2.5%*	*3.7%*	*2.5%*	*2.2%*	*3.6%*	*1.3%*	*2.6%*
%H (All HH)		*100.0%*	*61.9%*	*15.9%*	*58.7%*	*38.1%*	*20.6%*	*95.2%*
%H (TV HH)			*61.9%*	*15.9%*	*58.7%*	*38.1%*	*20.6%*	

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

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Main living room	2501	2501	1028	396	1631	658	973	2141
%V	*93.6%*	*98.6%*	*98.8%*	*99.0%*	*98.9%*	*98.8%*	*98.9%*	*93.9%*
%H (All HH)		*100.0%*	*41.1%*	*15.8%*	*65.2%*	*26.3%*	*38.9%*	*85.6%*
%H (TV HH)			*41.1%*	*15.8%*	*65.2%*	*26.3%*	*38.9%*	
Kitchen	274	274	144	36	225	131	94	252
%V	*10.3%*	*10.8%*	*13.8%*	*9.0%*	*13.6%*	*19.7%*	*9.6%*	*11.1%*
%H (All HH)		*100.0%*	*52.6%*	*13.1%*	*82.1%*	*47.8%*	*34.3%*	*92.0%*
%H (TV HH)			*52.6%*	*13.1%*	*82.1%*	*47.8%*	*34.3%*	
Adult's bedroom	1175	1175	562	221	821	450	372	1067
%V	*44.0%*	*46.3%*	*54.0%*	*55.3%*	*49.8%*	*67.6%*	*37.8%*	*46.8%*
%H (All HH)		*100.0%*	*47.8%*	*18.8%*	*69.9%*	*38.3%*	*31.7%*	*90.8%*
%H (TV HH)			*47.8%*	*18.8%*	*69.9%*	*38.3%*	*31.7%*	
Child's bedroom	268	268	148	53	166	106	60	264
%V	*10.0%*	*10.6%*	*14.2%*	*13.3%*	*10.1%*	*15.9%*	*6.1%*	*11.6%*
%H (All HH)		*100.0%*	*55.2%*	*19.8%*	*61.9%*	*39.6%*	*22.4%*	*98.5%*
%H (TV HH)			*55.2%*	*19.8%*	*61.9%*	*39.6%*	*22.4%*	
Other bedroom	122	122	58	28	91	56	34	113
%V	*4.6%*	*4.8%*	*5.6%*	*7.0%*	*5.5%*	*8.4%*	*3.5%*	*5.0%*
%H (All HH)		*100.0%*	*47.5%*	*23.0%*	*74.6%*	*45.9%*	*27.9%*	*92.6%*
%H (TV HH)			*47.5%*	*23.0%*	*74.6%*	*45.9%*	*27.9%*	
Second living/dining room	205	205	113	32	150	89	62	193
%V	*7.7%*	*8.1%*	*10.9%*	*8.0%*	*9.1%*	*13.4%*	*6.3%*	*8.5%*
%H (All HH)		*100.0%*	*55.1%*	*15.6%*	*73.2%*	*43.4%*	*30.2%*	*94.1%*
%H (TV HH)			*55.1%*	*15.6%*	*73.2%*	*43.4%*	*30.2%*	
Study/office	35	35	19	5	26	14	12	34
%V	*1.3%*	*1.4%*	*1.8%*	*1.3%*	*1.6%*	*2.1%*	*1.2%*	*1.5%*
%H (All HH)		*100.0%*	*54.3%*	*14.3%*	*74.3%*	*40.0%*	*34.3%*	*97.1%*
%H (TV HH)			*54.3%*	*14.3%*	*74.3%*	*40.0%*	*34.3%*	
TV room	40	40	23	7	27	17	10	40
%V	*1.5%*	*1.6%*	*2.2%*	*1.8%*	*1.6%*	*2.6%*	*1.0%*	*1.8%*
%H (All HH)		*100.0%*	*57.5%*	*17.5%*	*67.5%*	*42.5%*	*25.0%*	*100.0%*
%H (TV HH)			*57.5%*	*17.5%*	*67.5%*	*42.5%*	*25.0%*	
Conservatory	45	45	24	6	35	20	15	41
%V	*1.7%*	*1.8%*	*2.3%*	*1.5%*	*2.1%*	*3.0%*	*1.5%*	*1.8%*
%H (All HH)		*100.0%*	*53.3%*	*13.3%*	*77.8%*	*44.4%*	*33.3%*	*91.1%*
%H (TV HH)			*53.3%*	*13.3%*	*77.8%*	*44.4%*	*33.3%*	
Attic or loft room	6	6	4	2	3	3	0	6
%V	*0.2%*	*0.2%*	*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	1	1	1	0	1	1	0	1
%V	*0.0%*	*0.0%*	*0.1%*	*0.0%*	*0.1%*	*0.2%*	*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	20	20	11	2	15	9	6	20
%V	*0.7%*	*0.8%*	*1.1%*	*0.5%*	*0.9%*	*1.4%*	*0.6%*	*0.9%*
%H (All HH)		*100.0%*	*55.0%*	*10.0%*	*75.0%*	*45.0%*	*30.0%*	*100.0%*
%H (TV HH)			*55.0%*	*10.0%*	*75.0%*	*45.0%*	*30.0%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Household level data

