

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Apr 2018 to Mar 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

Contents	Page
Introduction	2
Annual Data Tables: Volume 2 - BBC areas	
BBC London	3
BBC South East	31
BBC Midlands	59
BBC East	87
BBC West	115
BBC South West	143
BBC South	171
BBC Yorkshire and Lincolnshire	199
BBC North East & Cumbria	227
BBC North West	255
BBC Scotland	283
BBC Ulster	311
BBC Wales	339
BBC Midlands West	367
BBC Midlands East	395

See also

Volume 1 - Total Network and Appendices

Volume 3 - ITV areas

Introduction

Page 2

This reports contains the weighted data results from the Establishment survey for the period Apr 2018 - Mar 2019

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 4

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
AB	1526	1418	500	309	836	285	550	1497
%V	27.5%	28.0%	28.2%	33.3%	26.6%	29.1%	25.5%	30.0%
%H (All HH)		92.9%	32.8%	20.2%	54.8%	18.7%	36.0%	98.1%
%H (TV HH)			35.3%	21.8%	59.0%	20.1%	38.8%	
C1	1671	1507	543	300	943	330	613	1557
%V	30.1%	29.8%	30.6%	32.3%	30.1%	33.6%	28.4%	31.2%
%H (All HH)		90.2%	32.5%	18.0%	56.4%	19.7%	36.7%	93.2%
%H (TV HH)			36.0%	19.9%	62.6%	21.9%	40.7%	
C2	924	847	323	145	526	177	349	838
%V	16.7%	16.7%	18.2%	15.6%	16.8%	18.0%	16.2%	16.8%
%H (All HH)		91.7%	35.0%	15.7%	56.9%	19.2%	37.8%	90.7%
%H (TV HH)			38.1%	17.1%	62.1%	20.9%	41.2%	
D	871	765	268	115	444	115	329	759
%V	15.7%	15.1%	15.1%	12.4%	14.1%	11.7%	15.3%	15.2%
%H (All HH)		87.8%	30.8%	13.2%	51.0%	13.2%	37.8%	87.1%
%H (TV HH)			35.0%	15.0%	58.0%	15.0%	43.0%	
E	553	523	142	59	390	74	316	341
%V	10.0%	10.3%	8.0%	6.4%	12.4%	7.5%	14.6%	6.8%
%H (All HH)		94.6%	25.7%	10.7%	70.5%	13.4%	57.1%	61.7%
%H (TV HH)			27.2%	11.3%	74.6%	14.1%	60.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 5

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Under 25	259	173	48	36	94	22	72	249
%V	4.7%	3.4%	2.7%	3.9%	3.0%	2.2%	3.3%	5.0%
%H (All HH)		66.8%	18.5%	13.9%	36.3%	8.5%	27.8%	96.1%
%H (TV HH)			27.7%	20.8%	54.3%	12.7%	41.6%	
25 - 34	1088	899	308	149	464	129	335	1069
%V	19.6%	17.8%	17.4%	16.1%	14.8%	13.1%	15.5%	21.4%
%H (All HH)		82.6%	28.3%	13.7%	42.6%	11.9%	30.8%	98.3%
%H (TV HH)			34.3%	16.6%	51.6%	14.3%	37.3%	
35 - 44	1116	1013	406	200	539	184	355	1100
%V	20.1%	20.0%	22.9%	21.6%	17.2%	18.8%	16.5%	22.0%
%H (All HH)		90.8%	36.4%	17.9%	48.3%	16.5%	31.8%	98.6%
%H (TV HH)			40.1%	19.7%	53.2%	18.2%	35.0%	
45 - 54	1033	979	400	221	571	226	345	1002
%V	18.6%	19.3%	22.5%	23.8%	18.2%	23.0%	16.0%	20.1%
%H (All HH)		94.8%	38.7%	21.4%	55.3%	21.9%	33.4%	97.0%
%H (TV HH)			40.9%	22.6%	58.3%	23.1%	35.2%	
55 - 64	852	825	291	169	561	204	357	775
%V	15.4%	16.3%	16.4%	18.2%	17.9%	20.8%	16.6%	15.5%
%H (All HH)		96.8%	34.2%	19.8%	65.8%	23.9%	41.9%	91.0%
%H (TV HH)			35.3%	20.5%	68.0%	24.7%	43.3%	
65 +	1196	1172	322	154	910	215	695	797
%V	21.6%	23.2%	18.1%	16.6%	29.0%	21.9%	32.2%	16.0%
%H (All HH)		98.0%	26.9%	12.9%	76.1%	18.0%	58.1%	66.6%
%H (TV HH)			27.5%	13.1%	77.6%	18.3%	59.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
1	1648	1434	324	177	1048	173	875	1225
%V	29.7%	28.3%	18.3%	19.1%	33.4%	17.6%	40.6%	24.5%
%H (All HH)		87.0%	19.7%	10.7%	63.6%	10.5%	53.1%	74.3%
%H (TV HH)			22.6%	12.3%	73.1%	12.1%	61.0%	
2	1781	1653	598	310	1041	357	684	1677
%V	32.1%	32.7%	33.7%	33.4%	33.2%	36.4%	31.7%	33.6%
%H (All HH)		92.8%	33.6%	17.4%	58.5%	20.0%	38.4%	94.2%
%H (TV HH)			36.2%	18.8%	63.0%	21.6%	41.4%	
3	924	857	343	205	473	195	278	909
%V	16.7%	16.9%	19.3%	22.1%	15.1%	19.9%	12.9%	18.2%
%H (All HH)		92.7%	37.1%	22.2%	51.2%	21.1%	30.1%	98.4%
%H (TV HH)			40.0%	23.9%	55.2%	22.8%	32.4%	
4	820	778	350	173	406	183	223	815
%V	14.8%	15.4%	19.7%	18.6%	12.9%	18.7%	10.3%	16.3%
%H (All HH)		94.9%	42.7%	21.1%	49.5%	22.3%	27.2%	99.4%
%H (TV HH)			45.0%	22.2%	52.2%	23.5%	28.7%	
5+	371	339	160	64	171	73	98	366
%V	6.7%	6.7%	9.0%	6.9%	5.4%	7.4%	4.5%	7.3%
%H (All HH)		91.4%	43.1%	17.3%	46.1%	19.7%	26.4%	98.7%
%H (TV HH)			47.2%	18.9%	50.4%	21.5%	28.9%	
Average HH size	2.39	2.42	2.71	2.63	2.26	2.64	2.08	2.51

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Without	3974	3584	1134	614	2380	679	1701	3441
%V	71.7%	70.8%	63.9%	66.2%	75.8%	69.2%	78.9%	68.9%
%H (All HH)		90.2%	28.5%	15.5%	59.9%	17.1%	42.8%	86.6%
%H (TV HH)			31.6%	17.1%	66.4%	18.9%	47.5%	
With	1570	1477	641	315	758	302	456	1551
%V	28.3%	29.2%	36.1%	33.9%	24.2%	30.8%	21.1%	31.1%
%H (All HH)		94.1%	40.8%	20.1%	48.3%	19.2%	29.0%	98.8%
%H (TV HH)			43.4%	21.3%	51.3%	20.4%	30.9%	
0 - 3	594	542	233	99	273	96	176	585
%V	10.7%	10.7%	13.1%	10.7%	8.7%	9.8%	8.2%	11.7%
%H (All HH)		91.2%	39.2%	16.7%	46.0%	16.2%	29.6%	98.5%
%H (TV HH)			43.0%	18.3%	50.4%	17.7%	32.5%	
4 - 9	831	783	346	154	404	159	244	822
%V	15.0%	15.5%	19.5%	16.6%	12.9%	16.2%	11.3%	16.5%
%H (All HH)		94.2%	41.6%	18.5%	48.6%	19.1%	29.4%	98.9%
%H (TV HH)			44.2%	19.7%	51.6%	20.3%	31.2%	
10 - 15	703	677	305	158	353	155	198	695
%V	12.7%	13.4%	17.2%	17.0%	11.2%	15.8%	9.2%	13.9%
%H (All HH)		96.3%	43.4%	22.5%	50.2%	22.0%	28.2%	98.9%
%H (TV HH)			45.1%	23.3%	52.1%	22.9%	29.2%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
1	2736	2736	783	413	1574	221	1352	2383
%V	49.4%	54.1%	44.1%	44.5%	50.2%	22.5%	62.7%	47.7%
%H (All HH)		100.0%	28.6%	15.1%	57.5%	8.1%	49.4%	87.1%
%H (TV HH)			28.6%	15.1%	57.5%	8.1%	49.4%	
2	1473	1473	582	316	945	386	559	1348
%V	26.6%	29.1%	32.8%	34.1%	30.1%	39.3%	25.9%	27.0%
%H (All HH)		100.0%	39.5%	21.5%	64.2%	26.2%	37.9%	91.5%
%H (TV HH)			39.5%	21.5%	64.2%	26.2%	37.9%	
3	556	556	255	133	395	226	169	532
%V	10.0%	11.0%	14.4%	14.3%	12.6%	23.0%	7.8%	10.7%
%H (All HH)		100.0%	45.9%	23.9%	71.0%	40.6%	30.4%	95.7%
%H (TV HH)			45.9%	23.9%	71.0%	40.6%	30.4%	
4	210	210	107	47	160	103	57	205
%V	3.8%	4.2%	6.0%	5.1%	5.1%	10.5%	2.6%	4.1%
%H (All HH)		100.0%	51.0%	22.4%	76.2%	49.0%	27.1%	97.6%
%H (TV HH)			51.0%	22.4%	76.2%	49.0%	27.1%	
5+	86	86	47	19	66	45	20	85
%V	1.6%	1.7%	2.6%	2.0%	2.1%	4.6%	0.9%	1.7%
%H (All HH)		100.0%	54.7%	22.1%	76.7%	52.3%	23.3%	98.8%
%H (TV HH)			54.7%	22.1%	76.7%	52.3%	23.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Under 20"	384	384	110	68	317	116	202	329
%V	6.9%	7.6%	6.2%	7.3%	10.1%	11.8%	9.4%	6.6%
%H (All HH)		100.0%	28.6%	17.7%	82.6%	30.2%	52.6%	85.7%
%H (TV HH)			28.6%	17.7%	82.6%	30.2%	52.6%	
20" - 29"	1163	1163	376	211	872	320	552	1004
%V	21.0%	23.0%	21.2%	22.7%	27.8%	32.6%	25.6%	20.1%
%H (All HH)		100.0%	32.3%	18.1%	75.0%	27.5%	47.5%	86.3%
%H (TV HH)			32.3%	18.1%	75.0%	27.5%	47.5%	
30" - 39"	2197	2197	730	410	1487	492	995	1970
%V	39.6%	43.4%	41.1%	44.2%	47.4%	50.2%	46.1%	39.5%
%H (All HH)		100.0%	33.2%	18.7%	67.7%	22.4%	45.3%	89.7%
%H (TV HH)			33.2%	18.7%	67.7%	22.4%	45.3%	
40" - 49"	2340	2340	992	480	1381	589	793	2201
%V	42.2%	46.2%	55.9%	51.7%	44.0%	60.0%	36.8%	44.1%
%H (All HH)		100.0%	42.4%	20.5%	59.0%	25.2%	33.9%	94.1%
%H (TV HH)			42.4%	20.5%	59.0%	25.2%	33.9%	
50" - 59"	906	906	453	201	474	246	228	882
%V	16.3%	17.9%	25.5%	21.7%	15.1%	25.1%	10.6%	17.7%
%H (All HH)		100.0%	50.0%	22.2%	52.3%	27.2%	25.2%	97.4%
%H (TV HH)			50.0%	22.2%	52.3%	27.2%	25.2%	
60"+	120	120	73	26	57	36	21	117
%V	2.2%	2.4%	4.1%	2.8%	1.8%	3.7%	1.0%	2.3%
%H (All HH)		100.0%	60.8%	21.7%	47.5%	30.0%	17.5%	97.5%
%H (TV HH)			60.8%	21.7%	47.5%	30.0%	17.5%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
BBC London
Household level data
Table 1.7: Location of ANY set in household
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Main living room	4988	4988	1760	920	3092	972	2120	4490
%V	90.0%	98.6%	99.2%	99.1%	98.5%	99.1%	98.3%	89.9%
%H (All HH)		100.0%	35.3%	18.4%	62.0%	19.5%	42.5%	90.0%
%H (TV HH)			35.3%	18.4%	62.0%	19.5%	42.5%	
Kitchen	421	421	178	91	321	165	156	395
%V	7.6%	8.3%	10.0%	9.8%	10.2%	16.8%	7.2%	7.9%
%H (All HH)		100.0%	42.3%	21.6%	76.2%	39.2%	37.1%	93.8%
%H (TV HH)			42.3%	21.6%	76.2%	39.2%	37.1%	
Adult's bedroom	1832	1832	789	404	1242	616	626	1704
%V	33.0%	36.2%	44.5%	43.5%	39.6%	62.8%	29.0%	34.1%
%H (All HH)		100.0%	43.1%	22.1%	67.8%	33.6%	34.2%	93.0%
%H (TV HH)			43.1%	22.1%	67.8%	33.6%	34.2%	
Child's bedroom	243	243	122	56	146	81	65	241
%V	4.4%	4.8%	6.9%	6.0%	4.7%	8.3%	3.0%	4.8%
%H (All HH)		100.0%	50.2%	23.0%	60.1%	33.3%	26.7%	99.2%
%H (TV HH)			50.2%	23.0%	60.1%	33.3%	26.7%	
Other bedroom	178	178	93	37	134	84	50	170
%V	3.2%	3.5%	5.2%	4.0%	4.3%	8.6%	2.3%	3.4%
%H (All HH)		100.0%	52.2%	20.8%	75.3%	47.2%	28.1%	95.5%
%H (TV HH)			52.2%	20.8%	75.3%	47.2%	28.1%	
Second living/dining room	317	317	141	70	227	123	104	302
%V	5.7%	6.3%	7.9%	7.5%	7.2%	12.5%	4.8%	6.0%
%H (All HH)		100.0%	44.5%	22.1%	71.6%	38.8%	32.8%	95.3%
%H (TV HH)			44.5%	22.1%	71.6%	38.8%	32.8%	
Study/office	59	59	28	12	41	22	19	59
%V	1.1%	1.2%	1.6%	1.3%	1.3%	2.2%	0.9%	1.2%
%H (All HH)		100.0%	47.5%	20.3%	69.5%	37.3%	32.2%	100.0%
%H (TV HH)			47.5%	20.3%	69.5%	37.3%	32.2%	
TV room	28	28	17	8	14	10	5	27
%V	0.5%	0.6%	1.0%	0.9%	0.4%	1.0%	0.2%	0.5%
%H (All HH)		100.0%	60.7%	28.6%	50.0%	35.7%	17.9%	96.4%
%H (TV HH)			60.7%	28.6%	50.0%	35.7%	17.9%	
Conservatory	39	39	19	10	31	21	10	37
%V	0.7%	0.8%	1.1%	1.1%	1.0%	2.1%	0.5%	0.7%
%H (All HH)		100.0%	48.7%	25.6%	79.5%	53.8%	25.6%	94.9%
%H (TV HH)			48.7%	25.6%	79.5%	53.8%	25.6%	
Attic or loft room	13	13	5	2	9	3	6	12
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	38.5%	15.4%	69.2%	23.1%	46.2%	92.3%
%H (TV HH)			38.5%	15.4%	69.2%	23.1%	46.2%	
No specific location	4	4	1	1	3	2	2	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	50.0%	50.0%	
Other	46	46	23	6	32	17	15	44
%V	0.8%	0.9%	1.3%	0.6%	1.0%	1.7%	0.7%	0.9%
%H (All HH)		100.0%	50.0%	13.0%	69.6%	37.0%	32.6%	95.7%
%H (TV HH)			50.0%	13.0%	69.6%	37.0%	32.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Any DSAT provider	1775	1775	1775	37	642	642	0	1698
%V	32.0%	35.1%	100.0%	4.0%	20.5%	65.4%	0.0%	34.0%
%H (All HH)			100.0%	2.1%	36.2%	36.2%	0.0%	95.7%
%H (TV HH)			100.0%	2.1%	36.2%	36.2%	0.0%	
Sky with subscription	1515	1515	1515	24	542	542	0	1454
%V	27.3%	29.9%	85.4%	2.6%	17.3%	55.2%	0.0%	29.1%
%H (All HH)			100.0%	1.6%	35.8%	35.8%	0.0%	96.0%
%H (TV HH)			100.0%	1.6%	35.8%	35.8%	0.0%	
Sky without subscription	76	76	76	2	22	22	0	68
%V	1.4%	1.5%	4.3%	0.2%	0.7%	2.2%	0.0%	1.4%
%H (All HH)			100.0%	2.6%	28.9%	28.9%	0.0%	89.5%
%H (TV HH)			100.0%	2.6%	28.9%	28.9%	0.0%	
Freesat	110	110	110	6	53	53	0	106
%V	2.0%	2.2%	6.2%	0.6%	1.7%	5.4%	0.0%	2.1%
%H (All HH)			100.0%	5.5%	48.2%	48.2%	0.0%	96.4%
%H (TV HH)			100.0%	5.5%	48.2%	48.2%	0.0%	
Other satellite provider	128	128	128	10	46	46	0	122
%V	2.3%	2.5%	7.2%	1.1%	1.5%	4.7%	0.0%	2.4%
%H (All HH)			100.0%	7.8%	35.9%	35.9%	0.0%	95.3%
%H (TV HH)			100.0%	7.8%	35.9%	35.9%	0.0%	
DCAB	928	928	37	928	358	358	0	898
%V	16.7%	18.3%	2.1%	100.0%	11.4%	36.5%	0.0%	18.0%
%H (All HH)			4.0%	100.0%	38.6%	38.6%	0.0%	96.8%
%H (TV HH)			4.0%	100.0%	38.6%	38.6%	0.0%	
DTT	3138	3138	642	358	3138	981	2157	2707
%V	56.6%	62.0%	36.2%	38.6%	100.0%	100.0%	100.0%	54.2%
%H (All HH)		100.0%	20.5%	11.4%	100.0%	31.3%	68.7%	86.3%
%H (TV HH)			20.5%	11.4%	100.0%	31.3%	68.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
PVR	2950	2950	1598	849	1440	906	535	2813
%V	53.2%	58.3%	90.0%	91.5%	45.9%	92.4%	24.8%	56.4%
%H (All HH)		100.0%	54.2%	28.8%	48.8%	30.7%	18.1%	95.4%
%H (TV HH)			54.2%	28.8%	48.8%	30.7%	18.1%	
DVDR	56	56	21	13	39	16	23	48
%V	1.0%	1.1%	1.2%	1.4%	1.2%	1.6%	1.1%	1.0%
%H (All HH)		100.0%	37.5%	23.2%	69.6%	28.6%	41.1%	85.7%
%H (TV HH)			37.5%	23.2%	69.6%	28.6%	41.1%	
VCR	42	42	12	7	35	11	23	30
%V	0.8%	0.8%	0.7%	0.8%	1.1%	1.1%	1.1%	0.6%
%H (All HH)		100.0%	28.6%	16.7%	83.3%	26.2%	54.8%	71.4%
%H (TV HH)			28.6%	16.7%	83.3%	26.2%	54.8%	
Any recorder	2983	2983	1600	850	1471	907	564	2834
%V	53.8%	59.0%	90.1%	91.6%	46.9%	92.5%	26.1%	56.8%
%H (All HH)		100.0%	53.6%	28.5%	49.3%	30.4%	18.9%	95.0%
%H (TV HH)			53.6%	28.5%	49.3%	30.4%	18.9%	
Receives HDTV (via STB or built-in reception)	3619	3619	1490	816	2246	899	1347	3414
%V	65.3%	71.5%	83.9%	87.9%	71.6%	91.6%	62.4%	68.4%
%H (All HH)		100.0%	41.2%	22.5%	62.1%	24.8%	37.2%	94.3%
%H (TV HH)			41.2%	22.5%	62.1%	24.8%	37.2%	
DVD/Blu-ray player or recorder	2800	2800	1023	554	1775	627	1148	2564
%V	50.5%	55.3%	57.6%	59.7%	56.6%	63.9%	53.2%	51.4%
%H (All HH)		100.0%	36.5%	19.8%	63.4%	22.4%	41.0%	91.6%
%H (TV HH)			36.5%	19.8%	63.4%	22.4%	41.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5544	5060	1775	928	3138	981	2157	4992
%H (All HH)		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%
%H (TV HH)			35.1%	18.3%	62.0%	19.4%	42.6%	
Has broadband internet	4992	4552	1698	898	2707	941	1766	4992
%V	90.0%	90.0%	95.7%	96.8%	86.3%	95.9%	81.9%	100.0%
%H (All HH)		91.2%	34.0%	18.0%	54.2%	18.9%	35.4%	100.0%
%H (TV HH)			37.3%	19.7%	59.5%	20.7%	38.8%	
Number of computers (PCs and laptops)								
0	852	763	175	67	571	77	493	344
%V	15.4%	15.1%	9.9%	7.2%	18.2%	7.8%	22.9%	6.9%
%H (All HH)		89.6%	20.5%	7.9%	67.0%	9.0%	57.9%	40.4%
%H (TV HH)			22.9%	8.8%	74.8%	10.1%	64.6%	
1	1717	1533	523	257	951	255	696	1681
%V	31.0%	30.3%	29.5%	27.7%	30.3%	26.0%	32.3%	33.7%
%H (All HH)		89.3%	30.5%	15.0%	55.4%	14.9%	40.5%	97.9%
%H (TV HH)			34.1%	16.8%	62.0%	16.6%	45.4%	
2	1417	1300	485	270	777	289	488	1412
%V	25.6%	25.7%	27.3%	29.1%	24.8%	29.5%	22.6%	28.3%
%H (All HH)		91.7%	34.2%	19.1%	54.8%	20.4%	34.4%	99.6%
%H (TV HH)			37.3%	20.8%	59.8%	22.2%	37.5%	
3	719	670	248	155	389	148	241	718
%V	13.0%	13.2%	14.0%	16.7%	12.4%	15.1%	11.2%	14.4%
%H (All HH)		93.2%	34.5%	21.6%	54.1%	20.6%	33.5%	99.9%
%H (TV HH)			37.0%	23.1%	58.1%	22.1%	36.0%	
4	430	408	176	88	226	99	127	429
%V	7.8%	8.1%	9.9%	9.5%	7.2%	10.1%	5.9%	8.6%
%H (All HH)		94.9%	40.9%	20.5%	52.6%	23.0%	29.5%	99.8%
%H (TV HH)			43.1%	21.6%	55.4%	24.3%	31.1%	
5+	409	386	168	91	225	113	112	408
%V	7.4%	7.6%	9.5%	9.8%	7.2%	11.5%	5.2%	8.2%
%H (All HH)		94.4%	41.1%	22.2%	55.0%	27.6%	27.4%	99.8%
%H (TV HH)			43.5%	23.6%	58.3%	29.3%	29.0%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8651	3400	1736	5640	2328	3311	7952
%H		39.3%	20.1%	65.2%	26.9%	38.3%	91.9%
Under 20"	449	127	79	377	137	239	383
%V	5.2%	3.7%	4.6%	6.7%	5.9%	7.2%	4.8%
%H		28.3%	17.6%	84.0%	30.5%	53.2%	85.3%
20" - 29"	1420	469	266	1081	422	659	1242
%V	16.4%	13.8%	15.3%	19.2%	18.1%	19.9%	15.6%
%H		33.0%	18.7%	76.1%	29.7%	46.4%	87.5%
30" - 39"	2624	919	510	1788	655	1133	2380
%V	30.3%	27.0%	29.4%	31.7%	28.1%	34.2%	29.9%
%H		35.0%	19.4%	68.1%	25.0%	43.2%	90.7%
40" - 49"	2737	1208	574	1627	749	878	2585
%V	31.6%	35.5%	33.1%	28.8%	32.2%	26.5%	32.5%
%H		44.1%	21.0%	59.4%	27.4%	32.1%	94.4%
50" - 59"	1003	504	222	530	278	252	980
%V	11.6%	14.8%	12.8%	9.4%	11.9%	7.6%	12.3%
%H		50.2%	22.1%	52.8%	27.7%	25.1%	97.7%
60"+	127	78	29	62	40	22	125
%V	1.5%	2.3%	1.7%	1.1%	1.7%	0.7%	1.6%
%H		61.4%	22.8%	48.8%	31.5%	17.3%	98.4%
Don't know	291	94	57	176	48	128	258
%V	3.4%	2.8%	3.3%	3.1%	2.1%	3.9%	3.2%
%H		32.3%	19.6%	60.5%	16.5%	44.0%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Set level data

Table 1.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8651	3400	1736	5640	2328	3311	7952
%H		39.3%	20.1%	65.2%	26.9%	38.3%	91.9%
Main living room	5006	1768	923	3103	976	2127	4506
%V	57.9%	52.0%	53.2%	55.0%	41.9%	64.2%	56.7%
%H		35.3%	18.4%	62.0%	19.5%	42.5%	90.0%
Kitchen	422	178	91	322	165	157	396
%V	4.9%	5.2%	5.2%	5.7%	7.1%	4.7%	5.0%
%H		42.2%	21.6%	76.3%	39.1%	37.2%	93.8%
Adult's bedroom	2209	958	502	1522	789	733	2072
%V	25.5%	28.2%	28.9%	27.0%	33.9%	22.1%	26.1%
%H		43.4%	22.7%	68.9%	35.7%	33.2%	93.8%
Child's bedroom	289	147	67	173	98	75	287
%V	3.3%	4.3%	3.9%	3.1%	4.2%	2.3%	3.6%
%H		50.9%	23.2%	59.9%	33.9%	26.0%	99.3%
Other bedroom	211	112	44	157	101	56	200
%V	2.4%	3.3%	2.5%	2.8%	4.3%	1.7%	2.5%
%H		53.1%	20.9%	74.4%	47.9%	26.5%	94.8%
Second living/dining room	320	143	70	229	124	105	304
%V	3.7%	4.2%	4.0%	4.1%	5.3%	3.2%	3.8%
%H		44.7%	21.9%	71.6%	38.8%	32.8%	95.0%
Study/office	60	28	12	41	22	19	59
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.6%	0.7%
%H		46.7%	20.0%	68.3%	36.7%	31.7%	98.3%
TV room	28	17	8	14	10	5	27
%V	0.3%	0.5%	0.5%	0.2%	0.4%	0.2%	0.3%
%H		60.7%	28.6%	50.0%	35.7%	17.9%	96.4%
Conservatory	39	19	10	31	21	10	37
%V	0.5%	0.6%	0.6%	0.5%	0.9%	0.3%	0.5%
%H		48.7%	25.6%	79.5%	53.8%	25.6%	94.9%
Attic or loft room	13	5	2	9	3	6	12
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%
%H		38.5%	15.4%	69.2%	23.1%	46.2%	92.3%
No specific location	4	1	1	3	2	2	4
%V	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		0.0%	25.0%	75.0%	50.0%	50.0%	100.0%
Other	50	25	6	35	18	17	48
%V	0.6%	0.7%	0.3%	0.6%	0.8%	0.5%	0.6%
%H		50.0%	12.0%	70.0%	36.0%	34.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
BBC London
Set level data
Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8651	3400	1736	5640	2328	3311	7952
%H		39.3%	20.1%	65.2%	26.9%	38.3%	91.9%
PVR	4094	2373	1179	1876	1278	598	3931
%V	47.3%	69.8%	67.9%	33.3%	54.9%	18.1%	49.4%
%H		58.0%	28.8%	45.8%	31.2%	14.6%	96.0%
DVDR	57	21	13	40	16	24	49
%V	0.7%	0.6%	0.7%	0.7%	0.7%	0.7%	0.6%
%H		36.8%	22.8%	70.2%	28.1%	42.1%	86.0%
VCR	43	12	7	35	11	24	30
%V	0.5%	0.4%	0.4%	0.6%	0.5%	0.7%	0.4%
%H		27.9%	16.3%	81.4%	25.6%	55.8%	69.8%
Any recorder	4140	2380	1182	1919	1285	634	3964
%V	47.9%	70.0%	68.1%	34.0%	55.2%	19.1%	49.8%
%H		57.5%	28.6%	46.4%	31.0%	15.3%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8651	3400	1736	5640	2328	3311	7952
%H		39.3%	20.1%	65.2%	26.9%	38.3%	91.9%
Receives HDTV (via STB or built-in reception)	5349	2419	1218	3349	1570	1778	5102
%V	61.8%	71.1%	70.2%	59.4%	67.4%	53.7%	64.2%
%H		45.2%	22.8%	62.6%	29.4%	33.2%	95.4%
DVD/Blu-ray player or recorder	3559	1394	730	2269	914	1356	3299
%V	41.1%	41.0%	42.1%	40.2%	39.3%	41.0%	41.5%
%H		39.2%	20.5%	63.8%	25.7%	38.1%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Set level data

Table 1.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5059	1775	928	3138	981	2157	4551
%H		35.1%	18.3%	62.0%	19.4%	42.6%	90.0%
Under 20"	52	3	6	44	2	42	34
%V	1.0%	0.2%	0.6%	1.4%	0.2%	1.9%	0.7%
%H		5.8%	11.5%	84.6%	3.8%	80.8%	65.4%
20" - 29"	403	64	46	308	36	272	301
%V	8.0%	3.6%	5.0%	9.8%	3.7%	12.6%	6.6%
%H		15.9%	11.4%	76.4%	8.9%	67.5%	74.7%
30" - 39"	1425	329	237	991	199	792	1220
%V	28.2%	18.5%	25.5%	31.6%	20.3%	36.7%	26.8%
%H		23.1%	16.6%	69.5%	14.0%	55.6%	85.6%
40" - 49"	2059	853	401	1212	481	731	1924
%V	40.7%	48.1%	43.2%	38.6%	49.0%	33.9%	42.3%
%H		41.4%	19.5%	58.9%	23.4%	35.5%	93.4%
50" - 59"	837	413	184	434	220	215	814
%V	16.5%	23.3%	19.8%	13.8%	22.4%	10.0%	17.9%
%H		49.3%	22.0%	51.9%	26.3%	25.7%	97.3%
60"+	103	61	24	46	26	20	101
%V	2.0%	3.4%	2.6%	1.5%	2.7%	0.9%	2.2%
%H		59.2%	23.3%	44.7%	25.2%	19.4%	98.1%
Don't know	179	52	31	102	16	86	157
%V	3.5%	2.9%	3.3%	3.3%	1.6%	4.0%	3.4%
%H		29.1%	17.3%	57.0%	8.9%	48.0%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Set level data

Table 1.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5059	1775	928	3138	981	2157	4551
%H		35.1%	18.3%	62.0%	19.4%	42.6%	90.0%
PVR	2912	1581	840	1411	890	521	2777
%V	57.6%	89.1%	90.5%	45.0%	90.7%	24.2%	61.0%
%H		54.3%	28.8%	48.5%	30.6%	17.9%	95.4%
DVDR	48	16	11	34	13	21	40
%V	0.9%	0.9%	1.2%	1.1%	1.3%	1.0%	0.9%
%H		33.3%	22.9%	70.8%	27.1%	43.8%	83.3%
VCR	37	10	5	31	10	21	25
%V	0.7%	0.6%	0.5%	1.0%	1.0%	1.0%	0.5%
%H		27.0%	13.5%	83.8%	27.0%	56.8%	67.6%
Any recorder	2945	1582	840	1442	891	550	2797
%V	58.2%	89.1%	90.5%	46.0%	90.8%	25.5%	61.5%
%H		53.7%	28.5%	49.0%	30.3%	18.7%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	5059	1775	928	3138	981	2157	4551
%H		35.1%	18.3%	62.0%	19.4%	42.6%	90.0%
Receives HDTV (via STB or built-in reception)	3552	1460	804	2196	874	1322	3353
%V	70.2%	82.3%	86.6%	70.0%	89.1%	61.3%	73.7%
%H		41.1%	22.6%	61.8%	24.6%	37.2%	94.4%
DVD/Blu-ray player or recorder	2524	902	494	1603	544	1059	2300
%V	49.9%	50.8%	53.2%	51.1%	55.5%	49.1%	50.5%
%H		35.7%	19.6%	63.5%	21.6%	42.0%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3592	1625	808	2501	1347	1154	3401
%H		45.2%	22.5%	69.6%	37.5%	32.1%	94.7%
Under 20"	397	124	73	332	135	198	349
%V	11.1%	7.6%	9.0%	13.3%	10.0%	17.2%	10.3%
%H		31.2%	18.4%	83.6%	34.0%	49.9%	87.9%
20" - 29"	1017	405	220	773	386	387	941
%V	28.3%	24.9%	27.2%	30.9%	28.7%	33.5%	27.7%
%H		39.8%	21.6%	76.0%	38.0%	38.1%	92.5%
30" - 39"	1199	590	274	796	456	341	1161
%V	33.4%	36.3%	33.9%	31.8%	33.9%	29.5%	34.1%
%H		49.2%	22.9%	66.4%	38.0%	28.4%	96.8%
40" - 49"	677	355	173	414	267	147	661
%V	18.8%	21.8%	21.4%	16.6%	19.8%	12.7%	19.4%
%H		52.4%	25.6%	61.2%	39.4%	21.7%	97.6%
50" - 59"	166	91	37	96	58	37	165
%V	4.6%	5.6%	4.6%	3.8%	4.3%	3.2%	4.9%
%H		54.8%	22.3%	57.8%	34.9%	22.3%	99.4%
60"+	24	17	5	16	14	2	24
%V	0.7%	1.0%	0.6%	0.6%	1.0%	0.2%	0.7%
%H		70.8%	20.8%	66.7%	58.3%	8.3%	100.0%
Don't know	112	43	26	73	32	42	101
%V	3.1%	2.6%	3.2%	2.9%	2.4%	3.6%	3.0%
%H		38.4%	23.2%	65.2%	28.6%	37.5%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3592	1625	808	2501	1347	1154	3401
%H		45.2%	22.5%	69.6%	37.5%	32.1%	94.7%
PVR	1182	793	340	464	388	77	1154
%V	32.9%	48.8%	42.1%	18.6%	28.8%	6.7%	33.9%
%H		67.1%	28.8%	39.3%	32.8%	6.5%	97.6%
DVDR	9	5	2	6	4	3	9
%V	0.3%	0.3%	0.2%	0.2%	0.3%	0.3%	0.3%
%H		55.6%	22.2%	66.7%	44.4%	33.3%	100.0%
VCR	6	2	1	5	2	3	5
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	83.3%
Any recorder	1196	797	342	477	393	84	1167
%V	33.3%	49.0%	42.3%	19.1%	29.2%	7.3%	34.3%
%H		66.6%	28.6%	39.9%	32.9%	7.0%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3592	1625	808	2501	1347	1154	3401
%H		45.2%	22.5%	69.6%	37.5%	32.1%	94.7%
Receives HDTV (via STB or built-in reception)	1797	959	415	1152	696	456	1749
%V	50.0%	59.0%	51.4%	46.1%	51.7%	39.5%	51.4%
%H		53.4%	23.1%	64.1%	38.7%	25.4%	97.3%
DVD/Blu-ray player or recorder	1035	492	237	667	369	297	999
%V	28.8%	30.3%	29.3%	26.7%	27.4%	25.7%	29.4%
%H		47.5%	22.9%	64.4%	35.7%	28.7%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13253	12232	4811	2441	7079	2593	4486	12529
%H		92.3%	36.3%	18.4%	53.4%	19.6%	33.8%	94.5%
Total Children	2716	2554	1123	526	1310	521	790	2683
%V	20.5%	20.9%	23.3%	21.5%	18.5%	20.1%	17.6%	21.4%
%H		94.0%	41.3%	19.4%	48.2%	19.2%	29.1%	98.8%
0 - 3	708	645	272	117	330	115	215	696
%V	5.3%	5.3%	5.7%	4.8%	4.7%	4.4%	4.8%	5.6%
%H		91.1%	38.4%	16.5%	46.6%	16.2%	30.4%	98.3%
4 - 15	2008	1908	851	408	980	406	575	1987
%V	15.2%	15.6%	17.7%	16.7%	13.8%	15.7%	12.8%	15.9%
%H		95.0%	42.4%	20.3%	48.8%	20.2%	28.6%	99.0%
4 - 9	1096	1026	449	204	532	210	323	1082
%V	8.3%	8.4%	9.3%	8.4%	7.5%	8.1%	7.2%	8.6%
%H		93.6%	41.0%	18.6%	48.5%	19.2%	29.5%	98.7%
10 - 15	912	882	403	205	448	196	252	905
%V	6.9%	7.2%	8.4%	8.4%	6.3%	7.6%	5.6%	7.2%
%H		96.7%	44.2%	22.5%	49.1%	21.5%	27.6%	99.2%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	13253	12232	4811	2441	7079	2593	4486	12529
%H		92.3%	36.3%	18.4%	53.4%	19.6%	33.8%	94.5%
Total Adults (16+)	10537	9679	3687	1915	5769	2072	3696	9847
%V	79.5%	79.1%	76.6%	78.5%	81.5%	79.9%	82.4%	78.6%
%H		91.9%	35.0%	18.2%	54.7%	19.7%	35.1%	93.5%
16 - 19	461	427	197	102	242	120	121	454
%V	3.5%	3.5%	4.1%	4.2%	3.4%	4.6%	2.7%	3.6%
%H		92.6%	42.7%	22.1%	52.5%	26.0%	26.2%	98.5%
20 - 24	828	651	230	148	359	137	223	816
%V	6.2%	5.3%	4.8%	6.1%	5.1%	5.3%	5.0%	6.5%
%H		78.6%	27.8%	17.9%	43.4%	16.5%	26.9%	98.6%
25 - 34	2206	1872	677	346	981	325	655	2171
%V	16.6%	15.3%	14.1%	14.2%	13.9%	12.5%	14.6%	17.3%
%H		84.9%	30.7%	15.7%	44.5%	14.7%	29.7%	98.4%
35 - 44	2042	1871	769	390	961	346	615	2017
%V	15.4%	15.3%	16.0%	16.0%	13.6%	13.3%	13.7%	16.1%
%H		91.6%	37.7%	19.1%	47.1%	16.9%	30.1%	98.8%
45 - 54	1790	1713	736	379	990	415	575	1748
%V	13.5%	14.0%	15.3%	15.5%	14.0%	16.0%	12.8%	14.0%
%H		95.7%	41.1%	21.2%	55.3%	23.2%	32.1%	97.7%
55 - 64	1408	1373	522	300	901	360	541	1315
%V	10.6%	11.2%	10.9%	12.3%	12.7%	13.9%	12.1%	10.5%
%H		97.5%	37.1%	21.3%	64.0%	25.6%	38.4%	93.4%
65+	1802	1773	556	252	1335	369	966	1326
%V	13.6%	14.5%	11.6%	10.3%	18.9%	14.2%	21.5%	10.6%
%H		98.4%	30.9%	14.0%	74.1%	20.5%	53.6%	73.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		10537	9679	3687	1915	5769	2072	3696	9847
	%H		91.9%	35.0%	18.2%	54.7%	19.7%	35.1%	93.5%
AB		3060	2870	1056	648	1667	606	1060	3019
	%V	29.0%	29.7%	28.6%	33.8%	28.9%	29.2%	28.7%	30.7%
	%H		93.8%	34.5%	21.2%	54.5%	19.8%	34.6%	98.7%
C1		3237	2930	1129	624	1780	712	1068	3089
	%V	30.7%	30.3%	30.6%	32.6%	30.9%	34.4%	28.9%	31.4%
	%H		90.5%	34.9%	19.3%	55.0%	22.0%	33.0%	95.4%
C2		1861	1713	715	318	1011	393	618	1743
	%V	17.7%	17.7%	19.4%	16.6%	17.5%	19.0%	16.7%	17.7%
	%H		92.0%	38.4%	17.1%	54.3%	21.1%	33.2%	93.7%
D		1636	1458	568	234	809	249	560	1495
	%V	15.5%	15.1%	15.4%	12.2%	14.0%	12.0%	15.2%	15.2%
	%H		89.1%	34.7%	14.3%	49.4%	15.2%	34.2%	91.4%
E		742	707	219	92	503	113	390	501
	%V	7.0%	7.3%	5.9%	4.8%	8.7%	5.5%	10.6%	5.1%
	%H		95.3%	29.5%	12.4%	67.8%	15.2%	52.6%	67.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	10537	9679	3687	1915	5769	2072	3696	9847
%H		91.9%	35.0%	18.2%	54.7%	19.7%	35.1%	93.5%
Working full time	5791	5255	2083	1128	2889	1120	1768	5699
%V	55.0%	54.3%	56.5%	58.9%	50.1%	54.1%	47.8%	57.9%
%H		90.7%	36.0%	19.5%	49.9%	19.3%	30.5%	98.4%
Working part time	988	928	365	193	564	216	348	962
%V	9.4%	9.6%	9.9%	10.1%	9.8%	10.4%	9.4%	9.8%
%H		93.9%	36.9%	19.5%	57.1%	21.9%	35.2%	97.4%
Not working	3759	3496	1239	595	2316	736	1580	3186
%V	35.7%	36.1%	33.6%	31.1%	40.1%	35.5%	42.7%	32.4%
%H		93.0%	33.0%	15.8%	61.6%	19.6%	42.0%	84.8%
Houseperson	5544	5060	1775	928	3138	981	2157	4992
%V	52.6%	52.3%	48.1%	48.5%	54.4%	47.3%	58.4%	50.7%
%H		91.3%	32.0%	16.7%	56.6%	17.7%	38.9%	90.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5197	4739	1837	947	2753	1011	1742	4887
%H		91.2%	35.3%	18.2%	53.0%	19.5%	33.5%	94.0%
16 - 19	258	243	113	61	134	71	64	255
%V	5.0%	5.1%	6.2%	6.4%	4.9%	7.0%	3.7%	5.2%
%H		94.2%	43.8%	23.6%	51.9%	27.5%	24.8%	98.8%
20 - 24	401	318	114	81	164	67	97	394
%V	7.7%	6.7%	6.2%	8.6%	6.0%	6.6%	5.6%	8.1%
%H		79.3%	28.4%	20.2%	40.9%	16.7%	24.2%	98.3%
25 - 34	1101	921	334	164	471	153	317	1086
%V	21.2%	19.4%	18.2%	17.3%	17.1%	15.1%	18.2%	22.2%
%H		83.7%	30.3%	14.9%	42.8%	13.9%	28.8%	98.6%
35 - 44	1028	928	375	194	465	163	303	1014
%V	19.8%	19.6%	20.4%	20.5%	16.9%	16.1%	17.4%	20.7%
%H		90.3%	36.5%	18.9%	45.2%	15.9%	29.5%	98.6%
45 - 54	892	845	368	175	481	193	288	862
%V	17.2%	17.8%	20.0%	18.5%	17.5%	19.1%	16.5%	17.6%
%H		94.7%	41.3%	19.6%	53.9%	21.6%	32.3%	96.6%
55 - 64	698	679	256	151	444	180	264	640
%V	13.4%	14.3%	13.9%	15.9%	16.1%	17.8%	15.2%	13.1%
%H		97.3%	36.7%	21.6%	63.6%	25.8%	37.8%	91.7%
65+	820	805	277	121	593	184	409	636
%V	15.8%	17.0%	15.1%	12.8%	21.5%	18.2%	23.5%	13.0%
%H		98.2%	33.8%	14.8%	72.3%	22.4%	49.9%	77.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		5197	4739	1837	947	2753	1011	1742	4887
%H			91.2%	35.3%	18.2%	53.0%	19.5%	33.5%	94.0%
AB		1540	1438	542	323	809	303	507	1521
%V		29.6%	30.3%	29.5%	34.1%	29.4%	30.0%	29.1%	31.1%
%H			93.4%	35.2%	21.0%	52.5%	19.7%	32.9%	98.8%
C1		1531	1381	553	291	812	338	475	1478
%V		29.5%	29.1%	30.1%	30.7%	29.5%	33.4%	27.3%	30.2%
%H			90.2%	36.1%	19.0%	53.0%	22.1%	31.0%	96.5%
C2		1011	911	385	171	534	212	323	942
%V		19.5%	19.2%	21.0%	18.1%	19.4%	21.0%	18.5%	19.3%
%H			90.1%	38.1%	16.9%	52.8%	21.0%	31.9%	93.2%
D		805	718	271	122	393	116	277	741
%V		15.5%	15.2%	14.8%	12.9%	14.3%	11.5%	15.9%	15.2%
%H			89.2%	33.7%	15.2%	48.8%	14.4%	34.4%	92.0%
E		309	290	86	40	203	43	161	205
%V		5.9%	6.1%	4.7%	4.2%	7.4%	4.3%	9.2%	4.2%
%H			93.9%	27.8%	12.9%	65.7%	13.9%	52.1%	66.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	5197	4739	1837	947	2753	1011	1742	4887
%H		91.2%	35.3%	18.2%	53.0%	19.5%	33.5%	94.0%
Working full time	3438	3114	1259	656	1667	650	1016	3380
%V	66.2%	65.7%	68.5%	69.3%	60.6%	64.3%	58.3%	69.2%
%H		90.6%	36.6%	19.1%	48.5%	18.9%	29.6%	98.3%
Working part time	241	218	77	41	143	47	96	231
%V	4.6%	4.6%	4.2%	4.3%	5.2%	4.6%	5.5%	4.7%
%H		90.5%	32.0%	17.0%	59.3%	19.5%	39.8%	95.9%
Not working	1517	1407	502	250	943	313	630	1277
%V	29.2%	29.7%	27.3%	26.4%	34.3%	31.0%	36.2%	26.1%
%H		92.7%	33.1%	16.5%	62.2%	20.6%	41.5%	84.2%
Houseperson	1326	1136	334	187	733	181	551	1122
%V	25.5%	24.0%	18.2%	19.7%	26.6%	17.9%	31.6%	23.0%
%H		85.7%	25.2%	14.1%	55.3%	13.7%	41.6%	84.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5341	4940	1850	969	3016	1061	1954	4960
%H		92.5%	34.6%	18.1%	56.5%	19.9%	36.6%	92.9%
16 - 19	203	184	84	41	107	50	57	199
%V	3.8%	3.7%	4.5%	4.2%	3.5%	4.7%	2.9%	4.0%
%H		90.6%	41.4%	20.2%	52.7%	24.6%	28.1%	98.0%
20 - 24	427	332	116	66	196	69	126	422
%V	8.0%	6.7%	6.3%	6.8%	6.5%	6.5%	6.4%	8.5%
%H		77.8%	27.2%	15.5%	45.9%	16.2%	29.5%	98.8%
25 - 34	1105	951	343	182	510	172	338	1085
%V	20.7%	19.3%	18.5%	18.8%	16.9%	16.2%	17.3%	21.9%
%H		86.1%	31.0%	16.5%	46.2%	15.6%	30.6%	98.2%
35 - 44	1015	943	393	196	496	183	313	1002
%V	19.0%	19.1%	21.2%	20.2%	16.4%	17.2%	16.0%	20.2%
%H		92.9%	38.7%	19.3%	48.9%	18.0%	30.8%	98.7%
45 - 54	899	868	368	204	508	222	287	886
%V	16.8%	17.6%	19.9%	21.1%	16.8%	20.9%	14.7%	17.9%
%H		96.6%	40.9%	22.7%	56.5%	24.7%	31.9%	98.6%
55 - 64	710	694	266	148	457	181	276	675
%V	13.3%	14.0%	14.4%	15.3%	15.2%	17.1%	14.1%	13.6%
%H		97.7%	37.5%	20.8%	64.4%	25.5%	38.9%	95.1%
65+	982	967	279	130	742	185	557	690
%V	18.4%	19.6%	15.1%	13.4%	24.6%	17.4%	28.5%	13.9%
%H		98.5%	28.4%	13.2%	75.6%	18.8%	56.7%	70.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5341	4940	1850	969	3016	1061	1954	4960
%H		92.5%	34.6%	18.1%	56.5%	19.9%	36.6%	92.9%
AB	1520	1432	514	325	857	304	554	1497
%V	28.5%	29.0%	27.8%	33.5%	28.4%	28.7%	28.4%	30.2%
%H		94.2%	33.8%	21.4%	56.4%	20.0%	36.4%	98.5%
C1	1706	1549	577	333	967	374	593	1611
%V	31.9%	31.4%	31.2%	34.4%	32.1%	35.2%	30.3%	32.5%
%H		90.8%	33.8%	19.5%	56.7%	21.9%	34.8%	94.4%
C2	850	802	330	147	477	181	296	801
%V	15.9%	16.2%	17.8%	15.2%	15.8%	17.1%	15.1%	16.1%
%H		94.4%	38.8%	17.3%	56.1%	21.3%	34.8%	94.2%
D	831	740	296	113	415	132	283	754
%V	15.6%	15.0%	16.0%	11.7%	13.8%	12.4%	14.5%	15.2%
%H		89.0%	35.6%	13.6%	49.9%	15.9%	34.1%	90.7%
E	433	417	133	51	299	70	229	296
%V	8.1%	8.4%	7.2%	5.3%	9.9%	6.6%	11.7%	6.0%
%H		96.3%	30.7%	11.8%	69.1%	16.2%	52.9%	68.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC London