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Any DSAT provider	1041	1041	1041	16	500	500	0	972
%V	*39.0%*	*41.0%*	*100.0%*	*4.0%*	*30.3%*	*75.1%*	*0.0%*	*42.6%*
%H (All HH)			*100.0%*	*1.5%*	*48.0%*	*48.0%*	*0.0%*	*93.4%*
%H (TV HH)			*100.0%*	*1.5%*	*48.0%*	*48.0%*	*0.0%*	
Sky with subcription	864	864	864	9	413	413	0	820
%V	*32.3%*	*34.1%*	*83.0%*	*2.3%*	*25.0%*	*62.0%*	*0.0%*	*36.0%*
%H (All HH)			*100.0%*	*1.0%*	*47.8%*	*47.8%*	*0.0%*	*94.9%*
%H (TV HH)			*100.0%*	*1.0%*	*47.8%*	*47.8%*	*0.0%*	
Sky without subscription	68	68	68	2	34	34	0	58
%V	*2.5%*	*2.7%*	*6.5%*	*0.5%*	*2.1%*	*5.1%*	*0.0%*	*2.5%*
%H (All HH)			*100.0%*	*2.9%*	*50.0%*	*50.0%*	*0.0%*	*85.3%*
%H (TV HH)			*100.0%*	*2.9%*	*50.0%*	*50.0%*	*0.0%*	
Freesat	93	93	93	3	45	45	0	82
%V	*3.5%*	*3.7%*	*8.9%*	*0.8%*	*2.7%*	*6.8%*	*0.0%*	*3.6%*
%H (All HH)			*100.0%*	*3.2%*	*48.4%*	*48.4%*	*0.0%*	*88.2%*
%H (TV HH)			*100.0%*	*3.2%*	*48.4%*	*48.4%*	*0.0%*	
Other satellite provider	71	71	71	3	34	34	0	66
%V	*2.7%*	*2.8%*	*6.8%*	*0.8%*	*2.1%*	*5.1%*	*0.0%*	*2.9%*
%H (All HH)			*100.0%*	*4.2%*	*47.9%*	*47.9%*	*0.0%*	*93.0%*
%H (TV HH)			*100.0%*	*4.2%*	*47.9%*	*47.9%*	*0.0%*	
DCAB	400	400	16	400	176	176	0	366
%V	*15.0%*	*15.8%*	*1.5%*	*100.0%*	*10.7%*	*26.4%*	*0.0%*	*16.1%*
%H (All HH)			*4.0%*	*100.0%*	*44.0%*	*44.0%*	*0.0%*	*91.5%*
%H (TV HH)			*4.0%*	*100.0%*	*44.0%*	*44.0%*	*0.0%*	
DTT	1649	1649	500	176	1649	666	984	1343
%V	*61.7%*	*65.0%*	*48.0%*	*44.0%*	*100.0%*	*100.0%*	*100.0%*	*58.9%*
%H (All HH)		*100.0%*	*30.3%*	*10.7%*	*100.0%*	*40.4%*	*59.7%*	*81.4%*
%H (TV HH)			*30.3%*	*10.7%*	*100.0%*	*40.4%*	*59.7%*	

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	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
PVR	1601	1601	919	376	933	614	319	1489
%V	*59.9%*	*63.1%*	*88.3%*	*94.0%*	*56.6%*	*92.2%*	*32.4%*	*65.3%*
%H (All HH)		*100.0%*	*57.4%*	*23.5%*	*58.3%*	*38.4%*	*19.9%*	*93.0%*
%H (TV HH)			*57.4%*	*23.5%*	*58.3%*	*38.4%*	*19.9%*	
DVDR	31	31	18	5	20	13	8	27
%V	*1.2%*	*1.2%*	*1.7%*	*1.3%*	*1.2%*	*2.0%*	*0.8%*	*1.2%*
%H (All HH)		*100.0%*	*58.1%*	*16.1%*	*64.5%*	*41.9%*	*25.8%*	*87.1%*
%H (TV HH)			*58.1%*	*16.1%*	*64.5%*	*41.9%*	*25.8%*	
VCR	12	12	5	1	9	2	7	8
%V	*0.4%*	*0.5%*	*0.5%*	*0.3%*	*0.5%*	*0.3%*	*0.7%*	*0.4%*
%H (All HH)		*100.0%*	*41.7%*	*8.3%*	*75.0%*	*16.7%*	*58.3%*	*66.7%*
%H (TV HH)			*41.7%*	*8.3%*	*75.0%*	*16.7%*	*58.3%*	
Any recorder	1620	1620	922	376	948	616	332	1500
%V	*60.6%*	*63.9%*	*88.6%*	*94.0%*	*57.5%*	*92.5%*	*33.7%*	*65.8%*
%H (All HH)		*100.0%*	*56.9%*	*23.2%*	*58.5%*	*38.0%*	*20.5%*	*92.6%*
%H (TV HH)			*56.9%*	*23.2%*	*58.5%*	*38.0%*	*20.5%*	
Receives HDTV (via STB or built-in reception)	1740	1740	854	350	1149	598	551	1584
%V	*65.1%*	*68.6%*	*82.0%*	*87.5%*	*69.7%*	*89.8%*	*56.0%*	*69.5%*
%H (All HH)		*100.0%*	*49.1%*	*20.1%*	*66.0%*	*34.4%*	*31.7%*	*91.0%*
%H (TV HH)			*49.1%*	*20.1%*	*66.0%*	*34.4%*	*31.7%*	
DVD/Blu-ray player or recorder	1640	1640	699	269	1086	478	608	1450
%V	*61.4%*	*64.7%*	*67.1%*	*67.3%*	*65.9%*	*71.8%*	*61.8%*	*63.6%*
%H (All HH)		*100.0%*	*42.6%*	*16.4%*	*66.2%*	*29.1%*	*37.1%*	*88.4%*
%H (TV HH)			*42.6%*	*16.4%*	*66.2%*	*29.1%*	*37.1%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Household level data

Table 28.10: Computers and Internet Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2672	2536	1041	400	1649	666	984	2280
%H (All HH)		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*
%H (TV HH)			*41.0%*	*15.8%*	*65.0%*	*26.3%*	*38.8%*	
Has broadband internet	2280	2173	972	366	1343	616	727	2280
%V	*85.3%*	*85.7%*	*93.4%*	*91.5%*	*81.4%*	*92.5%*	*73.9%*	*100.0%*
%H (All HH)		*95.3%*	*42.6%*	*16.1%*	*58.9%*	*27.0%*	*31.9%*	*100.0%*
%H (TV HH)			*44.7%*	*16.8%*	*61.8%*	*28.3%*	*33.5%*	
Number of computers (PCs and laptops)								
0	563	531	132	63	402	85	318	200
%V	*21.1%*	*20.9%*	*12.7%*	*15.8%*	*24.4%*	*12.8%*	*32.3%*	*8.8%*
%H (All HH)		*94.3%*	*23.4%*	*11.2%*	*71.4%*	*15.1%*	*56.5%*	*35.5%*
%H (TV HH)			*24.9%*	*11.9%*	*75.7%*	*16.0%*	*59.9%*	
1	698	653	254	110	423	159	264	677
%V	*26.1%*	*25.7%*	*24.4%*	*27.5%*	*25.7%*	*23.9%*	*26.8%*	*29.7%*
%H (All HH)		*93.6%*	*36.4%*	*15.8%*	*60.6%*	*22.8%*	*37.8%*	*97.0%*
%H (TV HH)			*38.9%*	*16.8%*	*64.8%*	*24.3%*	*40.4%*	
2	637	608	277	99	371	171	200	632
%V	*23.8%*	*24.0%*	*26.6%*	*24.8%*	*22.5%*	*25.7%*	*20.3%*	*27.7%*
%H (All HH)		*95.4%*	*43.5%*	*15.5%*	*58.2%*	*26.8%*	*31.4%*	*99.2%*
%H (TV HH)			*45.6%*	*16.3%*	*61.0%*	*28.1%*	*32.9%*	
3	373	358	178	62	224	119	105	372
%V	*14.0%*	*14.1%*	*17.1%*	*15.5%*	*13.6%*	*17.9%*	*10.7%*	*16.3%*
%H (All HH)		*96.0%*	*47.7%*	*16.6%*	*60.1%*	*31.9%*	*28.2%*	*99.7%*
%H (TV HH)			*49.7%*	*17.3%*	*62.6%*	*33.2%*	*29.3%*	
4	199	192	96	34	117	65	52	199
%V	*7.4%*	*7.6%*	*9.2%*	*8.5%*	*7.1%*	*9.8%*	*5.3%*	*8.7%*
%H (All HH)		*96.5%*	*48.2%*	*17.1%*	*58.8%*	*32.7%*	*26.1%*	*100.0%*
%H (TV HH)			*50.0%*	*17.7%*	*60.9%*	*33.9%*	*27.1%*	
5+	201	193	104	32	112	68	45	200
%V	*7.5%*	*7.6%*	*10.0%*	*8.0%*	*6.8%*	*10.2%*	*4.6%*	*8.8%*
%H (All HH)		*96.0%*	*51.7%*	*15.9%*	*55.7%*	*33.8%*	*22.4%*	*99.5%*
%H (TV HH)			*53.9%*	*16.6%*	*58.0%*	*35.2%*	*23.3%*	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5078	2342	867	3481	1739	1742	4545
%H		*46.1%*	*17.1%*	*68.6%*	*34.2%*	*34.3%*	*89.5%*
Under 20"	268	107	43	215	99	116	227
%V	*5.3%*	*4.6%*	*5.0%*	*6.2%*	*5.7%*	*6.7%*	*5.0%*
%H		*39.9%*	*16.0%*	*80.2%*	*36.9%*	*43.3%*	*84.7%*
20" - 29"	768	322	118	595	282	313	660
%V	*15.1%*	*13.7%*	*13.6%*	*17.1%*	*16.2%*	*18.0%*	*14.5%*
%H		*41.9%*	*15.4%*	*77.5%*	*36.7%*	*40.8%*	*85.9%*
30" - 39"	1575	690	254	1110	516	594	1368
%V	*31.0%*	*29.5%*	*29.3%*	*31.9%*	*29.7%*	*34.1%*	*30.1%*
%H		*43.8%*	*16.1%*	*70.5%*	*32.8%*	*37.7%*	*86.9%*
40" - 49"	1598	773	295	1027	545	482	1481
%V	*31.5%*	*33.0%*	*34.0%*	*29.5%*	*31.3%*	*27.7%*	*32.6%*
%H		*48.4%*	*18.5%*	*64.3%*	*34.1%*	*30.2%*	*92.7%*
50" - 59"	586	321	108	362	222	139	557
%V	*11.5%*	*13.7%*	*12.5%*	*10.4%*	*12.8%*	*8.0%*	*12.3%*
%H		*54.8%*	*18.4%*	*61.8%*	*37.9%*	*23.7%*	*95.1%*
60"+	68	42	10	39	24	15	64
%V	*1.3%*	*1.8%*	*1.2%*	*1.1%*	*1.4%*	*0.9%*	*1.4%*
%H		*61.8%*	*14.7%*	*57.4%*	*35.3%*	*22.1%*	*94.1%*
Don't know	215	85	39	133	50	83	188
%V	*4.2%*	*3.6%*	*4.5%*	*3.8%*	*2.9%*	*4.8%*	*4.1%*
%H		*39.5%*	*18.1%*	*61.9%*	*23.3%*	*38.6%*	*87.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Set level data

Table 28.12: Location of set Platforms available in Household

	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Sets	5078	2342	867	3481	1739	1742	4545
%H		*46.1%*	*17.1%*	*68.6%*	*34.2%*	*34.3%*	*89.5%*
Main living room	2521	1037	400	1644	664	980	2159
%V	*49.6%*	*44.3%*	*46.1%*	*47.2%*	*38.2%*	*56.3%*	*47.5%*
%H		*41.1%*	*15.9%*	*65.2%*	*26.3%*	*38.9%*	*85.6%*
Kitchen	275	145	36	226	131	95	254
%V	*5.4%*	*6.2%*	*4.2%*	*6.5%*	*7.5%*	*5.5%*	*5.6%*
%H		*52.7%*	*13.1%*	*82.2%*	*47.6%*	*34.5%*	*92.4%*
Adult's bedroom	1436	693	279	1022	577	445	1317
%V	*28.3%*	*29.6%*	*32.2%*	*29.4%*	*33.2%*	*25.5%*	*29.0%*
%H		*48.3%*	*19.4%*	*71.2%*	*40.2%*	*31.0%*	*91.7%*
Child's bedroom	351	196	68	223	143	80	346
%V	*6.9%*	*8.4%*	*7.8%*	*6.4%*	*8.2%*	*4.6%*	*7.6%*
%H		*55.8%*	*19.4%*	*63.5%*	*40.7%*	*22.8%*	*98.6%*
Other bedroom	139	71	31	106	69	36	131
%V	*2.7%*	*3.0%*	*3.6%*	*3.0%*	*4.0%*	*2.1%*	*2.9%*
%H		*51.1%*	*22.3%*	*76.3%*	*49.6%*	*25.9%*	*94.2%*
Second living/dining room	208	116	32	153	91	62	196
%V	*4.1%*	*5.0%*	*3.7%*	*4.4%*	*5.2%*	*3.6%*	*4.3%*
%H		*55.8%*	*15.4%*	*73.6%*	*43.8%*	*29.8%*	*94.2%*
Study/office	35	19	5	26	14	12	34
%V	*0.7%*	*0.8%*	*0.6%*	*0.7%*	*0.8%*	*0.7%*	*0.7%*
%H		*54.3%*	*14.3%*	*74.3%*	*40.0%*	*34.3%*	*97.1%*
TV room	41	24	7	27	17	11	40
%V	*0.8%*	*1.0%*	*0.8%*	*0.8%*	*1.0%*	*0.6%*	*0.9%*
%H		*58.5%*	*17.1%*	*65.9%*	*41.5%*	*26.8%*	*97.6%*
Conservatory	45	24	6	35	20	15	41
%V	*0.9%*	*1.0%*	*0.7%*	*1.0%*	*1.2%*	*0.9%*	*0.9%*
%H		*53.3%*	*13.3%*	*77.8%*	*44.4%*	*33.3%*	*91.1%*
Attic or loft room	6	4	2	3	3	0	6
%V	*0.1%*	*0.2%*	*0.2%*	*0.1%*	*0.2%*	*0.0%*	*0.1%*
%H		*66.7%*	*33.3%*	*50.0%*	*50.0%*	*0.0%*	*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	20	11	2	15	9	6	20
%V	*0.4%*	*0.5%*	*0.2%*	*0.4%*	*0.5%*	*0.3%*	*0.4%*
%H		*55.0%*	*10.0%*	*75.0%*	*45.0%*	*30.0%*	*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
Jan - Dec 2018