Individual level data

Table 1.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	5341	4940	1850	969	3016	1061	1954	4960
%H		92.5%	34.6%	18.1%	56.5%	19.9%	36.6%	92.9%
Working full time	2353	2141	823	472	1222	470	752	2319
%V	44.1%	43.3%	44.5%	48.7%	40.5%	44.3%	38.5%	46.8%
%H		91.0%	35.0%	20.1%	51.9%	20.0%	32.0%	98.6%
Working part time	747	710	289	152	421	169	251	731
%V	14.0%	14.4%	15.6%	15.7%	14.0%	15.9%	12.8%	14.7%
%H		95.0%	38.7%	20.3%	56.4%	22.6%	33.6%	97.9%
Not working	2241	2089	738	345	1373	422	951	1909
%V	42.0%	42.3%	39.9%	35.6%	45.5%	39.8%	48.7%	38.5%
%H		93.2%	32.9%	15.4%	61.3%	18.8%	42.4%	85.2%
Houseperson	4218	3924	1441	741	2406	800	1606	3870
%V	79.0%	79.4%	77.9%	76.5%	79.8%	75.4%	82.2%	78.0%
%H		93.0%	34.2%	17.6%	57.0%	19.0%	38.1%	91.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
AB	310	301	151	35	173	74	99	299
%V	26.7%	27.0%	30.1%	24.8%	24.8%	27.8%	23.0%	28.8%
%H (All HH)		97.1%	48.7%	11.3%	55.8%	23.9%	31.9%	96.5%
%H (TV HH)			50.2%	11.6%	57.5%	24.6%	32.9%	
C1	404	389	172	46	259	100	159	367
%V	34.9%	34.9%	34.3%	32.6%	37.2%	37.6%	36.9%	35.3%
%H (All HH)		96.3%	42.6%	11.4%	64.1%	24.8%	39.4%	90.8%
%H (TV HH)			44.2%	11.8%	66.6%	25.7%	40.9%	
C2	206	198	85	36	115	45	70	184
%V	17.8%	17.7%	16.9%	25.5%	16.5%	16.9%	16.2%	17.7%
%H (All HH)		96.1%	41.3%	17.5%	55.8%	21.8%	34.0%	89.3%
%H (TV HH)			42.9%	18.2%	58.1%	22.7%	35.4%	
D	143	138	61	20	85	33	52	122
%V	12.3%	12.4%	12.2%	14.2%	12.2%	12.4%	12.1%	11.7%
%H (All HH)		96.5%	42.7%	14.0%	59.4%	23.1%	36.4%	85.3%
%H (TV HH)			44.2%	14.5%	61.6%	23.9%	37.7%	
E	97	91	33	5	64	14	50	68
%V	8.4%	8.2%	6.6%	3.5%	9.2%	5.3%	11.6%	6.5%
%H (All HH)		93.8%	34.0%	5.2%	66.0%	14.4%	51.5%	70.1%
%H (TV HH)			36.3%	5.5%	70.3%	15.4%	54.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Under 25	46	39	14	5	20	8	12	46
%V	4.0%	3.5%	2.8%	3.5%	2.9%	3.0%	2.8%	4.4%
%H (All HH)		84.8%	30.4%	10.9%	43.5%	17.4%	26.1%	100.0%
%H (TV HH)			35.9%	12.8%	51.3%	20.5%	30.8%	
25 - 34	154	149	64	15	66	20	46	152
%V	13.3%	13.4%	12.7%	10.6%	9.5%	7.5%	10.7%	14.6%
%H (All HH)		96.8%	41.6%	9.7%	42.9%	13.0%	29.9%	98.7%
%H (TV HH)			43.0%	10.1%	44.3%	13.4%	30.9%	
35 - 44	190	180	97	24	92	39	53	184
%V	16.4%	16.1%	19.3%	17.0%	13.2%	14.7%	12.3%	17.7%
%H (All HH)		94.7%	51.1%	12.6%	48.4%	20.5%	27.9%	96.8%
%H (TV HH)			53.9%	13.3%	51.1%	21.7%	29.4%	
45 - 54	212	204	103	37	129	66	63	204
%V	18.3%	18.3%	20.5%	26.2%	18.5%	24.8%	14.6%	19.6%
%H (All HH)		96.2%	48.6%	17.5%	60.8%	31.1%	29.7%	96.2%
%H (TV HH)			50.5%	18.1%	63.2%	32.4%	30.9%	
55 - 64	206	203	86	28	137	49	87	198
%V	17.8%	18.2%	17.1%	19.9%	19.7%	18.4%	20.2%	19.1%
%H (All HH)		98.5%	41.7%	13.6%	66.5%	23.8%	42.2%	96.1%
%H (TV HH)			42.4%	13.8%	67.5%	24.1%	42.9%	
65 +	350	341	139	33	253	84	169	255
%V	30.2%	30.6%	27.7%	23.4%	36.3%	31.6%	39.2%	24.5%
%H (All HH)		97.4%	39.7%	9.4%	72.3%	24.0%	48.3%	72.9%
%H (TV HH)			40.8%	9.7%	74.2%	24.6%	49.6%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
1	359	335	106	26	244	50	194	271
%V	31.0%	30.0%	21.1%	18.4%	35.0%	18.8%	45.0%	26.1%
%H (All HH)		93.3%	29.5%	7.2%	68.0%	13.9%	54.0%	75.5%
%H (TV HH)			31.6%	7.8%	72.8%	14.9%	57.9%	
2	407	394	181	51	262	113	149	377
%V	35.1%	35.3%	36.1%	36.2%	37.6%	42.5%	34.6%	36.3%
%H (All HH)		96.8%	44.5%	12.5%	64.4%	27.8%	36.6%	92.6%
%H (TV HH)			45.9%	12.9%	66.5%	28.7%	37.8%	
3	150	147	85	21	76	41	34	148
%V	12.9%	13.2%	16.9%	14.9%	10.9%	15.4%	7.9%	14.2%
%H (All HH)		98.0%	56.7%	14.0%	50.7%	27.3%	22.7%	98.7%
%H (TV HH)			57.8%	14.3%	51.7%	27.9%	23.1%	
4	175	172	99	29	83	47	36	175
%V	15.1%	15.4%	19.7%	20.6%	11.9%	17.7%	8.4%	16.8%
%H (All HH)		98.3%	56.6%	16.6%	47.4%	26.9%	20.6%	100.0%
%H (TV HH)			57.6%	16.9%	48.3%	27.3%	20.9%	
5+	69	68	31	15	32	15	18	68
%V	6.0%	6.1%	6.2%	10.6%	4.6%	5.6%	4.2%	6.5%
%H (All HH)		98.6%	44.9%	21.7%	46.4%	21.7%	26.1%	98.6%
%H (TV HH)			45.6%	22.1%	47.1%	22.1%	26.5%	
Average HH size	2.32	2.35	2.55	2.74	2.16	2.49	1.95	2.44

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Without	865	825	342	97	564	202	362	746
%V	74.6%	73.9%	68.1%	68.8%	80.9%	75.9%	84.0%	71.8%
%H (All HH)		95.4%	39.5%	11.2%	65.2%	23.4%	41.8%	86.2%
%H (TV HH)			41.5%	11.8%	68.4%	24.5%	43.9%	
With	295	291	160	44	133	64	69	293
%V	25.5%	26.1%	31.9%	31.2%	19.1%	24.1%	16.0%	28.2%
%H (All HH)		98.6%	54.2%	14.9%	45.1%	21.7%	23.4%	99.3%
%H (TV HH)			55.0%	15.1%	45.7%	22.0%	23.7%	
0 - 3	110	109	63	12	49	21	28	109
%V	9.5%	9.8%	12.5%	8.5%	7.0%	7.9%	6.5%	10.5%
%H (All HH)		99.1%	57.3%	10.9%	44.5%	19.1%	25.5%	99.1%
%H (TV HH)			57.8%	11.0%	45.0%	19.3%	25.7%	
4 - 9	156	153	81	26	70	33	36	155
%V	13.5%	13.7%	16.1%	18.4%	10.0%	12.4%	8.4%	14.9%
%H (All HH)		98.1%	51.9%	16.7%	44.9%	21.2%	23.1%	99.4%
%H (TV HH)			52.9%	17.0%	45.8%	21.6%	23.5%	
10 - 15	146	145	85	22	65	32	33	145
%V	12.6%	13.0%	16.9%	15.6%	9.3%	12.0%	7.7%	14.0%
%H (All HH)		99.3%	58.2%	15.1%	44.5%	21.9%	22.6%	99.3%
%H (TV HH)			58.6%	15.2%	44.8%	22.1%	22.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
1	439	439	147	42	252	34	218	370
%V	37.9%	39.3%	29.3%	29.8%	36.2%	12.8%	50.6%	35.6%
%H (All HH)		100.0%	33.5%	9.6%	57.4%	7.7%	49.7%	84.3%
%H (TV HH)			33.5%	9.6%	57.4%	7.7%	49.7%	
2	374	374	181	50	238	103	134	340
%V	32.3%	33.5%	36.1%	35.5%	34.1%	38.7%	31.1%	32.7%
%H (All HH)		100.0%	48.4%	13.4%	63.6%	27.5%	35.8%	90.9%
%H (TV HH)			48.4%	13.4%	63.6%	27.5%	35.8%	
3	188	188	103	29	127	72	55	179
%V	16.2%	16.8%	20.5%	20.6%	18.2%	27.1%	12.8%	17.2%
%H (All HH)		100.0%	54.8%	15.4%	67.6%	38.3%	29.3%	95.2%
%H (TV HH)			54.8%	15.4%	67.6%	38.3%	29.3%	
4	78	78	44	18	56	39	17	77
%V	6.7%	7.0%	8.8%	12.8%	8.0%	14.7%	3.9%	7.4%
%H (All HH)		100.0%	56.4%	23.1%	71.8%	50.0%	21.8%	98.7%
%H (TV HH)			56.4%	23.1%	71.8%	50.0%	21.8%	
5+	36	36	27	3	25	18	7	36
%V	3.1%	3.2%	5.4%	2.1%	3.6%	6.8%	1.6%	3.5%
%H (All HH)		100.0%	75.0%	8.3%	69.4%	50.0%	19.4%	100.0%
%H (TV HH)			75.0%	8.3%	69.4%	50.0%	19.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Under 20"	113	113	54	17	86	45	41	99
%V	9.7%	10.1%	10.8%	12.1%	12.3%	16.9%	9.5%	9.5%
%H (All HH)		100.0%	47.8%	15.0%	76.1%	39.8%	36.3%	87.6%
%H (TV HH)			47.8%	15.0%	76.1%	39.8%	36.3%	
20" - 29"	336	336	153	41	247	109	138	292
%V	29.0%	30.1%	30.5%	29.1%	35.4%	41.0%	32.0%	28.1%
%H (All HH)		100.0%	45.5%	12.2%	73.5%	32.4%	41.1%	86.9%
%H (TV HH)			45.5%	12.2%	73.5%	32.4%	41.1%	
30" - 39"	523	523	224	67	348	134	214	475
%V	45.1%	46.9%	44.6%	47.5%	49.9%	50.4%	49.7%	45.7%
%H (All HH)		100.0%	42.8%	12.8%	66.5%	25.6%	40.9%	90.8%
%H (TV HH)			42.8%	12.8%	66.5%	25.6%	40.9%	
40" - 49"	542	542	285	74	318	152	166	516
%V	46.8%	48.6%	56.8%	52.5%	45.6%	57.1%	38.5%	49.7%
%H (All HH)		100.0%	52.6%	13.7%	58.7%	28.0%	30.6%	95.2%
%H (TV HH)			52.6%	13.7%	58.7%	28.0%	30.6%	
50" - 59"	203	203	120	35	111	70	42	198
%V	17.5%	18.2%	23.9%	24.8%	15.9%	26.3%	9.7%	19.1%
%H (All HH)		100.0%	59.1%	17.2%	54.7%	34.5%	20.7%	97.5%
%H (TV HH)			59.1%	17.2%	54.7%	34.5%	20.7%	
60"+	26	26	18	3	9	7	2	24
%V	2.2%	2.3%	3.6%	2.1%	1.3%	2.6%	0.5%	2.3%
%H (All HH)		100.0%	69.2%	11.5%	34.6%	26.9%	7.7%	92.3%
%H (TV HH)			69.2%	11.5%	34.6%	26.9%	7.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
BBC South East
Household level data
Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Main living room	1101	1101	499	139	690	264	425	991
%V	95.0%	98.7%	99.4%	98.6%	99.0%	99.2%	98.6%	95.4%
%H (All HH)		100.0%	45.3%	12.6%	62.7%	24.0%	38.6%	90.0%
%H (TV HH)			45.3%	12.6%	62.7%	24.0%	38.6%	
Kitchen	97	97	52	13	76	44	32	89
%V	8.4%	8.7%	10.4%	9.2%	10.9%	16.5%	7.4%	8.6%
%H (All HH)		100.0%	53.6%	13.4%	78.4%	45.4%	33.0%	91.8%
%H (TV HH)			53.6%	13.4%	78.4%	45.4%	33.0%	
Adult's bedroom	541	541	274	84	366	192	174	502
%V	46.7%	48.5%	54.6%	59.6%	52.5%	72.2%	40.4%	48.3%
%H (All HH)		100.0%	50.6%	15.5%	67.7%	35.5%	32.2%	92.8%
%H (TV HH)			50.6%	15.5%	67.7%	35.5%	32.2%	
Child's bedroom	107	107	59	24	56	36	20	107
%V	9.2%	9.6%	11.8%	17.0%	8.0%	13.5%	4.6%	10.3%
%H (All HH)		100.0%	55.1%	22.4%	52.3%	33.6%	18.7%	100.0%
%H (TV HH)			55.1%	22.4%	52.3%	33.6%	18.7%	
Other bedroom	91	91	55	10	67	39	28	86
%V	7.9%	8.2%	11.0%	7.1%	9.6%	14.7%	6.5%	8.3%
%H (All HH)		100.0%	60.4%	11.0%	73.6%	42.9%	30.8%	94.5%
%H (TV HH)			60.4%	11.0%	73.6%	42.9%	30.8%	
Second living/dining room	88	88	52	11	56	31	25	85
%V	7.6%	7.9%	10.4%	7.8%	8.0%	11.7%	5.8%	8.2%
%H (All HH)		100.0%	59.1%	12.5%	63.6%	35.2%	28.4%	96.6%
%H (TV HH)			59.1%	12.5%	63.6%	35.2%	28.4%	
Study/office	32	32	19	3	23	13	10	32
%V	2.8%	2.9%	3.8%	2.1%	3.3%	4.9%	2.3%	3.1%
%H (All HH)		100.0%	59.4%	9.4%	71.9%	40.6%	31.3%	100.0%
%H (TV HH)			59.4%	9.4%	71.9%	40.6%	31.3%	
TV room	13	13	10	0	6	3	3	13
%V	1.1%	1.2%	2.0%	0.0%	0.9%	1.1%	0.7%	1.3%
%H (All HH)		100.0%	76.9%	0.0%	46.2%	23.1%	23.1%	100.0%
%H (TV HH)			76.9%	0.0%	46.2%	23.1%	23.1%	
Conservatory	27	27	16	4	20	13	7	26
%V	2.3%	2.4%	3.2%	2.8%	2.9%	4.9%	1.6%	2.5%
%H (All HH)		100.0%	59.3%	14.8%	74.1%	48.1%	25.9%	96.3%
%H (TV HH)			59.3%	14.8%	74.1%	48.1%	25.9%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Other	10	10	7	1	8	5	3	10
%V	0.9%	0.9%	1.4%	0.7%	1.1%	1.9%	0.7%	1.0%
%H (All HH)		100.0%	70.0%	10.0%	80.0%	50.0%	30.0%	100.0%
%H (TV HH)			70.0%	10.0%	80.0%	50.0%	30.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Any DSAT provider	502	502	502	7	209	209	0	477
%V	43.3%	45.0%	100.0%	5.0%	30.0%	78.6%	0.0%	45.9%
%H (All HH)			100.0%	1.4%	41.6%	41.6%	0.0%	95.0%
%H (TV HH)			100.0%	1.4%	41.6%	41.6%	0.0%	
Sky with subcription	407	407	407	4	169	169	0	393
%V	35.1%	36.5%	81.1%	2.8%	24.2%	63.5%	0.0%	37.8%
%H (All HH)			100.0%	1.0%	41.5%	41.5%	0.0%	96.6%
%H (TV HH)			100.0%	1.0%	41.5%	41.5%	0.0%	
Sky without subcription	20	20	20	0	8	8	0	15
%V	1.7%	1.8%	4.0%	0.0%	1.1%	3.0%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
Freesat	79	79	79	4	34	34	0	74
%V	6.8%	7.1%	15.7%	2.8%	4.9%	12.8%	0.0%	7.1%
%H (All HH)			100.0%	5.1%	43.0%	43.0%	0.0%	93.7%
%H (TV HH)			100.0%	5.1%	43.0%	43.0%	0.0%	
Other satellite provider	20	20	20	0	10	10	0	20
%V	1.7%	1.8%	4.0%	0.0%	1.4%	3.8%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	141	141	7	141	60	60	0	134
%V	12.2%	12.6%	1.4%	100.0%	8.6%	22.6%	0.0%	12.9%
%H (All HH)			5.0%	100.0%	42.6%	42.6%	0.0%	95.0%
%H (TV HH)			5.0%	100.0%	42.6%	42.6%	0.0%	
DTT	697	697	209	60	697	266	431	604
%V	60.1%	62.5%	41.6%	42.6%	100.0%	100.0%	100.0%	58.1%
%H (All HH)		100.0%	30.0%	8.6%	100.0%	38.2%	61.8%	86.7%
%H (TV HH)			30.0%	8.6%	100.0%	38.2%	61.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
PVR	748	748	455	132	413	247	165	709
%V	64.5%	67.0%	90.6%	93.6%	59.3%	92.9%	38.3%	68.2%
%H (All HH)		100.0%	60.8%	17.6%	55.2%	33.0%	22.1%	94.8%
%H (TV HH)			60.8%	17.6%	55.2%	33.0%	22.1%	
DVDR	22	22	7	6	19	11	8	20
%V	1.9%	2.0%	1.4%	4.3%	2.7%	4.1%	1.9%	1.9%
%H (All HH)		100.0%	31.8%	27.3%	86.4%	50.0%	36.4%	90.9%
%H (TV HH)			31.8%	27.3%	86.4%	50.0%	36.4%	
VCR	6	6	2	0	5	2	3	4
%V	0.5%	0.5%	0.4%	0.0%	0.7%	0.8%	0.7%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	33.3%	50.0%	66.7%
%H (TV HH)			33.3%	0.0%	83.3%	33.3%	50.0%	
Any recorder	758	758	457	133	422	249	173	716
%V	65.4%	67.9%	91.0%	94.3%	60.5%	93.6%	40.1%	68.9%
%H (All HH)		100.0%	60.3%	17.5%	55.7%	32.8%	22.8%	94.5%
%H (TV HH)			60.3%	17.5%	55.7%	32.8%	22.8%	
Receives HDTV (via STB or built-in reception)	833	833	436	128	519	243	276	788
%V	71.9%	74.6%	86.9%	90.8%	74.5%	91.4%	64.0%	75.8%
%H (All HH)		100.0%	52.3%	15.4%	62.3%	29.2%	33.1%	94.6%
%H (TV HH)			52.3%	15.4%	62.3%	29.2%	33.1%	
DVD/Blu-ray player or recorder	828	828	386	106	521	213	308	765
%V	71.4%	74.2%	76.9%	75.2%	74.7%	80.1%	71.5%	73.6%
%H (All HH)		100.0%	46.6%	12.8%	62.9%	25.7%	37.2%	92.4%
%H (TV HH)			46.6%	12.8%	62.9%	25.7%	37.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Household level data

Table 2.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1159	1116	502	141	697	266	431	1039
%H (All HH)		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%
%H (TV HH)			45.0%	12.6%	62.5%	23.8%	38.6%	
Has broadband internet	1039	1003	477	134	604	253	351	1039
%V	89.6%	89.9%	95.0%	95.0%	86.7%	95.1%	81.4%	100.0%
%H (All HH)		96.5%	45.9%	12.9%	58.1%	24.4%	33.8%	100.0%
%H (TV HH)			47.6%	13.4%	60.2%	25.2%	35.0%	
Number of computers (PCs and laptops)								
0	165	158	48	10	118	23	95	61
%V	14.2%	14.2%	9.6%	7.1%	16.9%	8.6%	22.0%	5.9%
%H (All HH)		95.8%	29.1%	6.1%	71.5%	13.9%	57.6%	37.0%
%H (TV HH)			30.4%	6.3%	74.7%	14.6%	60.1%	
1	287	270	108	30	164	47	117	273
%V	24.8%	24.2%	21.5%	21.3%	23.5%	17.7%	27.1%	26.3%
%H (All HH)		94.1%	37.6%	10.5%	57.1%	16.4%	40.8%	95.1%
%H (TV HH)			40.0%	11.1%	60.7%	17.4%	43.3%	
2	285	279	130	38	179	78	101	284
%V	24.6%	25.0%	25.9%	27.0%	25.7%	29.3%	23.4%	27.3%
%H (All HH)		97.9%	45.6%	13.3%	62.8%	27.4%	35.4%	99.6%
%H (TV HH)			46.6%	13.6%	64.2%	28.0%	36.2%	
3	174	172	86	23	106	50	55	174
%V	15.0%	15.4%	17.1%	16.3%	15.2%	18.8%	12.8%	16.7%
%H (All HH)		98.9%	49.4%	13.2%	60.9%	28.7%	31.6%	100.0%
%H (TV HH)			50.0%	13.4%	61.6%	29.1%	32.0%	
4	111	107	57	14	63	27	35	111
%V	9.6%	9.6%	11.4%	9.9%	9.0%	10.2%	8.1%	10.7%
%H (All HH)		96.4%	51.4%	12.6%	56.8%	24.3%	31.5%	100.0%
%H (TV HH)			53.3%	13.1%	58.9%	25.2%	32.7%	
5+	136	131	73	26	67	40	28	136
%V	11.7%	11.7%	14.5%	18.4%	9.6%	15.0%	6.5%	13.1%
%H (All HH)		96.3%	53.7%	19.1%	49.3%	29.4%	20.6%	100.0%
%H (TV HH)			55.7%	19.8%	51.1%	30.5%	21.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Set level data

Table 2.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2257	1140	316	1464	710	754	2089
%H		50.5%	14.0%	64.9%	31.5%	33.4%	92.6%
Under 20"	136	67	24	104	58	46	122
%V	6.0%	5.9%	7.6%	7.1%	8.2%	6.1%	5.8%
%H		49.3%	17.6%	76.5%	42.6%	33.8%	89.7%
20" - 29"	431	210	53	326	161	165	381
%V	19.1%	18.4%	16.8%	22.3%	22.7%	21.9%	18.2%
%H		48.7%	12.3%	75.6%	37.4%	38.3%	88.4%
30" - 39"	660	296	89	442	187	255	610
%V	29.2%	26.0%	28.2%	30.2%	26.3%	33.8%	29.2%
%H		44.8%	13.5%	67.0%	28.3%	38.6%	92.4%
40" - 49"	657	358	90	384	193	192	628
%V	29.1%	31.4%	28.5%	26.2%	27.2%	25.5%	30.1%
%H		54.5%	13.7%	58.4%	29.4%	29.2%	95.6%
50" - 59"	227	134	41	124	77	47	222
%V	10.1%	11.8%	13.0%	8.5%	10.8%	6.2%	10.6%
%H		59.0%	18.1%	54.6%	33.9%	20.7%	97.8%
60"+	27	19	3	9	7	2	25
%V	1.2%	1.7%	0.9%	0.6%	1.0%	0.3%	1.2%
%H		70.4%	11.1%	33.3%	25.9%	7.4%	92.6%
Don't know	119	57	16	75	27	48	101
%V	5.3%	5.0%	5.1%	5.1%	3.8%	6.4%	4.8%
%H		47.9%	13.4%	63.0%	22.7%	40.3%	84.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Set level data

Table 2.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2257	1140	316	1464	710	754	2089
%H		50.5%	14.0%	64.9%	31.5%	33.4%	92.6%
Main living room	1108	501	141	694	266	428	997
%V	49.1%	43.9%	44.6%	47.4%	37.5%	56.8%	47.7%
%H		45.2%	12.7%	62.6%	24.0%	38.6%	90.0%
Kitchen	97	52	13	76	44	32	89
%V	4.3%	4.6%	4.1%	5.2%	6.2%	4.2%	4.3%
%H		53.6%	13.4%	78.4%	45.4%	33.0%	91.8%
Adult's bedroom	633	338	102	428	242	186	593
%V	28.0%	29.6%	32.3%	29.2%	34.1%	24.7%	28.4%
%H		53.4%	16.1%	67.6%	38.2%	29.4%	93.7%
Child's bedroom	138	78	30	70	44	26	138
%V	6.1%	6.8%	9.5%	4.8%	6.2%	3.4%	6.6%
%H		56.5%	21.7%	50.7%	31.9%	18.8%	100.0%
Other bedroom	106	64	11	78	45	33	101
%V	4.7%	5.6%	3.5%	5.3%	6.3%	4.4%	4.8%
%H		60.4%	10.4%	73.6%	42.5%	31.1%	95.3%
Second living/dining room	90	53	12	57	32	25	86
%V	4.0%	4.6%	3.8%	3.9%	4.5%	3.3%	4.1%
%H		58.9%	13.3%	63.3%	35.6%	27.8%	95.6%
Study/office	32	19	3	23	13	10	32
%V	1.4%	1.7%	0.9%	1.6%	1.8%	1.3%	1.5%
%H		59.4%	9.4%	71.9%	40.6%	31.3%	100.0%
TV room	13	10	0	6	3	3	13
%V	0.6%	0.9%	0.0%	0.4%	0.4%	0.4%	0.6%
%H		76.9%	0.0%	46.2%	23.1%	23.1%	100.0%
Conservatory	27	16	4	20	13	7	26
%V	1.2%	1.4%	1.3%	1.4%	1.8%	0.9%	1.2%
%H		59.3%	14.8%	74.1%	48.1%	25.9%	96.3%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	10	7	1	8	5	3	10
%V	0.4%	0.6%	0.3%	0.5%	0.7%	0.4%	0.5%
%H		70.0%	10.0%	80.0%	50.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Set level data

Table 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2257	1140	316	1464	710	754	2089
%H		50.5%	14.0%	64.9%	31.5%	33.4%	92.6%
PVR	1074	721	186	535	357	178	1031
%V	47.6%	63.2%	58.9%	36.5%	50.3%	23.6%	49.4%
%H		67.1%	17.3%	49.8%	33.2%	16.6%	96.0%
DVDR	25	7	8	21	12	9	22
%V	1.1%	0.6%	2.5%	1.4%	1.7%	1.2%	1.1%
%H		28.0%	32.0%	84.0%	48.0%	36.0%	88.0%
VCR	6	2	0	5	2	3	4
%V	0.3%	0.2%	0.0%	0.3%	0.3%	0.4%	0.2%
%H		33.3%	0.0%	83.3%	33.3%	50.0%	66.7%
Any recorder	1090	725	189	550	363	187	1043
%V	48.3%	63.6%	59.8%	37.6%	51.1%	24.8%	49.9%
%H		66.5%	17.3%	50.5%	33.3%	17.2%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2257	1140	316	1464	710	754	2089
%H		50.5%	14.0%	64.9%	31.5%	33.4%	92.6%
Receives HDTV (via STB or built-in reception)	1370	776	213	857	462	395	1314
%V	60.7%	68.1%	67.4%	58.5%	65.1%	52.4%	62.9%
%H		56.6%	15.5%	62.6%	33.7%	28.8%	95.9%
DVD/Blu-ray player or recorder	1195	602	169	745	355	390	1120
%V	52.9%	52.8%	53.5%	50.9%	50.0%	51.7%	53.6%
%H		50.4%	14.1%	62.3%	29.7%	32.6%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1116	502	141	697	266	431	1003
%H		45.0%	12.6%	62.5%	23.8%	38.6%	89.9%
Under 20"	6	1	1	3	0	3	4
%V	0.5%	0.2%	0.7%	0.4%	0.0%	0.7%	0.4%
%H		16.7%	16.7%	50.0%	0.0%	50.0%	66.7%
20" - 29"	93	24	11	66	11	55	65
%V	8.3%	4.8%	7.8%	9.5%	4.1%	12.8%	6.5%
%H		25.8%	11.8%	71.0%	11.8%	59.1%	69.9%
30" - 39"	290	93	32	200	50	150	248
%V	26.0%	18.5%	22.7%	28.7%	18.8%	34.8%	24.7%
%H		32.1%	11.0%	69.0%	17.2%	51.7%	85.5%
40" - 49"	467	244	59	279	128	151	441
%V	41.8%	48.6%	41.8%	40.0%	48.1%	35.0%	44.0%
%H		52.2%	12.6%	59.7%	27.4%	32.3%	94.4%
50" - 59"	179	104	32	99	61	38	175
%V	16.0%	20.7%	22.7%	14.2%	22.9%	8.8%	17.4%
%H		58.1%	17.9%	55.3%	34.1%	21.2%	97.8%
60"+	21	14	2	7	6	2	20
%V	1.9%	2.8%	1.4%	1.0%	2.3%	0.5%	2.0%
%H		66.7%	9.5%	33.3%	28.6%	9.5%	95.2%
Don't know	60	22	4	41	10	32	50
%V	5.4%	4.4%	2.8%	5.9%	3.8%	7.4%	5.0%
%H		36.7%	6.7%	68.3%	16.7%	53.3%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Set level data

Table 2.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1116	502	141	697	266	431	1003
%H		45.0%	12.6%	62.5%	23.8%	38.6%	89.9%
PVR	739	452	131	407	246	161	701
%V	66.2%	90.0%	92.9%	58.4%	92.5%	37.4%	69.9%
%H		61.2%	17.7%	55.1%	33.3%	21.8%	94.9%
DVDR	19	6	6	17	9	8	17
%V	1.7%	1.2%	4.3%	2.4%	3.4%	1.9%	1.7%
%H		31.6%	31.6%	89.5%	47.4%	42.1%	89.5%
VCR	4	1	0	4	0	3	3
%V	0.4%	0.2%	0.0%	0.6%	0.0%	0.7%	0.3%
%H		25.0%	0.0%	100.0%	0.0%	75.0%	75.0%
Any recorder	749	454	132	417	248	169	708
%V	67.1%	90.4%	93.6%	59.8%	93.2%	39.2%	70.6%
%H		60.6%	17.6%	55.7%	33.1%	22.6%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1116	502	141	697	266	431	1003
%H		45.0%	12.6%	62.5%	23.8%	38.6%	89.9%
Receives HDTV (via STB or built-in reception)	819	434	125	507	240	267	776
%V	73.4%	86.5%	88.7%	72.7%	90.2%	61.9%	77.4%
%H		53.0%	15.3%	61.9%	29.3%	32.6%	94.7%
DVD/Blu-ray player or recorder	749	340	95	475	188	287	688
%V	67.1%	67.7%	67.4%	68.1%	70.7%	66.6%	68.6%
%H		45.4%	12.7%	63.4%	25.1%	38.3%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1142	637	175	767	444	323	1086
%H		55.8%	15.3%	67.2%	38.9%	28.3%	95.1%
Under 20"	130	66	23	101	58	43	118
%V	11.4%	10.4%	13.1%	13.2%	13.1%	13.3%	10.9%
%H		50.8%	17.7%	77.7%	44.6%	33.1%	90.8%
20" - 29"	339	186	43	260	150	109	316
%V	29.7%	29.2%	24.6%	33.9%	33.8%	33.7%	29.1%
%H		54.9%	12.7%	76.7%	44.2%	32.2%	93.2%
30" - 39"	370	203	58	242	137	104	362
%V	32.4%	31.9%	33.1%	31.6%	30.9%	32.2%	33.3%
%H		54.9%	15.7%	65.4%	37.0%	28.1%	97.8%
40" - 49"	189	114	31	105	65	40	186
%V	16.5%	17.9%	17.7%	13.7%	14.6%	12.4%	17.1%
%H		60.3%	16.4%	55.6%	34.4%	21.2%	98.4%
50" - 59"	48	30	9	25	15	10	47
%V	4.2%	4.7%	5.1%	3.3%	3.4%	3.1%	4.3%
%H		62.5%	18.8%	52.1%	31.3%	20.8%	97.9%
60"+	7	5	1	1	1	0	5
%V	0.6%	0.8%	0.6%	0.1%	0.2%	0.0%	0.5%
%H		71.4%	14.3%	14.3%	14.3%	0.0%	71.4%
Don't know	59	34	11	34	17	16	51
%V	5.2%	5.3%	6.3%	4.4%	3.8%	5.0%	4.7%
%H		57.6%	18.6%	57.6%	28.8%	27.1%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1142	637	175	767	444	323	1086
%H		55.8%	15.3%	67.2%	38.9%	28.3%	95.1%
PVR	334	269	55	128	111	18	330
%V	29.2%	42.2%	31.4%	16.7%	25.0%	5.6%	30.4%
%H		80.5%	16.5%	38.3%	33.2%	5.4%	98.8%
DVDR	5	2	2	4	4	1	5
%V	0.4%	0.3%	1.1%	0.5%	0.9%	0.3%	0.5%
%H		40.0%	40.0%	80.0%	80.0%	20.0%	100.0%
VCR	2	2	0	2	2	0	2
%V	0.2%	0.3%	0.0%	0.3%	0.5%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	340	271	57	133	115	18	336
%V	29.8%	42.5%	32.6%	17.3%	25.9%	5.6%	30.9%
%H		79.7%	16.8%	39.1%	33.8%	5.3%	98.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1142	637	175	767	444	323	1086
%H		55.8%	15.3%	67.2%	38.9%	28.3%	95.1%
Receives HDTV (via STB or built-in reception)	550	342	88	351	223	128	537
%V	48.2%	53.7%	50.3%	45.8%	50.2%	39.6%	49.4%
%H		62.2%	16.0%	63.8%	40.5%	23.3%	97.6%
DVD/Blu-ray player or recorder	446	262	74	270	166	104	432
%V	39.1%	41.1%	42.3%	35.2%	37.4%	32.2%	39.8%
%H		58.7%	16.6%	60.5%	37.2%	23.3%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2694	2619	1282	386	1502	663	840	2538
%H		97.2%	47.6%	14.3%	55.8%	24.6%	31.2%	94.2%
Total Children	528	523	277	82	232	104	128	524
%V	19.6%	20.0%	21.6%	21.2%	15.4%	15.7%	15.2%	20.6%
%H		99.1%	52.5%	15.5%	43.9%	19.7%	24.2%	99.2%
0 - 3	135	134	73	15	58	23	36	133
%V	5.0%	5.1%	5.7%	3.9%	3.9%	3.5%	4.3%	5.2%
%H		99.3%	54.1%	11.1%	43.0%	17.0%	26.7%	98.5%
4 - 15	393	389	205	67	173	81	92	391
%V	14.6%	14.9%	16.0%	17.4%	11.5%	12.2%	11.0%	15.4%
%H		99.0%	52.2%	17.0%	44.0%	20.6%	23.4%	99.5%
4 - 9	206	203	100	36	89	39	49	205
%V	7.6%	7.8%	7.8%	9.3%	5.9%	5.9%	5.8%	8.1%
%H		98.5%	48.5%	17.5%	43.2%	18.9%	23.8%	99.5%
10 - 15	187	186	105	31	85	41	43	186
%V	6.9%	7.1%	8.2%	8.0%	5.7%	6.2%	5.1%	7.3%
%H		99.5%	56.1%	16.6%	45.5%	21.9%	23.0%	99.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2694	2619	1282	386	1502	663	840	2538
%H		97.2%	47.6%	14.3%	55.8%	24.6%	31.2%	94.2%
Total Adults (16+)	2166	2096	1004	305	1271	559	712	2014
%V	80.4%	80.0%	78.3%	79.0%	84.6%	84.3%	84.8%	79.4%
%H		96.8%	46.4%	14.1%	58.7%	25.8%	32.9%	93.0%
16 - 19	105	102	55	20	56	30	25	105
%V	3.9%	3.9%	4.3%	5.2%	3.7%	4.5%	3.0%	4.1%
%H		97.1%	52.4%	19.0%	53.3%	28.6%	23.8%	100.0%
20 - 24	161	146	70	26	86	50	36	160
%V	6.0%	5.6%	5.5%	6.7%	5.7%	7.5%	4.3%	6.3%
%H		90.7%	43.5%	16.1%	53.4%	31.1%	22.4%	99.4%
35 - 44	340	327	143	46	159	61	97	336
%V	12.6%	12.5%	11.2%	11.9%	10.6%	9.2%	11.5%	13.2%
%H		96.2%	42.1%	13.5%	46.8%	17.9%	28.5%	98.8%
35 - 44	324	310	163	39	155	58	97	318
%V	12.0%	11.8%	12.7%	10.1%	10.3%	8.7%	11.5%	12.5%
%H		95.7%	50.3%	12.0%	47.8%	17.9%	29.9%	98.1%
45 - 54	369	359	192	69	212	118	94	357
%V	13.7%	13.7%	15.0%	17.9%	14.1%	17.8%	11.2%	14.1%
%H		97.3%	52.0%	18.7%	57.5%	32.0%	25.5%	96.7%
55 - 64	332	327	148	46	220	91	129	321
%V	12.3%	12.5%	11.5%	11.9%	14.6%	13.7%	15.4%	12.6%
%H		98.5%	44.6%	13.9%	66.3%	27.4%	38.9%	96.7%
65+	535	525	233	59	384	150	234	417
%V	19.9%	20.0%	18.2%	15.3%	25.6%	22.6%	27.9%	16.4%
%H		98.1%	43.6%	11.0%	71.8%	28.0%	43.7%	77.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2166	2096	1004	305	1271	559	712	2014
	%H		96.8%	46.4%	14.1%	58.7%	25.8%	32.9%	93.0%
AB		617	602	305	84	337	153	184	603
	%V	28.5%	28.7%	30.4%	27.5%	26.5%	27.4%	25.8%	29.9%
	%H		97.6%	49.4%	13.6%	54.6%	24.8%	29.8%	97.7%
C1		766	739	353	101	487	221	266	722
	%V	35.4%	35.3%	35.2%	33.1%	38.3%	39.5%	37.4%	35.8%
	%H		96.5%	46.1%	13.2%	63.6%	28.9%	34.7%	94.3%
C2		404	394	190	74	217	102	115	372
	%V	18.7%	18.8%	18.9%	24.3%	17.1%	18.2%	16.2%	18.5%
	%H		97.5%	47.0%	18.3%	53.7%	25.2%	28.5%	92.1%
D		255	243	110	40	147	63	84	225
	%V	11.8%	11.6%	11.0%	13.1%	11.6%	11.3%	11.8%	11.2%
	%H		95.3%	43.1%	15.7%	57.6%	24.7%	32.9%	88.2%
E		125	117	47	6	83	21	62	92
	%V	5.8%	5.6%	4.7%	2.0%	6.5%	3.8%	8.7%	4.6%
	%H		93.6%	37.6%	4.8%	66.4%	16.8%	49.6%	73.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2166	2096	1004	305	1271	559	712	2014
%H		96.8%	46.4%	14.1%	58.7%	25.8%	32.9%	93.0%
Working full time	1015	988	488	160	559	269	291	996
%V	46.9%	47.1%	48.6%	52.5%	44.0%	48.1%	40.9%	49.5%
%H		97.3%	48.1%	15.8%	55.1%	26.5%	28.7%	98.1%
Working part time	254	245	134	36	133	63	69	246
%V	11.7%	11.7%	13.3%	11.8%	10.5%	11.3%	9.7%	12.2%
%H		96.5%	52.8%	14.2%	52.4%	24.8%	27.2%	96.9%
Not working	896	862	383	110	578	227	352	771
%V	41.4%	41.1%	38.1%	36.1%	45.5%	40.6%	49.4%	38.3%
%H		96.2%	42.7%	12.3%	64.5%	25.3%	39.3%	86.0%
Houseperson	1159	1116	502	141	697	266	431	1039
%V	53.5%	53.2%	50.0%	46.2%	54.8%	47.6%	60.5%	51.6%
%H		96.3%	43.3%	12.2%	60.1%	23.0%	37.2%	89.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1045	1004	482	154	603	275	328	980
%H		96.1%	46.1%	14.7%	57.7%	26.3%	31.4%	93.8%
16 - 19	56	53	27	11	28	14	14	56
%V	5.4%	5.3%	5.6%	7.1%	4.6%	5.1%	4.3%	5.7%
%H		94.6%	48.2%	19.6%	50.0%	25.0%	25.0%	100.0%
20 - 24	71	65	33	15	36	24	12	70
%V	6.8%	6.5%	6.8%	9.7%	6.0%	8.7%	3.7%	7.1%
%H		91.5%	46.5%	21.1%	50.7%	33.8%	16.9%	98.6%
25 - 34	176	168	71	25	86	36	50	174
%V	16.8%	16.7%	14.7%	16.2%	14.3%	13.1%	15.2%	17.8%
%H		95.5%	40.3%	14.2%	48.9%	20.5%	28.4%	98.9%
35 - 44	163	154	75	18	72	21	51	159
%V	15.6%	15.3%	15.6%	11.7%	11.9%	7.6%	15.5%	16.2%
%H		94.5%	46.0%	11.0%	44.2%	12.9%	31.3%	97.5%
45 - 54	177	171	94	31	101	56	45	168
%V	16.9%	17.0%	19.5%	20.1%	16.7%	20.4%	13.7%	17.1%
%H		96.6%	53.1%	17.5%	57.1%	31.6%	25.4%	94.9%
55 - 64	161	159	66	24	110	44	67	154
%V	15.4%	15.8%	13.7%	15.6%	18.2%	16.0%	20.4%	15.7%
%H		98.8%	41.0%	14.9%	68.3%	27.3%	41.6%	95.7%
65+	241	235	116	31	169	80	89	199
%V	23.1%	23.4%	24.1%	20.1%	28.0%	29.1%	27.1%	20.3%
%H		97.5%	48.1%	12.9%	70.1%	33.2%	36.9%	82.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		1045	1004	482	154	603	275	328	980
	%H		96.1%	46.1%	14.7%	57.7%	26.3%	31.4%	93.8%
AB		318	308	153	44	173	78	95	313
	%V	30.4%	30.7%	31.7%	28.6%	28.7%	28.4%	29.0%	31.9%
	%H		96.9%	48.1%	13.8%	54.4%	24.5%	29.9%	98.4%
C1		348	332	164	52	212	103	109	331
	%V	33.3%	33.1%	34.0%	33.8%	35.2%	37.5%	33.2%	33.8%
	%H		95.4%	47.1%	14.9%	60.9%	29.6%	31.3%	95.1%
C2		209	204	96	39	113	54	59	192
	%V	20.0%	20.3%	19.9%	25.3%	18.7%	19.6%	18.0%	19.6%
	%H		97.6%	45.9%	18.7%	54.1%	25.8%	28.2%	91.9%
D		116	111	48	18	71	30	41	104
	%V	11.1%	11.1%	10.0%	11.7%	11.8%	10.9%	12.5%	10.6%
	%H		95.7%	41.4%	15.5%	61.2%	25.9%	35.3%	89.7%
E		54	48	21	1	35	10	24	40
	%V	5.2%	4.8%	4.4%	0.6%	5.8%	3.6%	7.3%	4.1%
	%H		88.9%	38.9%	1.9%	64.8%	18.5%	44.4%	74.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1045	1004	482	154	603	275	328	980
%H		96.1%	46.1%	14.7%	57.7%	26.3%	31.4%	93.8%
Working full time	631	609	300	102	340	165	174	613
%V	60.4%	60.7%	62.2%	66.2%	56.4%	60.0%	53.0%	62.6%
%H		96.5%	47.5%	16.2%	53.9%	26.1%	27.6%	97.1%
Working part time	50	48	21	5	28	7	20	46
%V	4.8%	4.8%	4.4%	3.2%	4.6%	2.5%	6.1%	4.7%
%H		96.0%	42.0%	10.0%	56.0%	14.0%	40.0%	92.0%
Not working	364	347	161	48	235	102	133	321
%V	34.8%	34.6%	33.4%	31.2%	39.0%	37.1%	40.5%	32.8%
%H		95.3%	44.2%	13.2%	64.6%	28.0%	36.5%	88.2%
Houseperson	233	213	73	21	140	38	102	193
%V	22.3%	21.2%	15.1%	13.6%	23.2%	13.8%	31.1%	19.7%
%H		91.4%	31.3%	9.0%	60.1%	16.3%	43.8%	82.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1092	523	151	668	284	384	1034
%H		97.4%	46.7%	13.5%	59.6%	25.3%	34.3%	92.2%
16 - 19	49	49	28	9	28	17	11	49
%V	4.4%	4.5%	5.4%	6.0%	4.2%	6.0%	2.9%	4.7%
%H		100.0%	57.1%	18.4%	57.1%	34.7%	22.4%	100.0%
20 - 24	90	81	36	11	49	26	24	90
%V	8.0%	7.4%	6.9%	7.3%	7.3%	9.2%	6.3%	8.7%
%H		90.0%	40.0%	12.2%	54.4%	28.9%	26.7%	100.0%
25 - 34	164	159	72	21	73	26	47	162
%V	14.6%	14.6%	13.8%	13.9%	10.9%	9.2%	12.2%	15.7%
%H		97.0%	43.9%	12.8%	44.5%	15.9%	28.7%	98.8%
35 - 44	161	156	88	20	82	37	46	159
%V	14.4%	14.3%	16.8%	13.2%	12.3%	13.0%	12.0%	15.4%
%H		96.9%	54.7%	12.4%	50.9%	23.0%	28.6%	98.8%
45 - 54	192	187	98	39	111	62	49	189
%V	17.1%	17.1%	18.7%	25.8%	16.6%	21.8%	12.8%	18.3%
%H		97.4%	51.0%	20.3%	57.8%	32.3%	25.5%	98.4%
55 - 64	171	168	82	22	109	47	63	167
%V	15.3%	15.4%	15.7%	14.6%	16.3%	16.5%	16.4%	16.2%
%H		98.2%	48.0%	12.9%	63.7%	27.5%	36.8%	97.7%
65+	294	291	118	28	215	70	145	218
%V	26.2%	26.6%	22.6%	18.5%	32.2%	24.6%	37.8%	21.1%
%H		99.0%	40.1%	9.5%	73.1%	23.8%	49.3%	74.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1092	523	151	668	284	384	1034
%H		97.4%	46.7%	13.5%	59.6%	25.3%	34.3%	92.2%
AB	299	294	152	40	165	75	90	291
%V	26.7%	26.9%	29.1%	26.5%	24.7%	26.4%	23.4%	28.1%
%H		98.3%	50.8%	13.4%	55.2%	25.1%	30.1%	97.3%
C1	418	406	189	49	275	118	156	391
%V	37.3%	37.2%	36.1%	32.5%	41.2%	41.5%	40.6%	37.8%
%H		97.1%	45.2%	11.7%	65.8%	28.2%	37.3%	93.5%
C2	194	190	95	35	105	48	57	181
%V	17.3%	17.4%	18.2%	23.2%	15.7%	16.9%	14.8%	17.5%
%H		97.9%	49.0%	18.0%	54.1%	24.7%	29.4%	93.3%
D	139	132	61	22	76	33	43	120
%V	12.4%	12.1%	11.7%	14.6%	11.4%	11.6%	11.2%	11.6%
%H		95.0%	43.9%	15.8%	54.7%	23.7%	30.9%	86.3%
E	70	69	26	5	48	10	38	52
%V	6.2%	6.3%	5.0%	3.3%	7.2%	3.5%	9.9%	5.0%
%H		98.6%	37.1%	7.1%	68.6%	14.3%	54.3%	74.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1092	523	151	668	284	384	1034
%H		97.4%	46.7%	13.5%	59.6%	25.3%	34.3%	92.2%
Working full time	385	379	188	58	220	103	116	383
%V	34.3%	34.7%	35.9%	38.4%	32.9%	36.3%	30.2%	37.0%
%H		98.4%	48.8%	15.1%	57.1%	26.8%	30.1%	99.5%
Working part time	204	198	113	31	105	56	49	200
%V	18.2%	18.1%	21.6%	20.5%	15.7%	19.7%	12.8%	19.3%
%H		97.1%	55.4%	15.2%	51.5%	27.5%	24.0%	98.0%
Not working	532	515	222	62	343	125	218	451
%V	47.5%	47.2%	42.4%	41.1%	51.3%	44.0%	56.8%	43.6%
%H		96.8%	41.7%	11.7%	64.5%	23.5%	41.0%	84.8%
Houseperson	926	903	430	121	557	228	329	846
%V	82.6%	82.7%	82.2%	80.1%	83.4%	80.3%	85.7%	81.8%
%H		97.5%	46.4%	13.1%	60.2%	24.6%	35.5%	91.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
AB	864	838	332	162	586	262	323	841
%V	23.0%	23.2%	25.7%	25.0%	22.5%	25.7%	20.3%	26.3%
%H (All HH)		97.0%	38.4%	18.8%	67.8%	30.3%	37.4%	97.3%
%H (TV HH)			39.6%	19.3%	69.9%	31.3%	38.5%	
C1	999	957	352	177	690	283	407	908
%V	26.6%	26.5%	27.3%	27.3%	26.5%	27.7%	25.6%	28.4%
%H (All HH)		95.8%	35.2%	17.7%	69.1%	28.3%	40.7%	90.9%
%H (TV HH)			36.8%	18.5%	72.1%	29.6%	42.5%	
C2	816	791	282	144	600	248	352	697
%V	21.7%	21.9%	21.9%	22.2%	23.0%	24.3%	22.2%	21.8%
%H (All HH)		96.9%	34.6%	17.6%	73.5%	30.4%	43.1%	85.4%
%H (TV HH)			35.7%	18.2%	75.9%	31.4%	44.5%	
D	637	607	219	113	417	159	258	502
%V	17.0%	16.8%	17.0%	17.4%	16.0%	15.6%	16.2%	15.7%
%H (All HH)		95.3%	34.4%	17.7%	65.5%	25.0%	40.5%	78.8%
%H (TV HH)			36.1%	18.6%	68.7%	26.2%	42.5%	
E	440	416	105	52	315	67	248	251
%V	11.7%	11.5%	8.1%	8.0%	12.1%	6.6%	15.6%	7.8%
%H (All HH)		94.5%	23.9%	11.8%	71.6%	15.2%	56.4%	57.0%
%H (TV HH)			25.2%	12.5%	75.7%	16.1%	59.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Under 25	178	149	43	23	94	27	67	169
%V	4.7%	4.1%	3.3%	3.5%	3.6%	2.6%	4.2%	5.3%
%H (All HH)		83.7%	24.2%	12.9%	52.8%	15.2%	37.6%	94.9%
%H (TV HH)			28.9%	15.4%	63.1%	18.1%	45.0%	
25 - 34	571	533	190	110	325	132	193	553
%V	15.2%	14.8%	14.7%	17.0%	12.5%	12.9%	12.2%	17.3%
%H (All HH)		93.3%	33.3%	19.3%	56.9%	23.1%	33.8%	96.8%
%H (TV HH)			35.6%	20.6%	61.0%	24.8%	36.2%	
35 - 44	610	579	250	110	370	178	192	585
%V	16.2%	16.0%	19.4%	17.0%	14.2%	17.5%	12.1%	18.3%
%H (All HH)		94.9%	41.0%	18.0%	60.7%	29.2%	31.5%	95.9%
%H (TV HH)			43.2%	19.0%	63.9%	30.7%	33.2%	
45 - 54	703	685	289	134	482	228	255	664
%V	18.7%	19.0%	22.4%	20.7%	18.5%	22.4%	16.1%	20.8%
%H (All HH)		97.4%	41.1%	19.1%	68.6%	32.4%	36.3%	94.5%
%H (TV HH)			42.2%	19.6%	70.4%	33.3%	37.2%	
55 - 64	624	608	217	131	466	205	261	562
%V	16.6%	16.8%	16.8%	20.2%	17.9%	20.1%	16.4%	17.6%
%H (All HH)		97.4%	34.8%	21.0%	74.7%	32.9%	41.8%	90.1%
%H (TV HH)			35.7%	21.5%	76.6%	33.7%	42.9%	
65 +	1069	1056	300	140	870	250	620	665
%V	28.5%	29.3%	23.3%	21.6%	33.4%	24.5%	39.0%	20.8%
%H (All HH)		98.8%	28.1%	13.1%	81.4%	23.4%	58.0%	62.2%
%H (TV HH)			28.4%	13.3%	82.4%	23.7%	58.7%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
1	1125	1057	266	123	824	177	647	722
%V	30.0%	29.3%	20.6%	19.0%	31.6%	17.4%	40.7%	22.6%
%H (All HH)		94.0%	23.6%	10.9%	73.2%	15.7%	57.5%	64.2%
%H (TV HH)			25.2%	11.6%	78.0%	16.7%	61.2%	
2	1300	1269	473	238	929	396	532	1172
%V	34.6%	35.2%	36.7%	36.7%	35.6%	38.8%	33.5%	36.6%
%H (All HH)		97.6%	36.4%	18.3%	71.5%	30.5%	40.9%	90.2%
%H (TV HH)			37.3%	18.8%	73.2%	31.2%	41.9%	
3	595	573	237	133	393	209	184	580
%V	15.8%	15.9%	18.4%	20.5%	15.1%	20.5%	11.6%	18.1%
%H (All HH)		96.3%	39.8%	22.4%	66.1%	35.1%	30.9%	97.5%
%H (TV HH)			41.4%	23.2%	68.6%	36.5%	32.1%	
4	489	475	204	110	318	167	151	482
%V	13.0%	13.2%	15.8%	17.0%	12.2%	16.4%	9.5%	15.1%
%H (All HH)		97.1%	41.7%	22.5%	65.0%	34.2%	30.9%	98.6%
%H (TV HH)			42.9%	23.2%	66.9%	35.2%	31.8%	
5+	247	235	109	44	144	69	74	241
%V	6.6%	6.5%	8.4%	6.8%	5.5%	6.8%	4.7%	7.5%
%H (All HH)		95.1%	44.1%	17.8%	58.3%	27.9%	30.0%	97.6%
%H (TV HH)			46.4%	18.7%	61.3%	29.4%	31.5%	
Average HH size	2.35	2.36	2.59	2.60	2.27	2.60	2.06	2.52

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Without	2769	2653	877	455	1990	718	1272	2234
%V	73.7%	73.5%	68.0%	70.2%	76.3%	70.4%	80.1%	69.8%
%H (All HH)		95.8%	31.7%	16.4%	71.9%	25.9%	45.9%	80.7%
%H (TV HH)			33.1%	17.2%	75.0%	27.1%	47.9%	
With	987	957	412	193	617	302	316	964
%V	26.3%	26.5%	31.9%	29.8%	23.7%	29.6%	19.9%	30.1%
%H (All HH)		97.0%	41.7%	19.6%	62.5%	30.6%	32.0%	97.7%
%H (TV HH)			43.1%	20.2%	64.5%	31.6%	33.0%	
0 - 3	355	341	141	63	206	88	118	346
%V	9.5%	9.4%	10.9%	9.7%	7.9%	8.6%	7.4%	10.8%
%H (All HH)		96.1%	39.7%	17.7%	58.0%	24.8%	33.2%	97.5%
%H (TV HH)			41.3%	18.5%	60.4%	25.8%	34.6%	
4 - 9	523	504	230	100	311	154	157	509
%V	13.9%	14.0%	17.8%	15.4%	11.9%	15.1%	9.9%	15.9%
%H (All HH)		96.4%	44.0%	19.1%	59.5%	29.4%	30.0%	97.3%
%H (TV HH)			45.6%	19.8%	61.7%	30.6%	31.2%	
10 - 15	484	473	210	100	314	162	152	475
%V	12.9%	13.1%	16.3%	15.4%	12.0%	15.9%	9.6%	14.8%
%H (All HH)		97.7%	43.4%	20.7%	64.9%	33.5%	31.4%	98.1%
%H (TV HH)			44.4%	21.1%	66.4%	34.2%	32.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
1	1493	1493	424	214	959	178	780	1147
%V	39.7%	41.4%	32.9%	33.0%	36.8%	17.5%	49.1%	35.9%
%H (All HH)		100.0%	28.4%	14.3%	64.2%	11.9%	52.2%	76.8%
%H (TV HH)			28.4%	14.3%	64.2%	11.9%	52.2%	
2	1209	1209	461	222	904	389	515	1072
%V	32.2%	33.5%	35.7%	34.3%	34.7%	38.1%	32.4%	33.5%
%H (All HH)		100.0%	38.1%	18.4%	74.8%	32.2%	42.6%	88.7%
%H (TV HH)			38.1%	18.4%	74.8%	32.2%	42.6%	
3	581	581	248	135	479	280	199	548
%V	15.5%	16.1%	19.2%	20.8%	18.4%	27.5%	12.5%	17.1%
%H (All HH)		100.0%	42.7%	23.2%	82.4%	48.2%	34.3%	94.3%
%H (TV HH)			42.7%	23.2%	82.4%	48.2%	34.3%	
4	213	213	96	52	176	110	66	205
%V	5.7%	5.9%	7.4%	8.0%	6.7%	10.8%	4.2%	6.4%
%H (All HH)		100.0%	45.1%	24.4%	82.6%	51.6%	31.0%	96.2%
%H (TV HH)			45.1%	24.4%	82.6%	51.6%	31.0%	
5+	113	113	61	25	90	63	28	112
%V	3.0%	3.1%	4.7%	3.9%	3.5%	6.2%	1.8%	3.5%
%H (All HH)		100.0%	54.0%	22.1%	79.6%	55.8%	24.8%	99.1%
%H (TV HH)			54.0%	22.1%	79.6%	55.8%	24.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Under 20"	356	356	116	69	312	143	170	308
%V	9.5%	9.9%	9.0%	10.6%	12.0%	14.0%	10.7%	9.6%
%H (All HH)		100.0%	32.6%	19.4%	87.6%	40.2%	47.8%	86.5%
%H (TV HH)			32.6%	19.4%	87.6%	40.2%	47.8%	
20" - 29"	995	995	349	172	822	354	468	844
%V	26.5%	27.6%	27.1%	26.5%	31.5%	34.7%	29.5%	26.4%
%H (All HH)		100.0%	35.1%	17.3%	82.6%	35.6%	47.0%	84.8%
%H (TV HH)			35.1%	17.3%	82.6%	35.6%	47.0%	
30" - 39"	1768	1768	632	316	1353	557	796	1509
%V	47.1%	49.0%	49.0%	48.8%	51.9%	54.6%	50.1%	47.2%
%H (All HH)		100.0%	35.7%	17.9%	76.5%	31.5%	45.0%	85.4%
%H (TV HH)			35.7%	17.9%	76.5%	31.5%	45.0%	
40" - 49"	1774	1774	713	379	1240	593	647	1629
%V	47.2%	49.2%	55.3%	58.5%	47.5%	58.1%	40.7%	50.9%
%H (All HH)		100.0%	40.2%	21.4%	69.9%	33.4%	36.5%	91.8%
%H (TV HH)			40.2%	21.4%	69.9%	33.4%	36.5%	
50" - 59"	661	661	332	137	434	255	179	635
%V	17.6%	18.3%	25.7%	21.1%	16.6%	25.0%	11.3%	19.8%
%H (All HH)		100.0%	50.2%	20.7%	65.7%	38.6%	27.1%	96.1%
%H (TV HH)			50.2%	20.7%	65.7%	38.6%	27.1%	
60"+	64	64	37	12	42	29	12	64
%V	1.7%	1.8%	2.9%	1.9%	1.6%	2.8%	0.8%	2.0%
%H (All HH)		100.0%	57.8%	18.8%	65.6%	45.3%	18.8%	100.0%
%H (TV HH)			57.8%	18.8%	65.6%	45.3%	18.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Main living room	3577	3577	1279	644	2587	1014	1573	3058
%V	95.2%	99.1%	99.1%	99.4%	99.2%	99.4%	99.1%	95.6%
%H (All HH)		100.0%	35.8%	18.0%	72.3%	28.3%	44.0%	85.5%
%H (TV HH)			35.8%	18.0%	72.3%	28.3%	44.0%	
Kitchen	362	362	162	62	310	169	140	327
%V	9.6%	10.0%	12.6%	9.6%	11.9%	16.6%	8.8%	10.2%
%H (All HH)		100.0%	44.8%	17.1%	85.6%	46.7%	38.7%	90.3%
%H (TV HH)			44.8%	17.1%	85.6%	46.7%	38.7%	
Adult's bedroom	1644	1644	673	347	1293	676	617	1509
%V	43.8%	45.6%	52.2%	53.5%	49.6%	66.3%	38.9%	47.2%
%H (All HH)		100.0%	40.9%	21.1%	78.6%	41.1%	37.5%	91.8%
%H (TV HH)			40.9%	21.1%	78.6%	41.1%	37.5%	
Child's bedroom	301	301	141	68	224	136	89	298
%V	8.0%	8.3%	10.9%	10.5%	8.6%	13.3%	5.6%	9.3%
%H (All HH)		100.0%	46.8%	22.6%	74.4%	45.2%	29.6%	99.0%
%H (TV HH)			46.8%	22.6%	74.4%	45.2%	29.6%	
Other bedroom	193	193	88	45	155	95	60	186
%V	5.1%	5.3%	6.8%	6.9%	5.9%	9.3%	3.8%	5.8%
%H (All HH)		100.0%	45.6%	23.3%	80.3%	49.2%	31.1%	96.4%
%H (TV HH)			45.6%	23.3%	80.3%	49.2%	31.1%	
Second living/dining room	354	354	157	69	273	145	128	322
%V	9.4%	9.8%	12.2%	10.6%	10.5%	14.2%	8.1%	10.1%
%H (All HH)		100.0%	44.4%	19.5%	77.1%	41.0%	36.2%	91.0%
%H (TV HH)			44.4%	19.5%	77.1%	41.0%	36.2%	
Study/office	51	51	24	11	37	21	16	51
%V	1.4%	1.4%	1.9%	1.7%	1.4%	2.1%	1.0%	1.6%
%H (All HH)		100.0%	47.1%	21.6%	72.5%	41.2%	31.4%	100.0%
%H (TV HH)			47.1%	21.6%	72.5%	41.2%	31.4%	
TV room	22	22	15	1	18	11	6	22
%V	0.6%	0.6%	1.2%	0.2%	0.7%	1.1%	0.4%	0.7%
%H (All HH)		100.0%	68.2%	4.5%	81.8%	50.0%	27.3%	100.0%
%H (TV HH)			68.2%	4.5%	81.8%	50.0%	27.3%	
Conservatory	91	91	48	19	76	50	26	84
%V	2.4%	2.5%	3.7%	2.9%	2.9%	4.9%	1.6%	2.6%
%H (All HH)		100.0%	52.7%	20.9%	83.5%	54.9%	28.6%	92.3%
%H (TV HH)			52.7%	20.9%	83.5%	54.9%	28.6%	
Attic or loft room	7	7	3	2	5	3	2	7
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	42.9%	28.6%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			42.9%	28.6%	71.4%	42.9%	28.6%	
No specific location	3	3	1	1	2	1	1	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	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	42	42	20	6	33	17	16	41
%V	1.1%	1.2%	1.6%	0.9%	1.3%	1.7%	1.0%	1.3%
%H (All HH)		100.0%	47.6%	14.3%	78.6%	40.5%	38.1%	97.6%
%H (TV HH)			47.6%	14.3%	78.6%	40.5%	38.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Any DSAT provider	1290	1290	1290	21	671	671	0	1196
%V	34.3%	35.7%	100.0%	3.2%	25.7%	65.8%	0.0%	37.4%
%H (All HH)			100.0%	1.6%	52.0%	52.0%	0.0%	92.7%
%H (TV HH)			100.0%	1.6%	52.0%	52.0%	0.0%	
Sky with subscription	1089	1089	1089	13	570	570	0	1021
%V	29.0%	30.2%	84.4%	2.0%	21.9%	55.9%	0.0%	31.9%
%H (All HH)			100.0%	1.2%	52.3%	52.3%	0.0%	93.8%
%H (TV HH)			100.0%	1.2%	52.3%	52.3%	0.0%	
Sky without subscription	56	56	56	1	29	29	0	48
%V	1.5%	1.6%	4.3%	0.2%	1.1%	2.8%	0.0%	1.5%
%H (All HH)			100.0%	1.8%	51.8%	51.8%	0.0%	85.7%
%H (TV HH)			100.0%	1.8%	51.8%	51.8%	0.0%	
Freesat	121	121	121	4	67	67	0	107
%V	3.2%	3.4%	9.4%	0.6%	2.6%	6.6%	0.0%	3.3%
%H (All HH)			100.0%	3.3%	55.4%	55.4%	0.0%	88.4%
%H (TV HH)			100.0%	3.3%	55.4%	55.4%	0.0%	
Other satellite provider	71	71	71	3	31	31	0	68
%V	1.9%	2.0%	5.5%	0.5%	1.2%	3.0%	0.0%	2.1%
%H (All HH)			100.0%	4.2%	43.7%	43.7%	0.0%	95.8%
%H (TV HH)			100.0%	4.2%	43.7%	43.7%	0.0%	
DCAB	648	648	21	648	360	360	0	616
%V	17.3%	18.0%	1.6%	100.0%	13.8%	35.3%	0.0%	19.3%
%H (All HH)			3.2%	100.0%	55.6%	55.6%	0.0%	95.1%
%H (TV HH)			3.2%	100.0%	55.6%	55.6%	0.0%	
DTT	2608	2608	671	360	2608	1020	1588	2148
%V	69.4%	72.3%	52.0%	55.6%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	25.7%	13.8%	100.0%	39.1%	60.9%	82.4%
%H (TV HH)			25.7%	13.8%	100.0%	39.1%	60.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
PVR	2255	2255	1142	626	1454	948	507	2092
%V	60.0%	62.5%	88.5%	96.6%	55.8%	92.9%	31.9%	65.4%
%H (All HH)		100.0%	50.6%	27.8%	64.5%	42.0%	22.5%	92.8%
%H (TV HH)			50.6%	27.8%	64.5%	42.0%	22.5%	
DVDR	46	46	19	5	37	15	22	39
%V	1.2%	1.3%	1.5%	0.8%	1.4%	1.5%	1.4%	1.2%
%H (All HH)		100.0%	41.3%	10.9%	80.4%	32.6%	47.8%	84.8%
%H (TV HH)			41.3%	10.9%	80.4%	32.6%	47.8%	
VCR	21	21	3	5	19	6	13	16
%V	0.6%	0.6%	0.2%	0.8%	0.7%	0.6%	0.8%	0.5%
%H (All HH)		100.0%	14.3%	23.8%	90.5%	28.6%	61.9%	76.2%
%H (TV HH)			14.3%	23.8%	90.5%	28.6%	61.9%	
Any recorder	2283	2283	1145	626	1481	949	532	2112
%V	60.8%	63.3%	88.8%	96.6%	56.8%	93.0%	33.5%	66.0%
%H (All HH)		100.0%	50.2%	27.4%	64.9%	41.6%	23.3%	92.5%
%H (TV HH)			50.2%	27.4%	64.9%	41.6%	23.3%	
Receives HDTV (via STB or built-in reception)	2570	2570	1067	588	1845	910	935	2366
%V	68.4%	71.2%	82.7%	90.7%	70.7%	89.2%	58.9%	74.0%
%H (All HH)		100.0%	41.5%	22.9%	71.8%	35.4%	36.4%	92.1%
%H (TV HH)			41.5%	22.9%	71.8%	35.4%	36.4%	
DVD/Blu-ray player or recorder	2154	2154	797	412	1585	683	903	1920
%V	57.3%	59.7%	61.8%	63.6%	60.8%	67.0%	56.9%	60.0%
%H (All HH)		100.0%	37.0%	19.1%	73.6%	31.7%	41.9%	89.1%
%H (TV HH)			37.0%	19.1%	73.6%	31.7%	41.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Household level data

Table 3.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3756	3609	1290	648	2608	1020	1588	3199
%H (All HH)		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%
%H (TV HH)			35.7%	18.0%	72.3%	28.3%	44.0%	
Has broadband internet	3199	3083	1196	616	2148	956	1193	3199
%V	85.2%	85.4%	92.7%	95.1%	82.4%	93.7%	75.1%	100.0%
%H (All HH)		96.4%	37.4%	19.3%	67.1%	29.9%	37.3%	100.0%
%H (TV HH)			38.8%	20.0%	69.7%	31.0%	38.7%	
Number of computers (PCs and laptops)								
0	791	744	169	72	595	107	488	264
%V	21.1%	20.6%	13.1%	11.1%	22.8%	10.5%	30.7%	8.3%
%H (All HH)		94.1%	21.4%	9.1%	75.2%	13.5%	61.7%	33.4%
%H (TV HH)			22.7%	9.7%	80.0%	14.4%	65.6%	
1	1005	968	323	167	680	231	449	983
%V	26.8%	26.8%	25.0%	25.8%	26.1%	22.6%	28.3%	30.7%
%H (All HH)		96.3%	32.1%	16.6%	67.7%	23.0%	44.7%	97.8%
%H (TV HH)			33.4%	17.3%	70.2%	23.9%	46.4%	
2	860	835	331	174	591	279	312	853
%V	22.9%	23.1%	25.7%	26.9%	22.7%	27.4%	19.6%	26.7%
%H (All HH)		97.1%	38.5%	20.2%	68.7%	32.4%	36.3%	99.2%
%H (TV HH)			39.6%	20.8%	70.8%	33.4%	37.4%	
3	523	504	217	111	353	190	164	523
%V	13.9%	14.0%	16.8%	17.1%	13.5%	18.6%	10.3%	16.3%
%H (All HH)		96.4%	41.5%	21.2%	67.5%	36.3%	31.4%	100.0%
%H (TV HH)			43.1%	22.0%	70.0%	37.7%	32.5%	
4	271	262	119	61	179	100	79	270
%V	7.2%	7.3%	9.2%	9.4%	6.9%	9.8%	5.0%	8.4%
%H (All HH)		96.7%	43.9%	22.5%	66.1%	36.9%	29.2%	99.6%
%H (TV HH)			45.4%	23.3%	68.3%	38.2%	30.2%	
5+	307	296	131	63	209	113	97	307
%V	8.2%	8.2%	10.2%	9.7%	8.0%	11.1%	6.1%	9.6%
%H (All HH)		96.4%	42.7%	20.5%	68.1%	36.8%	31.6%	100.0%
%H (TV HH)			44.3%	21.3%	70.6%	38.2%	32.8%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Set level data

Table 3.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7120	2808	1405	5393	2575	2818	6362
%H		39.4%	19.7%	75.7%	36.2%	39.6%	89.4%
Under 20"	420	134	84	375	174	200	367
%V	5.9%	4.8%	6.0%	7.0%	6.8%	7.1%	5.8%
%H		31.9%	20.0%	89.3%	41.4%	47.6%	87.4%
20" - 29"	1266	459	231	1067	496	571	1089
%V	17.8%	16.3%	16.4%	19.8%	19.3%	20.3%	17.1%
%H		36.3%	18.2%	84.3%	39.2%	45.1%	86.0%
30" - 39"	2227	837	416	1720	770	950	1947
%V	31.3%	29.8%	29.6%	31.9%	29.9%	33.7%	30.6%
%H		37.6%	18.7%	77.2%	34.6%	42.7%	87.4%
40" - 49"	2111	878	463	1482	747	735	1955
%V	29.6%	31.3%	33.0%	27.5%	29.0%	26.1%	30.7%
%H		41.6%	21.9%	70.2%	35.4%	34.8%	92.6%
50" - 59"	739	378	154	493	297	196	711
%V	10.4%	13.5%	11.0%	9.1%	11.5%	7.0%	11.2%
%H		51.2%	20.8%	66.7%	40.2%	26.5%	96.2%
60"+	70	42	13	44	31	13	70
%V	1.0%	1.5%	0.9%	0.8%	1.2%	0.5%	1.1%
%H		60.0%	18.6%	62.9%	44.3%	18.6%	100.0%
Don't know	288	81	44	212	61	152	224
%V	4.0%	2.9%	3.1%	3.9%	2.4%	5.4%	3.5%
%H		28.1%	15.3%	73.6%	21.2%	52.8%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Set level data

Table 3.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7120	2808	1405	5393	2575	2818	6362
%H		39.4%	19.7%	75.7%	36.2%	39.6%	89.4%
Main living room	3600	1288	650	2604	1023	1581	3079
%V	50.6%	45.9%	46.3%	48.3%	39.7%	56.1%	48.4%
%H		35.8%	18.1%	72.3%	28.4%	43.9%	85.5%
Kitchen	363	162	62	310	169	141	327
%V	5.1%	5.8%	4.4%	5.7%	6.6%	5.0%	5.1%
%H		44.6%	17.1%	85.4%	46.6%	38.8%	90.1%
Adult's bedroom	1974	804	446	1563	845	717	1824
%V	27.7%	28.6%	31.7%	29.0%	32.8%	25.4%	28.7%
%H		40.7%	22.6%	79.2%	42.8%	36.3%	92.4%
Child's bedroom	378	176	85	284	169	115	374
%V	5.3%	6.3%	6.0%	5.3%	6.6%	4.1%	5.9%
%H		46.6%	22.5%	75.1%	44.7%	30.4%	98.9%
Other bedroom	230	107	52	186	116	70	223
%V	3.2%	3.8%	3.7%	3.4%	4.5%	2.5%	3.5%
%H		46.5%	22.6%	80.9%	50.4%	30.4%	97.0%
Second living/dining room	355	158	70	275	147	128	323
%V	5.0%	5.6%	5.0%	5.1%	5.7%	4.5%	5.1%
%H		44.5%	19.7%	77.5%	41.4%	36.1%	91.0%
Study/office	52	25	11	38	22	16	52
%V	0.7%	0.9%	0.8%	0.7%	0.9%	0.6%	0.8%
%H		48.1%	21.2%	73.1%	42.3%	30.8%	100.0%
TV room	23	15	1	18	12	6	22
%V	0.3%	0.5%	0.1%	0.3%	0.5%	0.2%	0.3%
%H		65.2%	4.3%	78.3%	52.2%	26.1%	95.7%
Conservatory	91	48	19	76	50	26	84
%V	1.3%	1.7%	1.4%	1.4%	1.9%	0.9%	1.3%
%H		52.7%	20.9%	83.5%	54.9%	28.6%	92.3%
Attic or loft room	8	4	2	5	3	2	8
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	25.0%	62.5%	37.5%	25.0%	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	43	20	7	33	18	16	42
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.6%	0.7%
%H		46.5%	16.3%	76.7%	41.9%	37.2%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Set level data

Table 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7120	2808	1405	5393	2575	2818	6362
%H		39.4%	19.7%	75.7%	36.2%	39.6%	89.4%
PVR	3144	1715	891	1890	1318	573	2958
%V	44.2%	61.1%	63.4%	35.0%	51.2%	20.3%	46.5%
%H		54.5%	28.3%	60.1%	41.9%	18.2%	94.1%
DVDR	48	20	6	39	17	22	42
%V	0.7%	0.7%	0.4%	0.7%	0.7%	0.8%	0.7%
%H		41.7%	12.5%	81.3%	35.4%	45.8%	87.5%
VCR	24	4	7	22	9	13	18
%V	0.3%	0.1%	0.5%	0.4%	0.3%	0.5%	0.3%
%H		16.7%	29.2%	91.7%	37.5%	54.2%	75.0%
Any recorder	3184	1722	894	1928	1325	603	2989
%V	44.7%	61.3%	63.6%	35.8%	51.5%	21.4%	47.0%
%H		54.1%	28.1%	60.6%	41.6%	18.9%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7120	2808	1405	5393	2575	2818	6362
%H		39.4%	19.7%	75.7%	36.2%	39.6%	89.4%
Receives HDTV (via STB or built-in reception)	4022	1795	949	2887	1572	1315	3776
%V	56.5%	63.9%	67.5%	53.5%	61.0%	46.7%	59.4%
%H		44.6%	23.6%	71.8%	39.1%	32.7%	93.9%
DVD/Blu-ray player or recorder	3001	1164	610	2254	1070	1184	2732
%V	42.1%	41.5%	43.4%	41.8%	41.6%	42.0%	42.9%
%H		38.8%	20.3%	75.1%	35.7%	39.5%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Set level data

Table 3.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3609	1290	648	2608	1020	1588	3083
%H		35.7%	18.0%	72.3%	28.3%	44.0%	85.4%
Under 20"	22	5	3	19	5	14	17
%V	0.6%	0.4%	0.5%	0.7%	0.5%	0.9%	0.6%
%H		22.7%	13.6%	86.4%	22.7%	63.6%	77.3%
20" - 29"	232	39	22	191	27	165	147
%V	6.4%	3.0%	3.4%	7.3%	2.6%	10.4%	4.8%
%H		16.8%	9.5%	82.3%	11.6%	71.1%	63.4%
30" - 39"	1024	285	154	798	236	562	793
%V	28.4%	22.1%	23.8%	30.6%	23.1%	35.4%	25.7%
%H		27.8%	15.0%	77.9%	23.0%	54.9%	77.4%
40" - 49"	1540	589	325	1069	479	590	1400
%V	42.7%	45.7%	50.2%	41.0%	47.0%	37.2%	45.4%
%H		38.2%	21.1%	69.4%	31.1%	38.3%	90.9%
50" - 59"	599	305	121	391	231	160	575
%V	16.6%	23.6%	18.7%	15.0%	22.6%	10.1%	18.7%
%H		50.9%	20.2%	65.3%	38.6%	26.7%	96.0%
60"+	56	32	10	34	23	11	55
%V	1.6%	2.5%	1.5%	1.3%	2.3%	0.7%	1.8%
%H		57.1%	17.9%	60.7%	41.1%	19.6%	98.2%
Don't know	137	34	13	106	19	86	97
%V	3.8%	2.6%	2.0%	4.1%	1.9%	5.4%	3.1%
%H		24.8%	9.5%	77.4%	13.9%	62.8%	70.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Set level data

Table 3.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3609	1290	648	2608	1020	1588	3083
%H		35.7%	18.0%	72.3%	28.3%	44.0%	85.4%
PVR	2206	1127	617	1410	928	481	2051
%V	61.1%	87.4%	95.2%	54.1%	91.0%	30.3%	66.5%
%H		51.1%	28.0%	63.9%	42.1%	21.8%	93.0%
DVDR	38	15	3	30	10	19	31
%V	1.1%	1.2%	0.5%	1.2%	1.0%	1.2%	1.0%
%H		39.5%	7.9%	78.9%	26.3%	50.0%	81.6%
VCR	17	3	5	15	5	10	12
%V	0.5%	0.2%	0.8%	0.6%	0.5%	0.6%	0.4%
%H		17.6%	29.4%	88.2%	29.4%	58.8%	70.6%
Any recorder	2234	1129	617	1437	930	507	2070
%V	61.9%	87.5%	95.2%	55.1%	91.2%	31.9%	67.1%
%H		50.5%	27.6%	64.3%	41.6%	22.7%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3609	1290	648	2608	1020	1588	3083
%H		35.7%	18.0%	72.3%	28.3%	44.0%	85.4%
Receives HDTV (via STB or built-in reception)	2510	1042	578	1790	882	908	2310
%V	69.5%	80.8%	89.2%	68.6%	86.5%	57.2%	74.9%
%H		41.5%	23.0%	71.3%	35.1%	36.2%	92.0%
DVD/Blu-ray player or recorder	1861	668	348	1362	558	804	1635
%V	51.6%	51.8%	53.7%	52.2%	54.7%	50.6%	53.0%
%H		35.9%	18.7%	73.2%	30.0%	43.2%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3511	1518	757	2785	1555	1230	3279
%H		43.2%	21.6%	79.3%	44.3%	35.0%	93.4%
Under 20"	399	129	81	356	169	187	349
%V	11.4%	8.5%	10.7%	12.8%	10.9%	15.2%	10.6%
%H		32.3%	20.3%	89.2%	42.4%	46.9%	87.5%
20" - 29"	1033	419	209	876	470	407	942
%V	29.4%	27.6%	27.6%	31.5%	30.2%	33.1%	28.7%
%H		40.6%	20.2%	84.8%	45.5%	39.4%	91.2%
30" - 39"	1203	552	262	922	534	388	1154
%V	34.3%	36.4%	34.6%	33.1%	34.3%	31.5%	35.2%
%H		45.9%	21.8%	76.6%	44.4%	32.3%	95.9%
40" - 49"	571	289	138	413	267	145	555
%V	16.3%	19.0%	18.2%	14.8%	17.2%	11.8%	16.9%
%H		50.6%	24.2%	72.3%	46.8%	25.4%	97.2%
50" - 59"	139	73	32	102	66	36	135
%V	4.0%	4.8%	4.2%	3.7%	4.2%	2.9%	4.1%
%H		52.5%	23.0%	73.4%	47.5%	25.9%	97.1%
60"+	15	10	3	10	8	2	15
%V	0.4%	0.7%	0.4%	0.4%	0.5%	0.2%	0.5%
%H		66.7%	20.0%	66.7%	53.3%	13.3%	100.0%
Don't know	150	47	31	107	41	66	127
%V	4.3%	3.1%	4.1%	3.8%	2.6%	5.4%	3.9%
%H		31.3%	20.7%	71.3%	27.3%	44.0%	84.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3511	1518	757	2785	1555	1230	3279
%H		43.2%	21.6%	79.3%	44.3%	35.0%	93.4%
PVR	938	588	274	481	389	91	908
%V	26.7%	38.7%	36.2%	17.3%	25.0%	7.4%	27.7%
%H		62.7%	29.2%	51.3%	41.5%	9.7%	96.8%
DVDR	10	4	3	9	7	3	10
%V	0.3%	0.3%	0.4%	0.3%	0.5%	0.2%	0.3%
%H		40.0%	30.0%	90.0%	70.0%	30.0%	100.0%
VCR	6	2	2	6	3	3	6
%V	0.2%	0.1%	0.3%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	33.3%	100.0%	50.0%	50.0%	100.0%
Any recorder	950	592	277	491	395	96	919
%V	27.1%	39.0%	36.6%	17.6%	25.4%	7.8%	28.0%
%H		62.3%	29.2%	51.7%	41.6%	10.1%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3511	1518	757	2785	1555	1230	3279
%H		43.2%	21.6%	79.3%	44.3%	35.0%	93.4%
Receives HDTV (via STB or built-in reception)	1512	753	371	1097	690	407	1466
%V	43.1%	49.6%	49.0%	39.4%	44.4%	33.1%	44.7%
%H		49.8%	24.5%	72.6%	45.6%	26.9%	97.0%
DVD/Blu-ray player or recorder	1141	497	262	891	512	380	1097
%V	32.5%	32.7%	34.6%	32.0%	32.9%	30.9%	33.5%
%H		43.6%	23.0%	78.1%	44.9%	33.3%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8819	8500	3339	1682	5917	2651	3266	8059
%H		96.4%	37.9%	19.1%	67.1%	30.1%	37.0%	91.4%
Total Children	1727	1667	732	335	1051	511	540	1688
%V	19.6%	19.6%	21.9%	19.9%	17.8%	19.3%	16.5%	20.9%
%H		96.5%	42.4%	19.4%	60.9%	29.6%	31.3%	97.7%
0 - 3	408	391	160	73	235	97	137	398
%V	4.6%	4.6%	4.8%	4.3%	4.0%	3.7%	4.2%	4.9%
%H		95.8%	39.2%	17.9%	57.6%	23.8%	33.6%	97.5%
4 - 15	1319	1276	572	262	817	414	403	1290
%V	15.0%	15.0%	17.1%	15.6%	13.8%	15.6%	12.3%	16.0%
%H		96.7%	43.4%	19.9%	61.9%	31.4%	30.6%	97.8%
4 - 9	689	662	299	131	413	204	209	670
%V	7.8%	7.8%	9.0%	7.8%	7.0%	7.7%	6.4%	8.3%
%H		96.1%	43.4%	19.0%	59.9%	29.6%	30.3%	97.2%
10 - 15	630	613	273	131	404	211	193	620
%V	7.1%	7.2%	8.2%	7.8%	6.8%	8.0%	5.9%	7.7%
%H		97.3%	43.3%	20.8%	64.1%	33.5%	30.6%	98.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	8819	8500	3339	1682	5917	2651	3266	8059
%H		96.4%	37.9%	19.1%	67.1%	30.1%	37.0%	91.4%
Total Adults (16+)	7092	6833	2608	1347	4866	2140	2726	6371
%V	80.4%	80.4%	78.1%	80.1%	82.2%	80.7%	83.5%	79.1%
%H		96.3%	36.8%	19.0%	68.6%	30.2%	38.4%	89.8%
16 - 19	357	346	151	63	243	117	126	351
%V	4.0%	4.1%	4.5%	3.7%	4.1%	4.4%	3.9%	4.4%
%H		96.9%	42.3%	17.6%	68.1%	32.8%	35.3%	98.3%
20 - 24	602	531	188	106	352	149	203	588
%V	6.8%	6.2%	5.6%	6.3%	5.9%	5.6%	6.2%	7.3%
%H		88.2%	31.2%	17.6%	58.5%	24.8%	33.7%	97.7%
25 - 34	1165	1098	408	252	681	310	371	1129
%V	13.2%	12.9%	12.2%	15.0%	11.5%	11.7%	11.4%	14.0%
%H		94.2%	35.0%	21.6%	58.5%	26.6%	31.8%	96.9%
35 - 44	1084	1038	462	208	657	333	324	1049
%V	12.3%	12.2%	13.8%	12.4%	11.1%	12.6%	9.9%	13.0%
%H		95.8%	42.6%	19.2%	60.6%	30.7%	29.9%	96.8%
45 - 54	1209	1183	515	253	831	425	405	1154
%V	13.7%	13.9%	15.4%	15.0%	14.0%	16.0%	12.4%	14.3%
%H		97.8%	42.6%	20.9%	68.7%	35.2%	33.5%	95.5%
55 - 64	1041	1019	380	232	779	370	410	963
%V	11.8%	12.0%	11.4%	13.8%	13.2%	14.0%	12.6%	11.9%
%H		97.9%	36.5%	22.3%	74.8%	35.5%	39.4%	92.5%
65+	1634	1617	505	234	1323	437	886	1136
%V	18.5%	19.0%	15.1%	13.9%	22.4%	16.5%	27.1%	14.1%
%H		99.0%	30.9%	14.3%	81.0%	26.7%	54.2%	69.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		7092	6833	2608	1347	4866	2140	2726	6371
	%H		96.3%	36.8%	19.0%	68.6%	30.2%	38.4%	89.8%
AB		1726	1682	701	340	1179	566	612	1696
	%V	24.3%	24.6%	26.9%	25.2%	24.2%	26.4%	22.5%	26.6%
	%H		97.5%	40.6%	19.7%	68.3%	32.8%	35.5%	98.3%
C1		1968	1881	722	391	1334	606	728	1854
	%V	27.7%	27.5%	27.7%	29.0%	27.4%	28.3%	26.7%	29.1%
	%H		95.6%	36.7%	19.9%	67.8%	30.8%	37.0%	94.2%
C2		1599	1562	593	300	1172	534	637	1426
	%V	22.5%	22.9%	22.7%	22.3%	24.1%	25.0%	23.4%	22.4%
	%H		97.7%	37.1%	18.8%	73.3%	33.4%	39.8%	89.2%
D		1180	1117	431	238	737	327	410	1005
	%V	16.6%	16.3%	16.5%	17.7%	15.1%	15.3%	15.0%	15.8%
	%H		94.7%	36.5%	20.2%	62.5%	27.7%	34.7%	85.2%
E		618	591	161	79	444	106	338	390
	%V	8.7%	8.6%	6.2%	5.9%	9.1%	5.0%	12.4%	6.1%
	%H		95.6%	26.1%	12.8%	71.8%	17.2%	54.7%	63.1%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	7092	6833	2608	1347	4866	2140	2726	6371
%H		96.3%	36.8%	19.0%	68.6%	30.2%	38.4%	89.8%
Working full time	3347	3233	1328	726	2178	1104	1074	3261
%V	47.2%	47.3%	50.9%	53.9%	44.8%	51.6%	39.4%	51.2%
%H		96.6%	39.7%	21.7%	65.1%	33.0%	32.1%	97.4%
Working part time	685	671	270	145	474	229	246	661
%V	9.7%	9.8%	10.4%	10.8%	9.7%	10.7%	9.0%	10.4%
%H		98.0%	39.4%	21.2%	69.2%	33.4%	35.9%	96.5%
Not working	3060	2929	1010	476	2213	807	1406	2449
%V	43.1%	42.9%	38.7%	35.3%	45.5%	37.7%	51.6%	38.4%
%H		95.7%	33.0%	15.6%	72.3%	26.4%	45.9%	80.0%
Houseperson	3756	3609	1290	648	2608	1020	1588	3199
%V	53.0%	52.8%	49.5%	48.1%	53.6%	47.7%	58.3%	50.2%
%H		96.1%	34.3%	17.3%	69.4%	27.2%	42.3%	85.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3469	3318	1281	680	2339	1062	1277	3145
%H		95.6%	36.9%	19.6%	67.4%	30.6%	36.8%	90.7%
16 - 19	188	182	84	33	125	59	66	186
%V	5.4%	5.5%	6.6%	4.9%	5.3%	5.6%	5.2%	5.9%
%H		96.8%	44.7%	17.6%	66.5%	31.4%	35.1%	98.9%
20 - 24	290	256	95	53	168	76	91	286
%V	8.4%	7.7%	7.4%	7.8%	7.2%	7.2%	7.1%	9.1%
%H		88.3%	32.8%	18.3%	57.9%	26.2%	31.4%	98.6%
25 - 34	593	547	201	132	337	158	179	567
%V	17.1%	16.5%	15.7%	19.4%	14.4%	14.9%	14.0%	18.0%
%H		92.2%	33.9%	22.3%	56.8%	26.6%	30.2%	95.6%
35 - 44	531	504	215	102	318	156	162	508
%V	15.3%	15.2%	16.8%	15.0%	13.6%	14.7%	12.7%	16.2%
%H		94.9%	40.5%	19.2%	59.9%	29.4%	30.5%	95.7%
45 - 54	590	576	249	126	403	208	195	559
%V	17.0%	17.4%	19.4%	18.5%	17.2%	19.6%	15.3%	17.8%
%H		97.6%	42.2%	21.4%	68.3%	35.3%	33.1%	94.7%
55 - 64	516	502	189	117	385	188	197	477
%V	14.9%	15.1%	14.8%	17.2%	16.5%	17.7%	15.4%	15.2%
%H		97.3%	36.6%	22.7%	74.6%	36.4%	38.2%	92.4%
65+	761	750	249	117	603	217	386	561
%V	21.9%	22.6%	19.4%	17.2%	25.8%	20.4%	30.2%	17.8%
%H		98.6%	32.7%	15.4%	79.2%	28.5%	50.7%	73.7%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		3469	3318	1281	680	2339	1062	1277	3145
	%H		95.6%	36.9%	19.6%	67.4%	30.6%	36.8%	90.7%
AB		876	854	352	178	593	287	306	861
	%V	25.3%	25.7%	27.5%	26.2%	25.4%	27.0%	24.0%	27.4%
	%H		97.5%	40.2%	20.3%	67.7%	32.8%	34.9%	98.3%
C1		915	867	333	193	605	284	321	872
	%V	26.4%	26.1%	26.0%	28.4%	25.9%	26.7%	25.1%	27.7%
	%H		94.8%	36.4%	21.1%	66.1%	31.0%	35.1%	95.3%
C2		849	824	313	163	620	286	334	746
	%V	24.5%	24.8%	24.4%	24.0%	26.5%	26.9%	26.2%	23.7%
	%H		97.1%	36.9%	19.2%	73.0%	33.7%	39.3%	87.9%
D		569	531	213	117	343	160	183	499
	%V	16.4%	16.0%	16.6%	17.2%	14.7%	15.1%	14.3%	15.9%
	%H		93.3%	37.4%	20.6%	60.3%	28.1%	32.2%	87.7%
E		261	242	71	30	179	45	134	167
	%V	7.5%	7.3%	5.5%	4.4%	7.7%	4.2%	10.5%	5.3%
	%H		92.7%	27.2%	11.5%	68.6%	17.2%	51.3%	64.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	3469	3318	1281	680	2339	1062	1277	3145
%H		95.6%	36.9%	19.6%	67.4%	30.6%	36.8%	90.7%
Working full time	2038	1958	797	451	1311	667	644	1978
%V	58.7%	59.0%	62.2%	66.3%	56.0%	62.8%	50.4%	62.9%
%H		96.1%	39.1%	22.1%	64.3%	32.7%	31.6%	97.1%
Working part time	147	142	56	25	101	44	57	139
%V	4.2%	4.3%	4.4%	3.7%	4.3%	4.1%	4.5%	4.4%
%H		96.6%	38.1%	17.0%	68.7%	29.9%	38.8%	94.6%
Not working	1284	1218	428	204	928	352	576	1028
%V	37.0%	36.7%	33.4%	30.0%	39.7%	33.1%	45.1%	32.7%
%H		94.9%	33.3%	15.9%	72.3%	27.4%	44.9%	80.1%
Houseperson	783	717	206	113	522	154	368	598
%V	22.6%	21.6%	16.1%	16.6%	22.3%	14.5%	28.8%	19.0%
%H		91.6%	26.3%	14.4%	66.7%	19.7%	47.0%	76.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3623	3516	1327	668	2526	1078	1448	3226
%H		97.0%	36.6%	18.4%	69.7%	29.8%	40.0%	89.0%
16 - 19	169	164	67	31	118	58	60	166
%V	4.7%	4.7%	5.0%	4.6%	4.7%	5.4%	4.1%	5.1%
%H		97.0%	39.6%	18.3%	69.8%	34.3%	35.5%	98.2%
20 - 24	312	275	92	52	184	73	112	302
%V	8.6%	7.8%	6.9%	7.8%	7.3%	6.8%	7.7%	9.4%
%H		88.1%	29.5%	16.7%	59.0%	23.4%	35.9%	96.8%
25 - 34	572	551	207	120	344	152	192	562
%V	15.8%	15.7%	15.6%	18.0%	13.6%	14.1%	13.3%	17.4%
%H		96.3%	36.2%	21.0%	60.1%	26.6%	33.6%	98.3%
35 - 44	553	534	247	106	339	177	162	541
%V	15.3%	15.2%	18.6%	15.9%	13.4%	16.4%	11.2%	16.8%
%H		96.6%	44.7%	19.2%	61.3%	32.0%	29.3%	97.8%
45 - 54	619	607	266	127	427	217	210	595
%V	17.1%	17.3%	20.0%	19.0%	16.9%	20.1%	14.5%	18.4%
%H		98.1%	43.0%	20.5%	69.0%	35.1%	33.9%	96.1%
55 - 64	525	517	191	116	395	182	212	486
%V	14.5%	14.7%	14.4%	17.4%	15.6%	16.9%	14.6%	15.1%
%H		98.5%	36.4%	22.1%	75.2%	34.7%	40.4%	92.6%
65+	873	868	256	117	719	220	500	574
%V	24.1%	24.7%	19.3%	17.5%	28.5%	20.4%	34.5%	17.8%
%H		99.4%	29.3%	13.4%	82.4%	25.2%	57.3%	65.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		3623	3516	1327	668	2526	1078	1448	3226
	%H		97.0%	36.6%	18.4%	69.7%	29.8%	40.0%	89.0%
AB		851	829	349	162	585	279	306	835
	%V	23.5%	23.6%	26.3%	24.3%	23.2%	25.9%	21.1%	25.9%
	%H		97.4%	41.0%	19.0%	68.7%	32.8%	36.0%	98.1%
C1		1053	1014	389	198	729	322	407	982
	%V	29.1%	28.8%	29.3%	29.6%	28.9%	29.9%	28.1%	30.4%
	%H		96.3%	36.9%	18.8%	69.2%	30.6%	38.7%	93.3%
C2		750	738	280	137	552	248	304	681
	%V	20.7%	21.0%	21.1%	20.5%	21.9%	23.0%	21.0%	21.1%
	%H		98.4%	37.3%	18.3%	73.6%	33.1%	40.5%	90.8%
D		611	587	219	121	394	167	227	506
	%V	16.9%	16.7%	16.5%	18.1%	15.6%	15.5%	15.7%	15.7%
	%H		96.1%	35.8%	19.8%	64.5%	27.3%	37.2%	82.8%
E		358	348	90	50	265	61	204	222
	%V	9.9%	9.9%	6.8%	7.5%	10.5%	5.7%	14.1%	6.9%
	%H		97.2%	25.1%	14.0%	74.0%	17.0%	57.0%	62.0%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands

Individual level data

Table 3.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	3623	3516	1327	668	2526	1078	1448	3226
%H		97.0%	36.6%	18.4%	69.7%	29.8%	40.0%	89.0%
Working full time	1309	1275	532	276	867	437	430	1282
%V	36.1%	36.3%	40.1%	41.3%	34.3%	40.5%	29.7%	39.7%
%H		97.4%	40.6%	21.1%	66.2%	33.4%	32.8%	97.9%
Working part time	538	530	213	120	373	185	188	522
%V	14.8%	15.1%	16.1%	18.0%	14.8%	17.2%	13.0%	16.2%
%H		98.5%	39.6%	22.3%	69.3%	34.4%	34.9%	97.0%
Not working	1776	1711	582	272	1286	456	830	1421
%V	49.0%	48.7%	43.9%	40.7%	50.9%	42.3%	57.3%	44.0%
%H		96.3%	32.8%	15.3%	72.4%	25.7%	46.7%	80.0%
Houseperson	2973	2892	1083	535	2086	866	1220	2601
%V	82.1%	82.3%	81.6%	80.1%	82.6%	80.3%	84.3%	80.6%
%H		97.3%	36.4%	18.0%	70.2%	29.1%	41.0%	87.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Apr 2018 - Mar 2019