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	5078	2342	867	3481	1739	1742	4545
%H		*46.1%*	*17.1%*	*68.6%*	*34.2%*	*34.3%*	*89.5%*
PVR	2304	1417	551	1266	906	361	2166
%V	*45.4%*	*60.5%*	*63.6%*	*36.4%*	*52.1%*	*20.7%*	*47.7%*
%H		*61.5%*	*23.9%*	*54.9%*	*39.3%*	*15.7%*	*94.0%*
DVDR	33	19	5	22	13	9	29
%V	*0.6%*	*0.8%*	*0.6%*	*0.6%*	*0.7%*	*0.5%*	*0.6%*
%H		*57.6%*	*15.2%*	*66.7%*	*39.4%*	*27.3%*	*87.9%*
VCR	12	5	1	10	2	7	8
%V	*0.2%*	*0.2%*	*0.1%*	*0.3%*	*0.1%*	*0.4%*	*0.2%*
%H		*41.7%*	*8.3%*	*83.3%*	*16.7%*	*58.3%*	*66.7%*
Any recorder	2333	1425	553	1288	911	377	2187
%V	*45.9%*	*60.8%*	*63.8%*	*37.0%*	*52.4%*	*21.6%*	*48.1%*
%H		*61.1%*	*23.7%*	*55.2%*	*39.0%*	*16.2%*	*93.7%*

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	5078	2342	867	3481	1739	1742	4545
%H		*46.1%*	*17.1%*	*68.6%*	*34.2%*	*34.3%*	*89.5%*
Receives HDTV (via STB or built-in reception)	2791	1449	573	1880	1082	798	2584
%V	*55.0%*	*61.9%*	*66.1%*	*54.0%*	*62.2%*	*45.8%*	*56.9%*
%H		*51.9%*	*20.5%*	*67.4%*	*38.8%*	*28.6%*	*92.6%*
DVD/Blu-ray player or recorder	2373	1076	420	1586	785	801	2147
%V	*46.7%*	*45.9%*	*48.4%*	*45.6%*	*45.1%*	*46.0%*	*47.2%*
%H		*45.3%*	*17.7%*	*66.8%*	*33.1%*	*33.8%*	*90.5%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Set level data

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	2534	1041	400	1649	666	983	2172
%H		*41.1%*	*15.8%*	*65.1%*	*26.3%*	*38.8%*	*85.7%*
Under 20"	22	3	2	15	0	14	12
%V	*0.9%*	*0.3%*	*0.5%*	*0.9%*	*0.0%*	*1.4%*	*0.6%*
%H		*13.6%*	*9.1%*	*68.2%*	*0.0%*	*63.6%*	*54.5%*
20" - 29"	137	25	11	105	12	93	90
%V	*5.4%*	*2.4%*	*2.8%*	*6.4%*	*1.8%*	*9.5%*	*4.1%*
%H		*18.2%*	*8.0%*	*76.6%*	*8.8%*	*67.9%*	*65.7%*
30" - 39"	641	198	80	453	118	334	484
%V	*25.3%*	*19.0%*	*20.0%*	*27.5%*	*17.7%*	*34.0%*	*22.3%*
%H		*30.9%*	*12.5%*	*70.7%*	*18.4%*	*52.1%*	*75.5%*
40" - 49"	1108	497	196	701	331	369	1006
%V	*43.7%*	*47.7%*	*49.0%*	*42.5%*	*49.7%*	*37.5%*	*46.3%*
%H		*44.9%*	*17.7%*	*63.3%*	*29.9%*	*33.3%*	*90.8%*
50" - 59"	468	248	88	286	170	116	440
%V	*18.5%*	*23.8%*	*22.0%*	*17.3%*	*25.5%*	*11.8%*	*20.3%*
%H		*53.0%*	*18.8%*	*61.1%*	*36.3%*	*24.8%*	*94.0%*
60"+	54	34	9	30	19	11	51
%V	*2.1%*	*3.3%*	*2.3%*	*1.8%*	*2.9%*	*1.1%*	*2.3%*
%H		*63.0%*	*16.7%*	*55.6%*	*35.2%*	*20.4%*	*94.4%*
Don't know	104	36	15	60	15	45	88
%V	*4.1%*	*3.5%*	*3.8%*	*3.6%*	*2.3%*	*4.6%*	*4.1%*
%H		*34.6%*	*14.4%*	*57.7%*	*14.4%*	*43.3%*	*84.6%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

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	2534	1041	400	1649	666	983	2172
%H		*41.1%*	*15.8%*	*65.1%*	*26.3%*	*38.8%*	*85.7%*
PVR	1570	907	372	905	603	302	1459
%V	*62.0%*	*87.1%*	*93.0%*	*54.9%*	*90.5%*	*30.7%*	*67.2%*
%H		*57.8%*	*23.7%*	*57.6%*	*38.4%*	*19.2%*	*92.9%*
DVDR	19	10	3	13	8	6	16
%V	*0.7%*	*1.0%*	*0.8%*	*0.8%*	*1.2%*	*0.6%*	*0.7%*
%H		*52.6%*	*15.8%*	*68.4%*	*42.1%*	*31.6%*	*84.2%*
VCR	10	3	1	8	1	7	6
%V	*0.4%*	*0.3%*	*0.3%*	*0.5%*	*0.2%*	*0.7%*	*0.3%*
%H		*30.0%*	*10.0%*	*80.0%*	*10.0%*	*70.0%*	*60.0%*
Any recorder	1587	910	373	919	605	315	1469
%V	*62.6%*	*87.4%*	*93.3%*	*55.7%*	*90.8%*	*32.0%*	*67.6%*
%H		*57.3%*	*23.5%*	*57.9%*	*38.1%*	*19.8%*	*92.6%*

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	2534	1041	400	1649	666	983	2172
%H		*41.1%*	*15.8%*	*65.1%*	*26.3%*	*38.8%*	*85.7%*
Receives HDTV (via STB or built-in reception)	1703	835	345	1116	579	537	1549
%V	*67.2%*	*80.2%*	*86.3%*	*67.7%*	*86.9%*	*54.6%*	*71.3%*
%H		*49.0%*	*20.3%*	*65.5%*	*34.0%*	*31.5%*	*91.0%*
DVD/Blu-ray player or recorder	1399	587	224	914	386	528	1223
%V	*55.2%*	*56.4%*	*56.0%*	*55.4%*	*58.0%*	*53.7%*	*56.3%*
%H		*42.0%*	*16.0%*	*65.3%*	*27.6%*	*37.7%*	*87.4%*

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

Table 28.18: 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	2544	1301	467	1832	1074	759	2373
%H		*51.1%*	*18.4%*	*72.0%*	*42.2%*	*29.8%*	*93.3%*
Under 20"	246	104	41	200	99	101	215
%V	*9.7%*	*8.0%*	*8.8%*	*10.9%*	*9.2%*	*13.3%*	*9.1%*
%H		*42.3%*	*16.7%*	*81.3%*	*40.2%*	*41.1%*	*87.4%*
20" - 29"	631	297	107	490	270	220	570
%V	*24.8%*	*22.8%*	*22.9%*	*26.7%*	*25.1%*	*29.0%*	*24.0%*
%H		*47.1%*	*17.0%*	*77.7%*	*42.8%*	*34.9%*	*90.3%*
30" - 39"	934	492	174	658	398	260	883
%V	*36.7%*	*37.8%*	*37.3%*	*35.9%*	*37.1%*	*34.3%*	*37.2%*
%H		*52.7%*	*18.6%*	*70.4%*	*42.6%*	*27.8%*	*94.5%*
40" - 49"	490	276	100	327	213	113	476
%V	*19.3%*	*21.2%*	*21.4%*	*17.8%*	*19.8%*	*14.9%*	*20.1%*
%H		*56.3%*	*20.4%*	*66.7%*	*43.5%*	*23.1%*	*97.1%*
50" - 59"	118	73	20	76	53	23	116
%V	*4.6%*	*5.6%*	*4.3%*	*4.1%*	*4.9%*	*3.0%*	*4.9%*
%H		*61.9%*	*16.9%*	*64.4%*	*44.9%*	*19.5%*	*98.3%*
60"+	13	9	1	9	6	3	13
%V	*0.5%*	*0.7%*	*0.2%*	*0.5%*	*0.6%*	*0.4%*	*0.5%*
%H		*69.2%*	*7.7%*	*69.2%*	*46.2%*	*23.1%*	*100.0%*
Don't know	111	49	23	73	35	38	100
%V	*4.4%*	*3.8%*	*4.9%*	*4.0%*	*3.3%*	*5.0%*	*4.2%*
%H		*44.1%*	*20.7%*	*65.8%*	*31.5%*	*34.2%*	*90.1%*

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 28.19: 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	2544	1301	467	1832	1074	759	2373
%H		*51.1%*	*18.4%*	*72.0%*	*42.2%*	*29.8%*	*93.3%*
PVR	734	510	179	361	303	58	707
%V	*28.9%*	*39.2%*	*38.3%*	*19.7%*	*28.2%*	*7.6%*	*29.8%*
%H		*69.5%*	*24.4%*	*49.2%*	*41.3%*	*7.9%*	*96.3%*
DVDR	14	8	3	8	5	3	13
%V	*0.6%*	*0.6%*	*0.6%*	*0.4%*	*0.5%*	*0.4%*	*0.5%*
%H		*57.1%*	*21.4%*	*57.1%*	*35.7%*	*21.4%*	*92.9%*
VCR	2	2	0	2	1	0	2
%V	*0.1%*	*0.2%*	*0.0%*	*0.1%*	*0.1%*	*0.0%*	*0.1%*
%H		*100.0%*	*0.0%*	*100.0%*	*50.0%*	*0.0%*	*100.0%*
Any recorder	747	516	180	369	306	62	718
%V	*29.4%*	*39.7%*	*38.5%*	*20.1%*	*28.5%*	*8.2%*	*30.3%*
%H		*69.1%*	*24.1%*	*49.4%*	*41.0%*	*8.3%*	*96.1%*

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 28.20: 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	2544	1301	467	1832	1074	759	2373
%H		*51.1%*	*18.4%*	*72.0%*	*42.2%*	*29.8%*	*93.3%*
Receives HDTV (via STB or built-in reception)	1088	614	227	764	503	261	1035
%V	*42.8%*	*47.2%*	*48.6%*	*41.7%*	*46.8%*	*34.4%*	*43.6%*
%H		*56.4%*	*20.9%*	*70.2%*	*46.2%*	*24.0%*	*95.1%*
DVD/Blu-ray player or recorder	974	490	196	671	399	273	924
%V	*38.3%*	*37.7%*	*42.0%*	*36.6%*	*37.2%*	*36.0%*	*38.9%*
%H		*50.3%*	*20.1%*	*68.9%*	*41.0%*	*28.0%*	*94.9%*