BBC East

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	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
AB	526	509	225	57	364	149	215	507
%V	25.8%	25.8%	27.8%	23.8%	26.1%	28.4%	24.8%	28.1%
%H (All HH)		96.8%	42.8%	10.8%	69.2%	28.3%	40.9%	96.4%
%H (TV HH)			44.2%	11.2%	71.5%	29.3%	42.2%	
C1	602	586	242	71	420	162	257	546
%V	29.6%	29.7%	30.0%	29.6%	30.2%	30.9%	29.6%	30.2%
%H (All HH)		97.3%	40.2%	11.8%	69.8%	26.9%	42.7%	90.7%
%H (TV HH)			41.3%	12.1%	71.7%	27.6%	43.9%	
C2	461	450	181	61	317	119	198	407
%V	22.6%	22.8%	22.4%	25.4%	22.8%	22.7%	22.8%	22.5%
%H (All HH)		97.6%	39.3%	13.2%	68.8%	25.8%	43.0%	88.3%
%H (TV HH)			40.2%	13.6%	70.4%	26.4%	44.0%	
D	287	277	106	40	176	61	115	244
%V	14.1%	14.0%	13.1%	16.7%	12.6%	11.6%	13.2%	13.5%
%H (All HH)		96.5%	36.9%	13.9%	61.3%	21.3%	40.1%	85.0%
%H (TV HH)			38.3%	14.4%	63.5%	22.0%	41.5%	
E	159	151	53	11	117	33	84	102
%V	7.8%	7.7%	6.6%	4.6%	8.4%	6.3%	9.7%	5.6%
%H (All HH)		95.0%	33.3%	6.9%	73.6%	20.8%	52.8%	64.2%
%H (TV HH)			35.1%	7.3%	77.5%	21.9%	55.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

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	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Under 25	61	57	26	3	27	11	16	59
%V	3.0%	2.9%	3.2%	1.3%	1.9%	2.1%	1.8%	3.3%
%H (All HH)		93.4%	42.6%	4.9%	44.3%	18.0%	26.2%	96.7%
%H (TV HH)			45.6%	5.3%	47.4%	19.3%	28.1%	
25 - 34	295	276	107	39	162	55	107	289
%V	14.5%	14.0%	13.2%	16.3%	11.6%	10.5%	12.3%	16.0%
%H (All HH)		93.6%	36.3%	13.2%	54.9%	18.6%	36.3%	98.0%
%H (TV HH)			38.8%	14.1%	58.7%	19.9%	38.8%	
35 - 44	327	313	149	30	192	73	120	322
%V	16.1%	15.9%	18.4%	12.5%	13.8%	13.9%	13.8%	17.8%
%H (All HH)		95.7%	45.6%	9.2%	58.7%	22.3%	36.7%	98.5%
%H (TV HH)			47.6%	9.6%	61.3%	23.3%	38.3%	
45 - 54	396	390	179	63	272	129	143	383
%V	19.4%	19.8%	22.2%	26.3%	19.5%	24.6%	16.5%	21.2%
%H (All HH)		98.5%	45.2%	15.9%	68.7%	32.6%	36.1%	96.7%
%H (TV HH)			45.9%	16.2%	69.7%	33.1%	36.7%	
55 - 64	358	345	157	51	242	109	134	341
%V	17.6%	17.5%	19.4%	21.3%	17.4%	20.8%	15.4%	18.9%
%H (All HH)		96.4%	43.9%	14.2%	67.6%	30.4%	37.4%	95.3%
%H (TV HH)			45.5%	14.8%	70.1%	31.6%	38.8%	
65 +	600	592	190	54	497	148	349	411
%V	29.5%	30.0%	23.5%	22.5%	35.7%	28.2%	40.2%	22.8%
%H (All HH)		98.7%	31.7%	9.0%	82.8%	24.7%	58.2%	68.5%
%H (TV HH)			32.1%	9.1%	84.0%	25.0%	59.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 90

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
1	579	548	149	51	434	94	340	407
%V	28.4%	27.8%	18.4%	21.3%	31.2%	17.9%	39.2%	22.5%
%H (All HH)		94.6%	25.7%	8.8%	75.0%	16.2%	58.7%	70.3%
%H (TV HH)			27.2%	9.3%	79.2%	17.2%	62.0%	
2	743	725	321	83	520	225	295	696
%V	36.5%	36.8%	39.7%	34.6%	37.3%	42.9%	34.0%	38.5%
%H (All HH)		97.6%	43.2%	11.2%	70.0%	30.3%	39.7%	93.7%
%H (TV HH)			44.3%	11.4%	71.7%	31.0%	40.7%	
3	300	294	141	41	187	89	98	295
%V	14.7%	14.9%	17.5%	17.1%	13.4%	17.0%	11.3%	16.3%
%H (All HH)		98.0%	47.0%	13.7%	62.3%	29.7%	32.7%	98.3%
%H (TV HH)			48.0%	13.9%	63.6%	30.3%	33.3%	
4	291	283	140	40	180	81	98	289
%V	14.3%	14.4%	17.3%	16.7%	12.9%	15.4%	11.3%	16.0%
%H (All HH)		97.3%	48.1%	13.7%	61.9%	27.8%	33.7%	99.3%
%H (TV HH)			49.5%	14.1%	63.6%	28.6%	34.6%	
5+	122	122	57	25	72	35	37	120
%V	6.0%	6.2%	7.1%	10.4%	5.2%	6.7%	4.3%	6.6%
%H (All HH)		100.0%	46.7%	20.5%	59.0%	28.7%	30.3%	98.4%
%H (TV HH)			46.7%	20.5%	59.0%	28.7%	30.3%	
Average HH size	2.35	2.37	2.58	2.65	2.25	2.53	2.09	2.48

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Without	1499	1445	556	172	1068	387	682	1274
%V	73.6%	73.3%	68.8%	71.7%	76.7%	73.7%	78.6%	70.5%
%H (All HH)		96.4%	37.1%	11.5%	71.2%	25.8%	45.5%	85.0%
%H (TV HH)			38.5%	11.9%	73.9%	26.8%	47.2%	
With	537	527	252	68	325	138	187	533
%V	26.4%	26.7%	31.2%	28.3%	23.3%	26.3%	21.5%	29.5%
%H (All HH)		98.1%	46.9%	12.7%	60.5%	25.7%	34.8%	99.3%
%H (TV HH)			47.8%	12.9%	61.7%	26.2%	35.5%	
0 - 3	198	193	88	21	116	44	71	196
%V	9.7%	9.8%	10.9%	8.8%	8.3%	8.4%	8.2%	10.9%
%H (All HH)		97.5%	44.4%	10.6%	58.6%	22.2%	35.9%	99.0%
%H (TV HH)			45.6%	10.9%	60.1%	22.8%	36.8%	
4 - 9	279	273	130	38	162	70	93	277
%V	13.7%	13.8%	16.1%	15.8%	11.6%	13.3%	10.7%	15.3%
%H (All HH)		97.8%	46.6%	13.6%	58.1%	25.1%	33.3%	99.3%
%H (TV HH)			47.6%	13.9%	59.3%	25.6%	34.1%	
10 - 15	266	264	134	37	168	80	89	263
%V	13.1%	13.4%	16.6%	15.4%	12.1%	15.2%	10.3%	14.6%
%H (All HH)		99.2%	50.4%	13.9%	63.2%	30.1%	33.5%	98.9%
%H (TV HH)			50.8%	14.0%	63.6%	30.3%	33.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
1	803	803	257	99	517	117	400	680
%V	39.4%	40.7%	31.8%	41.3%	37.1%	22.3%	46.1%	37.7%
%H (All HH)		100.0%	32.0%	12.3%	64.4%	14.6%	49.8%	84.7%
%H (TV HH)			32.0%	12.3%	64.4%	14.6%	49.8%	
2	646	646	263	76	478	181	297	571
%V	31.7%	32.8%	32.5%	31.7%	34.3%	34.5%	34.2%	31.6%
%H (All HH)		100.0%	40.7%	11.8%	74.0%	28.0%	46.0%	88.4%
%H (TV HH)			40.7%	11.8%	74.0%	28.0%	46.0%	
3	306	306	159	33	228	116	113	290
%V	15.0%	15.5%	19.7%	13.8%	16.4%	22.1%	13.0%	16.1%
%H (All HH)		100.0%	52.0%	10.8%	74.5%	37.9%	36.9%	94.8%
%H (TV HH)			52.0%	10.8%	74.5%	37.9%	36.9%	
4	144	144	81	16	113	69	44	140
%V	7.1%	7.3%	10.0%	6.7%	8.1%	13.1%	5.1%	7.8%
%H (All HH)		100.0%	56.3%	11.1%	78.5%	47.9%	30.6%	97.2%
%H (TV HH)			56.3%	11.1%	78.5%	47.9%	30.6%	
5+	73	73	47	16	58	43	14	73
%V	3.6%	3.7%	5.8%	6.7%	4.2%	8.2%	1.6%	4.0%
%H (All HH)		100.0%	64.4%	21.9%	79.5%	58.9%	19.2%	100.0%
%H (TV HH)			64.4%	21.9%	79.5%	58.9%	19.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 93

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2036	1972	808	240	1393	525	868	1806
%V (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Under 20"	311	311	130	30	265	117	148	262
%V	15.3%	15.8%	16.1%	12.5%	19.0%	22.3%	17.1%	14.5%
%H (All HH)		100.0%	41.8%	9.6%	85.2%	37.6%	47.6%	84.2%
%H (TV HH)			41.8%	9.6%	85.2%	37.6%	47.6%	
20" - 29"	558	558	216	69	435	173	262	494
%V	27.4%	28.3%	26.7%	28.8%	31.2%	33.0%	30.2%	27.4%
%H (All HH)		100.0%	38.7%	12.4%	78.0%	31.0%	47.0%	88.5%
%H (TV HH)			38.7%	12.4%	78.0%	31.0%	47.0%	
30" - 39"	888	888	363	103	660	249	411	789
%V	43.6%	45.0%	44.9%	42.9%	47.4%	47.4%	47.4%	43.7%
%H (All HH)		100.0%	40.9%	11.6%	74.3%	28.0%	46.3%	88.9%
%H (TV HH)			40.9%	11.6%	74.3%	28.0%	46.3%	
40" - 49"	980	980	460	133	669	303	366	922
%V	48.1%	49.7%	56.9%	55.4%	48.0%	57.7%	42.2%	51.1%
%H (All HH)		100.0%	46.9%	13.6%	68.3%	30.9%	37.3%	94.1%
%H (TV HH)			46.9%	13.6%	68.3%	30.9%	37.3%	
50" - 59"	377	377	216	49	239	137	102	367
%V	18.5%	19.1%	26.7%	20.4%	17.2%	26.1%	11.8%	20.3%
%H (All HH)		100.0%	57.3%	13.0%	63.4%	36.3%	27.1%	97.3%
%H (TV HH)			57.3%	13.0%	63.4%	36.3%	27.1%	
60"+	61	61	34	5	40	22	18	60
%V	3.0%	3.1%	4.2%	2.1%	2.9%	4.2%	2.1%	3.3%
%H (All HH)		100.0%	55.7%	8.2%	65.6%	36.1%	29.5%	98.4%
%H (TV HH)			55.7%	8.2%	65.6%	36.1%	29.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Main living room	1949	1949	804	236	1376	521	856	1732
%V	95.7%	98.8%	99.5%	98.3%	98.8%	99.2%	98.6%	95.9%
%H (All HH)		100.0%	41.3%	12.1%	70.6%	26.7%	43.9%	88.9%
%H (TV HH)			41.3%	12.1%	70.6%	26.7%	43.9%	
Kitchen	260	260	119	28	225	108	117	232
%V	12.8%	13.2%	14.7%	11.7%	16.2%	20.6%	13.5%	12.8%
%H (All HH)		100.0%	45.8%	10.8%	86.5%	41.5%	45.0%	89.2%
%H (TV HH)			45.8%	10.8%	86.5%	41.5%	45.0%	
Adult's bedroom	870	870	423	115	651	325	326	814
%V	42.7%	44.1%	52.4%	47.9%	46.7%	61.9%	37.6%	45.1%
%H (All HH)		100.0%	48.6%	13.2%	74.8%	37.4%	37.5%	93.6%
%H (TV HH)			48.6%	13.2%	74.8%	37.4%	37.5%	
Child's bedroom	170	170	104	22	105	65	40	168
%V	8.3%	8.6%	12.9%	9.2%	7.5%	12.4%	4.6%	9.3%
%H (All HH)		100.0%	61.2%	12.9%	61.8%	38.2%	23.5%	98.8%
%H (TV HH)			61.2%	12.9%	61.8%	38.2%	23.5%	
Other bedroom	91	91	53	10	75	49	27	86
%V	4.5%	4.6%	6.6%	4.2%	5.4%	9.3%	3.1%	4.8%
%H (All HH)		100.0%	58.2%	11.0%	82.4%	53.8%	29.7%	94.5%
%H (TV HH)			58.2%	11.0%	82.4%	53.8%	29.7%	
Second living/dining room	207	207	96	26	156	74	82	195
%V	10.2%	10.5%	11.9%	10.8%	11.2%	14.1%	9.4%	10.8%
%H (All HH)		100.0%	46.4%	12.6%	75.4%	35.7%	39.6%	94.2%
%H (TV HH)			46.4%	12.6%	75.4%	35.7%	39.6%	
Study/office	42	42	21	6	33	18	15	41
%V	2.1%	2.1%	2.6%	2.5%	2.4%	3.4%	1.7%	2.3%
%H (All HH)		100.0%	50.0%	14.3%	78.6%	42.9%	35.7%	97.6%
%H (TV HH)			50.0%	14.3%	78.6%	42.9%	35.7%	
TV room	26	26	15	1	18	9	9	26
%V	1.3%	1.3%	1.9%	0.4%	1.3%	1.7%	1.0%	1.4%
%H (All HH)		100.0%	57.7%	3.8%	69.2%	34.6%	34.6%	100.0%
%H (TV HH)			57.7%	3.8%	69.2%	34.6%	34.6%	
Conservatory	47	47	20	4	41	17	24	42
%V	2.3%	2.4%	2.5%	1.7%	2.9%	3.2%	2.8%	2.3%
%H (All HH)		100.0%	42.6%	8.5%	87.2%	36.2%	51.1%	89.4%
%H (TV HH)			42.6%	8.5%	87.2%	36.2%	51.1%	
Attic or loft room	2	2	0	0	2	0	2	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	1	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
Other	40	40	28	2	27	19	8	37
%V	2.0%	2.0%	3.5%	0.8%	1.9%	3.6%	0.9%	2.0%
%H (All HH)		100.0%	70.0%	5.0%	67.5%	47.5%	20.0%	92.5%
%H (TV HH)			70.0%	5.0%	67.5%	47.5%	20.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC East

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	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Any DSAT provider	808	808	808	22	420	420	0	761
%V	39.7%	41.0%	100.0%	9.2%	30.2%	80.0%	0.0%	42.1%
%H (All HH)			100.0%	2.7%	52.0%	52.0%	0.0%	94.2%
%H (TV HH)			100.0%	2.7%	52.0%	52.0%	0.0%	
Sky with subscription	641	641	641	12	328	328	0	613
%V	31.5%	32.5%	79.3%	5.0%	23.5%	62.5%	0.0%	33.9%
%H (All HH)			100.0%	1.9%	51.2%	51.2%	0.0%	95.6%
%H (TV HH)			100.0%	1.9%	51.2%	51.2%	0.0%	
Sky without subscription	38	38	38	4	16	16	0	31
%V	1.9%	1.9%	4.7%	1.7%	1.1%	3.0%	0.0%	1.7%
%H (All HH)			100.0%	10.5%	42.1%	42.1%	0.0%	81.6%
%H (TV HH)			100.0%	10.5%	42.1%	42.1%	0.0%	
Freesat	105	105	105	7	68	68	0	94
%V	5.2%	5.3%	13.0%	2.9%	4.9%	13.0%	0.0%	5.2%
%H (All HH)			100.0%	6.7%	64.8%	64.8%	0.0%	89.5%
%H (TV HH)			100.0%	6.7%	64.8%	64.8%	0.0%	
Other satellite provider	59	59	59	1	27	27	0	56
%V	2.9%	3.0%	7.3%	0.4%	1.9%	5.1%	0.0%	3.1%
%H (All HH)			100.0%	1.7%	45.8%	45.8%	0.0%	94.9%
%H (TV HH)			100.0%	1.7%	45.8%	45.8%	0.0%	
DCAB	240	240	22	240	118	118	0	232
%V	11.8%	12.2%	2.7%	100.0%	8.5%	22.5%	0.0%	12.8%
%H (All HH)			9.2%	100.0%	49.2%	49.2%	0.0%	96.7%
%H (TV HH)			9.2%	100.0%	49.2%	49.2%	0.0%	
DTT	1393	1393	420	118	1393	525	868	1205
%V	68.4%	70.6%	52.0%	49.2%	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	30.2%	8.5%	100.0%	37.7%	62.3%	86.5%
%H (TV HH)			30.2%	8.5%	100.0%	37.7%	62.3%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
PVR	1208	1208	721	223	756	476	280	1140
%V	59.3%	61.3%	89.2%	92.9%	54.3%	90.7%	32.3%	63.1%
%H (All HH)		100.0%	59.7%	18.5%	62.6%	39.4%	23.2%	94.4%
%H (TV HH)			59.7%	18.5%	62.6%	39.4%	23.2%	
DVDR	17	17	9	1	14	8	6	16
%V	0.8%	0.9%	1.1%	0.4%	1.0%	1.5%	0.7%	0.9%
%H (All HH)		100.0%	52.9%	5.9%	82.4%	47.1%	35.3%	94.1%
%H (TV HH)			52.9%	5.9%	82.4%	47.1%	35.3%	
VCR	18	18	6	1	16	6	10	10
%V	0.9%	0.9%	0.7%	0.4%	1.1%	1.1%	1.2%	0.6%
%H (All HH)		100.0%	33.3%	5.6%	88.9%	33.3%	55.6%	55.6%
%H (TV HH)			33.3%	5.6%	88.9%	33.3%	55.6%	
Any recorder	1220	1220	724	223	765	478	287	1145
%V	59.9%	61.9%	89.6%	92.9%	54.9%	91.0%	33.1%	63.4%
%H (All HH)		100.0%	59.3%	18.3%	62.7%	39.2%	23.5%	93.9%
%H (TV HH)			59.3%	18.3%	62.7%	39.2%	23.5%	
Receives HDTV (via STB or built-in reception)	1508	1508	699	218	1089	478	611	1394
%V	74.1%	76.5%	86.5%	90.8%	78.2%	91.0%	70.4%	77.2%
%H (All HH)		100.0%	46.4%	14.5%	72.2%	31.7%	40.5%	92.4%
%H (TV HH)			46.4%	14.5%	72.2%	31.7%	40.5%	
DVD/Blu-ray player or recorder	1326	1326	581	161	949	388	562	1217
%V	65.1%	67.2%	71.9%	67.1%	68.1%	73.9%	64.7%	67.4%
%H (All HH)		100.0%	43.8%	12.1%	71.6%	29.3%	42.4%	91.8%
%H (TV HH)			43.8%	12.1%	71.6%	29.3%	42.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2036	1972	808	240	1393	525	868	1806
%H (All HH)		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%
%H (TV HH)			41.0%	12.2%	70.6%	26.6%	44.0%	
Has broadband internet	1806	1754	761	232	1205	496	708	1806
%V	88.7%	88.9%	94.2%	96.7%	86.5%	94.5%	81.6%	100.0%
%H (All HH)		97.1%	42.1%	12.8%	66.7%	27.5%	39.2%	100.0%
%H (TV HH)			43.4%	13.2%	68.7%	28.3%	40.4%	
Number of computers (PCs and laptops)								
0	304	286	71	18	229	42	188	89
%V	14.9%	14.5%	8.8%	7.5%	16.4%	8.0%	21.7%	4.9%
%H (All HH)		94.1%	23.4%	5.9%	75.3%	13.8%	61.8%	29.3%
%H (TV HH)			24.8%	6.3%	80.1%	14.7%	65.7%	
1	494	472	185	57	336	117	219	483
%V	24.3%	23.9%	22.9%	23.8%	24.1%	22.3%	25.2%	26.7%
%H (All HH)		95.5%	37.4%	11.5%	68.0%	23.7%	44.3%	97.8%
%H (TV HH)			39.2%	12.1%	71.2%	24.8%	46.4%	
2	495	484	195	67	342	136	206	491
%V	24.3%	24.5%	24.1%	27.9%	24.6%	25.9%	23.7%	27.2%
%H (All HH)		97.8%	39.4%	13.5%	69.1%	27.5%	41.6%	99.2%
%H (TV HH)			40.3%	13.8%	70.7%	28.1%	42.6%	
3	340	335	159	40	220	96	124	340
%V	16.7%	17.0%	19.7%	16.7%	15.8%	18.3%	14.3%	18.8%
%H (All HH)		98.5%	46.8%	11.8%	64.7%	28.2%	36.5%	100.0%
%H (TV HH)			47.5%	11.9%	65.7%	28.7%	37.0%	
4	193	188	96	20	125	59	66	193
%V	9.5%	9.5%	11.9%	8.3%	9.0%	11.2%	7.6%	10.7%
%H (All HH)		97.4%	49.7%	10.4%	64.8%	30.6%	34.2%	100.0%
%H (TV HH)			51.1%	10.6%	66.5%	31.4%	35.1%	
5+	210	206	102	38	140	75	65	210
%V	10.3%	10.4%	12.6%	15.8%	10.1%	14.3%	7.5%	11.6%
%H (All HH)		98.1%	48.6%	18.1%	66.7%	35.7%	31.0%	100.0%
%H (TV HH)			49.5%	18.4%	68.0%	36.4%	31.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3989	1837	501	2924	1335	1589	3650
%H		46.1%	12.6%	73.3%	33.5%	39.8%	91.5%
Under 20"	372	167	37	317	151	166	315
%V	9.3%	9.1%	7.4%	10.8%	11.3%	10.4%	8.6%
%H		44.9%	9.9%	85.2%	40.6%	44.6%	84.7%
20" - 29"	702	281	86	552	231	321	629
%V	17.6%	15.3%	17.2%	18.9%	17.3%	20.2%	17.2%
%H		40.0%	12.3%	78.6%	32.9%	45.7%	89.6%
30" - 39"	1103	476	134	826	341	484	992
%V	27.7%	25.9%	26.7%	28.2%	25.5%	30.5%	27.2%
%H		43.2%	12.1%	74.9%	30.9%	43.9%	89.9%
40" - 49"	1196	582	162	810	382	428	1132
%V	30.0%	31.7%	32.3%	27.7%	28.6%	26.9%	31.0%
%H		48.7%	13.5%	67.7%	31.9%	35.8%	94.6%
50" - 59"	422	249	59	266	159	107	410
%V	10.6%	13.6%	11.8%	9.1%	11.9%	6.7%	11.2%
%H		59.0%	14.0%	63.0%	37.7%	25.4%	97.2%
60"+	69	39	6	46	27	19	68
%V	1.7%	2.1%	1.2%	1.6%	2.0%	1.2%	1.9%
%H		56.5%	8.7%	66.7%	39.1%	27.5%	98.6%
Don't know	124	43	17	109	45	64	104
%V	3.1%	2.3%	3.4%	3.7%	3.4%	4.0%	2.8%
%H		34.7%	13.7%	87.9%	36.3%	51.6%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC East

Set level data

Table 4.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3989	1837	501	2924	1335	1589	3650
%H		46.1%	12.6%	73.3%	33.5%	39.8%	91.5%
Main living room	1956	809	236	1381	524	857	1738
%V	49.0%	44.0%	47.1%	47.2%	39.3%	53.9%	47.6%
%H		41.4%	12.1%	70.6%	26.8%	43.8%	88.9%
Kitchen	260	119	28	225	108	117	232
%V	6.5%	6.5%	5.6%	7.7%	8.1%	7.4%	6.4%
%H		45.8%	10.8%	86.5%	41.5%	45.0%	89.2%
Adult's bedroom	1071	523	153	806	415	391	1007
%V	26.8%	28.5%	30.5%	27.6%	31.1%	24.6%	27.6%
%H		48.8%	14.3%	75.3%	38.7%	36.5%	94.0%
Child's bedroom	221	137	29	139	88	51	220
%V	5.5%	7.5%	5.8%	4.8%	6.6%	3.2%	6.0%
%H		62.0%	13.1%	62.9%	39.8%	23.1%	99.5%
Other bedroom	107	63	12	88	57	30	101
%V	2.7%	3.4%	2.4%	3.0%	4.3%	1.9%	2.8%
%H		58.9%	11.2%	82.2%	53.3%	28.0%	94.4%
Second living/dining room	212	98	27	160	75	84	200
%V	5.3%	5.3%	5.4%	5.5%	5.6%	5.3%	5.5%
%H		46.2%	12.7%	75.5%	35.4%	39.6%	94.3%
Study/office	43	22	6	35	19	16	42
%V	1.1%	1.2%	1.2%	1.2%	1.4%	1.0%	1.2%
%H		51.2%	14.0%	81.4%	44.2%	37.2%	97.7%
TV room	27	16	1	18	9	9	27
%V	0.7%	0.9%	0.2%	0.6%	0.7%	0.6%	0.7%
%H		59.3%	3.7%	66.7%	33.3%	33.3%	100.0%
Conservatory	47	20	4	41	17	24	42
%V	1.2%	1.1%	0.8%	1.4%	1.3%	1.5%	1.2%
%H		42.6%	8.5%	87.2%	36.2%	51.1%	89.4%
Attic or loft room	2	0	0	2	0	2	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%	100.0%	100.0%
No specific location	1	1	0	1	1	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Other	42	29	4	29	21	8	39
%V	1.1%	1.6%	0.8%	1.0%	1.6%	0.5%	1.1%
%H		69.0%	9.5%	69.0%	50.0%	19.0%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
BBC East
Set level data
Table 4.13: Recorders
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3989	1837	501	2924	1335	1589	3650
%H		46.1%	12.6%	73.3%	33.5%	39.8%	91.5%
PVR	1721	1120	314	1010	695	315	1642
%V	43.1%	61.0%	62.7%	34.5%	52.1%	19.8%	45.0%
%H		65.1%	18.2%	58.7%	40.4%	18.3%	95.4%
DVDR	19	10	2	15	9	6	18
%V	0.5%	0.5%	0.4%	0.5%	0.7%	0.4%	0.5%
%H		52.6%	10.5%	78.9%	47.4%	31.6%	94.7%
VCR	18	6	1	16	6	10	11
%V	0.5%	0.3%	0.2%	0.5%	0.4%	0.6%	0.3%
%H		33.3%	5.6%	88.9%	33.3%	55.6%	61.1%
Any recorder	1737	1127	314	1024	700	324	1651
%V	43.5%	61.4%	62.7%	35.0%	52.4%	20.4%	45.2%
%H		64.9%	18.1%	59.0%	40.3%	18.7%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 4.14: Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3989	1837	501	2924	1335	1589	3650
%H		46.1%	12.6%	73.3%	33.5%	39.8%	91.5%
Receives HDTV (via STB or built-in reception)	2407	1227	339	1750	869	882	2259
%V	60.3%	66.8%	67.7%	59.8%	65.1%	55.5%	61.9%
%H		51.0%	14.1%	72.7%	36.1%	36.6%	93.9%
DVD/Blu-ray player or recorder	1871	881	237	1349	620	728	1739
%V	46.9%	48.0%	47.3%	46.1%	46.4%	45.8%	47.6%
%H		47.1%	12.7%	72.1%	33.1%	38.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Set level data

Table 4.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1972	808	240	1393	525	868	1754
%H		41.0%	12.2%	70.6%	26.6%	44.0%	88.9%
Under 20"	25	6	3	20	5	15	15
%V	1.3%	0.7%	1.3%	1.4%	1.0%	1.7%	0.9%
%H		24.0%	12.0%	80.0%	20.0%	60.0%	60.0%
20" - 29"	153	26	21	122	21	101	113
%V	7.8%	3.2%	8.8%	8.8%	4.0%	11.6%	6.4%
%H		17.0%	13.7%	79.7%	13.7%	66.0%	73.9%
30" - 39"	514	170	52	390	110	280	427
%V	26.1%	21.0%	21.7%	28.0%	21.0%	32.3%	24.3%
%H		33.1%	10.1%	75.9%	21.4%	54.5%	83.1%
40" - 49"	826	363	110	562	234	328	772
%V	41.9%	44.9%	45.8%	40.3%	44.6%	37.8%	44.0%
%H		43.9%	13.3%	68.0%	28.3%	39.7%	93.5%
50" - 59"	339	196	42	212	121	91	328
%V	17.2%	24.3%	17.5%	15.2%	23.0%	10.5%	18.7%
%H		57.8%	12.4%	62.5%	35.7%	26.8%	96.8%
60"+	57	33	4	36	21	15	56
%V	2.9%	4.1%	1.7%	2.6%	4.0%	1.7%	3.2%
%H		57.9%	7.0%	63.2%	36.8%	26.3%	98.2%
Don't know	60	14	8	51	14	37	44
%V	3.0%	1.7%	3.3%	3.7%	2.7%	4.3%	2.5%
%H		23.3%	13.3%	85.0%	23.3%	61.7%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1972	808	240	1393	525	868	1754
%H		41.0%	12.2%	70.6%	26.6%	44.0%	88.9%
PVR	1184	708	222	733	463	269	1118
%V	60.0%	87.6%	92.5%	52.6%	88.2%	31.0%	63.7%
%H		59.8%	18.8%	61.9%	39.1%	22.7%	94.4%
DVDR	15	7	1	12	6	6	13
%V	0.8%	0.9%	0.4%	0.9%	1.1%	0.7%	0.7%
%H		46.7%	6.7%	80.0%	40.0%	40.0%	86.7%
VCR	14	4	1	12	4	8	9
%V	0.7%	0.5%	0.4%	0.9%	0.8%	0.9%	0.5%
%H		28.6%	7.1%	85.7%	28.6%	57.1%	64.3%
Any recorder	1193	710	222	739	464	275	1122
%V	60.5%	87.9%	92.5%	53.1%	88.4%	31.7%	64.0%
%H		59.5%	18.6%	61.9%	38.9%	23.1%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1972	808	240	1393	525	868	1754
%H		41.0%	12.2%	70.6%	26.6%	44.0%	88.9%
Receives HDTV (via STB or built-in reception)	1476	687	213	1059	463	595	1364
%V	74.8%	85.0%	88.8%	76.0%	88.2%	68.5%	77.8%
%H		46.5%	14.4%	71.7%	31.4%	40.3%	92.4%
DVD/Blu-ray player or recorder	1175	507	140	843	333	510	1075
%V	59.6%	62.7%	58.3%	60.5%	63.4%	58.8%	61.3%
%H		43.1%	11.9%	71.7%	28.3%	43.4%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2017	1029	260	1531	811	721	1896
%H		51.0%	12.9%	75.9%	40.2%	35.7%	94.0%
Under 20"	348	160	34	296	145	151	300
%V	17.3%	15.5%	13.1%	19.3%	17.9%	20.9%	15.8%
%H		46.0%	9.8%	85.1%	41.7%	43.4%	86.2%
20" - 29"	550	255	65	429	209	220	515
%V	27.3%	24.8%	25.0%	28.0%	25.8%	30.5%	27.2%
%H		46.4%	11.8%	78.0%	38.0%	40.0%	93.6%
30" - 39"	590	306	81	436	231	205	566
%V	29.3%	29.7%	31.2%	28.5%	28.5%	28.4%	29.9%
%H		51.9%	13.7%	73.9%	39.2%	34.7%	95.9%
40" - 49"	371	219	52	248	148	100	361
%V	18.4%	21.3%	20.0%	16.2%	18.2%	13.9%	19.0%
%H		59.0%	14.0%	66.8%	39.9%	27.0%	97.3%
50" - 59"	83	53	18	53	38	16	82
%V	4.1%	5.2%	6.9%	3.5%	4.7%	2.2%	4.3%
%H		63.9%	21.7%	63.9%	45.8%	19.3%	98.8%
60"+	12	6	1	10	6	3	12
%V	0.6%	0.6%	0.4%	0.7%	0.7%	0.4%	0.6%
%H		50.0%	8.3%	83.3%	50.0%	25.0%	100.0%
Don't know	65	29	9	58	32	26	61
%V	3.2%	2.8%	3.5%	3.8%	3.9%	3.6%	3.2%
%H		44.6%	13.8%	89.2%	49.2%	40.0%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2017	1029	260	1531	811	721	1896
%H		51.0%	12.9%	75.9%	40.2%	35.7%	94.0%
PVR	537	412	92	278	232	46	524
%V	26.6%	40.0%	35.4%	18.2%	28.6%	6.4%	27.6%
%H		76.7%	17.1%	51.8%	43.2%	8.6%	97.6%
DVDR	5	3	1	4	3	1	5
%V	0.2%	0.3%	0.4%	0.3%	0.4%	0.1%	0.3%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
VCR	5	2	1	4	2	2	2
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.3%	0.1%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	40.0%
Any recorder	544	417	92	284	236	48	529
%V	27.0%	40.5%	35.4%	18.5%	29.1%	6.7%	27.9%
%H		76.7%	16.9%	52.2%	43.4%	8.8%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2017	1029	260	1531	811	721	1896
%H		51.0%	12.9%	75.9%	40.2%	35.7%	94.0%
Receives HDTV (via STB or built-in reception)	931	540	126	692	405	286	895
%V	46.2%	52.5%	48.5%	45.2%	49.9%	39.7%	47.2%
%H		58.0%	13.5%	74.3%	43.5%	30.7%	96.1%
DVD/Blu-ray player or recorder	696	374	97	506	287	218	664
%V	34.5%	36.3%	37.3%	33.1%	35.4%	30.2%	35.0%
%H		53.7%	13.9%	72.7%	41.2%	31.3%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4673	2080	638	3141	1328	1812	4488
%H		97.6%	43.4%	13.3%	65.6%	27.7%	37.8%	93.7%
Total Children	940	927	448	125	563	243	320	933
%V	19.6%	19.8%	21.5%	19.6%	17.9%	18.3%	17.7%	20.8%
%H		98.6%	47.7%	13.3%	59.9%	25.9%	34.0%	99.3%
0 - 3	227	222	100	25	135	51	84	224
%V	4.7%	4.8%	4.8%	3.9%	4.3%	3.8%	4.6%	5.0%
%H		97.8%	44.1%	11.0%	59.5%	22.5%	37.0%	98.7%
4 - 15	714	704	348	100	428	192	236	709
%V	14.9%	15.1%	16.7%	15.7%	13.6%	14.5%	13.0%	15.8%
%H		98.6%	48.7%	14.0%	59.9%	26.9%	33.1%	99.3%
4 - 9	367	360	174	53	207	89	118	366
%V	7.7%	7.7%	8.4%	8.3%	6.6%	6.7%	6.5%	8.2%
%H		98.1%	47.4%	14.4%	56.4%	24.3%	32.2%	99.7%
10 - 15	346	345	174	47	222	103	119	343
%V	7.2%	7.4%	8.4%	7.4%	7.1%	7.8%	6.6%	7.6%
%H		99.7%	50.3%	13.6%	64.2%	29.8%	34.4%	99.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4673	2080	638	3141	1328	1812	4488
%H		97.6%	43.4%	13.3%	65.6%	27.7%	37.8%	93.7%
Total Adults (16+)	3850	3746	1632	513	2577	1085	1492	3555
%V	80.4%	80.2%	78.5%	80.4%	82.0%	81.7%	82.3%	79.2%
%H		97.3%	42.4%	13.3%	66.9%	28.2%	38.8%	92.3%
16 - 19	193	191	90	32	120	60	60	190
%V	4.0%	4.1%	4.3%	5.0%	3.8%	4.5%	3.3%	4.2%
%H		99.0%	46.6%	16.6%	62.2%	31.1%	31.1%	98.4%
20 - 24	261	247	117	43	148	82	66	257
%V	5.4%	5.3%	5.6%	6.7%	4.7%	6.2%	3.6%	5.7%
%H		94.6%	44.8%	16.5%	56.7%	31.4%	25.3%	98.5%
25 - 34	613	577	218	96	339	126	213	602
%V	12.8%	12.3%	10.5%	15.0%	10.8%	9.5%	11.8%	13.4%
%H		94.1%	35.6%	15.7%	55.3%	20.6%	34.7%	98.2%
35 - 44	583	563	285	58	338	140	197	571
%V	12.2%	12.0%	13.7%	9.1%	10.8%	10.5%	10.9%	12.7%
%H		96.6%	48.9%	9.9%	58.0%	24.0%	33.8%	97.9%
45 - 54	679	671	313	110	462	220	242	665
%V	14.2%	14.4%	15.0%	17.2%	14.7%	16.6%	13.4%	14.8%
%H		98.8%	46.1%	16.2%	68.0%	32.4%	35.6%	97.9%
55 - 64	600	585	281	83	414	195	219	579
%V	12.5%	12.5%	13.5%	13.0%	13.2%	14.7%	12.1%	12.9%
%H		97.5%	46.8%	13.8%	69.0%	32.5%	36.5%	96.5%
65+	922	912	328	90	757	261	496	691
%V	19.2%	19.5%	15.8%	14.1%	24.1%	19.7%	27.4%	15.4%
%H		98.9%	35.6%	9.8%	82.1%	28.3%	53.8%	74.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3850	3746	1632	513	2577	1085	1492	3555
%H		97.3%	42.4%	13.3%	66.9%	28.2%	38.8%	92.3%
AB	1019	992	460	122	695	305	390	993
%V	26.5%	26.5%	28.2%	23.8%	27.0%	28.1%	26.1%	27.9%
%H		97.4%	45.1%	12.0%	68.2%	29.9%	38.3%	97.4%
C1	1145	1114	504	146	774	346	428	1076
%V	29.7%	29.7%	30.9%	28.5%	30.0%	31.9%	28.7%	30.3%
%H		97.3%	44.0%	12.8%	67.6%	30.2%	37.4%	94.0%
C2	920	901	382	140	625	261	364	843
%V	23.9%	24.1%	23.4%	27.3%	24.3%	24.1%	24.4%	23.7%
%H		97.9%	41.5%	15.2%	67.9%	28.4%	39.6%	91.6%
D	549	533	213	83	326	123	203	496
%V	14.3%	14.2%	13.1%	16.2%	12.7%	11.3%	13.6%	14.0%
%H		97.1%	38.8%	15.1%	59.4%	22.4%	37.0%	90.3%
E	217	206	73	20	157	50	107	147
%V	5.6%	5.5%	4.5%	3.9%	6.1%	4.6%	7.2%	4.1%
%H		94.9%	33.6%	9.2%	72.4%	23.0%	49.3%	67.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3850	3746	1632	513	2577	1085	1492	3555
%H		97.3%	42.4%	13.3%	66.9%	28.2%	38.8%	92.3%
Working full time	1856	1797	819	275	1158	527	631	1818
%V	48.2%	48.0%	50.2%	53.6%	44.9%	48.6%	42.3%	51.1%
%H		96.8%	44.1%	14.8%	62.4%	28.4%	34.0%	98.0%
Working part time	456	449	208	62	300	132	168	447
%V	11.8%	12.0%	12.7%	12.1%	11.6%	12.2%	11.3%	12.6%
%H		98.5%	45.6%	13.6%	65.8%	28.9%	36.8%	98.0%
Not working	1538	1500	604	176	1119	425	694	1290
%V	39.9%	40.0%	37.0%	34.3%	43.4%	39.2%	46.5%	36.3%
%H		97.5%	39.3%	11.4%	72.8%	27.6%	45.1%	83.9%
Houseperson	2036	1972	808	240	1393	525	868	1806
%V	52.9%	52.6%	49.5%	46.8%	54.1%	48.4%	58.2%	50.8%
%H		96.9%	39.7%	11.8%	68.4%	25.8%	42.6%	88.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 109

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1901	1837	817	259	1261	561	700	1777
%H		96.6%	43.0%	13.6%	66.3%	29.5%	36.8%	93.5%
16 - 19	107	107	48	19	66	34	31	105
%V	5.6%	5.8%	5.9%	7.3%	5.2%	6.1%	4.4%	5.9%
%H		100.0%	44.9%	17.8%	61.7%	31.8%	29.0%	98.1%
20 - 24	131	121	59	24	79	51	28	130
%V	6.9%	6.6%	7.2%	9.3%	6.3%	9.1%	4.0%	7.3%
%H		92.4%	45.0%	18.3%	60.3%	38.9%	21.4%	99.2%
25 - 34	311	289	107	49	171	65	105	305
%V	16.4%	15.7%	13.1%	18.9%	13.6%	11.6%	15.0%	17.2%
%H		92.9%	34.4%	15.8%	55.0%	20.9%	33.8%	98.1%
35 - 44	285	273	140	30	162	69	93	278
%V	15.0%	14.9%	17.1%	11.6%	12.8%	12.3%	13.3%	15.6%
%H		95.8%	49.1%	10.5%	56.8%	24.2%	32.6%	97.5%
45 - 54	335	331	149	52	231	106	126	328
%V	17.6%	18.0%	18.2%	20.1%	18.3%	18.9%	18.0%	18.5%
%H		98.8%	44.5%	15.5%	69.0%	31.6%	37.6%	97.9%
55 - 64	302	293	142	41	206	98	109	291
%V	15.9%	15.9%	17.4%	15.8%	16.3%	17.5%	15.6%	16.4%
%H		97.0%	47.0%	13.6%	68.2%	32.5%	36.1%	96.4%
65+	430	424	172	44	346	137	209	340
%V	22.6%	23.1%	21.1%	17.0%	27.4%	24.4%	29.9%	19.1%
%H		98.6%	40.0%	10.2%	80.5%	31.9%	48.6%	79.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1901	1837	817	259	1261	561	700	1777
%H		96.6%	43.0%	13.6%	66.3%	29.5%	36.8%	93.5%
AB	522	505	243	62	353	164	189	512
%V	27.5%	27.5%	29.7%	23.9%	28.0%	29.2%	27.0%	28.8%
%H		96.7%	46.6%	11.9%	67.6%	31.4%	36.2%	98.1%
C1	533	514	239	72	355	174	182	515
%V	28.0%	28.0%	29.3%	27.8%	28.2%	31.0%	26.0%	29.0%
%H		96.4%	44.8%	13.5%	66.6%	32.6%	34.1%	96.6%
C2	487	474	200	76	331	141	190	443
%V	25.6%	25.8%	24.5%	29.3%	26.2%	25.1%	27.1%	24.9%
%H		97.3%	41.1%	15.6%	68.0%	29.0%	39.0%	91.0%
D	274	263	104	42	161	61	100	249
%V	14.4%	14.3%	12.7%	16.2%	12.8%	10.9%	14.3%	14.0%
%H		96.0%	38.0%	15.3%	58.8%	22.3%	36.5%	90.9%
E	86	80	31	7	60	21	39	59
%V	4.5%	4.4%	3.8%	2.7%	4.8%	3.7%	5.6%	3.3%
%H		93.0%	36.0%	8.1%	69.8%	24.4%	45.3%	68.6%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1901	1837	817	259	1261	561	700	1777
%H		96.6%	43.0%	13.6%	66.3%	29.5%	36.8%	93.5%
Working full time	1149	1108	512	166	723	338	385	1124
%V	60.4%	60.3%	62.7%	64.1%	57.3%	60.2%	55.0%	63.3%
%H		96.4%	44.6%	14.4%	62.9%	29.4%	33.5%	97.8%
Working part time	99	97	41	17	67	30	37	97
%V	5.2%	5.3%	5.0%	6.6%	5.3%	5.3%	5.3%	5.5%
%H		98.0%	41.4%	17.2%	67.7%	30.3%	37.4%	98.0%
Not working	653	632	265	75	471	193	278	556
%V	34.4%	34.4%	32.4%	29.0%	37.4%	34.4%	39.7%	31.3%
%H		96.8%	40.6%	11.5%	72.1%	29.6%	42.6%	85.1%
Houseperson	440	409	153	51	302	110	192	372
%V	23.1%	22.3%	18.7%	19.7%	23.9%	19.6%	27.4%	20.9%
%H		93.0%	34.8%	11.6%	68.6%	25.0%	43.6%	84.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1948	1909	814	254	1317	525	792	1777
%H		98.0%	41.8%	13.0%	67.6%	27.0%	40.7%	91.2%
16 - 19	86	85	42	14	55	26	29	86
%V	4.4%	4.5%	5.2%	5.5%	4.2%	5.0%	3.7%	4.8%
%H		98.8%	48.8%	16.3%	64.0%	30.2%	33.7%	100.0%
20 - 24	129	127	59	19	69	31	38	127
%V	6.6%	6.7%	7.2%	7.5%	5.2%	5.9%	4.8%	7.1%
%H		98.4%	45.7%	14.7%	53.5%	24.0%	29.5%	98.4%
25 - 34	302	287	111	46	168	61	107	296
%V	15.5%	15.0%	13.6%	18.1%	12.8%	11.6%	13.5%	16.7%
%H		95.0%	36.8%	15.2%	55.6%	20.2%	35.4%	98.0%
35 - 44	297	290	144	28	176	71	105	293
%V	15.2%	15.2%	17.7%	11.0%	13.4%	13.5%	13.3%	16.5%
%H		97.6%	48.5%	9.4%	59.3%	23.9%	35.4%	98.7%
45 - 54	344	341	163	58	230	114	116	337
%V	17.7%	17.9%	20.0%	22.8%	17.5%	21.7%	14.6%	19.0%
%H		99.1%	47.4%	16.9%	66.9%	33.1%	33.7%	98.0%
55 - 64	298	292	139	43	208	97	110	288
%V	15.3%	15.3%	17.1%	16.9%	15.8%	18.5%	13.9%	16.2%
%H		98.0%	46.6%	14.4%	69.8%	32.6%	36.9%	96.6%
65+	493	488	156	45	412	124	288	350
%V	25.3%	25.6%	19.2%	17.7%	31.3%	23.6%	36.4%	19.7%
%H		99.0%	31.6%	9.1%	83.6%	25.2%	58.4%	71.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1948	1909	814	254	1317	525	792	1777
%H		98.0%	41.8%	13.0%	67.6%	27.0%	40.7%	91.2%
AB	497	487	216	60	342	141	201	481
%V	25.5%	25.5%	26.5%	23.6%	26.0%	26.9%	25.4%	27.1%
%H		98.0%	43.5%	12.1%	68.8%	28.4%	40.4%	96.8%
C1	611	600	266	74	419	172	246	562
%V	31.4%	31.4%	32.7%	29.1%	31.8%	32.8%	31.1%	31.6%
%H		98.2%	43.5%	12.1%	68.6%	28.2%	40.3%	92.0%
C2	433	427	181	65	294	120	174	400
%V	22.2%	22.4%	22.2%	25.6%	22.3%	22.9%	22.0%	22.5%
%H		98.6%	41.8%	15.0%	67.9%	27.7%	40.2%	92.4%
D	276	269	109	41	165	62	102	247
%V	14.2%	14.1%	13.4%	16.1%	12.5%	11.8%	12.9%	13.9%
%H		97.5%	39.5%	14.9%	59.8%	22.5%	37.0%	89.5%
E	131	126	42	14	97	29	68	88
%V	6.7%	6.6%	5.2%	5.5%	7.4%	5.5%	8.6%	5.0%
%H		96.2%	32.1%	10.7%	74.0%	22.1%	51.9%	67.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC East