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	5733	5502	2511	899	3455	1619	1837	5236
%H		*96.0%*	*43.8%*	*15.7%*	*60.3%*	*28.2%*	*32.0%*	*91.3%*
Total Children	982	961	499	156	551	299	252	963
%V	*17.1%*	*17.5%*	*19.9%*	*17.4%*	*15.9%*	*18.5%*	*13.7%*	*18.4%*
%H		*97.9%*	*50.8%*	*15.9%*	*56.1%*	*30.4%*	*25.7%*	*98.1%*
0 - 3	229	222	115	33	118	60	58	224
%V	*4.0%*	*4.0%*	*4.6%*	*3.7%*	*3.4%*	*3.7%*	*3.2%*	*4.3%*
%H		*96.9%*	*50.2%*	*14.4%*	*51.5%*	*26.2%*	*25.3%*	*97.8%*
4 - 15	753	739	383	123	433	239	194	739
%V	*13.1%*	*13.4%*	*15.3%*	*13.7%*	*12.5%*	*14.8%*	*10.6%*	*14.1%*
%H		*98.1%*	*50.9%*	*16.3%*	*57.5%*	*31.7%*	*25.8%*	*98.1%*
4 - 9	394	388	199	58	221	117	104	384
%V	*6.9%*	*7.1%*	*7.9%*	*6.5%*	*6.4%*	*7.2%*	*5.7%*	*7.3%*
%H		*98.5%*	*50.5%*	*14.7%*	*56.1%*	*29.7%*	*26.4%*	*97.5%*
10 - 15	358	351	185	65	212	122	90	354
%V	*6.2%*	*6.4%*	*7.4%*	*7.2%*	*6.1%*	*7.5%*	*4.9%*	*6.8%*
%H		*98.0%*	*51.7%*	*18.2%*	*59.2%*	*34.1%*	*25.1%*	*98.9%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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	5733	5502	2511	899	3455	1619	1837	5236
%H		*96.0%*	*43.8%*	*15.7%*	*60.3%*	*28.2%*	*32.0%*	*91.3%*
Total Adults (16+)	4751	4541	2012	744	2904	1319	1585	4274
%V	*82.9%*	*82.5%*	*80.1%*	*82.8%*	*84.1%*	*81.5%*	*86.3%*	*81.6%*
%H		*95.6%*	*42.3%*	*15.7%*	*61.1%*	*27.8%*	*33.4%*	*90.0%*
16 - 19	233	219	110	39	137	74	63	227
%V	*4.1%*	*4.0%*	*4.4%*	*4.3%*	*4.0%*	*4.6%*	*3.4%*	*4.3%*
%H		*94.0%*	*47.2%*	*16.7%*	*58.8%*	*31.8%*	*27.0%*	*97.4%*
20 - 24	350	305	110	40	181	72	109	342
%V	*6.1%*	*5.5%*	*4.4%*	*4.4%*	*5.2%*	*4.4%*	*5.9%*	*6.5%*
%H		*87.1%*	*31.4%*	*11.4%*	*51.7%*	*20.6%*	*31.1%*	*97.7%*
25 - 34	786	724	315	123	368	166	202	765
%V	*13.7%*	*13.2%*	*12.5%*	*13.7%*	*10.7%*	*10.3%*	*11.0%*	*14.6%*
%H		*92.1%*	*40.1%*	*15.6%*	*46.8%*	*21.1%*	*25.7%*	*97.3%*
35 - 44	703	667	332	100	390	195	195	680
%V	*12.3%*	*12.1%*	*13.2%*	*11.1%*	*11.3%*	*12.0%*	*10.6%*	*13.0%*
%H		*94.9%*	*47.2%*	*14.2%*	*55.5%*	*27.7%*	*27.7%*	*96.7%*
45 - 54	814	792	390	142	505	261	244	773
%V	*14.2%*	*14.4%*	*15.5%*	*15.8%*	*14.6%*	*16.1%*	*13.3%*	*14.8%*
%H		*97.3%*	*47.9%*	*17.4%*	*62.0%*	*32.1%*	*30.0%*	*95.0%*
55 - 64	790	774	355	140	521	252	269	729
%V	*13.8%*	*14.1%*	*14.1%*	*15.6%*	*15.1%*	*15.6%*	*14.6%*	*13.9%*
%H		*98.0%*	*44.9%*	*17.7%*	*65.9%*	*31.9%*	*34.1%*	*92.3%*
65+	1076	1061	399	159	802	299	503	758
%V	*18.8%*	*19.3%*	*15.9%*	*17.7%*	*23.2%*	*18.5%*	*27.4%*	*14.5%*
%H		*98.6%*	*37.1%*	*14.8%*	*74.5%*	*27.8%*	*46.7%*	*70.4%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.23: Social Grade (Adults 16+) Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4751	4541	2012	744	2904	1319	1585	4274
%H		*95.6%*	*42.3%*	*15.7%*	*61.1%*	*27.8%*	*33.4%*	*90.0%*
AB	1236	1181	542	193	752	360	392	1200
%V	*26.0%*	*26.0%*	*26.9%*	*25.9%*	*25.9%*	*27.3%*	*24.7%*	*28.1%*
%H		*95.6%*	*43.9%*	*15.6%*	*60.8%*	*29.1%*	*31.7%*	*97.1%*
C1	1350	1272	604	210	781	390	391	1273
%V	*28.4%*	*28.0%*	*30.0%*	*28.2%*	*26.9%*	*29.6%*	*24.7%*	*29.8%*
%H		*94.2%*	*44.7%*	*15.6%*	*57.9%*	*28.9%*	*29.0%*	*94.3%*
C2	1000	977	461	149	621	290	331	910
%V	*21.0%*	*21.5%*	*22.9%*	*20.0%*	*21.4%*	*22.0%*	*20.9%*	*21.3%*
%H		*97.7%*	*46.1%*	*14.9%*	*62.1%*	*29.0%*	*33.1%*	*91.0%*
D	772	741	287	135	494	208	286	641
%V	*16.2%*	*16.3%*	*14.3%*	*18.1%*	*17.0%*	*15.8%*	*18.0%*	*15.0%*
%H		*96.0%*	*37.2%*	*17.5%*	*64.0%*	*26.9%*	*37.0%*	*83.0%*
E	392	370	118	55	256	71	185	250
%V	*8.3%*	*8.1%*	*5.9%*	*7.4%*	*8.8%*	*5.4%*	*11.7%*	*5.8%*
%H		*94.4%*	*30.1%*	*14.0%*	*65.3%*	*18.1%*	*47.2%*	*63.8%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Table 28.24: Working Status (Adults 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Adults (16+)	4751	4541	2012	744	2904	1319	1585	4274
%H		*95.6%*	*42.3%*	*15.7%*	*61.1%*	*27.8%*	*33.4%*	*90.0%*
Working full time	2202	2108	1036	356	1244	643	601	2137
%V	*46.3%*	*46.4%*	*51.5%*	*47.8%*	*42.8%*	*48.7%*	*37.9%*	*50.0%*
%H		*95.7%*	*47.0%*	*16.2%*	*56.5%*	*29.2%*	*27.3%*	*97.0%*
Working part time	486	466	226	69	293	146	147	469
%V	*10.2%*	*10.3%*	*11.2%*	*9.3%*	*10.1%*	*11.1%*	*9.3%*	*11.0%*
%H		*95.9%*	*46.5%*	*14.2%*	*60.3%*	*30.0%*	*30.2%*	*96.5%*
Not working	2063	1968	750	318	1367	530	837	1668
%V	*43.4%*	*43.3%*	*37.3%*	*42.7%*	*47.1%*	*40.2%*	*52.8%*	*39.0%*
%H		*95.4%*	*36.4%*	*15.4%*	*66.3%*	*25.7%*	*40.6%*	*80.9%*
Houseperson	2672	2536	1041	400	1649	666	984	2280
%V	*56.2%*	*55.8%*	*51.7%*	*53.8%*	*56.8%*	*50.5%*	*62.1%*	*53.3%*
%H		*94.9%*	*39.0%*	*15.0%*	*61.7%*	*24.9%*	*36.8%*	*85.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2291	2176	972	357	1374	643	731	2073
%H		*95.0%*	*42.4%*	*15.6%*	*60.0%*	*28.1%*	*31.9%*	*90.5%*
16 - 19	119	113	55	21	74	40	33	116
%V	*5.2%*	*5.2%*	*5.7%*	*5.9%*	*5.4%*	*6.2%*	*4.5%*	*5.6%*
%H		*95.0%*	*46.2%*	*17.6%*	*62.2%*	*33.6%*	*27.7%*	*97.5%*
20 - 24	175	155	57	21	92	42	50	170
%V	*7.6%*	*7.1%*	*5.9%*	*5.9%*	*6.7%*	*6.5%*	*6.8%*	*8.2%*
%H		*88.6%*	*32.6%*	*12.0%*	*52.6%*	*24.0%*	*28.6%*	*97.1%*
25 - 34	388	351	147	58	180	78	102	377
%V	*16.9%*	*16.1%*	*15.1%*	*16.2%*	*13.1%*	*12.1%*	*14.0%*	*18.2%*
%H		*90.5%*	*37.9%*	*14.9%*	*46.4%*	*20.1%*	*26.3%*	*97.2%*
35 - 44	342	319	154	52	182	92	90	328
%V	*14.9%*	*14.7%*	*15.8%*	*14.6%*	*13.2%*	*14.3%*	*12.3%*	*15.8%*
%H		*93.3%*	*45.0%*	*15.2%*	*53.2%*	*26.9%*	*26.3%*	*95.9%*
45 - 54	394	383	187	66	243	124	119	370
%V	*17.2%*	*17.6%*	*19.2%*	*18.5%*	*17.7%*	*19.3%*	*16.3%*	*17.8%*
%H		*97.2%*	*47.5%*	*16.8%*	*61.7%*	*31.5%*	*30.2%*	*93.9%*
55 - 64	386	376	177	67	253	124	129	350
%V	*16.8%*	*17.3%*	*18.2%*	*18.8%*	*18.4%*	*19.3%*	*17.6%*	*16.9%*
%H		*97.4%*	*45.9%*	*17.4%*	*65.5%*	*32.1%*	*33.4%*	*90.7%*
65+	488	477	195	73	351	142	209	362
%V	*21.3%*	*21.9%*	*20.1%*	*20.4%*	*25.5%*	*22.1%*	*28.6%*	*17.5%*
%H		*97.7%*	*40.0%*	*15.0%*	*71.9%*	*29.1%*	*42.8%*	*74.2%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 2018

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: Social Grade (Males 16+)

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total Males (16+)	2291	2176	972	357	1374	643	731	2073
%H		*95.0%*	*42.4%*	*15.6%*	*60.0%*	*28.1%*	*31.9%*	*90.5%*
AB	611	581	267	92	372	180	192	593
%V	*26.7%*	*26.7%*	*27.5%*	*25.8%*	*27.1%*	*28.0%*	*26.3%*	*28.6%*
%H		*95.1%*	*43.7%*	*15.1%*	*60.9%*	*29.5%*	*31.4%*	*97.1%*
C1	606	567	281	94	333	182	151	581
%V	*26.5%*	*26.1%*	*28.9%*	*26.3%*	*24.2%*	*28.3%*	*20.7%*	*28.0%*
%H		*93.6%*	*46.4%*	*15.5%*	*55.0%*	*30.0%*	*24.9%*	*95.9%*
C2	543	526	242	82	333	154	180	485
%V	*23.7%*	*24.2%*	*24.9%*	*23.0%*	*24.2%*	*24.0%*	*24.6%*	*23.4%*
%H		*96.9%*	*44.6%*	*15.1%*	*61.3%*	*28.4%*	*33.1%*	*89.3%*
D	363	345	133	70	226	101	124	304
%V	*15.8%*	*15.9%*	*13.7%*	*19.6%*	*16.4%*	*15.7%*	*17.0%*	*14.7%*
%H		*95.0%*	*36.6%*	*19.3%*	*62.3%*	*27.8%*	*34.2%*	*83.7%*
E	169	156	48	19	110	26	84	109
%V	*7.4%*	*7.2%*	*4.9%*	*5.3%*	*8.0%*	*4.0%*	*11.5%*	*5.3%*
%H		*92.3%*	*28.4%*	*11.2%*	*65.1%*	*15.4%*	*49.7%*	*64.5%*

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+)	2291	2176	972	357	1374	643	731	2073
%H		*95.0%*	*42.4%*	*15.6%*	*60.0%*	*28.1%*	*31.9%*	*90.5%*
Working full time	1300	1243	608	209	741	387	354	1260
%V	*56.7%*	*57.1%*	*62.6%*	*58.5%*	*53.9%*	*60.2%*	*48.4%*	*60.8%*
%H		*95.6%*	*46.8%*	*16.1%*	*57.0%*	*29.8%*	*27.2%*	*96.9%*
Working part time	100	91	39	15	53	23	30	91
%V	*4.4%*	*4.2%*	*4.0%*	*4.2%*	*3.9%*	*3.6%*	*4.1%*	*4.4%*
%H		*91.0%*	*39.0%*	*15.0%*	*53.0%*	*23.0%*	*30.0%*	*91.0%*
Not working	892	842	325	134	581	234	347	723
%V	*38.9%*	*38.7%*	*33.4%*	*37.5%*	*42.3%*	*36.4%*	*47.5%*	*34.9%*
%H		*94.4%*	*36.4%*	*15.0%*	*65.1%*	*26.2%*	*38.9%*	*81.1%*
Houseperson	625	562	192	85	370	122	248	477
%V	*27.3%*	*25.8%*	*19.8%*	*23.8%*	*26.9%*	*19.0%*	*33.9%*	*23.0%*
%H		*89.9%*	*30.7%*	*13.6%*	*59.2%*	*19.5%*	*39.7%*	*76.3%*