Individual level data

Table 4.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1948	1909	814	254	1317	525	792	1777
%H		98.0%	41.8%	13.0%	67.6%	27.0%	40.7%	91.2%
Working full time	707	689	307	108	435	190	246	694
%V	36.3%	36.1%	37.7%	42.5%	33.0%	36.2%	31.1%	39.1%
%H		97.5%	43.4%	15.3%	61.5%	26.9%	34.8%	98.2%
Working part time	357	352	167	45	234	103	131	350
%V	18.3%	18.4%	20.5%	17.7%	17.8%	19.6%	16.5%	19.7%
%H		98.6%	46.8%	12.6%	65.5%	28.9%	36.7%	98.0%
Not working	885	868	340	101	648	232	416	734
%V	45.4%	45.5%	41.8%	39.8%	49.2%	44.2%	52.5%	41.3%
%H		98.1%	38.4%	11.4%	73.2%	26.2%	47.0%	82.9%
Houseperson	1596	1563	655	189	1091	415	676	1434
%V	81.9%	81.9%	80.5%	74.4%	82.8%	79.0%	85.4%	80.7%
%H		97.9%	41.0%	11.8%	68.4%	26.0%	42.4%	89.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
AB	275	269	107	30	175	56	119	268
%V	25.6%	26.1%	29.6%	20.5%	26.6%	29.3%	25.5%	28.3%
%H (All HH)		97.8%	38.9%	10.9%	63.6%	20.4%	43.3%	97.5%
%H (TV HH)			39.8%	11.2%	65.1%	20.8%	44.2%	
C1	351	336	108	57	203	56	147	323
%V	32.6%	32.7%	29.8%	39.0%	30.9%	29.3%	31.5%	34.1%
%H (All HH)		95.7%	30.8%	16.2%	57.8%	16.0%	41.9%	92.0%
%H (TV HH)			32.1%	17.0%	60.4%	16.7%	43.8%	
C2	242	234	86	36	148	43	106	208
%V	22.5%	22.7%	23.8%	24.7%	22.5%	22.5%	22.7%	21.9%
%H (All HH)		96.7%	35.5%	14.9%	61.2%	17.8%	43.8%	86.0%
%H (TV HH)			36.8%	15.4%	63.2%	18.4%	45.3%	
D	124	115	42	17	77	25	52	100
%V	11.5%	11.2%	11.6%	11.6%	11.7%	13.1%	11.1%	10.5%
%H (All HH)		92.7%	33.9%	13.7%	62.1%	20.2%	41.9%	80.6%
%H (TV HH)			36.5%	14.8%	67.0%	21.7%	45.2%	
E	84	75	20	6	55	12	43	49
%V	7.8%	7.3%	5.5%	4.1%	8.4%	6.3%	9.2%	5.2%
%H (All HH)		89.3%	23.8%	7.1%	65.5%	14.3%	51.2%	58.3%
%H (TV HH)			26.7%	8.0%	73.3%	16.0%	57.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Under 25	39	32	9	3	16	3	12	39
%V	3.6%	3.1%	2.5%	2.1%	2.4%	1.6%	2.6%	4.1%
%H (All HH)		82.1%	23.1%	7.7%	41.0%	7.7%	30.8%	100.0%
%H (TV HH)			28.1%	9.4%	50.0%	9.4%	37.5%	
25 - 34	177	162	59	24	80	25	55	172
%V	16.4%	15.7%	16.3%	16.4%	12.2%	13.1%	11.8%	18.1%
%H (All HH)		91.5%	33.3%	13.6%	45.2%	14.1%	31.1%	97.2%
%H (TV HH)			36.4%	14.8%	49.4%	15.4%	34.0%	
35 - 44	155	147	60	20	75	19	56	150
%V	14.4%	14.3%	16.6%	13.7%	11.4%	9.9%	12.0%	15.8%
%H (All HH)		94.8%	38.7%	12.9%	48.4%	12.3%	36.1%	96.8%
%H (TV HH)			40.8%	13.6%	51.0%	12.9%	38.1%	
45 - 54	211	205	82	37	130	50	80	201
%V	19.6%	19.9%	22.7%	25.3%	19.8%	26.2%	17.1%	21.2%
%H (All HH)		97.2%	38.9%	17.5%	61.6%	23.7%	37.9%	95.3%
%H (TV HH)			40.0%	18.0%	63.4%	24.4%	39.0%	
55 - 64	185	178	70	28	116	40	76	174
%V	17.2%	17.3%	19.3%	19.2%	17.6%	20.9%	16.3%	18.4%
%H (All HH)		96.2%	37.8%	15.1%	62.7%	21.6%	41.1%	94.1%
%H (TV HH)			39.3%	15.7%	65.2%	22.5%	42.7%	
65 +	308	305	82	35	242	54	187	213
%V	28.6%	29.6%	22.7%	24.0%	36.8%	28.3%	40.0%	22.5%
%H (All HH)		99.0%	26.6%	11.4%	78.6%	17.5%	60.7%	69.2%
%H (TV HH)			26.9%	11.5%	79.3%	17.7%	61.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
1	330	307	75	32	223	39	183	238
%V	30.7%	29.8%	20.7%	21.9%	33.9%	20.4%	39.2%	25.1%
%H (All HH)		93.0%	22.7%	9.7%	67.6%	11.8%	55.5%	72.1%
%H (TV HH)			24.4%	10.4%	72.6%	12.7%	59.6%	
2	389	377	127	56	246	70	176	361
%V	36.2%	36.6%	35.1%	38.4%	37.4%	36.6%	37.7%	38.1%
%H (All HH)		96.9%	32.6%	14.4%	63.2%	18.0%	45.2%	92.8%
%H (TV HH)			33.7%	14.9%	65.3%	18.6%	46.7%	
3	158	151	68	25	83	35	48	152
%V	14.7%	14.7%	18.8%	17.1%	12.6%	18.3%	10.3%	16.0%
%H (All HH)		95.6%	43.0%	15.8%	52.5%	22.2%	30.4%	96.2%
%H (TV HH)			45.0%	16.6%	55.0%	23.2%	31.8%	
4	143	138	65	24	78	34	44	141
%V	13.3%	13.4%	18.0%	16.4%	11.9%	17.8%	9.4%	14.9%
%H (All HH)		96.5%	45.5%	16.8%	54.5%	23.8%	30.8%	98.6%
%H (TV HH)			47.1%	17.4%	56.5%	24.6%	31.9%	
5+	57	55	27	9	28	14	15	57
%V	5.3%	5.3%	7.5%	6.2%	4.3%	7.3%	3.2%	6.0%
%H (All HH)		96.5%	47.4%	15.8%	49.1%	24.6%	26.3%	100.0%
%H (TV HH)			49.1%	16.4%	50.9%	25.5%	27.3%	
Average HH size	2.28	2.30	2.60	2.50	2.17	2.57	2.00	2.41

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 119

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Without	819	780	248	112	527	145	382	696
%V	76.1%	75.8%	68.5%	76.7%	80.1%	75.9%	81.8%	73.4%
%H (All HH)		95.2%	30.3%	13.7%	64.3%	17.7%	46.6%	85.0%
%H (TV HH)			31.8%	14.4%	67.6%	18.6%	49.0%	
With	257	249	114	34	131	46	85	252
%V	23.9%	24.2%	31.5%	23.3%	19.9%	24.1%	18.2%	26.6%
%H (All HH)		96.9%	44.4%	13.2%	51.0%	17.9%	33.1%	98.1%
%H (TV HH)			45.8%	13.7%	52.6%	18.5%	34.1%	
0 - 3	89	86	37	11	52	20	32	87
%V	8.3%	8.4%	10.2%	7.5%	7.9%	10.5%	6.9%	9.2%
%H (All HH)		96.6%	41.6%	12.4%	58.4%	22.5%	36.0%	97.8%
%H (TV HH)			43.0%	12.8%	60.5%	23.3%	37.2%	
4 - 9	136	131	61	17	67	23	45	134
%V	12.6%	12.7%	16.9%	11.6%	10.2%	12.0%	9.6%	14.1%
%H (All HH)		96.3%	44.9%	12.5%	49.3%	16.9%	33.1%	98.5%
%H (TV HH)			46.6%	13.0%	51.1%	17.6%	34.4%	
10 - 15	117	111	54	19	56	21	35	115
%V	10.9%	10.8%	14.9%	13.0%	8.5%	11.0%	7.5%	12.1%
%H (All HH)		94.9%	46.2%	16.2%	47.9%	17.9%	29.9%	98.3%
%H (TV HH)			48.6%	17.1%	50.5%	18.9%	31.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
1	429	429	105	55	254	22	232	352
%V	39.9%	41.7%	29.0%	37.7%	38.6%	11.5%	49.7%	37.1%
%H (All HH)		100.0%	24.5%	12.8%	59.2%	5.1%	54.1%	82.1%
%H (TV HH)			24.5%	12.8%	59.2%	5.1%	54.1%	
2	353	353	140	54	228	83	144	321
%V	32.8%	34.3%	38.7%	37.0%	34.7%	43.5%	30.8%	33.9%
%H (All HH)		100.0%	39.7%	15.3%	64.6%	23.5%	40.8%	90.9%
%H (TV HH)			39.7%	15.3%	64.6%	23.5%	40.8%	
3	153	153	65	20	109	45	64	143
%V	14.2%	14.9%	18.0%	13.7%	16.6%	23.6%	13.7%	15.1%
%H (All HH)		100.0%	42.5%	13.1%	71.2%	29.4%	41.8%	93.5%
%H (TV HH)			42.5%	13.1%	71.2%	29.4%	41.8%	
4	61	61	34	10	43	26	18	59
%V	5.7%	5.9%	9.4%	6.8%	6.5%	13.6%	3.9%	6.2%
%H (All HH)		100.0%	55.7%	16.4%	70.5%	42.6%	29.5%	96.7%
%H (TV HH)			55.7%	16.4%	70.5%	42.6%	29.5%	
5+	34	34	18	7	24	15	9	33
%V	3.2%	3.3%	5.0%	4.8%	3.6%	7.9%	1.9%	3.5%
%H (All HH)		100.0%	52.9%	20.6%	70.6%	44.1%	26.5%	97.1%
%H (TV HH)			52.9%	20.6%	70.6%	44.1%	26.5%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%V (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Under 20"	71	71	29	6	57	22	36	60
%V	6.6%	6.9%	8.0%	4.1%	8.7%	11.5%	7.7%	6.3%
%H (All HH)		100.0%	40.8%	8.5%	80.3%	31.0%	50.7%	84.5%
%H (TV HH)			40.8%	8.5%	80.3%	31.0%	50.7%	
20" - 29"	243	243	85	37	179	63	116	215
%V	22.6%	23.6%	23.5%	25.3%	27.2%	33.0%	24.8%	22.7%
%H (All HH)		100.0%	35.0%	15.2%	73.7%	25.9%	47.7%	88.5%
%H (TV HH)			35.0%	15.2%	73.7%	25.9%	47.7%	
30" - 39"	474	474	168	66	318	98	220	425
%V	44.1%	46.1%	46.4%	45.2%	48.3%	51.3%	47.1%	44.8%
%H (All HH)		100.0%	35.4%	13.9%	67.1%	20.7%	46.4%	89.7%
%H (TV HH)			35.4%	13.9%	67.1%	20.7%	46.4%	
40" - 49"	452	452	180	73	283	101	182	423
%V	42.0%	43.9%	49.7%	50.0%	43.0%	52.9%	39.0%	44.6%
%H (All HH)		100.0%	39.8%	16.2%	62.6%	22.3%	40.3%	93.6%
%H (TV HH)			39.8%	16.2%	62.6%	22.3%	40.3%	
50" - 59"	180	180	90	31	93	46	47	174
%V	16.7%	17.5%	24.9%	21.2%	14.1%	24.1%	10.1%	18.4%
%H (All HH)		100.0%	50.0%	17.2%	51.7%	25.6%	26.1%	96.7%
%H (TV HH)			50.0%	17.2%	51.7%	25.6%	26.1%	
60"+	15	15	10	2	7	4	2	15
%V	1.4%	1.5%	2.8%	1.4%	1.1%	2.1%	0.4%	1.6%
%H (All HH)		100.0%	66.7%	13.3%	46.7%	26.7%	13.3%	100.0%
%H (TV HH)			66.7%	13.3%	46.7%	26.7%	13.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Main living room	1025	1025	362	146	655	191	464	905
%V	95.3%	99.6%	100.0%	100.0%	99.5%	100.0%	99.4%	95.5%
%H (All HH)		100.0%	35.3%	14.2%	63.9%	18.6%	45.3%	88.3%
%H (TV HH)			35.3%	14.2%	63.9%	18.6%	45.3%	
Kitchen	103	103	42	12	86	38	49	91
%V	9.6%	10.0%	11.6%	8.2%	13.1%	19.9%	10.5%	9.6%
%H (All HH)		100.0%	40.8%	11.7%	83.5%	36.9%	47.6%	88.3%
%H (TV HH)			40.8%	11.7%	83.5%	36.9%	47.6%	
Adult's bedroom	464	464	202	73	313	138	175	432
%V	43.1%	45.1%	55.8%	50.0%	47.6%	72.3%	37.5%	45.6%
%H (All HH)		100.0%	43.5%	15.7%	67.5%	29.7%	37.7%	93.1%
%H (TV HH)			43.5%	15.7%	67.5%	29.7%	37.7%	
Child's bedroom	67	67	40	10	36	18	18	67
%V	6.2%	6.5%	11.0%	6.8%	5.5%	9.4%	3.9%	7.1%
%H (All HH)		100.0%	59.7%	14.9%	53.7%	26.9%	26.9%	100.0%
%H (TV HH)			59.7%	14.9%	53.7%	26.9%	26.9%	
Other bedroom	56	56	21	6	44	17	27	53
%V	5.2%	5.4%	5.8%	4.1%	6.7%	8.9%	5.8%	5.6%
%H (All HH)		100.0%	37.5%	10.7%	78.6%	30.4%	48.2%	94.6%
%H (TV HH)			37.5%	10.7%	78.6%	30.4%	48.2%	
Second living/dining room	113	113	53	14	75	29	46	106
%V	10.5%	11.0%	14.6%	9.6%	11.4%	15.2%	9.9%	11.2%
%H (All HH)		100.0%	46.9%	12.4%	66.4%	25.7%	40.7%	93.8%
%H (TV HH)			46.9%	12.4%	66.4%	25.7%	40.7%	
Study/office	17	17	9	3	11	5	5	17
%V	1.6%	1.7%	2.5%	2.1%	1.7%	2.6%	1.1%	1.8%
%H (All HH)		100.0%	52.9%	17.6%	64.7%	29.4%	29.4%	100.0%
%H (TV HH)			52.9%	17.6%	64.7%	29.4%	29.4%	
TV room	7	7	3	1	5	2	3	6
%V	0.7%	0.7%	0.8%	0.7%	0.8%	1.0%	0.6%	0.6%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	71.4%	28.6%	42.9%	
Conservatory	25	25	12	3	21	11	10	22
%V	2.3%	2.4%	3.3%	2.1%	3.2%	5.8%	2.1%	2.3%
%H (All HH)		100.0%	48.0%	12.0%	84.0%	44.0%	40.0%	88.0%
%H (TV HH)			48.0%	12.0%	84.0%	44.0%	40.0%	
Attic or loft room	2	2	1	0	1	1	0	2
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	0.0%	
No specific location	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	6	6	4	1	6	4	2	6
%V	0.6%	0.6%	1.1%	0.7%	0.9%	2.1%	0.4%	0.6%
%H (All HH)		100.0%	66.7%	16.7%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	16.7%	100.0%	66.7%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Any DSAT provider	362	362	362	2	137	137	0	341
%V	33.6%	35.2%	100.0%	1.4%	20.8%	71.7%	0.0%	36.0%
%H (All HH)			100.0%	0.6%	37.8%	37.8%	0.0%	94.2%
%H (TV HH)			100.0%	0.6%	37.8%	37.8%	0.0%	
Sky with subscription	296	296	296	1	109	109	0	279
%V	27.5%	28.8%	81.8%	0.7%	16.6%	57.1%	0.0%	29.4%
%H (All HH)			100.0%	0.3%	36.8%	36.8%	0.0%	94.3%
%H (TV HH)			100.0%	0.3%	36.8%	36.8%	0.0%	
Sky without subscription	14	14	14	0	8	8	0	13
%V	1.3%	1.4%	3.9%	0.0%	1.2%	4.2%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
Freesat	51	51	51	2	20	20	0	48
%V	4.7%	5.0%	14.1%	1.4%	3.0%	10.5%	0.0%	5.1%
%H (All HH)			100.0%	3.9%	39.2%	39.2%	0.0%	94.1%
%H (TV HH)			100.0%	3.9%	39.2%	39.2%	0.0%	
Other satellite provider	9	9	9	0	5	5	0	9
%V	0.8%	0.9%	2.5%	0.0%	0.8%	2.6%	0.0%	0.9%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	146	146	2	146	56	56	0	136
%V	13.6%	14.2%	0.6%	100.0%	8.5%	29.3%	0.0%	14.3%
%H (All HH)			1.4%	100.0%	38.4%	38.4%	0.0%	93.2%
%H (TV HH)			1.4%	100.0%	38.4%	38.4%	0.0%	
DTT	658	658	137	56	658	191	467	557
%V	61.2%	63.9%	37.8%	38.4%	100.0%	100.0%	100.0%	58.8%
%H (All HH)		100.0%	20.8%	8.5%	100.0%	29.0%	71.0%	84.7%
%H (TV HH)			20.8%	8.5%	100.0%	29.0%	71.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
PVR	659	659	331	144	365	179	186	617
%V	61.2%	64.0%	91.4%	98.6%	55.5%	93.7%	39.8%	65.1%
%H (All HH)		100.0%	50.2%	21.9%	55.4%	27.2%	28.2%	93.6%
%H (TV HH)			50.2%	21.9%	55.4%	27.2%	28.2%	
DVDR	2	2	0	0	2	0	2	2
%V	0.2%	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
VCR	3	3	1	1	3	2	1	2
%V	0.3%	0.3%	0.3%	0.7%	0.5%	1.0%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
Any recorder	664	664	332	144	370	180	189	622
%V	61.7%	64.5%	91.7%	98.6%	56.2%	94.2%	40.5%	65.6%
%H (All HH)		100.0%	50.0%	21.7%	55.7%	27.1%	28.5%	93.7%
%H (TV HH)			50.0%	21.7%	55.7%	27.1%	28.5%	
Receives HDTV (via STB or built-in reception)	758	758	328	125	483	176	307	706
%V	70.4%	73.7%	90.6%	85.6%	73.4%	92.1%	65.7%	74.5%
%H (All HH)		100.0%	43.3%	16.5%	63.7%	23.2%	40.5%	93.1%
%H (TV HH)			43.3%	16.5%	63.7%	23.2%	40.5%	
DVD/Blu-ray player or recorder	664	664	247	98	449	153	297	612
%V	61.7%	64.5%	68.2%	67.1%	68.2%	80.1%	63.6%	64.6%
%H (All HH)		100.0%	37.2%	14.8%	67.6%	23.0%	44.7%	92.2%
%H (TV HH)			37.2%	14.8%	67.6%	23.0%	44.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1076	1029	362	146	658	191	467	948
%H (All HH)		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%
%H (TV HH)			35.2%	14.2%	63.9%	18.6%	45.4%	
Has broadband internet	948	908	341	136	557	178	379	948
%V	88.1%	88.2%	94.2%	93.2%	84.7%	93.2%	81.2%	100.0%
%H (All HH)		95.8%	36.0%	14.3%	58.8%	18.8%	40.0%	100.0%
%H (TV HH)			37.6%	15.0%	61.3%	19.6%	41.7%	
Number of computers (PCs and laptops)								
0	183	171	40	14	123	16	107	60
%V	17.0%	16.6%	11.0%	9.6%	18.7%	8.4%	22.9%	6.3%
%H (All HH)		93.4%	21.9%	7.7%	67.2%	8.7%	58.5%	32.8%
%H (TV HH)			23.4%	8.2%	71.9%	9.4%	62.6%	
1	261	247	74	38	159	37	122	260
%V	24.3%	24.0%	20.4%	26.0%	24.2%	19.4%	26.1%	27.4%
%H (All HH)		94.6%	28.4%	14.6%	60.9%	14.2%	46.7%	99.6%
%H (TV HH)			30.0%	15.4%	64.4%	15.0%	49.4%	
2	259	250	93	36	156	47	109	257
%V	24.1%	24.3%	25.7%	24.7%	23.7%	24.6%	23.3%	27.1%
%H (All HH)		96.5%	35.9%	13.9%	60.2%	18.1%	42.1%	99.2%
%H (TV HH)			37.2%	14.4%	62.4%	18.8%	43.6%	
3	167	163	66	22	103	37	65	166
%V	15.5%	15.8%	18.2%	15.1%	15.7%	19.4%	13.9%	17.5%
%H (All HH)		97.6%	39.5%	13.2%	61.7%	22.2%	38.9%	99.4%
%H (TV HH)			40.5%	13.5%	63.2%	22.7%	39.9%	
4	109	105	42	20	63	26	37	109
%V	10.1%	10.2%	11.6%	13.7%	9.6%	13.6%	7.9%	11.5%
%H (All HH)		96.3%	38.5%	18.3%	57.8%	23.9%	33.9%	100.0%
%H (TV HH)			40.0%	19.0%	60.0%	24.8%	35.2%	
5+	97	94	47	16	53	27	26	96
%V	9.0%	9.1%	13.0%	11.0%	8.1%	14.1%	5.6%	10.1%
%H (All HH)		96.9%	48.5%	16.5%	54.6%	27.8%	26.8%	99.0%
%H (TV HH)			50.0%	17.0%	56.4%	28.7%	27.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC West

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	2025	818	302	1343	509	835	1844
%H		40.4%	14.9%	66.3%	25.1%	41.2%	91.1%
Under 20"	89	37	7	73	28	45	75
%V	4.4%	4.5%	2.3%	5.4%	5.5%	5.4%	4.1%
%H		41.6%	7.9%	82.0%	31.5%	50.6%	84.3%
20" - 29"	305	110	49	226	84	142	268
%V	15.1%	13.4%	16.2%	16.8%	16.5%	17.0%	14.5%
%H		36.1%	16.1%	74.1%	27.5%	46.6%	87.9%
30" - 39"	587	222	88	388	132	256	535
%V	29.0%	27.1%	29.1%	28.9%	25.9%	30.7%	29.0%
%H		37.8%	15.0%	66.1%	22.5%	43.6%	91.1%
40" - 49"	544	227	90	334	126	208	511
%V	26.9%	27.8%	29.8%	24.9%	24.8%	24.9%	27.7%
%H		41.7%	16.5%	61.4%	23.2%	38.2%	93.9%
50" - 59"	198	101	32	101	49	52	192
%V	9.8%	12.3%	10.6%	7.5%	9.6%	6.2%	10.4%
%H		51.0%	16.2%	51.0%	24.7%	26.3%	97.0%
60"+	16	11	2	7	4	2	16
%V	0.8%	1.3%	0.7%	0.5%	0.8%	0.2%	0.9%
%H		68.8%	12.5%	43.8%	25.0%	12.5%	100.0%
Don't know	288	111	34	214	84	130	247
%V	14.2%	13.6%	11.3%	15.9%	16.5%	15.6%	13.4%
%H		38.5%	11.8%	74.3%	29.2%	45.1%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2025	818	302	1343	509	835	1844
%H		40.4%	14.9%	66.3%	25.1%	41.2%	91.1%
Main living room	1026	363	146	656	192	464	906
%V	50.7%	44.4%	48.3%	48.8%	37.7%	55.6%	49.1%
%H		35.4%	14.2%	63.9%	18.7%	45.2%	88.3%
Kitchen	103	42	12	86	38	49	91
%V	5.1%	5.1%	4.0%	6.4%	7.5%	5.9%	4.9%
%H		40.8%	11.7%	83.5%	36.9%	47.6%	88.3%
Adult's bedroom	564	247	102	379	177	202	529
%V	27.9%	30.2%	33.8%	28.2%	34.8%	24.2%	28.7%
%H		43.8%	18.1%	67.2%	31.4%	35.8%	93.8%
Child's bedroom	92	55	15	50	27	23	91
%V	4.5%	6.7%	5.0%	3.7%	5.3%	2.8%	4.9%
%H		59.8%	16.3%	54.3%	29.3%	25.0%	98.9%
Other bedroom	65	27	7	50	21	30	62
%V	3.2%	3.3%	2.3%	3.7%	4.1%	3.6%	3.4%
%H		41.5%	10.8%	76.9%	32.3%	46.2%	95.4%
Second living/dining room	115	53	14	76	29	47	108
%V	5.7%	6.5%	4.6%	5.7%	5.7%	5.6%	5.9%
%H		46.1%	12.2%	66.1%	25.2%	40.9%	93.9%
Study/office	17	9	3	11	6	5	17
%V	0.8%	1.1%	1.0%	0.8%	1.2%	0.6%	0.9%
%H		52.9%	17.6%	64.7%	35.3%	29.4%	100.0%
TV room	7	3	1	5	2	3	6
%V	0.3%	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	85.7%
Conservatory	25	12	3	21	11	10	22
%V	1.2%	1.5%	1.0%	1.6%	2.2%	1.2%	1.2%
%H		48.0%	12.0%	84.0%	44.0%	40.0%	88.0%
Attic or loft room	3	2	0	1	1	0	3
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.2%
%H		66.7%	0.0%	33.3%	33.3%	0.0%	100.0%
No specific location	1	0	0	0	0	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	8	5	1	7	5	2	8
%V	0.4%	0.6%	0.3%	0.5%	1.0%	0.2%	0.4%
%H		62.5%	12.5%	87.5%	62.5%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2025	818	302	1343	509	835	1844
%H		40.4%	14.9%	66.3%	25.1%	41.2%	91.1%
PVR	925	513	210	445	239	206	877
%V	45.7%	62.7%	69.5%	33.1%	47.0%	24.7%	47.6%
%H		55.5%	22.7%	48.1%	25.8%	22.3%	94.8%
DVDR	2	0	0	2	0	2	2
%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%
VCR	3	1	1	3	2	1	2
%V	0.1%	0.1%	0.3%	0.2%	0.4%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	66.7%
Any recorder	932	515	211	452	242	210	884
%V	46.0%	63.0%	69.9%	33.7%	47.5%	25.1%	47.9%
%H		55.3%	22.6%	48.5%	26.0%	22.5%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2025	818	302	1343	509	835	1844
%H		40.4%	14.9%	66.3%	25.1%	41.2%	91.1%
Receives HDTV (via STB or built-in reception)	1142	555	188	705	301	404	1075
%V	56.4%	67.8%	62.3%	52.5%	59.1%	48.4%	58.3%
%H		48.6%	16.5%	61.7%	26.4%	35.4%	94.1%
DVD/Blu-ray player or recorder	935	377	145	638	255	383	879
%V	46.2%	46.1%	48.0%	47.5%	50.1%	45.9%	47.7%
%H		40.3%	15.5%	68.2%	27.3%	41.0%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1029	362	146	658	191	467	908
%H		35.2%	14.2%	63.9%	18.6%	45.4%	88.2%
Under 20"	8	1	1	7	1	6	4
%V	0.8%	0.3%	0.7%	1.1%	0.5%	1.3%	0.4%
%H		12.5%	12.5%	87.5%	12.5%	75.0%	50.0%
20" - 29"	55	12	9	38	5	33	38
%V	5.3%	3.3%	6.2%	5.8%	2.6%	7.1%	4.2%
%H		21.8%	16.4%	69.1%	9.1%	60.0%	69.1%
30" - 39"	289	76	36	201	41	161	244
%V	28.1%	21.0%	24.7%	30.5%	21.5%	34.5%	26.9%
%H		26.3%	12.5%	69.6%	14.2%	55.7%	84.4%
40" - 49"	390	147	61	247	82	165	362
%V	37.9%	40.6%	41.8%	37.5%	42.9%	35.3%	39.9%
%H		37.7%	15.6%	63.3%	21.0%	42.3%	92.8%
50" - 59"	166	83	29	83	41	42	161
%V	16.1%	22.9%	19.9%	12.6%	21.5%	9.0%	17.7%
%H		50.0%	17.5%	50.0%	24.7%	25.3%	97.0%
60"+	14	10	2	6	4	2	14
%V	1.4%	2.8%	1.4%	0.9%	2.1%	0.4%	1.5%
%H		71.4%	14.3%	42.9%	28.6%	14.3%	100.0%
Don't know	107	34	9	75	18	57	87
%V	10.4%	9.4%	6.2%	11.4%	9.4%	12.2%	9.6%
%H		31.8%	8.4%	70.1%	16.8%	53.3%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

Table 5.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1029	362	146	658	191	467	908
%H		35.2%	14.2%	63.9%	18.6%	45.4%	88.2%
PVR	648	328	142	355	174	181	607
%V	63.0%	90.6%	97.3%	54.0%	91.1%	38.8%	66.9%
%H		50.6%	21.9%	54.8%	26.9%	27.9%	93.7%
DVDR	2	0	0	2	0	2	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.2%
%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	654	329	143	360	176	184	612
%V	63.6%	90.9%	97.9%	54.7%	92.1%	39.4%	67.4%
%H		50.3%	21.9%	55.0%	26.9%	28.1%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1029	362	146	658	191	467	908
%H		35.2%	14.2%	63.9%	18.6%	45.4%	88.2%
Receives HDTV (via STB or built-in reception)	743	321	125	470	170	300	692
%V	72.2%	88.7%	85.6%	71.4%	89.0%	64.2%	76.2%
%H		43.2%	16.8%	63.3%	22.9%	40.4%	93.1%
DVD/Blu-ray player or recorder	571	207	78	395	130	265	522
%V	55.5%	57.2%	53.4%	60.0%	68.1%	56.7%	57.5%
%H		36.3%	13.7%	69.2%	22.8%	46.4%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	996	456	156	685	318	368	936
%H		45.8%	15.7%	68.8%	31.9%	36.9%	94.0%
Under 20"	81	36	6	67	28	39	72
%V	8.1%	7.9%	3.8%	9.8%	8.8%	10.6%	7.7%
%H		44.4%	7.4%	82.7%	34.6%	48.1%	88.9%
20" - 29"	250	98	40	188	79	108	231
%V	25.1%	21.5%	25.6%	27.4%	24.8%	29.3%	24.7%
%H		39.2%	16.0%	75.2%	31.6%	43.2%	92.4%
30" - 39"	298	146	52	187	92	95	291
%V	29.9%	32.0%	33.3%	27.3%	28.9%	25.8%	31.1%
%H		49.0%	17.4%	62.8%	30.9%	31.9%	97.7%
40" - 49"	154	80	29	87	44	43	149
%V	15.5%	17.5%	18.6%	12.7%	13.8%	11.7%	15.9%
%H		51.9%	18.8%	56.5%	28.6%	27.9%	96.8%
50" - 59"	32	18	4	18	8	10	31
%V	3.2%	3.9%	2.6%	2.6%	2.5%	2.7%	3.3%
%H		56.3%	12.5%	56.3%	25.0%	31.3%	96.9%
60"+	2	1	1	1	0	1	2
%V	0.2%	0.2%	0.6%	0.1%	0.0%	0.3%	0.2%
%H		50.0%	50.0%	50.0%	0.0%	50.0%	100.0%
Don't know	180	77	25	140	67	73	160
%V	18.1%	16.9%	16.0%	20.4%	21.1%	19.8%	17.1%
%H		42.8%	13.9%	77.8%	37.2%	40.6%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	996	456	156	685	318	368	936
%H		45.8%	15.7%	68.8%	31.9%	36.9%	94.0%
PVR	276	185	68	90	65	25	270
%V	27.7%	40.6%	43.6%	13.1%	20.4%	6.8%	28.8%
%H		67.0%	24.6%	32.6%	23.6%	9.1%	97.8%
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	1	1	1	0	1
%V	0.1%	0.2%	0.6%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	278	186	68	92	66	26	272
%V	27.9%	40.8%	43.6%	13.4%	20.8%	7.1%	29.1%
%H		66.9%	24.5%	33.1%	23.7%	9.4%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	996	456	156	685	318	368	936
%H		45.8%	15.7%	68.8%	31.9%	36.9%	94.0%
Receives HDTV (via STB or built-in reception)	398	233	63	235	131	104	383
%V	40.0%	51.1%	40.4%	34.3%	41.2%	28.3%	40.9%
%H		58.5%	15.8%	59.0%	32.9%	26.1%	96.2%
DVD/Blu-ray player or recorder	364	170	66	243	124	118	357
%V	36.5%	37.3%	42.3%	35.5%	39.0%	32.1%	38.1%
%H		46.7%	18.1%	66.8%	34.1%	32.4%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2457	2363	942	366	1426	491	936	2283
%H		96.2%	38.3%	14.9%	58.0%	20.0%	38.1%	92.9%
Total Children	441	428	201	59	228	85	144	434
%V	17.9%	18.1%	21.3%	16.1%	16.0%	17.3%	15.4%	19.0%
%H		97.1%	45.6%	13.4%	51.7%	19.3%	32.7%	98.4%
0 - 3	106	103	45	15	61	24	37	104
%V	4.3%	4.4%	4.8%	4.1%	4.3%	4.9%	4.0%	4.6%
%H		97.2%	42.5%	14.2%	57.5%	22.6%	34.9%	98.1%
4 - 15	335	325	156	45	167	60	107	330
%V	13.6%	13.8%	16.6%	12.3%	11.7%	12.2%	11.4%	14.5%
%H		97.0%	46.6%	13.4%	49.9%	17.9%	31.9%	98.5%
4 - 9	177	172	83	21	88	32	56	175
%V	7.2%	7.3%	8.8%	5.7%	6.2%	6.5%	6.0%	7.7%
%H		97.2%	46.9%	11.9%	49.7%	18.1%	31.6%	98.9%
10 - 15	158	153	73	24	79	28	51	155
%V	6.4%	6.5%	7.7%	6.6%	5.5%	5.7%	5.4%	6.8%
%H		96.8%	46.2%	15.2%	50.0%	17.7%	32.3%	98.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2457	2363	942	366	1426	491	936	2283
%H		96.2%	38.3%	14.9%	58.0%	20.0%	38.1%	92.9%
Total Adults (16+)	2016	1935	742	306	1198	406	792	1849
%V	82.1%	81.9%	78.8%	83.6%	84.0%	82.7%	84.6%	81.0%
%H		96.0%	36.8%	15.2%	59.4%	20.1%	39.3%	91.7%
16 - 19	96	94	43	21	50	25	26	95
%V	3.9%	4.0%	4.6%	5.7%	3.5%	5.1%	2.8%	4.2%
%H		97.9%	44.8%	21.9%	52.1%	26.0%	27.1%	99.0%
20 - 24	164	144	58	26	74	34	40	159
%V	6.7%	6.1%	6.2%	7.1%	5.2%	6.9%	4.3%	7.0%
%H		87.8%	35.4%	15.9%	45.1%	20.7%	24.4%	97.0%
25 - 34	328	302	115	45	155	55	100	322
%V	13.3%	12.8%	12.2%	12.3%	10.9%	11.2%	10.7%	14.1%
%H		92.1%	35.1%	13.7%	47.3%	16.8%	30.5%	98.2%
35 - 44	281	268	113	41	135	39	96	273
%V	11.4%	11.3%	12.0%	11.2%	9.5%	7.9%	10.3%	12.0%
%H		95.4%	40.2%	14.6%	48.0%	13.9%	34.2%	97.2%
45 - 54	370	360	150	68	224	89	135	353
%V	15.1%	15.2%	15.9%	18.6%	15.7%	18.1%	14.4%	15.5%
%H		97.3%	40.5%	18.4%	60.5%	24.1%	36.5%	95.4%
55 - 64	310	303	124	47	201	75	127	296
%V	12.6%	12.8%	13.2%	12.8%	14.1%	15.3%	13.6%	13.0%
%H		97.7%	40.0%	15.2%	64.8%	24.2%	41.0%	95.5%
65+	467	464	138	57	358	89	269	351
%V	19.0%	19.6%	14.6%	15.6%	25.1%	18.1%	28.7%	15.4%
%H		99.4%	29.6%	12.2%	76.7%	19.1%	57.6%	75.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		2016	1935	742	306	1198	406	792	1849
	%H		96.0%	36.8%	15.2%	59.4%	20.1%	39.3%	91.7%
AB		545	531	237	67	331	124	207	535
	%V	27.0%	27.4%	31.9%	21.9%	27.6%	30.5%	26.1%	28.9%
	%H		97.4%	43.5%	12.3%	60.7%	22.8%	38.0%	98.2%
C1		659	630	215	109	375	117	258	625
	%V	32.7%	32.6%	29.0%	35.6%	31.3%	28.8%	32.6%	33.8%
	%H		95.6%	32.6%	16.5%	56.9%	17.8%	39.2%	94.8%
C2		480	467	183	86	287	101	186	429
	%V	23.8%	24.1%	24.7%	28.1%	24.0%	24.9%	23.5%	23.2%
	%H		97.3%	38.1%	17.9%	59.8%	21.0%	38.8%	89.4%
D		219	205	78	35	132	47	85	185
	%V	10.9%	10.6%	10.5%	11.4%	11.0%	11.6%	10.7%	10.0%
	%H		93.6%	35.6%	16.0%	60.3%	21.5%	38.8%	84.5%
E		112	101	29	9	73	18	55	74
	%V	5.6%	5.2%	3.9%	2.9%	6.1%	4.4%	6.9%	4.0%
	%H		90.2%	25.9%	8.0%	65.2%	16.1%	49.1%	66.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2016	1935	742	306	1198	406	792	1849
%H		96.0%	36.8%	15.2%	59.4%	20.1%	39.3%	91.7%
Working full time	1029	985	412	167	543	204	339	1006
%V	51.0%	50.9%	55.5%	54.6%	45.3%	50.2%	42.8%	54.4%
%H		95.7%	40.0%	16.2%	52.8%	19.8%	32.9%	97.8%
Working part time	218	212	83	34	137	50	87	204
%V	10.8%	11.0%	11.2%	11.1%	11.4%	12.3%	11.0%	11.0%
%H		97.2%	38.1%	15.6%	62.8%	22.9%	39.9%	93.6%
Not working	769	738	247	105	518	152	366	639
%V	38.1%	38.1%	33.3%	34.3%	43.2%	37.4%	46.2%	34.6%
%H		96.0%	32.1%	13.7%	67.4%	19.8%	47.6%	83.1%
Houseperson	1076	1029	362	146	658	191	467	948
%V	53.4%	53.2%	48.8%	47.7%	54.9%	47.0%	59.0%	51.3%
%H		95.6%	33.6%	13.6%	61.2%	17.8%	43.4%	88.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	999	956	376	149	581	200	382	925
%H		95.7%	37.6%	14.9%	58.2%	20.0%	38.2%	92.6%
16 - 19	53	52	26	10	28	13	15	53
%V	5.3%	5.4%	6.9%	6.7%	4.8%	6.5%	3.9%	5.7%
%H		98.1%	49.1%	18.9%	52.8%	24.5%	28.3%	100.0%
20 - 24	84	75	36	10	39	18	21	81
%V	8.4%	7.8%	9.6%	6.7%	6.7%	9.0%	5.5%	8.8%
%H		89.3%	42.9%	11.9%	46.4%	21.4%	25.0%	96.4%
25 - 34	171	153	55	23	77	27	50	167
%V	17.1%	16.0%	14.6%	15.4%	13.3%	13.5%	13.1%	18.1%
%H		89.5%	32.2%	13.5%	45.0%	15.8%	29.2%	97.7%
35 - 44	139	134	55	24	65	19	46	135
%V	13.9%	14.0%	14.6%	16.1%	11.2%	9.5%	12.0%	14.6%
%H		96.4%	39.6%	17.3%	46.8%	13.7%	33.1%	97.1%
45 - 54	188	183	73	32	115	41	74	178
%V	18.8%	19.1%	19.4%	21.5%	19.8%	20.5%	19.4%	19.2%
%H		97.3%	38.8%	17.0%	61.2%	21.8%	39.4%	94.7%
55 - 64	151	148	64	21	97	38	59	146
%V	15.1%	15.5%	17.0%	14.1%	16.7%	19.0%	15.4%	15.8%
%H		98.0%	42.4%	13.9%	64.2%	25.2%	39.1%	96.7%
65+	214	212	65	29	160	43	117	165
%V	21.4%	22.2%	17.3%	19.5%	27.5%	21.5%	30.6%	17.8%
%H		99.1%	30.4%	13.6%	74.8%	20.1%	54.7%	77.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	999	956	376	149	581	200	382	925
%H		95.7%	37.6%	14.9%	58.2%	20.0%	38.2%	92.6%
AB	280	271	121	34	171	66	105	274
%V	28.0%	28.3%	32.2%	22.8%	29.4%	33.0%	27.5%	29.6%
%H		96.8%	43.2%	12.1%	61.1%	23.6%	37.5%	97.9%
C1	309	297	110	48	169	55	115	297
%V	30.9%	31.1%	29.3%	32.2%	29.1%	27.5%	30.1%	32.1%
%H		96.1%	35.6%	15.5%	54.7%	17.8%	37.2%	96.1%
C2	261	253	101	47	152	53	99	234
%V	26.1%	26.5%	26.9%	31.5%	26.2%	26.5%	25.9%	25.3%
%H		96.9%	38.7%	18.0%	58.2%	20.3%	37.9%	89.7%
D	97	90	34	15	56	19	37	85
%V	9.7%	9.4%	9.0%	10.1%	9.6%	9.5%	9.7%	9.2%
%H		92.8%	35.1%	15.5%	57.7%	19.6%	38.1%	87.6%
E	52	45	10	5	32	7	26	36
%V	5.2%	4.7%	2.7%	3.4%	5.5%	3.5%	6.8%	3.9%
%H		86.5%	19.2%	9.6%	61.5%	13.5%	50.0%	69.2%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	999	956	376	149	581	200	382	925
%H		95.7%	37.6%	14.9%	58.2%	20.0%	38.2%	92.6%
Working full time	619	591	253	97	323	120	203	606
%V	62.0%	61.8%	67.3%	65.1%	55.6%	60.0%	53.1%	65.5%
%H		95.5%	40.9%	15.7%	52.2%	19.4%	32.8%	97.9%
Working part time	39	39	13	7	29	12	18	35
%V	3.9%	4.1%	3.5%	4.7%	5.0%	6.0%	4.7%	3.8%
%H		100.0%	33.3%	17.9%	74.4%	30.8%	46.2%	89.7%
Not working	341	326	109	45	229	68	161	285
%V	34.1%	34.1%	29.0%	30.2%	39.4%	34.0%	42.1%	30.8%
%H		95.6%	32.0%	13.2%	67.2%	19.9%	47.2%	83.6%
Houseperson	215	198	55	23	130	28	102	173
%V	21.5%	20.7%	14.6%	15.4%	22.4%	14.0%	26.7%	18.7%
%H		92.1%	25.6%	10.7%	60.5%	13.0%	47.4%	80.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1016	979	366	157	617	207	410	924
%H		96.4%	36.0%	15.5%	60.7%	20.4%	40.4%	90.9%
16 - 19	43	42	17	11	23	12	11	42
%V	4.2%	4.3%	4.6%	7.0%	3.7%	5.8%	2.7%	4.5%
%H		97.7%	39.5%	25.6%	53.5%	27.9%	25.6%	97.7%
20 - 24	80	69	22	16	35	16	19	78
%V	7.9%	7.0%	6.0%	10.2%	5.7%	7.7%	4.6%	8.4%
%H		86.3%	27.5%	20.0%	43.8%	20.0%	23.8%	97.5%
25 - 34	158	150	60	23	78	28	50	155
%V	15.6%	15.3%	16.4%	14.6%	12.6%	13.5%	12.2%	16.8%
%H		94.9%	38.0%	14.6%	49.4%	17.7%	31.6%	98.1%
35 - 44	142	134	59	18	70	20	50	138
%V	14.0%	13.7%	16.1%	11.5%	11.3%	9.7%	12.2%	14.9%
%H		94.4%	41.5%	12.7%	49.3%	14.1%	35.2%	97.2%
45 - 54	181	177	76	36	109	48	61	175
%V	17.8%	18.1%	20.8%	22.9%	17.7%	23.2%	14.9%	18.9%
%H		97.8%	42.0%	19.9%	60.2%	26.5%	33.7%	96.7%
55 - 64	159	155	60	26	104	36	68	150
%V	15.6%	15.8%	16.4%	16.6%	16.9%	17.4%	16.6%	16.2%
%H		97.5%	37.7%	16.4%	65.4%	22.6%	42.8%	94.3%
65+	254	252	73	28	198	46	151	185
%V	25.0%	25.7%	19.9%	17.8%	32.1%	22.2%	36.8%	20.0%
%H		99.2%	28.7%	11.0%	78.0%	18.1%	59.4%	72.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1016	979	366	157	617	207	410	924
%H		96.4%	36.0%	15.5%	60.7%	20.4%	40.4%	90.9%
AB	265	260	116	33	160	58	102	261
%V	26.1%	26.6%	31.7%	21.0%	25.9%	28.0%	24.9%	28.2%
%H		98.1%	43.8%	12.5%	60.4%	21.9%	38.5%	98.5%
C1	350	334	106	61	205	62	144	328
%V	34.4%	34.1%	29.0%	38.9%	33.2%	30.0%	35.1%	35.5%
%H		95.4%	30.3%	17.4%	58.6%	17.7%	41.1%	93.7%
C2	218	213	82	39	135	48	87	195
%V	21.5%	21.8%	22.4%	24.8%	21.9%	23.2%	21.2%	21.1%
%H		97.7%	37.6%	17.9%	61.9%	22.0%	39.9%	89.4%
D	122	116	44	19	76	28	48	101
%V	12.0%	11.8%	12.0%	12.1%	12.3%	13.5%	11.7%	10.9%
%H		95.1%	36.1%	15.6%	62.3%	23.0%	39.3%	82.8%
E	61	56	19	5	41	11	30	39
%V	6.0%	5.7%	5.2%	3.2%	6.6%	5.3%	7.3%	4.2%
%H		91.8%	31.1%	8.2%	67.2%	18.0%	49.2%	63.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC West

Individual level data

Table 5.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1016	979	366	157	617	207	410	924
%H		96.4%	36.0%	15.5%	60.7%	20.4%	40.4%	90.9%
Working full time	410	394	159	70	220	84	136	400
%V	40.4%	40.2%	43.4%	44.6%	35.7%	40.6%	33.2%	43.3%
%H		96.1%	38.8%	17.1%	53.7%	20.5%	33.2%	97.6%
Working part time	179	173	70	27	108	39	69	169
%V	17.6%	17.7%	19.1%	17.2%	17.5%	18.8%	16.8%	18.3%
%H		96.6%	39.1%	15.1%	60.3%	21.8%	38.5%	94.4%
Not working	428	412	137	60	289	84	205	354
%V	42.1%	42.1%	37.4%	38.2%	46.8%	40.6%	50.0%	38.3%
%H		96.3%	32.0%	14.0%	67.5%	19.6%	47.9%	82.7%
Houseperson	861	831	307	124	528	163	365	776
%V	84.7%	84.9%	83.9%	79.0%	85.6%	78.7%	89.0%	84.0%
%H		96.5%	35.7%	14.4%	61.3%	18.9%	42.4%	90.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
AB	249	242	103	14	183	61	121	234
%V	27.6%	27.7%	28.5%	21.9%	29.1%	28.5%	29.2%	29.6%
%H (All HH)		97.2%	41.4%	5.6%	73.5%	24.5%	48.6%	94.0%
%H (TV HH)			42.6%	5.8%	75.6%	25.2%	50.0%	
C1	273	265	117	18	185	70	115	249
%V	30.3%	30.3%	32.3%	28.1%	29.5%	32.7%	27.7%	31.5%
%H (All HH)		97.1%	42.9%	6.6%	67.8%	25.6%	42.1%	91.2%
%H (TV HH)			44.2%	6.8%	69.8%	26.4%	43.4%	
C2	185	183	77	22	127	48	78	168
%V	20.5%	20.9%	21.3%	34.4%	20.2%	22.4%	18.8%	21.3%
%H (All HH)		98.9%	41.6%	11.9%	68.6%	25.9%	42.2%	90.8%
%H (TV HH)			42.1%	12.0%	69.4%	26.2%	42.6%	
D	121	114	41	10	83	25	58	96
%V	13.4%	13.0%	11.3%	15.6%	13.2%	11.7%	14.0%	12.2%
%H (All HH)		94.2%	33.9%	8.3%	68.6%	20.7%	47.9%	79.3%
%H (TV HH)			36.0%	8.8%	72.8%	21.9%	50.9%	
E	74	69	24	0	51	9	42	41
%V	8.2%	7.9%	6.6%	0.0%	8.1%	4.2%	10.1%	5.2%
%H (All HH)		93.2%	32.4%	0.0%	68.9%	12.2%	56.8%	55.4%
%H (TV HH)			34.8%	0.0%	73.9%	13.0%	60.9%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Under 25	37	35	7	8	19	7	12	37
%V	4.1%	4.0%	1.9%	12.5%	3.0%	3.3%	2.9%	4.7%
%H (All HH)		94.6%	18.9%	21.6%	51.4%	18.9%	32.4%	100.0%
%H (TV HH)			20.0%	22.9%	54.3%	20.0%	34.3%	
25 - 34	111	106	41	10	69	24	45	111
%V	12.3%	12.1%	11.3%	15.6%	11.0%	11.2%	10.8%	14.1%
%H (All HH)		95.5%	36.9%	9.0%	62.2%	21.6%	40.5%	100.0%
%H (TV HH)			38.7%	9.4%	65.1%	22.6%	42.5%	
35 - 44	108	103	47	10	62	23	39	107
%V	12.0%	11.8%	13.0%	15.6%	9.9%	10.7%	9.4%	13.5%
%H (All HH)		95.4%	43.5%	9.3%	57.4%	21.3%	36.1%	99.1%
%H (TV HH)			45.6%	9.7%	60.2%	22.3%	37.9%	
45 - 54	148	143	72	16	88	40	48	145
%V	16.4%	16.4%	19.9%	25.0%	14.0%	18.7%	11.6%	18.4%
%H (All HH)		96.6%	48.6%	10.8%	59.5%	27.0%	32.4%	98.0%
%H (TV HH)			50.3%	11.2%	61.5%	28.0%	33.6%	
55 - 64	171	167	80	8	123	45	78	165
%V	19.0%	19.1%	22.1%	12.5%	19.6%	21.0%	18.8%	20.9%
%H (All HH)		97.7%	46.8%	4.7%	71.9%	26.3%	45.6%	96.5%
%H (TV HH)			47.9%	4.8%	73.7%	26.9%	46.7%	
65 +	325	320	114	13	268	75	193	224
%V	36.0%	36.6%	31.5%	20.3%	42.7%	35.0%	46.5%	28.4%
%H (All HH)		98.5%	35.1%	4.0%	82.5%	23.1%	59.4%	68.9%
%H (TV HH)			35.6%	4.1%	83.8%	23.4%	60.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
1	280	263	82	12	204	44	161	194
%V	31.0%	30.1%	22.7%	18.8%	32.5%	20.6%	38.8%	24.6%
%H (All HH)		93.9%	29.3%	4.3%	72.9%	15.7%	57.5%	69.3%
%H (TV HH)			31.2%	4.6%	77.6%	16.7%	61.2%	
2	353	349	151	25	263	101	162	328
%V	39.1%	39.9%	41.7%	39.1%	41.9%	47.2%	39.0%	41.5%
%H (All HH)		98.9%	42.8%	7.1%	74.5%	28.6%	45.9%	92.9%
%H (TV HH)			43.3%	7.2%	75.4%	28.9%	46.4%	
3	119	114	60	10	63	27	36	119
%V	13.2%	13.0%	16.6%	15.6%	10.0%	12.6%	8.7%	15.1%
%H (All HH)		95.8%	50.4%	8.4%	52.9%	22.7%	30.3%	100.0%
%H (TV HH)			52.6%	8.8%	55.3%	23.7%	31.6%	
4	108	107	48	12	72	29	43	108
%V	12.0%	12.2%	13.3%	18.8%	11.5%	13.6%	10.4%	13.7%
%H (All HH)		99.1%	44.4%	11.1%	66.7%	26.9%	39.8%	100.0%
%H (TV HH)			44.9%	11.2%	67.3%	27.1%	40.2%	
5+	41	41	20	5	26	13	14	41
%V	4.5%	4.7%	5.5%	7.8%	4.1%	6.1%	3.4%	5.2%
%H (All HH)		100.0%	48.8%	12.2%	63.4%	31.7%	34.1%	100.0%
%H (TV HH)			48.8%	12.2%	63.4%	31.7%	34.1%	
Average HH size	2.21	2.23	2.40	2.63	2.15	2.40	2.01	2.35

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Without	696	673	270	45	501	164	337	584
%V	77.2%	77.0%	74.6%	70.3%	79.8%	76.6%	81.2%	73.9%
%H (All HH)		96.7%	38.8%	6.5%	72.0%	23.6%	48.4%	83.9%
%H (TV HH)			40.1%	6.7%	74.4%	24.4%	50.1%	
With	206	201	92	19	128	50	78	206
%V	22.8%	23.0%	25.4%	29.7%	20.4%	23.4%	18.8%	26.1%
%H (All HH)		97.6%	44.7%	9.2%	62.1%	24.3%	37.9%	100.0%
%H (TV HH)			45.8%	9.5%	63.7%	24.9%	38.8%	
0 - 3	70	68	27	6	43	15	28	70
%V	7.8%	7.8%	7.5%	9.4%	6.8%	7.0%	6.7%	8.9%
%H (All HH)		97.1%	38.6%	8.6%	61.4%	21.4%	40.0%	100.0%
%H (TV HH)			39.7%	8.8%	63.2%	22.1%	41.2%	
4 - 9	105	101	44	9	67	26	41	105
%V	11.6%	11.6%	12.2%	14.1%	10.7%	12.1%	9.9%	13.3%
%H (All HH)		96.2%	41.9%	8.6%	63.8%	24.8%	39.0%	100.0%
%H (TV HH)			43.6%	8.9%	66.3%	25.7%	40.6%	
10 - 15	101	100	52	9	65	28	37	101
%V	11.2%	11.4%	14.4%	14.1%	10.4%	13.1%	8.9%	12.8%
%H (All HH)		99.0%	51.5%	8.9%	64.4%	27.7%	36.6%	100.0%
%H (TV HH)			52.0%	9.0%	65.0%	28.0%	37.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
1	354	354	123	22	235	51	183	291
%V	39.2%	40.5%	34.0%	34.4%	37.4%	23.8%	44.1%	36.8%
%H (All HH)		100.0%	34.7%	6.2%	66.4%	14.4%	51.7%	82.2%
%H (TV HH)			34.7%	6.2%	66.4%	14.4%	51.7%	
2	320	320	130	23	238	80	158	283
%V	35.5%	36.6%	35.9%	35.9%	37.9%	37.4%	38.1%	35.8%
%H (All HH)		100.0%	40.6%	7.2%	74.4%	25.0%	49.4%	88.4%
%H (TV HH)			40.6%	7.2%	74.4%	25.0%	49.4%	
3	129	129	69	13	100	53	47	121
%V	14.3%	14.8%	19.1%	20.3%	15.9%	24.8%	11.3%	15.3%
%H (All HH)		100.0%	53.5%	10.1%	77.5%	41.1%	36.4%	93.8%
%H (TV HH)			53.5%	10.1%	77.5%	41.1%	36.4%	
4	47	47	26	3	35	18	18	46
%V	5.2%	5.4%	7.2%	4.7%	5.6%	8.4%	4.3%	5.8%
%H (All HH)		100.0%	55.3%	6.4%	74.5%	38.3%	38.3%	97.9%
%H (TV HH)			55.3%	6.4%	74.5%	38.3%	38.3%	
5+	25	25	13	4	20	12	8	25
%V	2.8%	2.9%	3.6%	6.3%	3.2%	5.6%	1.9%	3.2%
%H (All HH)		100.0%	52.0%	16.0%	80.0%	48.0%	32.0%	100.0%
%H (TV HH)			52.0%	16.0%	80.0%	48.0%	32.0%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%V (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Under 20"	119	119	59	5	98	42	55	104
%V	13.2%	13.6%	16.3%	7.8%	15.6%	19.6%	13.3%	13.2%
%H (All HH)		100.0%	49.6%	4.2%	82.4%	35.3%	46.2%	87.4%
%H (TV HH)			49.6%	4.2%	82.4%	35.3%	46.2%	
20" - 29"	266	266	101	17	216	71	144	229
%V	29.5%	30.4%	27.9%	26.6%	34.4%	33.2%	34.7%	29.0%
%H (All HH)		100.0%	38.0%	6.4%	81.2%	26.7%	54.1%	86.1%
%H (TV HH)			38.0%	6.4%	81.2%	26.7%	54.1%	
30" - 39"	424	424	168	31	309	101	209	367
%V	47.0%	48.5%	46.4%	48.4%	49.2%	47.2%	50.4%	46.5%
%H (All HH)		100.0%	39.6%	7.3%	72.9%	23.8%	49.3%	86.6%
%H (TV HH)			39.6%	7.3%	72.9%	23.8%	49.3%	
40" - 49"	426	426	199	37	310	130	179	393
%V	47.2%	48.7%	55.0%	57.8%	49.4%	60.7%	43.1%	49.7%
%H (All HH)		100.0%	46.7%	8.7%	72.8%	30.5%	42.0%	92.3%
%H (TV HH)			46.7%	8.7%	72.8%	30.5%	42.0%	
50" - 59"	149	149	79	15	94	47	47	147
%V	16.5%	17.0%	21.8%	23.4%	15.0%	22.0%	11.3%	18.6%
%H (All HH)		100.0%	53.0%	10.1%	63.1%	31.5%	31.5%	98.7%
%H (TV HH)			53.0%	10.1%	63.1%	31.5%	31.5%	
60"+	15	15	10	0	8	3	5	15
%V	1.7%	1.7%	2.8%	0.0%	1.3%	1.4%	1.2%	1.9%
%H (All HH)		100.0%	66.7%	0.0%	53.3%	20.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	53.3%	20.0%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Main living room	869	869	361	64	625	213	411	762
%V	96.3%	99.4%	99.7%	100.0%	99.5%	99.5%	99.0%	96.5%
%H (All HH)		100.0%	41.5%	7.4%	71.9%	24.5%	47.3%	87.7%
%H (TV HH)			41.5%	7.4%	71.9%	24.5%	47.3%	
Kitchen	106	106	50	7	86	37	49	93
%V	11.8%	12.1%	13.8%	10.9%	13.7%	17.3%	11.8%	11.8%
%H (All HH)		100.0%	47.2%	6.6%	81.1%	34.9%	46.2%	87.7%
%H (TV HH)			47.2%	6.6%	81.1%	34.9%	46.2%	
Adult's bedroom	387	387	191	32	289	132	157	360
%V	42.9%	44.3%	52.8%	50.0%	46.0%	61.7%	37.8%	45.6%
%H (All HH)		100.0%	49.4%	8.3%	74.7%	34.1%	40.6%	93.0%
%H (TV HH)			49.4%	8.3%	74.7%	34.1%	40.6%	
Child's bedroom	63	63	32	8	41	17	24	63
%V	7.0%	7.2%	8.8%	12.5%	6.5%	7.9%	5.8%	8.0%
%H (All HH)		100.0%	50.8%	12.7%	65.1%	27.0%	38.1%	100.0%
%H (TV HH)			50.8%	12.7%	65.1%	27.0%	38.1%	
Other bedroom	50	50	25	5	43	22	20	48
%V	5.5%	5.7%	6.9%	7.8%	6.8%	10.3%	4.8%	6.1%
%H (All HH)		100.0%	50.0%	10.0%	86.0%	44.0%	40.0%	96.0%
%H (TV HH)			50.0%	10.0%	86.0%	44.0%	40.0%	
Second living/dining room	81	81	33	6	70	29	41	71
%V	9.0%	9.3%	9.1%	9.4%	11.1%	13.6%	9.9%	9.0%
%H (All HH)		100.0%	40.7%	7.4%	86.4%	35.8%	50.6%	87.7%
%H (TV HH)			40.7%	7.4%	86.4%	35.8%	50.6%	
Study/office	18	18	6	1	14	4	10	17
%V	2.0%	2.1%	1.7%	1.6%	2.2%	1.9%	2.4%	2.2%
%H (All HH)		100.0%	33.3%	5.6%	77.8%	22.2%	55.6%	94.4%
%H (TV HH)			33.3%	5.6%	77.8%	22.2%	55.6%	
TV room	9	9	7	0	6	5	1	9
%V	1.0%	1.0%	1.9%	0.0%	1.0%	2.3%	0.2%	1.1%
%H (All HH)		100.0%	77.8%	0.0%	66.7%	55.6%	11.1%	100.0%
%H (TV HH)			77.8%	0.0%	66.7%	55.6%	11.1%	
Conservatory	18	18	9	1	12	5	7	17
%V	2.0%	2.1%	2.5%	1.6%	1.9%	2.3%	1.7%	2.2%
%H (All HH)		100.0%	50.0%	5.6%	66.7%	27.8%	38.9%	94.4%
%H (TV HH)			50.0%	5.6%	66.7%	27.8%	38.9%	
Attic or loft room	4	4	2	0	2	1	2	4
%V	0.4%	0.5%	0.6%	0.0%	0.3%	0.5%	0.5%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	25.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	25.0%	50.0%	
No specific location	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
Other	6	6	5	0	5	3	2	5
%V	0.7%	0.7%	1.4%	0.0%	0.8%	1.4%	0.5%	0.6%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	50.0%	33.3%	83.3%
%H (TV HH)			83.3%	0.0%	83.3%	50.0%	33.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Any DSAT provider	362	362	362	2	179	179	0	336
%V	40.1%	41.4%	100.0%	3.1%	28.5%	83.6%	0.0%	42.5%
%H (All HH)			100.0%	0.6%	49.4%	49.4%	0.0%	92.8%
%H (TV HH)			100.0%	0.6%	49.4%	49.4%	0.0%	
Sky with subscription	272	272	272	1	129	129	0	255
%V	30.2%	31.1%	75.1%	1.6%	20.5%	60.3%	0.0%	32.3%
%H (All HH)			100.0%	0.4%	47.4%	47.4%	0.0%	93.8%
%H (TV HH)			100.0%	0.4%	47.4%	47.4%	0.0%	
Sky without subscription	22	22	22	0	13	13	0	19
%V	2.4%	2.5%	6.1%	0.0%	2.1%	6.1%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	59.1%	59.1%	0.0%	86.4%
%H (TV HH)			100.0%	0.0%	59.1%	59.1%	0.0%	
Freesat	59	59	59	0	32	32	0	53
%V	6.5%	6.8%	16.3%	0.0%	5.1%	15.0%	0.0%	6.7%
%H (All HH)			100.0%	0.0%	54.2%	54.2%	0.0%	89.8%
%H (TV HH)			100.0%	0.0%	54.2%	54.2%	0.0%	
Other satellite provider	29	29	29	1	14	14	0	27
%V	3.2%	3.3%	8.0%	1.6%	2.2%	6.5%	0.0%	3.4%
%H (All HH)			100.0%	3.4%	48.3%	48.3%	0.0%	93.1%
%H (TV HH)			100.0%	3.4%	48.3%	48.3%	0.0%	
DCAB	64	64	2	64	35	35	0	63
%V	7.1%	7.3%	0.6%	100.0%	5.6%	16.4%	0.0%	8.0%
%H (All HH)			3.1%	100.0%	54.7%	54.7%	0.0%	98.4%
%H (TV HH)			3.1%	100.0%	54.7%	54.7%	0.0%	
DTT	628	628	179	35	628	214	415	537
%V	69.6%	71.9%	49.4%	54.7%	100.0%	100.0%	100.0%	68.0%
%H (All HH)		100.0%	28.5%	5.6%	100.0%	34.1%	66.1%	85.5%
%H (TV HH)			28.5%	5.6%	100.0%	34.1%	66.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
PVR	583	583	316	61	401	195	207	537
%V	64.6%	66.7%	87.3%	95.3%	63.9%	91.1%	49.9%	68.0%
%H (All HH)		100.0%	54.2%	10.5%	68.8%	33.4%	35.5%	92.1%
%H (TV HH)			54.2%	10.5%	68.8%	33.4%	35.5%	
DVDR	4	4	1	1	4	2	2	4
%V	0.4%	0.5%	0.3%	1.6%	0.6%	0.9%	0.5%	0.5%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
VCR	3	3	2	1	3	1	1	3
%V	0.3%	0.3%	0.6%	1.6%	0.5%	0.5%	0.2%	0.4%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	33.3%	33.3%	
Any recorder	585	585	316	62	403	195	208	538
%V	64.9%	66.9%	87.3%	96.9%	64.2%	91.1%	50.1%	68.1%
%H (All HH)		100.0%	54.0%	10.6%	68.9%	33.3%	35.6%	92.0%
%H (TV HH)			54.0%	10.6%	68.9%	33.3%	35.6%	
Receives HDTV (via STB or built-in reception)	676	676	312	61	501	196	305	616
%V	74.9%	77.3%	86.2%	95.3%	79.8%	91.6%	73.5%	78.0%
%H (All HH)		100.0%	46.2%	9.0%	74.1%	29.0%	45.1%	91.1%
%H (TV HH)			46.2%	9.0%	74.1%	29.0%	45.1%	
DVD/Blu-ray player or recorder	663	663	274	53	484	176	308	602
%V	73.5%	75.9%	75.7%	82.8%	77.1%	82.2%	74.2%	76.2%
%H (All HH)		100.0%	41.3%	8.0%	73.0%	26.5%	46.5%	90.8%
%H (TV HH)			41.3%	8.0%	73.0%	26.5%	46.5%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Household level data

Table 6.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	902	874	362	64	628	214	415	790
%H (All HH)		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%
%H (TV HH)			41.4%	7.3%	71.9%	24.5%	47.5%	
Has broadband internet	790	766	336	63	537	201	336	790
%V	87.6%	87.6%	92.8%	98.4%	85.5%	93.9%	81.0%	100.0%
%H (All HH)		97.0%	42.5%	8.0%	68.0%	25.4%	42.5%	100.0%
%H (TV HH)			43.9%	8.2%	70.1%	26.2%	43.9%	
Number of computers (PCs and laptops)								
0	140	136	37	4	107	17	91	32
%V	15.5%	15.6%	10.2%	6.3%	17.0%	7.9%	21.9%	4.1%
%H (All HH)		97.1%	26.4%	2.9%	76.4%	12.1%	65.0%	22.9%
%H (TV HH)			27.2%	2.9%	78.7%	12.5%	66.9%	
1	218	207	84	9	154	49	105	214
%V	24.2%	23.7%	23.2%	14.1%	24.5%	22.9%	25.3%	27.1%
%H (All HH)		95.0%	38.5%	4.1%	70.6%	22.5%	48.2%	98.2%
%H (TV HH)			40.6%	4.3%	74.4%	23.7%	50.7%	
2	230	223	101	15	160	63	97	230
%V	25.5%	25.5%	27.9%	23.4%	25.5%	29.4%	23.4%	29.1%
%H (All HH)		97.0%	43.9%	6.5%	69.6%	27.4%	42.2%	100.0%
%H (TV HH)			45.3%	6.7%	71.7%	28.3%	43.5%	
3	143	139	60	14	93	35	58	143
%V	15.9%	15.9%	16.6%	21.9%	14.8%	16.4%	14.0%	18.1%
%H (All HH)		97.2%	42.0%	9.8%	65.0%	24.5%	40.6%	100.0%
%H (TV HH)			43.2%	10.1%	66.9%	25.2%	41.7%	
4	72	71	31	10	42	15	27	72
%V	8.0%	8.1%	8.6%	15.6%	6.7%	7.0%	6.5%	9.1%
%H (All HH)		98.6%	43.1%	13.9%	58.3%	20.8%	37.5%	100.0%
%H (TV HH)			43.7%	14.1%	59.2%	21.1%	38.0%	
5+	99	97	49	11	72	35	37	99
%V	11.0%	11.1%	13.5%	17.2%	11.5%	16.4%	8.9%	12.5%
%H (All HH)		98.0%	49.5%	11.1%	72.7%	35.4%	37.4%	100.0%
%H (TV HH)			50.5%	11.3%	74.2%	36.1%	38.1%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

Table 6.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1700	767	138	1260	505	755	1537
%H		45.1%	8.1%	74.1%	29.7%	44.4%	90.4%
Under 20"	148	74	6	121	54	67	131
%V	8.7%	9.6%	4.3%	9.6%	10.7%	8.9%	8.5%
%H		50.0%	4.1%	81.8%	36.5%	45.3%	88.5%
20" - 29"	342	137	22	276	97	179	298
%V	20.1%	17.9%	15.9%	21.9%	19.2%	23.7%	19.4%
%H		40.1%	6.4%	80.7%	28.4%	52.3%	87.1%
30" - 39"	510	207	41	378	134	244	445
%V	30.0%	27.0%	29.7%	30.0%	26.5%	32.3%	29.0%
%H		40.6%	8.0%	74.1%	26.3%	47.8%	87.3%
40" - 49"	500	234	50	362	157	205	465
%V	29.4%	30.5%	36.2%	28.7%	31.1%	27.2%	30.3%
%H		46.8%	10.0%	72.4%	31.4%	41.0%	93.0%
50" - 59"	164	90	16	103	53	50	162
%V	9.6%	11.7%	11.6%	8.2%	10.5%	6.6%	10.5%
%H		54.9%	9.8%	62.8%	32.3%	30.5%	98.8%
60"+	16	11	0	9	4	5	16
%V	0.9%	1.4%	0.0%	0.7%	0.8%	0.7%	1.0%
%H		68.8%	0.0%	56.3%	25.0%	31.3%	100.0%
Don't know	20	13	1	11	6	5	19
%V	1.2%	1.7%	0.7%	0.9%	1.2%	0.7%	1.2%
%H		65.0%	5.0%	55.0%	30.0%	25.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

Table 6.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1700	767	138	1260	505	755	1537
%H		45.1%	8.1%	74.1%	29.7%	44.4%	90.4%
Main living room	871	361	65	626	214	412	763
%V	51.2%	47.1%	47.1%	49.7%	42.4%	54.6%	49.6%
%H		41.4%	7.5%	71.9%	24.6%	47.3%	87.6%
Kitchen	106	50	7	86	37	49	93
%V	6.2%	6.5%	5.1%	6.8%	7.3%	6.5%	6.1%
%H		47.2%	6.6%	81.1%	34.9%	46.2%	87.7%
Adult's bedroom	450	222	42	334	155	179	422
%V	26.5%	28.9%	30.4%	26.5%	30.7%	23.7%	27.5%
%H		49.3%	9.3%	74.2%	34.4%	39.8%	93.8%
Child's bedroom	79	39	9	54	23	30	79
%V	4.6%	5.1%	6.5%	4.3%	4.6%	4.0%	5.1%
%H		49.4%	11.4%	68.4%	29.1%	38.0%	100.0%
Other bedroom	55	28	6	47	26	21	53
%V	3.2%	3.7%	4.3%	3.7%	5.1%	2.8%	3.4%
%H		50.9%	10.9%	85.5%	47.3%	38.2%	96.4%
Second living/dining room	82	34	6	71	31	41	72
%V	4.8%	4.4%	4.3%	5.6%	6.1%	5.4%	4.7%
%H		41.5%	7.3%	86.6%	37.8%	50.0%	87.8%
Study/office	19	7	1	15	5	10	19
%V	1.1%	0.9%	0.7%	1.2%	1.0%	1.3%	1.2%
%H		36.8%	5.3%	78.9%	26.3%	52.6%	100.0%
TV room	9	7	0	6	5	1	9
%V	0.5%	0.9%	0.0%	0.5%	1.0%	0.1%	0.6%
%H		77.8%	0.0%	66.7%	55.6%	11.1%	100.0%
Conservatory	18	9	1	12	5	7	17
%V	1.1%	1.2%	0.7%	1.0%	1.0%	0.9%	1.1%
%H		50.0%	5.6%	66.7%	27.8%	38.9%	94.4%
Attic or loft room	4	2	0	2	1	2	4
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	25.0%	50.0%	100.0%
No specific location	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Other	7	5	0	5	3	2	6
%V	0.4%	0.7%	0.0%	0.4%	0.6%	0.3%	0.4%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1700	767	138	1260	505	755	1537
%H		45.1%	8.1%	74.1%	29.7%	44.4%	90.4%
PVR	804	489	86	513	285	229	749
%V	47.3%	63.8%	62.3%	40.7%	56.4%	30.3%	48.7%
%H		60.8%	10.7%	63.8%	35.4%	28.5%	93.2%
DVDR	4	1	1	4	2	2	4
%V	0.2%	0.1%	0.7%	0.3%	0.4%	0.3%	0.3%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
VCR	3	2	1	3	1	1	3
%V	0.2%	0.3%	0.7%	0.2%	0.2%	0.1%	0.2%
%H		66.7%	33.3%	100.0%	33.3%	33.3%	100.0%
Any recorder	808	491	87	516	285	231	752
%V	47.5%	64.0%	63.0%	41.0%	56.4%	30.6%	48.9%
%H		60.8%	10.8%	63.9%	35.3%	28.6%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1700	767	138	1260	505	755	1537
%H		45.1%	8.1%	74.1%	29.7%	44.4%	90.4%
Receives HDTV (via STB or built-in reception)	1047	522	97	767	337	430	969
%V	61.6%	68.1%	70.3%	60.9%	66.7%	57.0%	63.0%
%H		49.9%	9.3%	73.3%	32.2%	41.1%	92.6%
DVD/Blu-ray player or recorder	943	410	89	689	277	412	872
%V	55.5%	53.5%	64.5%	54.7%	54.9%	54.6%	56.7%
%H		43.5%	9.4%	73.1%	29.4%	43.7%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

Table 6.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	874	362	64	628	214	415	766
%H		41.4%	7.3%	71.9%	24.5%	47.5%	87.6%
Under 20"	8	2	0	7	1	7	8
%V	0.9%	0.6%	0.0%	1.1%	0.5%	1.7%	1.0%
%H		25.0%	0.0%	87.5%	12.5%	87.5%	100.0%
20" - 29"	73	15	3	61	9	52	51
%V	8.4%	4.1%	4.7%	9.7%	4.2%	12.5%	6.7%
%H		20.5%	4.1%	83.6%	12.3%	71.2%	69.9%
30" - 39"	267	90	15	196	45	150	216
%V	30.5%	24.9%	23.4%	31.2%	21.0%	36.1%	28.2%
%H		33.7%	5.6%	73.4%	16.9%	56.2%	80.9%
40" - 49"	366	168	31	268	112	156	334
%V	41.9%	46.4%	48.4%	42.7%	52.3%	37.6%	43.6%
%H		45.9%	8.5%	73.2%	30.6%	42.6%	91.3%
50" - 59"	134	71	14	84	42	42	133
%V	15.3%	19.6%	21.9%	13.4%	19.6%	10.1%	17.4%
%H		53.0%	10.4%	62.7%	31.3%	31.3%	99.3%
60"+	14	10	0	7	3	4	14
%V	1.6%	2.8%	0.0%	1.1%	1.4%	1.0%	1.8%
%H		71.4%	0.0%	50.0%	21.4%	28.6%	100.0%
Don't know	10	7	0	5	2	3	10
%V	1.1%	1.9%	0.0%	0.8%	0.9%	0.7%	1.3%
%H		70.0%	0.0%	50.0%	20.0%	30.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

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	874	362	64	628	214	415	766
%H		41.4%	7.3%	71.9%	24.5%	47.5%	87.6%
PVR	569	309	60	388	188	200	524
%V	65.1%	85.4%	93.8%	61.8%	87.9%	48.2%	68.4%
%H		54.3%	10.5%	68.2%	33.0%	35.1%	92.1%
DVDR	2	1	1	2	1	1	2
%V	0.2%	0.3%	1.6%	0.3%	0.5%	0.2%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	3	1	1	2	1	1	2
%V	0.3%	0.3%	1.6%	0.3%	0.5%	0.2%	0.3%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	66.7%
Any recorder	571	310	61	389	188	201	525
%V	65.3%	85.6%	95.3%	61.9%	87.9%	48.4%	68.5%
%H		54.3%	10.7%	68.1%	32.9%	35.2%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	874	362	64	628	214	415	766
%H		41.4%	7.3%	71.9%	24.5%	47.5%	87.6%
Receives HDTV (via STB or built-in reception)	659	303	60	484	187	297	600
%V	75.4%	83.7%	93.8%	77.1%	87.4%	71.6%	78.3%
%H		46.0%	9.1%	73.4%	28.4%	45.1%	91.0%
DVD/Blu-ray player or recorder	606	243	49	442	155	287	547
%V	69.3%	67.1%	76.6%	70.4%	72.4%	69.2%	71.4%
%H		40.1%	8.1%	72.9%	25.6%	47.4%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	826	405	73	631	291	340	771
%H		49.0%	8.8%	76.4%	35.2%	41.2%	93.3%
Under 20"	139	73	6	114	54	60	123
%V	16.8%	18.0%	8.2%	18.1%	18.6%	17.6%	16.0%
%H		52.5%	4.3%	82.0%	38.8%	43.2%	88.5%
20" - 29"	269	122	19	216	88	127	247
%V	32.6%	30.1%	26.0%	34.2%	30.2%	37.4%	32.0%
%H		45.4%	7.1%	80.3%	32.7%	47.2%	91.8%
30" - 39"	243	118	26	182	88	94	228
%V	29.4%	29.1%	35.6%	28.8%	30.2%	27.6%	29.6%
%H		48.6%	10.7%	74.9%	36.2%	38.7%	93.8%
40" - 49"	134	65	19	93	45	49	131
%V	16.2%	16.0%	26.0%	14.7%	15.5%	14.4%	17.0%
%H		48.5%	14.2%	69.4%	33.6%	36.6%	97.8%
50" - 59"	30	19	2	19	11	8	29
%V	3.6%	4.7%	2.7%	3.0%	3.8%	2.4%	3.8%
%H		63.3%	6.7%	63.3%	36.7%	26.7%	96.7%
60"+	2	1	0	1	1	1	2
%V	0.2%	0.2%	0.0%	0.2%	0.3%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
Don't know	10	7	1	6	4	2	10
%V	1.2%	1.7%	1.4%	1.0%	1.4%	0.6%	1.3%
%H		70.0%	10.0%	60.0%	40.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	826	405	73	631	291	340	771
%H		49.0%	8.8%	76.4%	35.2%	41.2%	93.3%
PVR	235	180	26	126	97	29	225
%V	28.5%	44.4%	35.6%	20.0%	33.3%	8.5%	29.2%
%H		76.6%	11.1%	53.6%	41.3%	12.3%	95.7%
DVDR	2	1	1	2	1	1	2
%V	0.2%	0.2%	1.4%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	237	181	26	127	97	30	227
%V	28.7%	44.7%	35.6%	20.1%	33.3%	8.8%	29.4%
%H		76.4%	11.0%	53.6%	40.9%	12.7%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	826	405	73	631	291	340	771
%H		49.0%	8.8%	76.4%	35.2%	41.2%	93.3%
Receives HDTV (via STB or built-in reception)	388	219	37	283	150	133	369
%V	47.0%	54.1%	50.7%	44.8%	51.5%	39.1%	47.9%
%H		56.4%	9.5%	72.9%	38.7%	34.3%	95.1%
DVD/Blu-ray player or recorder	337	167	40	246	121	125	325
%V	40.8%	41.2%	54.8%	39.0%	41.6%	36.8%	42.2%
%H		49.6%	11.9%	73.0%	35.9%	37.1%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1997	1949	868	170	1348	514	834	1858
%H		97.6%	43.5%	8.5%	67.5%	25.7%	41.8%	93.0%
Total Children	349	342	157	28	222	86	136	349
%V	17.5%	17.5%	18.1%	16.5%	16.5%	16.7%	16.3%	18.8%
%H		98.0%	45.0%	8.0%	63.6%	24.6%	39.0%	100.0%
0 - 3	82	79	32	6	49	16	33	82
%V	4.1%	4.1%	3.7%	3.5%	3.6%	3.1%	4.0%	4.4%
%H		96.3%	39.0%	7.3%	59.8%	19.5%	40.2%	100.0%
4 - 15	267	263	125	23	174	71	103	267
%V	13.4%	13.5%	14.4%	13.5%	12.9%	13.8%	12.4%	14.4%
%H		98.5%	46.8%	8.6%	65.2%	26.6%	38.6%	100.0%
4 - 9	136	132	58	12	87	34	53	136
%V	6.8%	6.8%	6.7%	7.1%	6.5%	6.6%	6.4%	7.3%
%H		97.1%	42.6%	8.8%	64.0%	25.0%	39.0%	100.0%
10 - 15	131	130	67	11	86	37	50	131
%V	6.6%	6.7%	7.7%	6.5%	6.4%	7.2%	6.0%	7.1%
%H		99.2%	51.1%	8.4%	65.6%	28.2%	38.2%	100.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1997	1949	868	170	1348	514	834	1858
%H		97.6%	43.5%	8.5%	67.5%	25.7%	41.8%	93.0%
Total Adults (16+)	1648	1608	711	141	1126	428	698	1509
%V	82.5%	82.5%	81.9%	82.9%	83.5%	83.3%	83.7%	81.2%
%H		97.6%	43.1%	8.6%	68.3%	26.0%	42.4%	91.6%
16 - 19	79	78	38	8	45	20	25	78
%V	4.0%	4.0%	4.4%	4.7%	3.3%	3.9%	3.0%	4.2%
%H		98.7%	48.1%	10.1%	57.0%	25.3%	31.6%	98.7%
20 - 24	110	105	44	25	59	32	26	110
%V	5.5%	5.4%	5.1%	14.7%	4.4%	6.2%	3.1%	5.9%
%H		95.5%	40.0%	22.7%	53.6%	29.1%	23.6%	100.0%
25 - 34	212	204	82	20	133	49	84	212
%V	10.6%	10.5%	9.4%	11.8%	9.9%	9.5%	10.1%	11.4%
%H		96.2%	38.7%	9.4%	62.7%	23.1%	39.6%	100.0%
35 - 44	211	202	98	20	117	45	73	209
%V	10.6%	10.4%	11.3%	11.8%	8.7%	8.8%	8.8%	11.2%
%H		95.7%	46.4%	9.5%	55.5%	21.3%	34.6%	99.1%
45 - 54	251	243	124	29	155	73	81	247
%V	12.6%	12.5%	14.3%	17.1%	11.5%	14.2%	9.7%	13.3%
%H		96.8%	49.4%	11.6%	61.8%	29.1%	32.3%	98.4%
55 - 64	284	279	131	18	206	78	129	275
%V	14.2%	14.3%	15.1%	10.6%	15.3%	15.2%	15.5%	14.8%
%H		98.2%	46.1%	6.3%	72.5%	27.5%	45.4%	96.8%
65+	502	496	194	21	411	131	280	378
%V	25.1%	25.4%	22.4%	12.4%	30.5%	25.5%	33.6%	20.3%
%H		98.8%	38.6%	4.2%	81.9%	26.1%	55.8%	75.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1648	1608	711	141	1126	428	698	1509
%H		97.6%	43.1%	8.6%	68.3%	26.0%	42.4%	91.6%
AB	492	478	212	28	356	126	230	470
%V	29.9%	29.7%	29.8%	19.9%	31.6%	29.4%	33.0%	31.1%
%H		97.2%	43.1%	5.7%	72.4%	25.6%	46.7%	95.5%
C1	504	494	228	50	330	143	188	477
%V	30.6%	30.7%	32.1%	35.5%	29.3%	33.4%	26.9%	31.6%
%H		98.0%	45.2%	9.9%	65.5%	28.4%	37.3%	94.6%
C2	346	344	151	46	237	99	138	323
%V	21.0%	21.4%	21.2%	32.6%	21.0%	23.1%	19.8%	21.4%
%H		99.4%	43.6%	13.3%	68.5%	28.6%	39.9%	93.4%
D	203	194	81	15	136	47	89	172
%V	12.3%	12.1%	11.4%	10.6%	12.1%	11.0%	12.8%	11.4%
%H		95.6%	39.9%	7.4%	67.0%	23.2%	43.8%	84.7%
E	103	98	39	2	67	14	53	66
%V	6.3%	6.1%	5.5%	1.4%	6.0%	3.3%	7.6%	4.4%
%H		95.1%	37.9%	1.9%	65.0%	13.6%	51.5%	64.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1648	1608	711	141	1126	428	698	1509
%H		97.6%	43.1%	8.6%	68.3%	26.0%	42.4%	91.6%
Working full time	681	660	314	68	427	179	248	674
%V	41.3%	41.0%	44.2%	48.2%	37.9%	41.8%	35.5%	44.7%
%H		96.9%	46.1%	10.0%	62.7%	26.3%	36.4%	99.0%
Working part time	197	194	79	21	134	52	82	191
%V	12.0%	12.1%	11.1%	14.9%	11.9%	12.1%	11.7%	12.7%
%H		98.5%	40.1%	10.7%	68.0%	26.4%	41.6%	97.0%
Not working	771	754	318	52	565	197	369	644
%V	46.8%	46.9%	44.7%	36.9%	50.2%	46.0%	52.9%	42.7%
%H		97.8%	41.2%	6.7%	73.3%	25.6%	47.9%	83.5%
Houseperson	902	874	362	64	628	214	415	790
%V	54.7%	54.4%	50.9%	45.4%	55.8%	50.0%	59.5%	52.4%
%H		96.9%	40.1%	7.1%	69.6%	23.7%	46.0%	87.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	758	338	73	530	210	320	730
%H		96.7%	43.1%	9.3%	67.6%	26.8%	40.8%	93.1%
16 - 19	38	36	19	4	21	11	10	37
%V	4.8%	4.7%	5.6%	5.5%	4.0%	5.2%	3.1%	5.1%
%H		94.7%	50.0%	10.5%	55.3%	28.9%	26.3%	97.4%
20 - 24	56	52	23	12	29	16	13	56
%V	7.1%	6.9%	6.8%	16.4%	5.5%	7.6%	4.1%	7.7%
%H		92.9%	41.1%	21.4%	51.8%	28.6%	23.2%	100.0%
25 - 34	101	98	35	10	65	23	42	101
%V	12.9%	12.9%	10.4%	13.7%	12.3%	11.0%	13.1%	13.8%
%H		97.0%	34.7%	9.9%	64.4%	22.8%	41.6%	100.0%
35 - 44	107	101	48	11	60	24	37	106
%V	13.6%	13.3%	14.2%	15.1%	11.3%	11.4%	11.6%	14.5%
%H		94.4%	44.9%	10.3%	56.1%	22.4%	34.6%	99.1%
45 - 54	116	110	55	15	71	33	38	113
%V	14.8%	14.5%	16.3%	20.5%	13.4%	15.7%	11.9%	15.5%
%H		94.8%	47.4%	12.9%	61.2%	28.4%	32.8%	97.4%
55 - 64	133	131	59	10	97	35	62	127
%V	17.0%	17.3%	17.5%	13.7%	18.3%	16.7%	19.4%	17.4%
%H		98.5%	44.4%	7.5%	72.9%	26.3%	46.6%	95.5%
65+	233	229	98	11	187	68	118	190
%V	29.7%	30.2%	29.0%	15.1%	35.3%	32.4%	36.9%	26.0%
%H		98.3%	42.1%	4.7%	80.3%	29.2%	50.6%	81.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.26: Social Grade (Males 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)		784	758	338	73	530	210	320	730
	%H		96.7%	43.1%	9.3%	67.6%	26.8%	40.8%	93.1%
AB		240	233	101	16	177	63	113	231
	%V	30.6%	30.7%	29.9%	21.9%	33.4%	30.0%	35.3%	31.6%
	%H		97.1%	42.1%	6.7%	73.8%	26.3%	47.1%	96.3%
C1		237	231	109	25	151	69	82	228
	%V	30.2%	30.5%	32.2%	34.2%	28.5%	32.9%	25.6%	31.2%
	%H		97.5%	46.0%	10.5%	63.7%	29.1%	34.6%	96.2%
C2		173	172	76	23	122	53	70	162
	%V	22.1%	22.7%	22.5%	31.5%	23.0%	25.2%	21.9%	22.2%
	%H		99.4%	43.9%	13.3%	70.5%	30.6%	40.5%	93.6%
D		90	82	36	6	54	20	33	78
	%V	11.5%	10.8%	10.7%	8.2%	10.2%	9.5%	10.3%	10.7%
	%H		91.1%	40.0%	6.7%	60.0%	22.2%	36.7%	86.7%
E		44	40	15	2	26	5	21	32
	%V	5.6%	5.3%	4.4%	2.7%	4.9%	2.4%	6.6%	4.4%
	%H		90.9%	34.1%	4.5%	59.1%	11.4%	47.7%	72.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	784	758	338	73	530	210	320	730
%H		96.7%	43.1%	9.3%	67.6%	26.8%	40.8%	93.1%
Working full time	399	387	178	42	257	108	149	394
%V	50.9%	51.1%	52.7%	57.5%	48.5%	51.4%	46.6%	54.0%
%H		97.0%	44.6%	10.5%	64.4%	27.1%	37.3%	98.7%
Working part time	44	43	20	4	30	13	17	41
%V	5.6%	5.7%	5.9%	5.5%	5.7%	6.2%	5.3%	5.6%
%H		97.7%	45.5%	9.1%	68.2%	29.5%	38.6%	93.2%
Not working	341	328	139	27	244	90	155	294
%V	43.5%	43.3%	41.1%	37.0%	46.0%	42.9%	48.4%	40.3%
%H		96.2%	40.8%	7.9%	71.6%	26.4%	45.5%	86.2%
Houseperson	169	155	57	12	114	36	78	140
%V	21.6%	20.4%	16.9%	16.4%	21.5%	17.1%	24.4%	19.2%
%H		91.7%	33.7%	7.1%	67.5%	21.3%	46.2%	82.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	865	850	373	69	596	218	378	779
%H		98.3%	43.1%	8.0%	68.9%	25.2%	43.7%	90.1%
16 - 19	41	41	19	4	24	9	15	41
%V	4.7%	4.8%	5.1%	5.8%	4.0%	4.1%	4.0%	5.3%
%H		100.0%	46.3%	9.8%	58.5%	22.0%	36.6%	100.0%
20 - 24	54	52	21	14	29	16	13	54
%V	6.2%	6.1%	5.6%	20.3%	4.9%	7.3%	3.4%	6.9%
%H		96.3%	38.9%	25.9%	53.7%	29.6%	24.1%	100.0%
25 - 34	111	107	47	9	68	26	42	111
%V	12.8%	12.6%	12.6%	13.0%	11.4%	11.9%	11.1%	14.2%
%H		96.4%	42.3%	8.1%	61.3%	23.4%	37.8%	100.0%
35 - 44	103	101	49	9	57	21	36	103
%V	11.9%	11.9%	13.1%	13.0%	9.6%	9.6%	9.5%	13.2%
%H		98.1%	47.6%	8.7%	55.3%	20.4%	35.0%	100.0%
45 - 54	135	133	70	15	84	40	43	134
%V	15.6%	15.6%	18.8%	21.7%	14.1%	18.3%	11.4%	17.2%
%H		98.5%	51.9%	11.1%	62.2%	29.6%	31.9%	99.3%
55 - 64	151	148	72	8	110	43	67	148
%V	17.5%	17.4%	19.3%	11.6%	18.5%	19.7%	17.7%	19.0%
%H		98.0%	47.7%	5.3%	72.8%	28.5%	44.4%	98.0%
65+	269	267	95	10	224	62	162	188
%V	31.1%	31.4%	25.5%	14.5%	37.6%	28.4%	42.9%	24.1%
%H		99.3%	35.3%	3.7%	83.3%	23.0%	60.2%	69.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	865	850	373	69	596	218	378	779
%H		98.3%	43.1%	8.0%	68.9%	25.2%	43.7%	90.1%
AB	252	245	111	12	179	62	117	239
%V	29.1%	28.8%	29.8%	17.4%	30.0%	28.4%	31.0%	30.7%
%H		97.2%	44.0%	4.8%	71.0%	24.6%	46.4%	94.8%
C1	267	263	119	25	179	74	105	250
%V	30.9%	30.9%	31.9%	36.2%	30.0%	33.9%	27.8%	32.1%
%H		98.5%	44.6%	9.4%	67.0%	27.7%	39.3%	93.6%
C2	173	171	74	23	115	46	69	162
%V	20.0%	20.1%	19.8%	33.3%	19.3%	21.1%	18.3%	20.8%
%H		98.8%	42.8%	13.3%	66.5%	26.6%	39.9%	93.6%
D	114	112	45	8	82	27	55	94
%V	13.2%	13.2%	12.1%	11.6%	13.8%	12.4%	14.6%	12.1%
%H		98.2%	39.5%	7.0%	71.9%	23.7%	48.2%	82.5%
E	59	58	24	0	42	9	32	34
%V	6.8%	6.8%	6.4%	0.0%	7.0%	4.1%	8.5%	4.4%
%H		98.3%	40.7%	0.0%	71.2%	15.3%	54.2%	57.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South West

Individual level data

Table 6.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	865	850	373	69	596	218	378	779
%H		98.3%	43.1%	8.0%	68.9%	25.2%	43.7%	90.1%
Working full time	282	273	136	26	170	72	99	280
%V	32.6%	32.1%	36.5%	37.7%	28.5%	33.0%	26.2%	35.9%
%H		96.8%	48.2%	9.2%	60.3%	25.5%	35.1%	99.3%
Working part time	153	151	59	18	105	39	65	150
%V	17.7%	17.8%	15.8%	26.1%	17.6%	17.9%	17.2%	19.3%
%H		98.7%	38.6%	11.8%	68.6%	25.5%	42.5%	98.0%
Not working	430	426	178	25	321	107	214	349
%V	49.7%	50.1%	47.7%	36.2%	53.9%	49.1%	56.6%	44.8%
%H		99.1%	41.4%	5.8%	74.7%	24.9%	49.8%	81.2%
Houseperson	733	719	305	52	515	178	336	650
%V	84.7%	84.6%	81.8%	75.4%	86.4%	81.7%	88.9%	83.4%
%H		98.1%	41.6%	7.1%	70.3%	24.3%	45.8%	88.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 172

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
AB	648	621	251	79	404	134	270	631
%V	29.7%	29.8%	33.2%	27.9%	29.0%	32.5%	27.5%	32.0%
%H (All HH)		95.8%	38.7%	12.2%	62.3%	20.7%	41.7%	97.4%
%H (TV HH)			40.4%	12.7%	65.1%	21.6%	43.5%	
C1	744	707	247	99	478	132	346	669
%V	34.1%	33.9%	32.7%	35.0%	34.3%	32.0%	35.3%	34.0%
%H (All HH)		95.0%	33.2%	13.3%	64.2%	17.7%	46.5%	89.9%
%H (TV HH)			34.9%	14.0%	67.6%	18.7%	48.9%	
C2	421	409	154	72	267	94	173	383
%V	19.3%	19.6%	20.4%	25.4%	19.2%	22.8%	17.6%	19.5%
%H (All HH)		97.1%	36.6%	17.1%	63.4%	22.3%	41.1%	91.0%
%H (TV HH)			37.7%	17.6%	65.3%	23.0%	42.3%	
D	245	231	78	25	153	37	116	197
%V	11.2%	11.1%	10.3%	8.8%	11.0%	9.0%	11.8%	10.0%
%H (All HH)		94.3%	31.8%	10.2%	62.4%	15.1%	47.3%	80.4%
%H (TV HH)			33.8%	10.8%	66.2%	16.0%	50.2%	
E	124	116	26	9	92	15	76	90
%V	5.7%	5.6%	3.4%	3.2%	6.6%	3.6%	7.7%	4.6%
%H (All HH)		93.5%	21.0%	7.3%	74.2%	12.1%	61.3%	72.6%
%H (TV HH)			22.4%	7.8%	79.3%	12.9%	65.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 173

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Under 25	63	46	11	6	26	6	20	60
%V	2.9%	2.2%	1.5%	2.1%	1.9%	1.5%	2.0%	3.0%
%H (All HH)		73.0%	17.5%	9.5%	41.3%	9.5%	31.7%	95.2%
%H (TV HH)			23.9%	13.0%	56.5%	13.0%	43.5%	
25 - 34	297	268	95	39	134	37	98	291
%V	13.6%	12.9%	12.6%	13.8%	9.6%	9.0%	10.0%	14.8%
%H (All HH)		90.2%	32.0%	13.1%	45.1%	12.5%	33.0%	98.0%
%H (TV HH)			35.4%	14.6%	50.0%	13.8%	36.6%	
35 - 44	366	340	137	52	206	62	144	358
%V	16.8%	16.3%	18.1%	18.4%	14.8%	15.0%	14.7%	18.2%
%H (All HH)		92.9%	37.4%	14.2%	56.3%	16.9%	39.3%	97.8%
%H (TV HH)			40.3%	15.3%	60.6%	18.2%	42.4%	
45 - 54	412	405	161	63	260	90	170	405
%V	18.9%	19.4%	21.3%	22.3%	18.7%	21.8%	17.3%	20.6%
%H (All HH)		98.3%	39.1%	15.3%	63.1%	21.8%	41.3%	98.3%
%H (TV HH)			39.8%	15.6%	64.2%	22.2%	42.0%	
55 - 64	375	367	156	60	246	95	151	357
%V	17.2%	17.6%	20.6%	21.2%	17.7%	23.1%	15.4%	18.1%
%H (All HH)		97.9%	41.6%	16.0%	65.6%	25.3%	40.3%	95.2%
%H (TV HH)			42.5%	16.3%	67.0%	25.9%	41.1%	
65 +	668	657	196	62	521	123	398	499
%V	30.6%	31.5%	25.9%	21.9%	37.4%	29.9%	40.6%	25.3%
%H (All HH)		98.4%	29.3%	9.3%	78.0%	18.4%	59.6%	74.7%
%H (TV HH)			29.8%	9.4%	79.3%	18.7%	60.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 174