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+)	2460	2366	1040	386	1530	676	854	2200
%H		*96.2%*	*42.3%*	*15.7%*	*62.2%*	*27.5%*	*34.7%*	*89.4%*
16 - 19	113	106	55	19	63	33	30	111
%V	*4.6%*	*4.5%*	*5.3%*	*4.9%*	*4.1%*	*4.9%*	*3.5%*	*5.0%*
%H		*93.8%*	*48.7%*	*16.8%*	*55.8%*	*29.2%*	*26.5%*	*98.2%*
20 - 24	176	150	54	19	89	30	59	171
%V	*7.2%*	*6.3%*	*5.2%*	*4.9%*	*5.8%*	*4.4%*	*6.9%*	*7.8%*
%H		*85.2%*	*30.7%*	*10.8%*	*50.6%*	*17.0%*	*33.5%*	*97.2%*
25 - 34	397	373	168	65	188	88	100	388
%V	*16.1%*	*15.8%*	*16.2%*	*16.8%*	*12.3%*	*13.0%*	*11.7%*	*17.6%*
%H		*94.0%*	*42.3%*	*16.4%*	*47.4%*	*22.2%*	*25.2%*	*97.7%*
35 - 44	361	348	178	48	208	103	104	352
%V	*14.7%*	*14.7%*	*17.1%*	*12.4%*	*13.6%*	*15.2%*	*12.2%*	*16.0%*
%H		*96.4%*	*49.3%*	*13.3%*	*57.6%*	*28.5%*	*28.8%*	*97.5%*
45 - 54	421	408	203	76	262	137	125	403
%V	*17.1%*	*17.2%*	*19.5%*	*19.7%*	*17.1%*	*20.3%*	*14.6%*	*18.3%*
%H		*96.9%*	*48.2%*	*18.1%*	*62.2%*	*32.5%*	*29.7%*	*95.7%*
55 - 64	404	397	178	74	268	127	140	379
%V	*16.4%*	*16.8%*	*17.1%*	*19.2%*	*17.5%*	*18.8%*	*16.4%*	*17.2%*
%H		*98.3%*	*44.1%*	*18.3%*	*66.3%*	*31.4%*	*34.7%*	*93.8%*
65+	588	583	204	86	451	157	294	396
%V	*23.9%*	*24.6%*	*19.6%*	*22.3%*	*29.5%*	*23.2%*	*34.4%*	*18.0%*
%H		*99.1%*	*34.7%*	*14.6%*	*76.7%*	*26.7%*	*50.0%*	*67.3%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2460	2366	1040	386	1530	676	854	2200
%H		*96.2%*	*42.3%*	*15.7%*	*62.2%*	*27.5%*	*34.7%*	*89.4%*
AB	625	599	275	102	380	180	200	607
%V	*25.4%*	*25.3%*	*26.4%*	*26.4%*	*24.8%*	*26.6%*	*23.4%*	*27.6%*
%H		*95.8%*	*44.0%*	*16.3%*	*60.8%*	*28.8%*	*32.0%*	*97.1%*
C1	744	705	323	116	448	208	240	691
%V	*30.2%*	*29.8%*	*31.1%*	*30.1%*	*29.3%*	*30.8%*	*28.1%*	*31.4%*
%H		*94.8%*	*43.4%*	*15.6%*	*60.2%*	*28.0%*	*32.3%*	*92.9%*
C2	458	451	219	67	288	137	151	425
%V	*18.6%*	*19.1%*	*21.1%*	*17.4%*	*18.8%*	*20.3%*	*17.7%*	*19.3%*
%H		*98.5%*	*47.8%*	*14.6%*	*62.9%*	*29.9%*	*33.0%*	*92.8%*
D	410	397	154	65	269	107	162	337
%V	*16.7%*	*16.8%*	*14.8%*	*16.8%*	*17.6%*	*15.8%*	*19.0%*	*15.3%*
%H		*96.8%*	*37.6%*	*15.9%*	*65.6%*	*26.1%*	*39.5%*	*82.2%*
E	224	214	70	37	146	45	101	140
%V	*9.1%*	*9.0%*	*6.7%*	*9.6%*	*9.5%*	*6.7%*	*11.8%*	*6.4%*
%H		*95.5%*	*31.3%*	*16.5%*	*65.2%*	*20.1%*	*45.1%*	*62.5%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2460	2366	1040	386	1530	676	854	2200
%H		*96.2%*	*42.3%*	*15.7%*	*62.2%*	*27.5%*	*34.7%*	*89.4%*
Working full time	902	865	428	148	504	257	247	877
%V	*36.7%*	*36.6%*	*41.2%*	*38.3%*	*32.9%*	*38.0%*	*28.9%*	*39.9%*
%H		*95.9%*	*47.5%*	*16.4%*	*55.9%*	*28.5%*	*27.4%*	*97.2%*
Working part time	386	375	187	55	240	123	118	378
%V	*15.7%*	*15.8%*	*18.0%*	*14.2%*	*15.7%*	*18.2%*	*13.8%*	*17.2%*
%H		*97.2%*	*48.4%*	*14.2%*	*62.2%*	*31.9%*	*30.6%*	*97.9%*
Not working	1171	1126	425	184	786	297	489	945
%V	*47.6%*	*47.6%*	*40.9%*	*47.7%*	*51.4%*	*43.9%*	*57.3%*	*43.0%*
%H		*96.2%*	*36.3%*	*15.7%*	*67.1%*	*25.4%*	*41.8%*	*80.7%*
Houseperson	2047	1974	849	315	1279	544	736	1802
%V	*83.2%*	*83.4%*	*81.6%*	*81.6%*	*83.6%*	*80.5%*	*86.2%*	*81.9%*
%H		*96.4%*	*41.5%*	*15.4%*	*62.5%*	*26.6%*	*36.0%*	*88.0%*

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total