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
1	642	602	146	55	461	75	387	488
%V	29.4%	28.9%	19.3%	19.4%	33.1%	18.2%	39.4%	24.8%
%H (All HH)		93.8%	22.7%	8.6%	71.8%	11.7%	60.3%	76.0%
%H (TV HH)			24.3%	9.1%	76.6%	12.5%	64.3%	
2	826	796	300	109	540	175	366	779
%V	37.9%	38.2%	39.7%	38.5%	38.8%	42.5%	37.3%	39.6%
%H (All HH)		96.4%	36.3%	13.2%	65.4%	21.2%	44.3%	94.3%
%H (TV HH)			37.7%	13.7%	67.8%	22.0%	46.0%	
3	295	286	125	46	173	72	102	288
%V	13.5%	13.7%	16.5%	16.3%	12.4%	17.5%	10.4%	14.6%
%H (All HH)		96.9%	42.4%	15.6%	58.6%	24.4%	34.6%	97.6%
%H (TV HH)			43.7%	16.1%	60.5%	25.2%	35.7%	
4	291	282	132	43	152	58	95	290
%V	13.3%	13.5%	17.5%	15.2%	10.9%	14.1%	9.7%	14.7%
%H (All HH)		96.9%	45.4%	14.8%	52.2%	19.9%	32.6%	99.7%
%H (TV HH)			46.8%	15.2%	53.9%	20.6%	33.7%	
5+	126	117	54	30	66	34	32	124
%V	5.8%	5.6%	7.1%	10.6%	4.7%	8.3%	3.3%	6.3%
%H (All HH)		92.9%	42.9%	23.8%	52.4%	27.0%	25.4%	98.4%
%H (TV HH)			46.2%	25.6%	56.4%	29.1%	27.4%	
Average HH size	2.30	2.30	2.55	2.60	2.16	2.53	2.01	2.40

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Without	1645	1563	523	203	1101	302	798	1439
%V	75.4%	75.0%	69.2%	71.7%	79.0%	73.3%	81.3%	73.1%
%H (All HH)		95.0%	31.8%	12.3%	66.9%	18.4%	48.5%	87.5%
%H (TV HH)			33.5%	13.0%	70.4%	19.3%	51.1%	
With	536	520	233	80	293	110	182	531
%V	24.6%	25.0%	30.8%	28.3%	21.0%	26.7%	18.6%	27.0%
%H (All HH)		97.0%	43.5%	14.9%	54.7%	20.5%	34.0%	99.1%
%H (TV HH)			44.8%	15.4%	56.3%	21.2%	35.0%	
0 - 3	174	168	69	24	93	32	61	174
%V	8.0%	8.1%	9.1%	8.5%	6.7%	7.8%	6.2%	8.8%
%H (All HH)		96.6%	39.7%	13.8%	53.4%	18.4%	35.1%	100.0%
%H (TV HH)			41.1%	14.3%	55.4%	19.0%	36.3%	
4 - 9	292	280	129	42	153	56	97	286
%V	13.4%	13.4%	17.1%	14.8%	11.0%	13.6%	9.9%	14.5%
%H (All HH)		95.9%	44.2%	14.4%	52.4%	19.2%	33.2%	97.9%
%H (TV HH)			46.1%	15.0%	54.6%	20.0%	34.6%	
10 - 15	268	264	123	51	153	67	87	267
%V	12.3%	12.7%	16.3%	18.0%	11.0%	16.3%	8.9%	13.6%
%H (All HH)		98.5%	45.9%	19.0%	57.1%	25.0%	32.5%	99.6%
%H (TV HH)			46.6%	19.3%	58.0%	25.4%	33.0%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
1	999	999	260	116	627	60	567	847
%V	45.8%	48.0%	34.4%	41.0%	45.0%	14.6%	57.8%	43.0%
%H (All HH)		100.0%	26.0%	11.6%	62.8%	6.0%	56.8%	84.8%
%H (TV HH)			26.0%	11.6%	62.8%	6.0%	56.8%	
2	640	640	268	88	446	171	275	605
%V	29.3%	30.7%	35.4%	31.1%	32.0%	41.5%	28.0%	30.7%
%H (All HH)		100.0%	41.9%	13.8%	69.7%	26.7%	43.0%	94.5%
%H (TV HH)			41.9%	13.8%	69.7%	26.7%	43.0%	
3	262	262	122	45	185	90	95	251
%V	12.0%	12.6%	16.1%	15.9%	13.3%	21.8%	9.7%	12.7%
%H (All HH)		100.0%	46.6%	17.2%	70.6%	34.4%	36.3%	95.8%
%H (TV HH)			46.6%	17.2%	70.6%	34.4%	36.3%	
4	125	125	71	21	92	59	33	122
%V	5.7%	6.0%	9.4%	7.4%	6.6%	14.3%	3.4%	6.2%
%H (All HH)		100.0%	56.8%	16.8%	73.6%	47.2%	26.4%	97.6%
%H (TV HH)			56.8%	16.8%	73.6%	47.2%	26.4%	
5+	57	57	35	12	44	31	12	56
%V	2.6%	2.7%	4.6%	4.2%	3.2%	7.5%	1.2%	2.8%
%H (All HH)		100.0%	61.4%	21.1%	77.2%	54.4%	21.1%	98.2%
%H (TV HH)			61.4%	21.1%	77.2%	54.4%	21.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 177

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%V (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Under 20"	194	194	76	23	157	63	94	172
%V	8.9%	9.3%	10.1%	8.1%	11.3%	15.3%	9.6%	8.7%
%H (All HH)		100.0%	39.2%	11.9%	80.9%	32.5%	48.5%	88.7%
%H (TV HH)			39.2%	11.9%	80.9%	32.5%	48.5%	
20" - 29"	525	525	198	69	400	142	258	463
%V	24.1%	25.2%	26.2%	24.4%	28.7%	34.5%	26.3%	23.5%
%H (All HH)		100.0%	37.7%	13.1%	76.2%	27.0%	49.1%	88.2%
%H (TV HH)			37.7%	13.1%	76.2%	27.0%	49.1%	
30" - 39"	930	930	333	139	674	226	448	847
%V	42.6%	44.6%	44.0%	49.1%	48.4%	54.9%	45.7%	43.0%
%H (All HH)		100.0%	35.8%	14.9%	72.5%	24.3%	48.2%	91.1%
%H (TV HH)			35.8%	14.9%	72.5%	24.3%	48.2%	
40" - 49"	888	888	390	141	558	229	329	843
%V	40.7%	42.6%	51.6%	49.8%	40.1%	55.6%	33.5%	42.8%
%H (All HH)		100.0%	43.9%	15.9%	62.8%	25.8%	37.0%	94.9%
%H (TV HH)			43.9%	15.9%	62.8%	25.8%	37.0%	
50" - 59"	299	299	160	50	171	92	78	294
%V	13.7%	14.4%	21.2%	17.7%	12.3%	22.3%	8.0%	14.9%
%H (All HH)		100.0%	53.5%	16.7%	57.2%	30.8%	26.1%	98.3%
%H (TV HH)			53.5%	16.7%	57.2%	30.8%	26.1%	
60"+	43	43	23	13	18	12	5	42
%V	2.0%	2.1%	3.0%	4.6%	1.3%	2.9%	0.5%	2.1%
%H (All HH)		100.0%	53.5%	30.2%	41.9%	27.9%	11.6%	97.7%
%H (TV HH)			53.5%	30.2%	41.9%	27.9%	11.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Main living room	2063	2063	751	282	1381	412	969	1864
%V	94.5%	99.0%	99.3%	99.6%	99.1%	100.0%	98.8%	94.7%
%H (All HH)		100.0%	36.4%	13.7%	66.9%	20.0%	47.0%	90.4%
%H (TV HH)			36.4%	13.7%	66.9%	20.0%	47.0%	
Kitchen	218	218	104	27	174	85	89	203
%V	10.0%	10.5%	13.8%	9.5%	12.5%	20.6%	9.1%	10.3%
%H (All HH)		100.0%	47.7%	12.4%	79.8%	39.0%	40.8%	93.1%
%H (TV HH)			47.7%	12.4%	79.8%	39.0%	40.8%	
Adult's bedroom	815	815	368	137	580	275	305	775
%V	37.4%	39.1%	48.7%	48.4%	41.6%	66.7%	31.1%	39.4%
%H (All HH)		100.0%	45.2%	16.8%	71.2%	33.7%	37.4%	95.1%
%H (TV HH)			45.2%	16.8%	71.2%	33.7%	37.4%	
Child's bedroom	136	136	81	22	79	48	31	136
%V	6.2%	6.5%	10.7%	7.8%	5.7%	11.7%	3.2%	6.9%
%H (All HH)		100.0%	59.6%	16.2%	58.1%	35.3%	22.8%	100.0%
%H (TV HH)			59.6%	16.2%	58.1%	35.3%	22.8%	
Other bedroom	131	131	69	22	98	61	37	127
%V	6.0%	6.3%	9.1%	7.8%	7.0%	14.8%	3.8%	6.4%
%H (All HH)		100.0%	52.7%	16.8%	74.8%	46.6%	28.2%	96.9%
%H (TV HH)			52.7%	16.8%	74.8%	46.6%	28.2%	
Second living/dining room	192	192	87	32	136	62	74	188
%V	8.8%	9.2%	11.5%	11.3%	9.8%	15.0%	7.5%	9.5%
%H (All HH)		100.0%	45.3%	16.7%	70.8%	32.3%	38.5%	97.9%
%H (TV HH)			45.3%	16.7%	70.8%	32.3%	38.5%	
Study/office	41	41	18	4	33	14	19	39
%V	1.9%	2.0%	2.4%	1.4%	2.4%	3.4%	1.9%	2.0%
%H (All HH)		100.0%	43.9%	9.8%	80.5%	34.1%	46.3%	95.1%
%H (TV HH)			43.9%	9.8%	80.5%	34.1%	46.3%	
TV room	11	11	7	1	7	3	4	11
%V	0.5%	0.5%	0.9%	0.4%	0.5%	0.7%	0.4%	0.6%
%H (All HH)		100.0%	63.6%	9.1%	63.6%	27.3%	36.4%	100.0%
%H (TV HH)			63.6%	9.1%	63.6%	27.3%	36.4%	
Conservatory	36	36	24	7	25	17	7	35
%V	1.6%	1.7%	3.2%	2.5%	1.8%	4.1%	0.7%	1.8%
%H (All HH)		100.0%	66.7%	19.4%	69.4%	47.2%	19.4%	97.2%
%H (TV HH)			66.7%	19.4%	69.4%	47.2%	19.4%	
Attic or loft room	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.3%	0.4%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
No specific location	3	3	3	0	2	2	0	3
%V	0.1%	0.1%	0.4%	0.0%	0.1%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Other	11	11	9	0	6	5	2	11
%V	0.5%	0.5%	1.2%	0.0%	0.4%	1.2%	0.2%	0.6%
%H (All HH)		100.0%	81.8%	0.0%	54.5%	45.5%	18.2%	100.0%
%H (TV HH)			81.8%	0.0%	54.5%	45.5%	18.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Any DSAT provider	756	756	756	14	317	317	0	723
%V	34.6%	36.3%	100.0%	4.9%	22.8%	76.9%	0.0%	36.7%
%H (All HH)			100.0%	1.9%	41.9%	41.9%	0.0%	95.6%
%H (TV HH)			100.0%	1.9%	41.9%	41.9%	0.0%	
Sky with subcription	638	638	638	4	259	259	0	608
%V	29.2%	30.6%	84.4%	1.4%	18.6%	62.9%	0.0%	30.9%
%H (All HH)			100.0%	0.6%	40.6%	40.6%	0.0%	95.3%
%H (TV HH)			100.0%	0.6%	40.6%	40.6%	0.0%	
Sky without subscription	15	15	15	1	8	8	0	15
%V	0.7%	0.7%	2.0%	0.4%	0.6%	1.9%	0.0%	0.8%
%H (All HH)			100.0%	6.7%	53.3%	53.3%	0.0%	100.0%
%H (TV HH)			100.0%	6.7%	53.3%	53.3%	0.0%	
Freesat	84	84	84	5	41	41	0	82
%V	3.8%	4.0%	11.1%	1.8%	2.9%	10.0%	0.0%	4.2%
%H (All HH)			100.0%	6.0%	48.8%	48.8%	0.0%	97.6%
%H (TV HH)			100.0%	6.0%	48.8%	48.8%	0.0%	
Other satellite provider	46	46	46	2	21	21	0	44
%V	2.1%	2.2%	6.1%	0.7%	1.5%	5.1%	0.0%	2.2%
%H (All HH)			100.0%	4.3%	45.7%	45.7%	0.0%	95.7%
%H (TV HH)			100.0%	4.3%	45.7%	45.7%	0.0%	
DCAB	283	283	14	283	103	103	0	271
%V	13.0%	13.6%	1.9%	100.0%	7.4%	25.0%	0.0%	13.8%
%H (All HH)			4.9%	100.0%	36.4%	36.4%	0.0%	95.8%
%H (TV HH)			4.9%	100.0%	36.4%	36.4%	0.0%	
DTT	1393	1393	317	103	1393	412	981	1219
%V	63.8%	66.9%	41.9%	36.4%	100.0%	100.0%	100.0%	61.9%
%H (All HH)		100.0%	22.8%	7.4%	100.0%	29.6%	70.4%	87.5%
%H (TV HH)			22.8%	7.4%	100.0%	29.6%	70.4%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
PVR	1307	1307	693	269	737	381	356	1246
%V	59.9%	62.7%	91.7%	95.1%	52.9%	92.5%	36.3%	63.3%
%H (All HH)		100.0%	53.0%	20.6%	56.4%	29.2%	27.2%	95.3%
%H (TV HH)			53.0%	20.6%	56.4%	29.2%	27.2%	
DVDR	27	27	16	3	23	13	10	25
%V	1.2%	1.3%	2.1%	1.1%	1.7%	3.2%	1.0%	1.3%
%H (All HH)		100.0%	59.3%	11.1%	85.2%	48.1%	37.0%	92.6%
%H (TV HH)			59.3%	11.1%	85.2%	48.1%	37.0%	
VCR	3	3	1	0	3	1	2	2
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	1320	1320	695	269	749	382	367	1257
%V	60.5%	63.4%	91.9%	95.1%	53.8%	92.7%	37.4%	63.8%
%H (All HH)		100.0%	52.7%	20.4%	56.7%	28.9%	27.8%	95.2%
%H (TV HH)			52.7%	20.4%	56.7%	28.9%	27.8%	
Receives HDTV (via STB or built-in reception)	1603	1603	670	253	1072	379	693	1510
%V	73.5%	77.0%	88.6%	89.4%	77.0%	92.0%	70.6%	76.7%
%H (All HH)		100.0%	41.8%	15.8%	66.9%	23.6%	43.2%	94.2%
%H (TV HH)			41.8%	15.8%	66.9%	23.6%	43.2%	
DVD/Blu-ray player or recorder	1324	1324	511	187	914	311	602	1251
%V	60.7%	63.6%	67.6%	66.1%	65.6%	75.5%	61.4%	63.5%
%H (All HH)		100.0%	38.6%	14.1%	69.0%	23.5%	45.5%	94.5%
%H (TV HH)			38.6%	14.1%	69.0%	23.5%	45.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Household level data

Table 7.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2182	2083	756	283	1393	412	981	1969
%H (All HH)		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%
%H (TV HH)			36.3%	13.6%	66.9%	19.8%	47.1%	
Has broadband internet	1969	1881	723	271	1219	397	823	1969
%V	90.2%	90.3%	95.6%	95.8%	87.5%	96.4%	83.9%	100.0%
%H (All HH)		95.5%	36.7%	13.8%	61.9%	20.2%	41.8%	100.0%
%H (TV HH)			38.4%	14.4%	64.8%	21.1%	43.8%	
Number of computers (PCs and laptops)								
0	260	248	53	20	192	20	172	69
%V	11.9%	11.9%	7.0%	7.1%	13.8%	4.9%	17.5%	3.5%
%H (All HH)		95.4%	20.4%	7.7%	73.8%	7.7%	66.2%	26.5%
%H (TV HH)			21.4%	8.1%	77.4%	8.1%	69.4%	
1	590	560	165	64	400	90	310	580
%V	27.0%	26.9%	21.8%	22.6%	28.7%	21.8%	31.6%	29.5%
%H (All HH)		94.9%	28.0%	10.8%	67.8%	15.3%	52.5%	98.3%
%H (TV HH)			29.5%	11.4%	71.4%	16.1%	55.4%	
2	607	577	201	78	380	106	274	601
%V	27.8%	27.7%	26.6%	27.6%	27.3%	25.7%	27.9%	30.5%
%H (All HH)		95.1%	33.1%	12.9%	62.6%	17.5%	45.1%	99.0%
%H (TV HH)			34.8%	13.5%	65.9%	18.4%	47.5%	
3	313	303	139	44	188	78	111	310
%V	14.3%	14.5%	18.4%	15.5%	13.5%	18.9%	11.3%	15.7%
%H (All HH)		96.8%	44.4%	14.1%	60.1%	24.9%	35.5%	99.0%
%H (TV HH)			45.9%	14.5%	62.0%	25.7%	36.6%	
4	197	190	95	38	110	55	55	197
%V	9.0%	9.1%	12.6%	13.4%	7.9%	13.3%	5.6%	10.0%
%H (All HH)		96.4%	48.2%	19.3%	55.8%	27.9%	27.9%	100.0%
%H (TV HH)			50.0%	20.0%	57.9%	28.9%	28.9%	
5+	214	205	103	39	122	64	58	212
%V	9.8%	9.8%	13.6%	13.8%	8.8%	15.5%	5.9%	10.8%
%H (All HH)		95.8%	48.1%	18.2%	57.0%	29.9%	27.1%	99.1%
%H (TV HH)			50.2%	19.0%	59.5%	31.2%	28.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

Table 7.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3872	1632	584	2677	1083	1594	3600
%H		42.1%	15.1%	69.1%	28.0%	41.2%	93.0%
Under 20"	238	92	31	200	85	115	214
%V	6.1%	5.6%	5.3%	7.5%	7.8%	7.2%	5.9%
%H		38.7%	13.0%	84.0%	35.7%	48.3%	89.9%
20" - 29"	644	261	90	496	200	296	576
%V	16.6%	16.0%	15.4%	18.5%	18.5%	18.6%	16.0%
%H		40.5%	14.0%	77.0%	31.1%	46.0%	89.4%
30" - 39"	1140	434	171	824	299	525	1052
%V	29.4%	26.6%	29.3%	30.8%	27.6%	32.9%	29.2%
%H		38.1%	15.0%	72.3%	26.2%	46.1%	92.3%
40" - 49"	1039	476	174	656	298	358	990
%V	26.8%	29.2%	29.8%	24.5%	27.5%	22.5%	27.5%
%H		45.8%	16.7%	63.1%	28.7%	34.5%	95.3%
50" - 59"	321	176	55	181	101	80	315
%V	8.3%	10.8%	9.4%	6.8%	9.3%	5.0%	8.8%
%H		54.8%	17.1%	56.4%	31.5%	24.9%	98.1%
60"+	47	25	13	19	14	5	46
%V	1.2%	1.5%	2.2%	0.7%	1.3%	0.3%	1.3%
%H		53.2%	27.7%	40.4%	29.8%	10.6%	97.9%
Don't know	442	168	50	300	85	215	406
%V	11.4%	10.3%	8.6%	11.2%	7.8%	13.5%	11.3%
%H		38.0%	11.3%	67.9%	19.2%	48.6%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019
BBC South
Set level data
Table 7.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3872	1632	584	2677	1083	1594	3600
%H		42.1%	15.1%	69.1%	28.0%	41.2%	93.0%
Main living room	2073	757	283	1388	415	972	1873
%V	53.5%	46.4%	48.5%	51.8%	38.3%	61.0%	52.0%
%H		36.5%	13.7%	67.0%	20.0%	46.9%	90.4%
Kitchen	218	104	27	174	85	89	203
%V	5.6%	6.4%	4.6%	6.5%	7.8%	5.6%	5.6%
%H		47.7%	12.4%	79.8%	39.0%	40.8%	93.1%
Adult's bedroom	954	439	169	685	342	343	909
%V	24.6%	26.9%	28.9%	25.6%	31.6%	21.5%	25.3%
%H		46.0%	17.7%	71.8%	35.8%	36.0%	95.3%
Child's bedroom	176	106	29	101	63	38	175
%V	4.5%	6.5%	5.0%	3.8%	5.8%	2.4%	4.9%
%H		60.2%	16.5%	57.4%	35.8%	21.6%	99.4%
Other bedroom	150	75	30	115	71	45	146
%V	3.9%	4.6%	5.1%	4.3%	6.6%	2.8%	4.1%
%H		50.0%	20.0%	76.7%	47.3%	30.0%	97.3%
Second living/dining room	193	88	32	137	62	75	190
%V	5.0%	5.4%	5.5%	5.1%	5.7%	4.7%	5.3%
%H		45.6%	16.6%	71.0%	32.1%	38.9%	98.4%
Study/office	42	19	4	33	14	19	40
%V	1.1%	1.2%	0.7%	1.2%	1.3%	1.2%	1.1%
%H		45.2%	9.5%	78.6%	33.3%	45.2%	95.2%
TV room	11	7	1	7	3	4	11
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		63.6%	9.1%	63.6%	27.3%	36.4%	100.0%
Conservatory	36	24	7	25	17	7	35
%V	0.9%	1.5%	1.2%	0.9%	1.6%	0.4%	1.0%
%H		66.7%	19.4%	69.4%	47.2%	19.4%	97.2%
Attic or loft room	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
No specific location	4	3	1	3	3	0	4
%V	0.1%	0.2%	0.2%	0.1%	0.3%	0.0%	0.1%
%H		75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
Other	11	9	0	6	5	2	11
%V	0.3%	0.6%	0.0%	0.2%	0.5%	0.1%	0.3%
%H		81.8%	0.0%	54.5%	45.5%	18.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3872	1632	584	2677	1083	1594	3600
%H		42.1%	15.1%	69.1%	28.0%	41.2%	93.0%
PVR	1861	1089	392	971	574	397	1790
%V	48.1%	66.7%	67.1%	36.3%	53.0%	24.9%	49.7%
%H		58.5%	21.1%	52.2%	30.8%	21.3%	96.2%
DVDR	28	17	3	23	13	10	26
%V	0.7%	1.0%	0.5%	0.9%	1.2%	0.6%	0.7%
%H		60.7%	10.7%	82.1%	46.4%	35.7%	92.9%
VCR	3	1	0	3	1	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	1877	1093	393	986	577	409	1803
%V	48.5%	67.0%	67.3%	36.8%	53.3%	25.7%	50.1%
%H		58.2%	20.9%	52.5%	30.7%	21.8%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3872	1632	584	2677	1083	1594	3600
%H		42.1%	15.1%	69.1%	28.0%	41.2%	93.0%
Receives HDTV (via STB or built-in reception)	2470	1166	387	1670	730	941	2352
%V	63.8%	71.4%	66.3%	62.4%	67.4%	59.0%	65.3%
%H		47.2%	15.7%	67.6%	29.6%	38.1%	95.2%
DVD/Blu-ray player or recorder	1780	750	278	1223	492	732	1697
%V	46.0%	46.0%	47.6%	45.7%	45.4%	45.9%	47.1%
%H		42.1%	15.6%	68.7%	27.6%	41.1%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

Table 7.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2082	756	283	1392	412	980	1881
%H		36.3%	13.6%	66.9%	19.8%	47.1%	90.3%
Under 20"	18	3	0	16	2	14	13
%V	0.9%	0.4%	0.0%	1.1%	0.5%	1.4%	0.7%
%H		16.7%	0.0%	88.9%	11.1%	77.8%	72.2%
20" - 29"	144	23	13	116	11	105	103
%V	6.9%	3.0%	4.6%	8.3%	2.7%	10.7%	5.5%
%H		16.0%	9.0%	80.6%	7.6%	72.9%	71.5%
30" - 39"	597	165	77	442	96	347	521
%V	28.7%	21.8%	27.2%	31.8%	23.3%	35.4%	27.7%
%H		27.6%	12.9%	74.0%	16.1%	58.1%	87.3%
40" - 49"	774	335	118	489	195	293	732
%V	37.2%	44.3%	41.7%	35.1%	47.3%	29.9%	38.9%
%H		43.3%	15.2%	63.2%	25.2%	37.9%	94.6%
50" - 59"	254	132	39	146	73	73	250
%V	12.2%	17.5%	13.8%	10.5%	17.7%	7.4%	13.3%
%H		52.0%	15.4%	57.5%	28.7%	28.7%	98.4%
60"+	41	20	13	16	11	5	39
%V	2.0%	2.6%	4.6%	1.1%	2.7%	0.5%	2.1%
%H		48.8%	31.7%	39.0%	26.8%	12.2%	95.1%
Don't know	255	79	25	168	26	142	221
%V	12.2%	10.4%	8.8%	12.1%	6.3%	14.5%	11.7%
%H		31.0%	9.8%	65.9%	10.2%	55.7%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2082	756	283	1392	412	980	1881
%H		36.3%	13.6%	66.9%	19.8%	47.1%	90.3%
PVR	1282	688	265	715	374	341	1221
%V	61.6%	91.0%	93.6%	51.4%	90.8%	34.8%	64.9%
%H		53.7%	20.7%	55.8%	29.2%	26.6%	95.2%
DVDR	23	14	1	20	10	9	21
%V	1.1%	1.9%	0.4%	1.4%	2.4%	0.9%	1.1%
%H		60.9%	4.3%	87.0%	43.5%	39.1%	91.3%
VCR	2	1	0	2	1	2	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%
Any recorder	1293	690	265	725	375	350	1230
%V	62.1%	91.3%	93.6%	52.1%	91.0%	35.7%	65.4%
%H		53.4%	20.5%	56.1%	29.0%	27.1%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2082	756	283	1392	412	980	1881
%H		36.3%	13.6%	66.9%	19.8%	47.1%	90.3%
Receives HDTV (via STB or built-in reception)	1585	660	253	1057	372	685	1492
%V	76.1%	87.3%	89.4%	75.9%	90.3%	69.9%	79.3%
%H		41.6%	16.0%	66.7%	23.5%	43.2%	94.1%
DVD/Blu-ray player or recorder	1174	445	166	806	265	541	1107
%V	56.4%	58.9%	58.7%	57.9%	64.3%	55.2%	58.9%
%H		37.9%	14.1%	68.7%	22.6%	46.1%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1790	875	301	1284	670	614	1719
%H		48.9%	16.8%	71.7%	37.4%	34.3%	96.0%
Under 20"	220	89	31	185	83	102	202
%V	12.3%	10.2%	10.3%	14.4%	12.4%	16.6%	11.8%
%H		40.5%	14.1%	84.1%	37.7%	46.4%	91.8%
20" - 29"	501	239	77	381	190	191	473
%V	28.0%	27.3%	25.6%	29.7%	28.4%	31.1%	27.5%
%H		47.7%	15.4%	76.0%	37.9%	38.1%	94.4%
30" - 39"	543	269	94	382	203	178	531
%V	30.3%	30.7%	31.2%	29.8%	30.3%	29.0%	30.9%
%H		49.5%	17.3%	70.3%	37.4%	32.8%	97.8%
40" - 49"	265	142	56	167	103	65	258
%V	14.8%	16.2%	18.6%	13.0%	15.4%	10.6%	15.0%
%H		53.6%	21.1%	63.0%	38.9%	24.5%	97.4%
50" - 59"	67	43	16	35	29	6	65
%V	3.7%	4.9%	5.3%	2.7%	4.3%	1.0%	3.8%
%H		64.2%	23.9%	52.2%	43.3%	9.0%	97.0%
60"+	6	5	1	3	3	0	6
%V	0.3%	0.6%	0.3%	0.2%	0.4%	0.0%	0.3%
%H		83.3%	16.7%	50.0%	50.0%	0.0%	100.0%
Don't know	188	89	25	132	59	73	184
%V	10.5%	10.2%	8.3%	10.3%	8.8%	11.9%	10.7%
%H		47.3%	13.3%	70.2%	31.4%	38.8%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1790	875	301	1284	670	614	1719
%H		48.9%	16.8%	71.7%	37.4%	34.3%	96.0%
PVR	579	402	127	257	200	57	569
%V	32.3%	45.9%	42.2%	20.0%	29.9%	9.3%	33.1%
%H		69.4%	21.9%	44.4%	34.5%	9.8%	98.3%
DVDR	5	3	1	3	2	1	5
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
%H		60.0%	20.0%	60.0%	40.0%	20.0%	100.0%
VCR	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%
Any recorder	584	404	128	261	202	59	573
%V	32.6%	46.2%	42.5%	20.3%	30.1%	9.6%	33.3%
%H		69.2%	21.9%	44.7%	34.6%	10.1%	98.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1790	875	301	1284	670	614	1719
%H		48.9%	16.8%	71.7%	37.4%	34.3%	96.0%
Receives HDTV (via STB or built-in reception)	885	506	134	613	358	256	860
%V	49.4%	57.8%	44.5%	47.7%	53.4%	41.7%	50.0%
%H		57.2%	15.1%	69.3%	40.5%	28.9%	97.2%
DVD/Blu-ray player or recorder	606	304	113	418	227	191	589
%V	33.9%	34.7%	37.5%	32.6%	33.9%	31.1%	34.3%
%H		50.2%	18.6%	69.0%	37.5%	31.5%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5014	4798	1931	735	3016	1044	1972	4727
%H		95.7%	38.5%	14.7%	60.2%	20.8%	39.3%	94.3%
Total Children	936	911	411	150	514	196	318	926
%V	18.7%	19.0%	21.3%	20.4%	17.0%	18.8%	16.1%	19.6%
%H		97.3%	43.9%	16.0%	54.9%	20.9%	34.0%	98.9%
0 - 3	200	194	82	29	105	36	69	200
%V	4.0%	4.0%	4.2%	3.9%	3.5%	3.4%	3.5%	4.2%
%H		97.0%	41.0%	14.5%	52.5%	18.0%	34.5%	100.0%
4 - 15	736	717	329	121	409	159	250	726
%V	14.7%	14.9%	17.0%	16.5%	13.6%	15.2%	12.7%	15.4%
%H		97.4%	44.7%	16.4%	55.6%	21.6%	34.0%	98.6%
4 - 9	385	372	171	56	201	72	129	377
%V	7.7%	7.8%	8.9%	7.6%	6.7%	6.9%	6.5%	8.0%
%H		96.6%	44.4%	14.5%	52.2%	18.7%	33.5%	97.9%
10 - 15	351	346	157	65	208	87	120	349
%V	7.0%	7.2%	8.1%	8.8%	6.9%	8.3%	6.1%	7.4%
%H		98.6%	44.7%	18.5%	59.3%	24.8%	34.2%	99.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5014	4798	1931	735	3016	1044	1972	4727
%H		95.7%	38.5%	14.7%	60.2%	20.8%	39.3%	94.3%
Total Adults (16+)	4078	3887	1521	586	2502	848	1654	3801
%V	81.3%	81.0%	78.8%	79.7%	83.0%	81.2%	83.9%	80.4%
%H		95.3%	37.3%	14.4%	61.4%	20.8%	40.6%	93.2%
16 - 19	186	168	82	31	101	49	52	186
%V	3.7%	3.5%	4.2%	4.2%	3.3%	4.7%	2.6%	3.9%
%H		90.3%	44.1%	16.7%	54.3%	26.3%	28.0%	100.0%
20 - 24	266	215	80	42	112	43	69	256
%V	5.3%	4.5%	4.1%	5.7%	3.7%	4.1%	3.5%	5.4%
%H		80.8%	30.1%	15.8%	42.1%	16.2%	25.9%	96.2%
25 - 34	577	533	192	92	264	82	182	570
%V	11.5%	11.1%	9.9%	12.5%	8.8%	7.9%	9.2%	12.1%
%H		92.4%	33.3%	15.9%	45.8%	14.2%	31.5%	98.8%
35 - 44	656	616	252	95	363	115	249	640
%V	13.1%	12.8%	13.1%	12.9%	12.0%	11.0%	12.6%	13.5%
%H		93.9%	38.4%	14.5%	55.3%	17.5%	38.0%	97.6%
45 - 54	704	693	297	113	432	163	269	692
%V	14.0%	14.4%	15.4%	15.4%	14.3%	15.6%	13.6%	14.6%
%H		98.4%	42.2%	16.1%	61.4%	23.2%	38.2%	98.3%
55 - 64	638	628	267	107	430	174	256	615
%V	12.7%	13.1%	13.8%	14.6%	14.3%	16.7%	13.0%	13.0%
%H		98.4%	41.8%	16.8%	67.4%	27.3%	40.1%	96.4%
65+	1050	1035	351	106	800	224	576	842
%V	20.9%	21.6%	18.2%	14.4%	26.5%	21.5%	29.2%	17.8%
%H		98.6%	33.4%	10.1%	76.2%	21.3%	54.9%	80.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4078	3887	1521	586	2502	848	1654	3801
%H		95.3%	37.3%	14.4%	61.4%	20.8%	40.6%	93.2%
AB	1278	1235	513	173	788	281	507	1253
%V	31.3%	31.8%	33.7%	29.5%	31.5%	33.1%	30.7%	33.0%
%H		96.6%	40.1%	13.5%	61.7%	22.0%	39.7%	98.0%
C1	1399	1314	500	206	837	269	568	1303
%V	34.3%	33.8%	32.9%	35.2%	33.5%	31.7%	34.3%	34.3%
%H		93.9%	35.7%	14.7%	59.8%	19.2%	40.6%	93.1%
C2	802	783	322	151	501	207	294	749
%V	19.7%	20.1%	21.2%	25.8%	20.0%	24.4%	17.8%	19.7%
%H		97.6%	40.1%	18.8%	62.5%	25.8%	36.7%	93.4%
D	441	407	151	42	262	69	193	377
%V	10.8%	10.5%	9.9%	7.2%	10.5%	8.1%	11.7%	9.9%
%H		92.3%	34.2%	9.5%	59.4%	15.6%	43.8%	85.5%
E	158	148	34	15	115	23	92	118
%V	3.9%	3.8%	2.2%	2.6%	4.6%	2.7%	5.6%	3.1%
%H		93.7%	21.5%	9.5%	72.8%	14.6%	58.2%	74.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4078	3887	1521	586	2502	848	1654	3801
%H		95.3%	37.3%	14.4%	61.4%	20.8%	40.6%	93.2%
Working full time	2007	1914	794	341	1116	418	698	1969
%V	49.2%	49.2%	52.2%	58.2%	44.6%	49.3%	42.2%	51.8%
%H		95.4%	39.6%	17.0%	55.6%	20.8%	34.8%	98.1%
Working part time	437	425	177	69	267	96	171	431
%V	10.7%	10.9%	11.6%	11.8%	10.7%	11.3%	10.3%	11.3%
%H		97.3%	40.5%	15.8%	61.1%	22.0%	39.1%	98.6%
Not working	1634	1547	549	176	1119	335	784	1400
%V	40.1%	39.8%	36.1%	30.0%	44.7%	39.5%	47.4%	36.8%
%H		94.7%	33.6%	10.8%	68.5%	20.5%	48.0%	85.7%
Houseperson	2182	2083	756	283	1393	412	981	1969
%V	53.5%	53.6%	49.7%	48.3%	55.7%	48.6%	59.3%	51.8%
%H		95.5%	34.6%	13.0%	63.8%	18.9%	45.0%	90.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2007	1898	753	294	1204	422	782	1887
%H		94.6%	37.5%	14.6%	60.0%	21.0%	39.0%	94.0%
16 - 19	85	80	39	16	50	26	24	85
%V	4.2%	4.2%	5.2%	5.4%	4.2%	6.2%	3.1%	4.5%
%H		94.1%	45.9%	18.8%	58.8%	30.6%	28.2%	100.0%
20 - 24	156	122	49	24	61	25	36	147
%V	7.8%	6.4%	6.5%	8.2%	5.1%	5.9%	4.6%	7.8%
%H		78.2%	31.4%	15.4%	39.1%	16.0%	23.1%	94.2%
25 - 34	290	262	92	49	123	40	83	284
%V	14.4%	13.8%	12.2%	16.7%	10.2%	9.5%	10.6%	15.1%
%H		90.3%	31.7%	16.9%	42.4%	13.8%	28.6%	97.9%
35 - 44	320	302	117	44	178	51	128	311
%V	15.9%	15.9%	15.5%	15.0%	14.8%	12.1%	16.4%	16.5%
%H		94.4%	36.6%	13.8%	55.6%	15.9%	40.0%	97.2%
45 - 54	347	338	153	58	208	83	125	341
%V	17.3%	17.8%	20.3%	19.7%	17.3%	19.7%	16.0%	18.1%
%H		97.4%	44.1%	16.7%	59.9%	23.9%	36.0%	98.3%
55 - 64	315	309	123	55	216	86	130	303
%V	15.7%	16.3%	16.3%	18.7%	17.9%	20.4%	16.6%	16.1%
%H		98.1%	39.0%	17.5%	68.6%	27.3%	41.3%	96.2%
65+	494	484	179	48	368	112	256	415
%V	24.6%	25.5%	23.8%	16.3%	30.6%	26.5%	32.7%	22.0%
%H		98.0%	36.2%	9.7%	74.5%	22.7%	51.8%	84.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2007	1898	753	294	1204	422	782	1887
%H		94.6%	37.5%	14.6%	60.0%	21.0%	39.0%	94.0%
AB	649	625	258	85	396	138	258	636
%V	32.3%	32.9%	34.3%	28.9%	32.9%	32.7%	33.0%	33.7%
%H		96.3%	39.8%	13.1%	61.0%	21.3%	39.8%	98.0%
C1	668	614	238	97	385	128	257	627
%V	33.3%	32.3%	31.6%	33.0%	32.0%	30.3%	32.9%	33.2%
%H		91.9%	35.6%	14.5%	57.6%	19.2%	38.5%	93.9%
C2	435	424	171	88	270	115	155	407
%V	21.7%	22.3%	22.7%	29.9%	22.4%	27.3%	19.8%	21.6%
%H		97.5%	39.3%	20.2%	62.1%	26.4%	35.6%	93.6%
D	196	183	74	19	111	33	78	171
%V	9.8%	9.6%	9.8%	6.5%	9.2%	7.8%	10.0%	9.1%
%H		93.4%	37.8%	9.7%	56.6%	16.8%	39.8%	87.2%
E	60	52	13	5	41	8	33	45
%V	3.0%	2.7%	1.7%	1.7%	3.4%	1.9%	4.2%	2.4%
%H		86.7%	21.7%	8.3%	68.3%	13.3%	55.0%	75.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2007	1898	753	294	1204	422	782	1887
%H		94.6%	37.5%	14.6%	60.0%	21.0%	39.0%	94.0%
Working full time	1233	1172	487	211	682	259	423	1204
%V	61.4%	61.7%	64.7%	71.8%	56.6%	61.4%	54.1%	63.8%
%H		95.1%	39.5%	17.1%	55.3%	21.0%	34.3%	97.6%
Working part time	82	82	32	13	56	23	33	81
%V	4.1%	4.3%	4.2%	4.4%	4.7%	5.5%	4.2%	4.3%
%H		100.0%	39.0%	15.9%	68.3%	28.0%	40.2%	98.8%
Not working	692	645	233	70	466	140	326	601
%V	34.5%	34.0%	30.9%	23.8%	38.7%	33.2%	41.7%	31.8%
%H		93.2%	33.7%	10.1%	67.3%	20.2%	47.1%	86.8%
Houseperson	454	412	127	44	296	73	223	395
%V	22.6%	21.7%	16.9%	15.0%	24.6%	17.3%	28.5%	20.9%
%H		90.7%	28.0%	9.7%	65.2%	16.1%	49.1%	87.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2071	1989	768	292	1298	426	872	1914
%H		96.0%	37.1%	14.1%	62.7%	20.6%	42.1%	92.4%
16 - 19	101	88	43	14	51	23	28	101
%V	4.9%	4.4%	5.6%	4.8%	3.9%	5.4%	3.2%	5.3%
%H		87.1%	42.6%	13.9%	50.5%	22.8%	27.7%	100.0%
20 - 24	111	93	30	19	50	17	33	109
%V	5.4%	4.7%	3.9%	6.5%	3.9%	4.0%	3.8%	5.7%
%H		83.8%	27.0%	17.1%	45.0%	15.3%	29.7%	98.2%
25 - 34	287	270	99	43	141	42	99	285
%V	13.9%	13.6%	12.9%	14.7%	10.9%	9.9%	11.4%	14.9%
%H		94.1%	34.5%	15.0%	49.1%	14.6%	34.5%	99.3%
35 - 44	336	314	135	51	185	64	121	329
%V	16.2%	15.8%	17.6%	17.5%	14.3%	15.0%	13.9%	17.2%
%H		93.5%	40.2%	15.2%	55.1%	19.0%	36.0%	97.9%
45 - 54	356	354	144	56	224	80	144	351
%V	17.2%	17.8%	18.8%	19.2%	17.3%	18.8%	16.5%	18.3%
%H		99.4%	40.4%	15.7%	62.9%	22.5%	40.4%	98.6%
55 - 64	324	319	144	52	214	88	126	311
%V	15.6%	16.0%	18.8%	17.8%	16.5%	20.7%	14.4%	16.2%
%H		98.5%	44.4%	16.0%	66.0%	27.2%	38.9%	96.0%
65+	556	551	172	58	432	112	320	427
%V	26.8%	27.7%	22.4%	19.9%	33.3%	26.3%	36.7%	22.3%
%H		99.1%	30.9%	10.4%	77.7%	20.1%	57.6%	76.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2071	1989	768	292	1298	426	872	1914
%H		96.0%	37.1%	14.1%	62.7%	20.6%	42.1%	92.4%
AB	629	610	255	88	391	143	249	617
%V	30.4%	30.7%	33.2%	30.1%	30.1%	33.6%	28.6%	32.2%
%H		97.0%	40.5%	14.0%	62.2%	22.7%	39.6%	98.1%
C1	732	700	262	108	451	141	311	676
%V	35.3%	35.2%	34.1%	37.0%	34.7%	33.1%	35.7%	35.3%
%H		95.6%	35.8%	14.8%	61.6%	19.3%	42.5%	92.3%
C2	367	359	151	63	231	92	139	342
%V	17.7%	18.0%	19.7%	21.6%	17.8%	21.6%	15.9%	17.9%
%H		97.8%	41.1%	17.2%	62.9%	25.1%	37.9%	93.2%
D	245	223	77	23	150	36	115	206
%V	11.8%	11.2%	10.0%	7.9%	11.6%	8.5%	13.2%	10.8%
%H		91.0%	31.4%	9.4%	61.2%	14.7%	46.9%	84.1%
E	98	96	22	9	74	15	59	73
%V	4.7%	4.8%	2.9%	3.1%	5.7%	3.5%	6.8%	3.8%
%H		98.0%	22.4%	9.2%	75.5%	15.3%	60.2%	74.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC South

Individual level data

Table 7.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2071	1989	768	292	1298	426	872	1914
%H		96.0%	37.1%	14.1%	62.7%	20.6%	42.1%	92.4%
Working full time	774	743	307	130	434	159	275	765
%V	37.4%	37.4%	40.0%	44.5%	33.4%	37.3%	31.5%	40.0%
%H		96.0%	39.7%	16.8%	56.1%	20.5%	35.5%	98.8%
Working part time	355	344	145	56	212	73	139	351
%V	17.1%	17.3%	18.9%	19.2%	16.3%	17.1%	15.9%	18.3%
%H		96.9%	40.8%	15.8%	59.7%	20.6%	39.2%	98.9%
Not working	942	902	316	106	653	194	459	798
%V	45.5%	45.3%	41.1%	36.3%	50.3%	45.5%	52.6%	41.7%
%H		95.8%	33.5%	11.3%	69.3%	20.6%	48.7%	84.7%
Houseperson	1728	1671	629	240	1097	340	757	1575
%V	83.4%	84.0%	81.9%	82.2%	84.5%	79.8%	86.8%	82.3%
%H		96.7%	36.4%	13.9%	63.5%	19.7%	43.8%	91.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 200

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

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	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
AB	565	546	237	60	393	158	235	545
%V	21.1%	21.2%	24.7%	21.4%	20.5%	23.5%	18.8%	24.1%
%H (All HH)		96.6%	41.9%	10.6%	69.6%	28.0%	41.6%	96.5%
%H (TV HH)			43.4%	11.0%	72.0%	28.9%	43.0%	
C1	700	665	232	80	510	177	333	622
%V	26.1%	25.9%	24.2%	28.6%	26.6%	26.4%	26.7%	27.5%
%H (All HH)		95.0%	33.1%	11.4%	72.9%	25.3%	47.6%	88.9%
%H (TV HH)			34.9%	12.0%	76.7%	26.6%	50.1%	
C2	614	597	249	75	449	191	258	522
%V	22.9%	23.2%	25.9%	26.8%	23.4%	28.5%	20.7%	23.1%
%H (All HH)		97.2%	40.6%	12.2%	73.1%	31.1%	42.0%	85.0%
%H (TV HH)			41.7%	12.6%	75.2%	32.0%	43.2%	
D	469	447	168	39	323	103	219	370
%V	17.5%	17.4%	17.5%	13.9%	16.8%	15.4%	17.5%	16.4%
%H (All HH)		95.3%	35.8%	8.3%	68.9%	22.0%	46.7%	78.9%
%H (TV HH)			37.6%	8.7%	72.3%	23.0%	49.0%	
E	331	315	74	27	246	43	203	201
%V	12.4%	12.3%	7.7%	9.6%	12.8%	6.4%	16.3%	8.9%
%H (All HH)		95.2%	22.4%	8.2%	74.3%	13.0%	61.3%	60.7%
%H (TV HH)			23.5%	8.6%	78.1%	13.7%	64.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 201

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Under 25	120	98	24	6	69	14	55	115
%V	4.5%	3.8%	2.5%	2.1%	3.6%	2.1%	4.4%	5.1%
%H (All HH)		81.7%	20.0%	5.0%	57.5%	11.7%	45.8%	95.8%
%H (TV HH)			24.5%	6.1%	70.4%	14.3%	56.1%	
25 - 34	434	402	176	44	229	90	139	424
%V	16.2%	15.6%	18.3%	15.7%	11.9%	13.4%	11.1%	18.8%
%H (All HH)		92.6%	40.6%	10.1%	52.8%	20.7%	32.0%	97.7%
%H (TV HH)			43.8%	10.9%	57.0%	22.4%	34.6%	
35 - 44	412	386	165	61	257	112	145	400
%V	15.4%	15.0%	17.2%	21.8%	13.4%	16.7%	11.6%	17.7%
%H (All HH)		93.7%	40.0%	14.8%	62.4%	27.2%	35.2%	97.1%
%H (TV HH)			42.7%	15.8%	66.6%	29.0%	37.6%	
45 - 54	476	459	191	61	341	142	199	452
%V	17.8%	17.9%	19.9%	21.8%	17.8%	21.2%	15.9%	20.0%
%H (All HH)		96.4%	40.1%	12.8%	71.6%	29.8%	41.8%	95.0%
%H (TV HH)			41.6%	13.3%	74.3%	30.9%	43.4%	
55 - 64	472	462	194	47	365	144	221	416
%V	17.6%	18.0%	20.2%	16.8%	19.0%	21.5%	17.7%	18.4%
%H (All HH)		97.9%	41.1%	10.0%	77.3%	30.5%	46.8%	88.1%
%H (TV HH)			42.0%	10.2%	79.0%	31.2%	47.8%	
65 +	766	763	209	61	660	169	491	453
%V	28.6%	29.7%	21.8%	21.8%	34.4%	25.2%	39.3%	20.0%
%H (All HH)		99.6%	27.3%	8.0%	86.2%	22.1%	64.1%	59.1%
%H (TV HH)			27.4%	8.0%	86.5%	22.1%	64.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
1	834	774	190	65	635	135	500	528
%V	31.1%	30.1%	19.8%	23.2%	33.1%	20.1%	40.0%	23.4%
%H (All HH)		92.8%	22.8%	7.8%	76.1%	16.2%	60.0%	63.3%
%H (TV HH)			24.5%	8.4%	82.0%	17.4%	64.6%	
2	981	958	380	105	729	281	447	883
%V	36.6%	37.3%	39.6%	37.5%	38.0%	41.9%	35.8%	39.1%
%H (All HH)		97.7%	38.7%	10.7%	74.3%	28.6%	45.6%	90.0%
%H (TV HH)			39.7%	11.0%	76.1%	29.3%	46.7%	
3	377	366	159	51	247	109	139	367
%V	14.1%	14.2%	16.6%	18.2%	12.9%	16.2%	11.1%	16.2%
%H (All HH)		97.1%	42.2%	13.5%	65.5%	28.9%	36.9%	97.3%
%H (TV HH)			43.4%	13.9%	67.5%	29.8%	38.0%	
4	333	325	158	37	220	105	115	331
%V	12.4%	12.6%	16.5%	13.2%	11.5%	15.6%	9.2%	14.6%
%H (All HH)		97.6%	47.4%	11.1%	66.1%	31.5%	34.5%	99.4%
%H (TV HH)			48.6%	11.4%	67.7%	32.3%	35.4%	
5+	154	147	73	22	89	42	48	151
%V	5.7%	5.7%	7.6%	7.9%	4.6%	6.3%	3.8%	6.7%
%H (All HH)		95.5%	47.4%	14.3%	57.8%	27.3%	31.2%	98.1%
%H (TV HH)			49.7%	15.0%	60.5%	28.6%	32.7%	
Average HH size	2.28	2.29	2.55	2.49	2.19	2.48	2.04	2.45

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

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	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Without	2024	1925	663	200	1494	487	1007	1616
%V	75.6%	74.9%	69.1%	71.4%	77.8%	72.6%	80.6%	71.5%
%H (All HH)		95.1%	32.8%	9.9%	73.8%	24.1%	49.8%	79.8%
%H (TV HH)			34.4%	10.4%	77.6%	25.3%	52.3%	
With	655	645	297	80	425	184	241	644
%V	24.4%	25.1%	30.9%	28.6%	22.1%	27.4%	19.3%	28.5%
%H (All HH)		98.5%	45.3%	12.2%	64.9%	28.1%	36.8%	98.3%
%H (TV HH)			46.0%	12.4%	65.9%	28.5%	37.4%	
0 - 3	240	233	102	25	140	53	87	236
%V	9.0%	9.1%	10.6%	8.9%	7.3%	7.9%	7.0%	10.4%
%H (All HH)		97.1%	42.5%	10.4%	58.3%	22.1%	36.3%	98.3%
%H (TV HH)			43.8%	10.7%	60.1%	22.7%	37.3%	
4 - 9	363	359	179	36	227	99	128	358
%V	13.5%	14.0%	18.6%	12.9%	11.8%	14.8%	10.2%	15.8%
%H (All HH)		98.9%	49.3%	9.9%	62.5%	27.3%	35.3%	98.6%
%H (TV HH)			49.9%	10.0%	63.2%	27.6%	35.7%	
10 - 15	310	305	140	47	212	98	115	304
%V	11.6%	11.9%	14.6%	16.8%	11.0%	14.6%	9.2%	13.5%
%H (All HH)		98.4%	45.2%	15.2%	68.4%	31.6%	37.1%	98.1%
%H (TV HH)			45.9%	15.4%	69.5%	32.1%	37.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
1	1092	1092	305	102	748	139	610	838
%V	40.8%	42.5%	31.8%	36.4%	39.0%	20.7%	48.8%	37.1%
%H (All HH)		100.0%	27.9%	9.3%	68.5%	12.7%	55.9%	76.7%
%H (TV HH)			27.9%	9.3%	68.5%	12.7%	55.9%	
2	858	858	343	100	664	259	406	741
%V	32.0%	33.4%	35.7%	35.7%	34.6%	38.6%	32.5%	32.8%
%H (All HH)		100.0%	40.0%	11.7%	77.4%	30.2%	47.3%	86.4%
%H (TV HH)			40.0%	11.7%	77.4%	30.2%	47.3%	
3	359	359	166	49	296	150	146	336
%V	13.4%	14.0%	17.3%	17.5%	15.4%	22.4%	11.7%	14.9%
%H (All HH)		100.0%	46.2%	13.6%	82.5%	41.8%	40.7%	93.6%
%H (TV HH)			46.2%	13.6%	82.5%	41.8%	40.7%	
4	181	181	88	20	148	76	72	172
%V	6.8%	7.0%	9.2%	7.1%	7.7%	11.3%	5.8%	7.6%
%H (All HH)		100.0%	48.6%	11.0%	81.8%	42.0%	39.8%	95.0%
%H (TV HH)			48.6%	11.0%	81.8%	42.0%	39.8%	
5+	80	80	57	8	62	48	15	80
%V	3.0%	3.1%	5.9%	2.9%	3.2%	7.2%	1.2%	3.5%
%H (All HH)		100.0%	71.3%	10.0%	77.5%	60.0%	18.8%	100.0%
%H (TV HH)			71.3%	10.0%	77.5%	60.0%	18.8%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 205

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%V (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Under 20"	235	235	97	21	202	89	113	213
%V	8.8%	9.1%	10.1%	7.5%	10.5%	13.3%	9.0%	9.4%
%H (All HH)		100.0%	41.3%	8.9%	86.0%	37.9%	48.1%	90.6%
%H (TV HH)			41.3%	8.9%	86.0%	37.9%	48.1%	
20" - 29"	613	613	236	67	506	208	298	531
%V	22.9%	23.9%	24.6%	23.9%	26.4%	31.0%	23.9%	23.5%
%H (All HH)		100.0%	38.5%	10.9%	82.5%	33.9%	48.6%	86.6%
%H (TV HH)			38.5%	10.9%	82.5%	33.9%	48.6%	
30" - 39"	1098	1098	426	143	840	327	514	950
%V	41.0%	42.7%	44.4%	51.1%	43.8%	48.7%	41.2%	42.0%
%H (All HH)		100.0%	38.8%	13.0%	76.5%	29.8%	46.8%	86.5%
%H (TV HH)			38.8%	13.0%	76.5%	29.8%	46.8%	
40" - 49"	1251	1251	541	167	889	382	507	1121
%V	46.7%	48.7%	56.4%	59.6%	46.3%	56.9%	40.6%	49.6%
%H (All HH)		100.0%	43.2%	13.3%	71.1%	30.5%	40.5%	89.6%
%H (TV HH)			43.2%	13.3%	71.1%	30.5%	40.5%	
50" - 59"	491	491	257	59	341	173	168	463
%V	18.3%	19.1%	26.8%	21.1%	17.8%	25.8%	13.5%	20.5%
%H (All HH)		100.0%	52.3%	12.0%	69.5%	35.2%	34.2%	94.3%
%H (TV HH)			52.3%	12.0%	69.5%	35.2%	34.2%	
60"+	69	69	42	5	39	21	18	65
%V	2.6%	2.7%	4.4%	1.8%	2.0%	3.1%	1.4%	2.9%
%H (All HH)		100.0%	60.9%	7.2%	56.5%	30.4%	26.1%	94.2%
%H (TV HH)			60.9%	7.2%	56.5%	30.4%	26.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Main living room	2539	2539	956	277	1899	669	1230	2143
%V	94.8%	98.8%	99.6%	98.9%	98.9%	99.7%	98.5%	94.8%
%H (All HH)		100.0%	37.7%	10.9%	74.8%	26.3%	48.4%	84.4%
%H (TV HH)			37.7%	10.9%	74.8%	26.3%	48.4%	
Kitchen	276	276	140	21	237	120	117	241
%V	10.3%	10.7%	14.6%	7.5%	12.3%	17.9%	9.4%	10.7%
%H (All HH)		100.0%	50.7%	7.6%	85.9%	43.5%	42.4%	87.3%
%H (TV HH)			50.7%	7.6%	85.9%	43.5%	42.4%	
Adult's bedroom	1100	1100	490	138	877	414	463	999
%V	41.1%	42.8%	51.0%	49.3%	45.7%	61.7%	37.1%	44.2%
%H (All HH)		100.0%	44.5%	12.5%	79.7%	37.6%	42.1%	90.8%
%H (TV HH)			44.5%	12.5%	79.7%	37.6%	42.1%	
Child's bedroom	219	219	114	31	161	90	71	214
%V	8.2%	8.5%	11.9%	11.1%	8.4%	13.4%	5.7%	9.5%
%H (All HH)		100.0%	52.1%	14.2%	73.5%	41.1%	32.4%	97.7%
%H (TV HH)			52.1%	14.2%	73.5%	41.1%	32.4%	
Other bedroom	150	150	71	17	127	67	60	144
%V	5.6%	5.8%	7.4%	6.1%	6.6%	10.0%	4.8%	6.4%
%H (All HH)		100.0%	47.3%	11.3%	84.7%	44.7%	40.0%	96.0%
%H (TV HH)			47.3%	11.3%	84.7%	44.7%	40.0%	
Second living/dining room	271	271	126	39	213	107	107	241
%V	10.1%	10.5%	13.1%	13.9%	11.1%	15.9%	8.6%	10.7%
%H (All HH)		100.0%	46.5%	14.4%	78.6%	39.5%	39.5%	88.9%
%H (TV HH)			46.5%	14.4%	78.6%	39.5%	39.5%	
Study/office	44	44	20	3	37	16	21	43
%V	1.6%	1.7%	2.1%	1.1%	1.9%	2.4%	1.7%	1.9%
%H (All HH)		100.0%	45.5%	6.8%	84.1%	36.4%	47.7%	97.7%
%H (TV HH)			45.5%	6.8%	84.1%	36.4%	47.7%	
TV room	12	12	7	0	10	4	5	12
%V	0.4%	0.5%	0.7%	0.0%	0.5%	0.6%	0.4%	0.5%
%H (All HH)		100.0%	58.3%	0.0%	83.3%	33.3%	41.7%	100.0%
%H (TV HH)			58.3%	0.0%	83.3%	33.3%	41.7%	
Conservatory	63	63	28	6	53	25	28	56
%V	2.4%	2.5%	2.9%	2.1%	2.8%	3.7%	2.2%	2.5%
%H (All HH)		100.0%	44.4%	2.1%	84.1%	39.7%	44.4%	88.9%
%H (TV HH)			44.4%	2.1%	84.1%	39.7%	44.4%	
Attic or loft room	14	14	5	1	12	4	8	14
%V	0.5%	0.5%	0.5%	0.4%	0.6%	0.6%	0.6%	0.6%
%H (All HH)		100.0%	35.7%	7.1%	85.7%	28.6%	57.1%	100.0%
%H (TV HH)			35.7%	7.1%	85.7%	28.6%	57.1%	
No specific location	5	5	3	0	5	3	2	5
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
Other	30	30	18	1	25	13	12	28
%V	1.1%	1.2%	1.9%	0.4%	1.3%	1.9%	1.0%	1.2%
%H (All HH)		100.0%	60.0%	3.3%	83.3%	43.3%	40.0%	93.3%
%H (TV HH)			60.0%	3.3%	83.3%	43.3%	40.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Any DSAT provider	960	960	960	11	538	538	0	898
%V	35.8%	37.4%	100.0%	3.9%	28.0%	80.2%	0.0%	39.7%
%H (All HH)			100.0%	1.1%	56.0%	56.0%	0.0%	93.5%
%H (TV HH)			100.0%	1.1%	56.0%	56.0%	0.0%	
Sky with subscription	772	772	772	1	442	442	0	729
%V	28.8%	30.0%	80.4%	0.4%	23.0%	65.9%	0.0%	32.3%
%H (All HH)			100.0%	0.1%	57.3%	57.3%	0.0%	94.4%
%H (TV HH)			100.0%	0.1%	57.3%	57.3%	0.0%	
Sky without subscription	51	51	51	1	32	32	0	44
%V	1.9%	2.0%	5.3%	0.4%	1.7%	4.8%	0.0%	1.9%
%H (All HH)			100.0%	2.0%	62.7%	62.7%	0.0%	86.3%
%H (TV HH)			100.0%	2.0%	62.7%	62.7%	0.0%	
Freesat	120	120	120	5	63	63	0	108
%V	4.5%	4.7%	12.5%	1.8%	3.3%	9.4%	0.0%	4.8%
%H (All HH)			100.0%	4.2%	52.5%	52.5%	0.0%	90.0%
%H (TV HH)			100.0%	4.2%	52.5%	52.5%	0.0%	
Other satellite provider	77	77	77	5	34	34	0	73
%V	2.9%	3.0%	8.0%	1.8%	1.8%	5.1%	0.0%	3.2%
%H (All HH)			100.0%	6.5%	44.2%	44.2%	0.0%	94.8%
%H (TV HH)			100.0%	6.5%	44.2%	44.2%	0.0%	
DCAB	280	280	11	280	140	140	0	267
%V	10.5%	10.9%	1.1%	100.0%	7.3%	20.9%	0.0%	11.8%
%H (All HH)			3.9%	100.0%	50.0%	50.0%	0.0%	95.4%
%H (TV HH)			3.9%	100.0%	50.0%	50.0%	0.0%	
DTT	1920	1920	538	140	1920	671	1249	1553
%V	71.7%	74.7%	56.0%	50.0%	100.0%	100.0%	100.0%	68.7%
%H (All HH)		100.0%	28.0%	7.3%	100.0%	34.9%	65.1%	80.9%
%H (TV HH)			28.0%	7.3%	100.0%	34.9%	65.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
PVR	1455	1455	827	267	968	599	369	1343
%V	54.3%	56.6%	86.1%	95.4%	50.4%	89.3%	29.5%	59.4%
%H (All HH)		100.0%	56.8%	18.4%	66.5%	41.2%	25.4%	92.3%
%H (TV HH)			56.8%	18.4%	66.5%	41.2%	25.4%	
DVDR	32	32	13	3	23	8	15	30
%V	1.2%	1.2%	1.4%	1.1%	1.2%	1.2%	1.2%	1.3%
%H (All HH)		100.0%	40.6%	9.4%	71.9%	25.0%	46.9%	93.8%
%H (TV HH)			40.6%	9.4%	71.9%	25.0%	46.9%	
VCR	25	25	8	4	18	4	14	16
%V	0.9%	1.0%	0.8%	1.4%	0.9%	0.6%	1.1%	0.7%
%H (All HH)		100.0%	32.0%	16.0%	72.0%	16.0%	56.0%	64.0%
%H (TV HH)			32.0%	16.0%	72.0%	16.0%	56.0%	
Any recorder	1478	1478	828	267	989	600	389	1356
%V	55.2%	57.5%	86.3%	95.4%	51.5%	89.4%	31.1%	60.0%
%H (All HH)		100.0%	56.0%	18.1%	66.9%	40.6%	26.3%	91.7%
%H (TV HH)			56.0%	18.1%	66.9%	40.6%	26.3%	
Receives HDTV (via STB or built-in reception)	1690	1690	777	248	1253	577	676	1553
%V	63.1%	65.8%	80.9%	88.6%	65.3%	86.0%	54.1%	68.7%
%H (All HH)		100.0%	46.0%	14.7%	74.1%	34.1%	40.0%	91.9%
%H (TV HH)			46.0%	14.7%	74.1%	34.1%	40.0%	
DVD/Blu-ray player or recorder	1564	1564	608	184	1213	476	737	1391
%V	58.4%	60.9%	63.3%	65.7%	63.2%	70.9%	59.0%	61.5%
%H (All HH)		100.0%	38.9%	11.8%	77.6%	30.4%	47.1%	88.9%
%H (TV HH)			38.9%	11.8%	77.6%	30.4%	47.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2679	2570	960	280	1920	671	1249	2260
%H (All HH)		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%
%H (TV HH)			37.4%	10.9%	74.7%	26.1%	48.6%	
Has broadband internet	2260	2167	898	267	1553	632	922	2260
%V	84.4%	84.3%	93.5%	95.4%	80.9%	94.2%	73.8%	100.0%
%H (All HH)		95.9%	39.7%	11.8%	68.7%	28.0%	40.8%	100.0%
%H (TV HH)			41.4%	12.3%	71.7%	29.2%	42.5%	
Number of computers (PCs and laptops)								
0	619	576	130	29	483	78	405	225
%V	23.1%	22.4%	13.5%	10.4%	25.2%	11.6%	32.4%	10.0%
%H (All HH)		93.1%	21.0%	4.7%	78.0%	12.6%	65.4%	36.3%
%H (TV HH)			22.6%	5.0%	83.9%	13.5%	70.3%	
1	746	707	263	72	521	176	346	726
%V	27.8%	27.5%	27.4%	25.7%	27.1%	26.2%	27.7%	32.1%
%H (All HH)		94.8%	35.3%	9.7%	69.8%	23.6%	46.4%	97.3%
%H (TV HH)			37.2%	10.2%	73.7%	24.9%	48.9%	
2	577	562	232	62	413	164	249	576
%V	21.5%	21.9%	24.2%	22.1%	21.5%	24.4%	19.9%	25.5%
%H (All HH)		97.4%	40.2%	10.7%	71.6%	28.4%	43.2%	99.8%
%H (TV HH)			41.3%	11.0%	73.5%	29.2%	44.3%	
3	356	351	155	51	233	105	129	354
%V	13.3%	13.7%	16.1%	18.2%	12.1%	15.6%	10.3%	15.7%
%H (All HH)		98.6%	43.5%	14.3%	65.4%	29.5%	36.2%	99.4%
%H (TV HH)			44.2%	14.5%	66.4%	29.9%	36.8%	
4	192	191	96	34	137	77	60	192
%V	7.2%	7.4%	10.0%	12.1%	7.1%	11.5%	4.8%	8.5%
%H (All HH)		99.5%	50.0%	17.7%	71.4%	40.1%	31.3%	100.0%
%H (TV HH)			50.3%	17.8%	71.7%	40.3%	31.4%	
5+	189	183	84	31	132	71	61	188
%V	7.1%	7.1%	8.8%	11.1%	6.9%	10.6%	4.9%	8.3%
%H (All HH)		96.8%	44.4%	16.4%	69.8%	37.6%	32.3%	99.5%
%H (TV HH)			45.9%	16.9%	72.1%	38.8%	33.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2156	576	3904	1676	2228	4455
%H		42.7%	11.4%	77.3%	33.2%	44.1%	88.2%
Under 20"	282	119	26	245	110	136	258
%V	5.6%	5.5%	4.5%	6.3%	6.6%	6.1%	5.8%
%H		42.2%	9.2%	86.9%	39.0%	48.2%	91.5%
20" - 29"	772	309	79	645	276	369	675
%V	15.3%	14.3%	13.7%	16.5%	16.5%	16.6%	15.2%
%H		40.0%	10.2%	83.5%	35.8%	47.8%	87.4%
30" - 39"	1391	565	179	1069	440	630	1222
%V	27.6%	26.2%	31.1%	27.4%	26.3%	28.3%	27.4%
%H		40.6%	12.9%	76.9%	31.6%	45.3%	87.9%
40" - 49"	1484	674	196	1059	481	579	1344
%V	29.4%	31.3%	34.0%	27.1%	28.7%	26.0%	30.2%
%H		45.4%	13.2%	71.4%	32.4%	39.0%	90.6%
50" - 59"	549	288	67	377	190	187	522
%V	10.9%	13.4%	11.6%	9.7%	11.3%	8.4%	11.7%
%H		52.5%	12.2%	68.7%	34.6%	34.1%	95.1%
60"+	74	46	5	39	21	18	69
%V	1.5%	2.1%	0.9%	1.0%	1.3%	0.8%	1.5%
%H		62.2%	6.8%	52.7%	28.4%	24.3%	93.2%
Don't know	498	156	23	469	158	311	366
%V	9.9%	7.2%	4.0%	12.0%	9.4%	14.0%	8.2%
%H		31.3%	4.6%	94.2%	31.7%	62.4%	73.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2156	576	3904	1676	2228	4455
%H		42.7%	11.4%	77.3%	33.2%	44.1%	88.2%
Main living room	2560	965	278	1918	676	1241	2162
%V	50.7%	44.8%	48.3%	49.1%	40.3%	55.7%	48.5%
%H		37.7%	10.9%	74.9%	26.4%	48.5%	84.5%
Kitchen	277	140	22	238	121	117	242
%V	5.5%	6.5%	3.8%	6.1%	7.2%	5.3%	5.4%
%H		50.5%	7.9%	85.9%	43.7%	42.2%	87.4%
Adult's bedroom	1305	597	173	1030	505	525	1196
%V	25.8%	27.7%	30.0%	26.4%	30.1%	23.6%	26.8%
%H		45.7%	13.3%	78.9%	38.7%	40.2%	91.6%
Child's bedroom	284	157	36	205	116	89	279
%V	5.6%	7.3%	6.3%	5.3%	6.9%	4.0%	6.3%
%H		55.3%	12.7%	72.2%	40.8%	31.3%	98.2%
Other bedroom	178	87	18	154	82	72	173
%V	3.5%	4.0%	3.1%	3.9%	4.9%	3.2%	3.9%
%H		48.9%	10.1%	86.5%	46.1%	40.4%	97.2%
Second living/dining room	275	129	39	217	109	107	245
%V	5.4%	6.0%	6.8%	5.6%	6.5%	4.8%	5.5%
%H		46.9%	14.2%	78.9%	39.6%	38.9%	89.1%
Study/office	45	20	3	38	16	22	44
%V	0.9%	0.9%	0.5%	1.0%	1.0%	1.0%	1.0%
%H		44.4%	6.7%	84.4%	35.6%	48.9%	97.8%
TV room	12	7	0	10	4	5	12
%V	0.2%	0.3%	0.0%	0.3%	0.2%	0.2%	0.3%
%H		58.3%	0.0%	83.3%	33.3%	41.7%	100.0%
Conservatory	63	28	6	53	25	28	56
%V	1.2%	1.3%	1.0%	1.4%	1.5%	1.3%	1.3%
%H		44.4%	9.5%	84.1%	39.7%	44.4%	88.9%
Attic or loft room	14	5	1	12	4	8	14
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%
%H		35.7%	7.1%	85.7%	28.6%	57.1%	100.0%
No specific location	5	3	0	5	3	2	5
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
Other	31	19	1	25	14	12	29
%V	0.6%	0.9%	0.2%	0.6%	0.8%	0.5%	0.7%
%H		61.3%	3.2%	80.6%	45.2%	38.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2156	576	3904	1676	2228	4455
%H		42.7%	11.4%	77.3%	33.2%	44.1%	88.2%
PVR	1991	1228	368	1233	825	408	1869
%V	39.4%	57.0%	63.9%	31.6%	49.2%	18.3%	42.0%
%H		61.7%	18.5%	61.9%	41.4%	20.5%	93.9%
DVDR	34	13	3	25	8	16	32
%V	0.7%	0.6%	0.5%	0.6%	0.5%	0.7%	0.7%
%H		38.2%	8.8%	73.5%	23.5%	47.1%	94.1%
VCR	28	8	4	21	5	16	18
%V	0.6%	0.4%	0.7%	0.5%	0.3%	0.7%	0.4%
%H		28.6%	14.3%	75.0%	17.9%	57.1%	64.3%
Any recorder	2023	1234	368	1260	829	431	1889
%V	40.1%	57.2%	63.9%	32.3%	49.5%	19.3%	42.4%
%H		61.0%	18.2%	62.3%	41.0%	21.3%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5049	2156	576	3904	1676	2228	4455
%H		42.7%	11.4%	77.3%	33.2%	44.1%	88.2%
Receives HDTV (via STB or built-in reception)	2699	1334	391	2015	1025	990	2532
%V	53.5%	61.9%	67.9%	51.6%	61.2%	44.4%	56.8%
%H		49.4%	14.5%	74.7%	38.0%	36.7%	93.8%
DVD/Blu-ray player or recorder	2124	898	260	1659	733	925	1930
%V	42.1%	41.7%	45.1%	42.5%	43.7%	41.5%	43.3%
%H		42.3%	12.2%	78.1%	34.5%	43.5%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

Table 8.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2568	960	280	1919	671	1248	2165
%H		37.4%	10.9%	74.7%	26.1%	48.6%	84.3%
Under 20"	17	3	0	13	1	13	12
%V	0.7%	0.3%	0.0%	0.7%	0.1%	1.0%	0.6%
%H		17.6%	0.0%	76.5%	5.9%	76.5%	70.6%
20" - 29"	132	24	7	109	16	93	98
%V	5.1%	2.5%	2.5%	5.7%	2.4%	7.5%	4.5%
%H		18.2%	5.3%	82.6%	12.1%	70.5%	74.2%
30" - 39"	606	178	67	472	126	346	483
%V	23.6%	18.5%	23.9%	24.6%	18.8%	27.7%	22.3%
%H		29.4%	11.1%	77.9%	20.8%	57.1%	79.7%
40" - 49"	1054	430	138	753	303	449	929
%V	41.0%	44.8%	49.3%	39.2%	45.2%	36.0%	42.9%
%H		40.8%	13.1%	71.4%	28.7%	42.6%	88.1%
50" - 59"	444	231	54	306	154	153	418
%V	17.3%	24.1%	19.3%	15.9%	23.0%	12.3%	19.3%
%H		52.0%	12.2%	68.9%	34.7%	34.5%	94.1%
60"+	61	36	5	32	16	16	56
%V	2.4%	3.8%	1.8%	1.7%	2.4%	1.3%	2.6%
%H		59.0%	8.2%	52.5%	26.2%	26.2%	91.8%
Don't know	254	58	10	234	55	179	169
%V	9.9%	6.0%	3.6%	12.2%	8.2%	14.3%	7.8%
%H		22.8%	3.9%	92.1%	21.7%	70.5%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2568	960	280	1919	671	1248	2165
%H		37.4%	10.9%	74.7%	26.1%	48.6%	84.3%
PVR	1414	811	262	934	585	349	1309
%V	55.1%	84.5%	93.6%	48.7%	87.2%	28.0%	60.5%
%H		57.4%	18.5%	66.1%	41.4%	24.7%	92.6%
DVDR	23	9	3	16	6	10	22
%V	0.9%	0.9%	1.1%	0.8%	0.9%	0.8%	1.0%
%H		39.1%	13.0%	69.6%	26.1%	43.5%	95.7%
VCR	22	6	4	16	4	12	13
%V	0.9%	0.6%	1.4%	0.8%	0.6%	1.0%	0.6%
%H		27.3%	18.2%	72.7%	18.2%	54.5%	59.1%
Any recorder	1436	814	262	953	585	367	1322
%V	55.9%	84.8%	93.6%	49.7%	87.2%	29.4%	61.1%
%H		56.7%	18.2%	66.4%	40.7%	25.6%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2568	960	280	1919	671	1248	2165
%H		37.4%	10.9%	74.7%	26.1%	48.6%	84.3%
Receives HDTV (via STB or built-in reception)	1651	754	247	1221	561	660	1519
%V	64.3%	78.5%	88.2%	63.6%	83.6%	52.9%	70.2%
%H		45.7%	15.0%	74.0%	34.0%	40.0%	92.0%
DVD/Blu-ray player or recorder	1365	501	156	1065	390	675	1205
%V	53.2%	52.2%	55.7%	55.5%	58.1%	54.1%	55.7%
%H		36.7%	11.4%	78.0%	28.6%	49.5%	88.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2480	1197	296	1985	1005	981	2290
%H		48.3%	11.9%	80.0%	40.5%	39.6%	92.3%
Under 20"	265	116	26	232	109	123	246
%V	10.7%	9.7%	8.8%	11.7%	10.8%	12.5%	10.7%
%H		43.8%	9.8%	87.5%	41.1%	46.4%	92.8%
20" - 29"	640	285	73	536	260	276	577
%V	25.8%	23.8%	24.7%	27.0%	25.9%	28.1%	25.2%
%H		44.5%	11.4%	83.8%	40.6%	43.1%	90.2%
30" - 39"	784	387	113	598	313	284	738
%V	31.6%	32.3%	38.2%	30.1%	31.1%	29.0%	32.2%
%H		49.4%	14.4%	76.3%	39.9%	36.2%	94.1%
40" - 49"	429	244	58	307	177	130	415
%V	17.3%	20.4%	19.6%	15.5%	17.6%	13.3%	18.1%
%H		56.9%	13.5%	71.6%	41.3%	30.3%	96.7%
50" - 59"	105	57	13	70	37	34	104
%V	4.2%	4.8%	4.4%	3.5%	3.7%	3.5%	4.5%
%H		54.3%	12.4%	66.7%	35.2%	32.4%	99.0%
60"+	13	10	1	7	5	2	13
%V	0.5%	0.8%	0.3%	0.4%	0.5%	0.2%	0.6%
%H		76.9%	7.7%	53.8%	38.5%	15.4%	100.0%
Don't know	243	98	14	236	104	132	197
%V	9.8%	8.2%	4.7%	11.9%	10.3%	13.5%	8.6%
%H		40.3%	5.8%	97.1%	42.8%	54.3%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2480	1197	296	1985	1005	981	2290
%H		48.3%	11.9%	80.0%	40.5%	39.6%	92.3%
PVR	577	417	105	299	241	58	559
%V	23.3%	34.8%	35.5%	15.1%	24.0%	5.9%	24.4%
%H		72.3%	18.2%	51.8%	41.8%	10.1%	96.9%
DVDR	11	4	0	8	2	6	10
%V	0.4%	0.3%	0.0%	0.4%	0.2%	0.6%	0.4%
%H		36.4%	0.0%	72.7%	18.2%	54.5%	90.9%
VCR	6	2	0	5	1	4	6
%V	0.2%	0.2%	0.0%	0.3%	0.1%	0.4%	0.3%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	100.0%
Any recorder	587	420	106	307	244	64	568
%V	23.7%	35.1%	35.8%	15.5%	24.3%	6.5%	24.8%
%H		71.6%	18.1%	52.3%	41.6%	10.9%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2480	1197	296	1985	1005	981	2290
%H		48.3%	11.9%	80.0%	40.5%	39.6%	92.3%
Receives HDTV (via STB or built-in reception)	1048	580	144	793	463	330	1013
%V	42.3%	48.5%	48.6%	39.9%	46.1%	33.6%	44.2%
%H		55.3%	13.7%	75.7%	44.2%	31.5%	96.7%
DVD/Blu-ray player or recorder	759	397	104	593	343	250	724
%V	30.6%	33.2%	35.1%	29.9%	34.1%	25.5%	31.6%
%H		52.3%	13.7%	78.1%	45.2%	32.9%	95.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6094	5887	2447	695	4203	1663	2540	5537
%H		96.6%	40.2%	11.4%	69.0%	27.3%	41.7%	90.9%
Total Children	1175	1155	538	143	744	315	429	1152
%V	19.3%	19.6%	22.0%	20.6%	17.7%	18.9%	16.9%	20.8%
%H		98.3%	45.8%	12.2%	63.3%	26.8%	36.5%	98.0%
0 - 3	283	274	115	28	167	56	111	276
%V	4.6%	4.7%	4.7%	4.0%	4.0%	3.4%	4.4%	5.0%
%H		96.8%	40.6%	9.9%	59.0%	19.8%	39.2%	97.5%
4 - 15	892	881	423	116	576	258	318	876
%V	14.6%	15.0%	17.3%	16.7%	13.7%	15.5%	12.5%	15.8%
%H		98.8%	47.4%	13.0%	64.6%	28.9%	35.7%	98.2%
4 - 9	481	474	235	52	296	130	166	473
%V	7.9%	8.1%	9.6%	7.5%	7.0%	7.8%	6.5%	8.5%
%H		98.5%	48.9%	10.8%	61.5%	27.0%	34.5%	98.3%
10 - 15	412	407	188	63	280	128	152	402
%V	6.8%	6.9%	7.7%	9.1%	6.7%	7.7%	6.0%	7.3%
%H		98.8%	45.6%	15.3%	68.0%	31.1%	36.9%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6094	5887	2447	695	4203	1663	2540	5537
%H		96.6%	40.2%	11.4%	69.0%	27.3%	41.7%	90.9%
Total Adults (16+)	4919	4732	1908	551	3459	1348	2111	4385
%V	80.7%	80.4%	78.0%	79.3%	82.3%	81.1%	83.1%	79.2%
%H		96.2%	38.8%	11.2%	70.3%	27.4%	42.9%	89.1%
16 - 19	208	199	88	43	134	70	64	205
%V	3.4%	3.4%	3.6%	6.2%	3.2%	4.2%	2.5%	3.7%
%H		95.7%	42.3%	20.7%	64.4%	33.7%	30.8%	98.6%
20 - 24	434	384	122	38	271	90	181	426
%V	7.1%	6.5%	5.0%	5.5%	6.4%	5.4%	7.1%	7.7%
%H		88.5%	28.1%	8.8%	62.4%	20.7%	41.7%	98.2%
25 - 34	812	759	342	83	445	192	253	801
%V	13.3%	12.9%	14.0%	11.9%	10.6%	11.5%	10.0%	14.5%
%H		93.5%	42.1%	10.2%	54.8%	23.6%	31.2%	98.6%
35 - 44	726	693	320	102	454	208	246	710
%V	11.9%	11.8%	13.1%	14.7%	10.8%	12.5%	9.7%	12.8%
%H		95.5%	44.1%	14.0%	62.5%	28.7%	33.9%	97.8%
45 - 54	821	798	345	108	592	254	338	783
%V	13.5%	13.6%	14.1%	15.5%	14.1%	15.3%	13.3%	14.1%
%H		97.2%	42.0%	13.2%	72.1%	30.9%	41.2%	95.4%
55 - 64	779	765	336	83	594	250	345	708
%V	12.8%	13.0%	13.7%	11.9%	14.1%	15.0%	13.6%	12.8%
%H		98.2%	43.1%	10.7%	76.3%	32.1%	44.3%	90.9%
65+	1140	1134	355	95	968	284	685	752
%V	18.7%	19.3%	14.5%	13.7%	23.0%	17.1%	27.0%	13.6%
%H		99.5%	31.1%	8.3%	84.9%	24.9%	60.1%	66.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4919	4732	1908	551	3459	1348	2111	4385
%H		96.2%	38.8%	11.2%	70.3%	27.4%	42.9%	89.1%
AB	1114	1075	481	129	773	329	444	1088
%V	22.6%	22.7%	25.2%	23.4%	22.3%	24.4%	21.0%	24.8%
%H		96.5%	43.2%	11.6%	69.4%	29.5%	39.9%	97.7%
C1	1316	1249	462	149	947	352	595	1217
%V	26.8%	26.4%	24.2%	27.0%	27.4%	26.1%	28.2%	27.8%
%H		94.9%	35.1%	11.3%	72.0%	26.7%	45.2%	92.5%
C2	1199	1165	517	158	843	393	450	1071
%V	24.4%	24.6%	27.1%	28.7%	24.4%	29.2%	21.3%	24.4%
%H		97.2%	43.1%	13.2%	70.3%	32.8%	37.5%	89.3%
D	848	818	334	76	575	211	364	721
%V	17.2%	17.3%	17.5%	13.8%	16.6%	15.7%	17.2%	16.4%
%H		96.5%	39.4%	9.0%	67.8%	24.9%	42.9%	85.0%
E	443	425	114	40	320	62	258	288
%V	9.0%	9.0%	6.0%	7.3%	9.3%	4.6%	12.2%	6.6%
%H		95.9%	25.7%	9.0%	72.2%	14.0%	58.2%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4919	4732	1908	551	3459	1348	2111	4385
%H		96.2%	38.8%	11.2%	70.3%	27.4%	42.9%	89.1%
Working full time	2197	2112	952	273	1430	642	788	2141
%V	44.7%	44.6%	49.9%	49.5%	41.3%	47.6%	37.3%	48.8%
%H		96.1%	43.3%	12.4%	65.1%	29.2%	35.9%	97.5%
Working part time	540	521	225	66	396	174	222	519
%V	11.0%	11.0%	11.8%	12.0%	11.4%	12.9%	10.5%	11.8%
%H		96.5%	41.7%	12.2%	73.3%	32.2%	41.1%	96.1%
Not working	2183	2099	731	213	1633	532	1101	1725
%V	44.4%	44.4%	38.3%	38.7%	47.2%	39.5%	52.2%	39.3%
%H		96.2%	33.5%	9.8%	74.8%	24.4%	50.4%	79.0%
Houseperson	2679	2570	960	280	1920	671	1249	2260
%V	54.5%	54.3%	50.3%	50.8%	55.5%	49.8%	59.2%	51.5%
%H		95.9%	35.8%	10.5%	71.7%	25.0%	46.6%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2289	960	264	1645	672	973	2167
%H		95.1%	39.9%	11.0%	68.3%	27.9%	40.4%	90.0%
16 - 19	102	97	40	25	69	39	29	99
%V	4.2%	4.2%	4.2%	9.5%	4.2%	5.8%	3.0%	4.6%
%H		95.1%	39.2%	24.5%	67.6%	38.2%	28.4%	97.1%
20 - 24	223	183	62	20	120	43	77	218
%V	9.3%	8.0%	6.5%	7.6%	7.3%	6.4%	7.9%	10.1%
%H		82.1%	27.8%	9.0%	53.8%	19.3%	34.5%	97.8%
25 - 34	400	371	165	40	216	95	121	396
%V	16.6%	16.2%	17.2%	15.2%	13.1%	14.1%	12.4%	18.3%
%H		92.8%	41.3%	10.0%	54.0%	23.8%	30.3%	99.0%
35 - 44	361	340	174	44	218	110	107	352
%V	15.0%	14.9%	18.1%	16.7%	13.3%	16.4%	11.0%	16.2%
%H		94.2%	48.2%	12.2%	60.4%	30.5%	29.6%	97.5%
45 - 54	415	402	170	52	300	125	175	394
%V	17.2%	17.6%	17.7%	19.7%	18.2%	18.6%	18.0%	18.2%
%H		96.9%	41.0%	12.5%	72.3%	30.1%	42.2%	94.9%
55 - 64	377	368	165	40	282	120	163	333
%V	15.7%	16.1%	17.2%	15.2%	17.1%	17.9%	16.8%	15.4%
%H		97.6%	43.8%	10.6%	74.8%	31.8%	43.2%	88.3%
65+	529	527	184	43	440	139	301	374
%V	22.0%	23.0%	19.2%	16.3%	26.7%	20.7%	30.9%	17.3%
%H		99.6%	34.8%	8.1%	83.2%	26.3%	56.9%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2289	960	264	1645	672	973	2167
%H		95.1%	39.9%	11.0%	68.3%	27.9%	40.4%	90.0%
AB	576	553	250	66	389	166	222	565
%V	23.9%	24.2%	26.0%	25.0%	23.6%	24.7%	22.8%	26.1%
%H		96.0%	43.4%	11.5%	67.5%	28.8%	38.5%	98.1%
C1	611	571	229	72	415	170	245	575
%V	25.4%	24.9%	23.9%	27.3%	25.2%	25.3%	25.2%	26.5%
%H		93.5%	37.5%	11.8%	67.9%	27.8%	40.1%	94.1%
C2	650	623	274	85	456	213	243	578
%V	27.0%	27.2%	28.5%	32.2%	27.7%	31.7%	25.0%	26.7%
%H		95.8%	42.2%	13.1%	70.2%	32.8%	37.4%	88.9%
D	393	375	159	26	263	98	165	334
%V	16.3%	16.4%	16.6%	9.8%	16.0%	14.6%	17.0%	15.4%
%H		95.4%	40.5%	6.6%	66.9%	24.9%	42.0%	85.0%
E	177	167	48	16	123	25	98	115
%V	7.4%	7.3%	5.0%	6.1%	7.5%	3.7%	10.1%	5.3%
%H		94.4%	27.1%	9.0%	69.5%	14.1%	55.4%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2407	2289	960	264	1645	672	973	2167
%H		95.1%	39.9%	11.0%	68.3%	27.9%	40.4%	90.0%
Working full time	1367	1311	607	162	873	400	472	1327
%V	56.8%	57.3%	63.2%	61.4%	53.1%	59.5%	48.5%	61.2%
%H		95.9%	44.4%	11.9%	63.9%	29.3%	34.5%	97.1%
Working part time	115	102	38	10	81	31	50	108
%V	4.8%	4.5%	4.0%	3.8%	4.9%	4.6%	5.1%	5.0%
%H		88.7%	33.0%	8.7%	70.4%	27.0%	43.5%	93.9%
Not working	925	876	316	93	692	241	451	733
%V	38.4%	38.3%	32.9%	35.2%	42.1%	35.9%	46.4%	33.8%
%H		94.7%	34.2%	10.1%	74.8%	26.1%	48.8%	79.2%
Houseperson	601	549	187	41	419	127	292	452
%V	25.0%	24.0%	19.5%	15.5%	25.5%	18.9%	30.0%	20.9%
%H		91.3%	31.1%	6.8%	69.7%	21.1%	48.6%	75.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2512	2443	948	287	1813	676	1138	2218
%H		97.3%	37.7%	11.4%	72.2%	26.9%	45.3%	88.3%
16 - 19	106	102	47	17	65	31	34	106
%V	4.2%	4.2%	5.0%	5.9%	3.6%	4.6%	3.0%	4.8%
%H		96.2%	44.3%	16.0%	61.3%	29.2%	32.1%	100.0%
20 - 24	211	201	60	18	151	47	104	209
%V	8.4%	8.2%	6.3%	6.3%	8.3%	7.0%	9.1%	9.4%
%H		95.3%	28.4%	8.5%	71.6%	22.3%	49.3%	99.1%
25 - 34	412	387	178	43	229	97	132	404
%V	16.4%	15.8%	18.8%	15.0%	12.6%	14.3%	11.6%	18.2%
%H		93.9%	43.2%	10.4%	55.6%	23.5%	32.0%	98.1%
35 - 44	365	353	147	58	236	98	138	358
%V	14.5%	14.4%	15.5%	20.2%	13.0%	14.5%	12.1%	16.1%
%H		96.7%	40.3%	15.9%	64.7%	26.8%	37.8%	98.1%
45 - 54	407	396	174	56	292	130	163	388
%V	16.2%	16.2%	18.4%	19.5%	16.1%	19.2%	14.3%	17.5%
%H		97.3%	42.8%	13.8%	71.7%	31.9%	40.0%	95.3%
55 - 64	402	397	172	42	312	130	182	375
%V	16.0%	16.3%	18.1%	14.6%	17.2%	19.2%	16.0%	16.9%
%H		98.8%	42.8%	10.4%	77.6%	32.3%	45.3%	93.3%
65+	610	607	171	52	528	144	384	378
%V	24.3%	24.8%	18.0%	18.1%	29.1%	21.3%	33.7%	17.0%
%H		99.5%	28.0%	8.5%	86.6%	23.6%	63.0%	62.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2512	2443	948	287	1813	676	1138	2218
%H		97.3%	37.7%	11.4%	72.2%	26.9%	45.3%	88.3%
AB	538	522	231	63	384	163	222	523
%V	21.4%	21.4%	24.4%	22.0%	21.2%	24.1%	19.5%	23.6%
%H		97.0%	42.9%	11.7%	71.4%	30.3%	41.3%	97.2%
C1	705	678	232	78	532	182	350	642
%V	28.1%	27.8%	24.5%	27.2%	29.3%	26.9%	30.8%	28.9%
%H		96.2%	32.9%	11.1%	75.5%	25.8%	49.6%	91.1%
C2	549	542	243	72	387	180	208	493
%V	21.9%	22.2%	25.6%	25.1%	21.3%	26.6%	18.3%	22.2%
%H		98.7%	44.3%	13.1%	70.5%	32.8%	37.9%	89.8%
D	455	443	176	49	312	113	199	387
%V	18.1%	18.1%	18.6%	17.1%	17.2%	16.7%	17.5%	17.4%
%H		97.4%	38.7%	10.8%	68.6%	24.8%	43.7%	85.1%
E	266	258	66	24	197	38	160	173
%V	10.6%	10.6%	7.0%	8.4%	10.9%	5.6%	14.1%	7.8%
%H		97.0%	24.8%	9.0%	74.1%	14.3%	60.2%	65.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Yorkshire and Lincolnshire

Individual level data

Table 8.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2512	2443	948	287	1813	676	1138	2218
%H		97.3%	37.7%	11.4%	72.2%	26.9%	45.3%	88.3%
Working full time	830	801	345	111	557	241	316	815
%V	33.0%	32.8%	36.4%	38.7%	30.7%	35.7%	27.8%	36.7%
%H		96.5%	41.6%	13.4%	67.1%	29.0%	38.1%	98.2%
Working part time	425	419	187	56	315	143	172	411
%V	16.9%	17.2%	19.7%	19.5%	17.4%	21.2%	15.1%	18.5%
%H		98.6%	44.0%	13.2%	74.1%	33.6%	40.5%	96.7%
Not working	1258	1223	415	120	941	291	650	992
%V	50.1%	50.1%	43.8%	41.8%	51.9%	43.0%	57.1%	44.7%
%H		97.2%	33.0%	9.5%	74.8%	23.1%	51.7%	78.9%
Houseperson	2078	2021	773	239	1501	544	957	1807
%V	82.7%	82.7%	81.5%	83.3%	82.8%	80.5%	84.1%	81.5%
%H		97.3%	37.2%	11.5%	72.2%	26.2%	46.1%	87.0%

Base: BBC Yorkshire and Lincolnshire - 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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 228

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
AB	357	348	147	55	253	114	139	340
%V	23.1%	23.0%	25.0%	23.3%	23.5%	26.8%	21.4%	26.2%
%H (All HH)		97.5%	41.2%	15.4%	70.9%	31.9%	38.9%	95.2%
%H (TV HH)			42.2%	15.8%	72.7%	32.8%	39.9%	
C1	417	407	167	67	279	118	161	377
%V	27.0%	26.9%	28.4%	28.4%	25.9%	27.8%	24.7%	29.1%
%H (All HH)		97.6%	40.0%	16.1%	66.9%	28.3%	38.6%	90.4%
%H (TV HH)			41.0%	16.5%	68.6%	29.0%	39.6%	
C2	334	328	142	54	226	97	129	284
%V	21.6%	21.7%	24.1%	22.9%	21.0%	22.8%	19.8%	21.9%
%H (All HH)		98.2%	42.5%	16.2%	67.7%	29.0%	38.6%	85.0%
%H (TV HH)			43.3%	16.5%	68.9%	29.6%	39.3%	
D	234	231	81	39	160	60	100	185
%V	15.1%	15.3%	13.8%	16.5%	14.9%	14.1%	15.4%	14.3%
%H (All HH)		98.7%	34.6%	16.7%	68.4%	25.6%	42.7%	79.1%
%H (TV HH)			35.1%	16.9%	69.3%	26.0%	43.3%	
E	205	200	51	21	159	37	122	111
%V	13.3%	13.2%	8.7%	8.9%	14.8%	8.7%	18.7%	8.6%
%H (All HH)		97.6%	24.9%	10.2%	77.6%	18.0%	59.5%	54.1%
%H (TV HH)			25.5%	10.5%	79.5%	18.5%	61.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Under 25	57	51	15	8	30	8	22	56
%V	3.7%	3.4%	2.6%	3.4%	2.8%	1.9%	3.4%	4.3%
%H (All HH)		89.5%	26.3%	14.0%	52.6%	14.0%	38.6%	98.2%
%H (TV HH)			29.4%	15.7%	58.8%	15.7%	43.1%	
25 - 34	205	196	82	30	108	42	66	198
%V	13.3%	12.9%	13.9%	12.7%	10.0%	9.9%	10.1%	15.3%
%H (All HH)		95.6%	40.0%	14.6%	52.7%	20.5%	32.2%	96.6%
%H (TV HH)			41.8%	15.3%	55.1%	21.4%	33.7%	
35 - 44	225	217	101	39	137	71	66	218
%V	14.5%	14.3%	17.2%	16.5%	12.7%	16.7%	10.1%	16.8%
%H (All HH)		96.4%	44.9%	17.3%	60.9%	31.6%	29.3%	96.9%
%H (TV HH)			46.5%	18.0%	63.1%	32.7%	30.4%	
45 - 54	284	280	125	51	193	94	99	268
%V	18.4%	18.5%	21.3%	21.6%	17.9%	22.1%	15.2%	20.7%
%H (All HH)		98.6%	44.0%	18.0%	68.0%	33.1%	34.9%	94.4%
%H (TV HH)			44.6%	18.2%	68.9%	33.6%	35.4%	
55 - 64	296	292	127	37	221	93	128	263
%V	19.1%	19.3%	21.6%	15.7%	20.5%	21.9%	19.7%	20.3%
%H (All HH)		98.6%	42.9%	12.5%	74.7%	31.4%	43.2%	88.9%
%H (TV HH)			43.5%	12.7%	75.7%	31.8%	43.8%	
65 +	480	478	138	71	388	118	270	295
%V	31.0%	31.6%	23.5%	30.1%	36.0%	27.8%	41.5%	22.7%
%H (All HH)		99.6%	28.8%	14.8%	80.8%	24.6%	56.3%	61.5%
%H (TV HH)			28.9%	14.9%	81.2%	24.7%	56.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
1	504	491	132	54	384	89	295	320
%V	32.6%	32.4%	22.4%	22.9%	35.7%	20.9%	45.3%	24.7%
%H (All HH)		97.4%	26.2%	10.7%	76.2%	17.7%	58.5%	63.5%
%H (TV HH)			26.9%	11.0%	78.2%	18.1%	60.1%	
2	584	573	246	94	408	190	218	528
%V	37.8%	37.8%	41.8%	39.8%	37.9%	44.7%	33.5%	40.7%
%H (All HH)		98.1%	42.1%	16.1%	69.9%	32.5%	37.3%	90.4%
%H (TV HH)			42.9%	16.4%	71.2%	33.2%	38.0%	
3	214	211	94	36	137	63	75	208
%V	13.8%	13.9%	16.0%	15.3%	12.7%	14.8%	11.5%	16.0%
%H (All HH)		98.6%	43.9%	16.8%	64.0%	29.4%	35.0%	97.2%
%H (TV HH)			44.5%	17.1%	64.9%	29.9%	35.5%	
4	173	171	82	37	108	58	50	172
%V	11.2%	11.3%	13.9%	15.7%	10.0%	13.6%	7.7%	13.3%
%H (All HH)		98.8%	47.4%	21.4%	62.4%	33.5%	28.9%	99.4%
%H (TV HH)			48.0%	21.6%	63.2%	33.9%	29.2%	
5+	72	69	34	15	39	25	14	70
%V	4.7%	4.6%	5.8%	6.4%	3.6%	5.9%	2.2%	5.4%
%H (All HH)		95.8%	47.2%	20.8%	54.2%	34.7%	19.4%	97.2%
%H (TV HH)			49.3%	21.7%	56.5%	36.2%	20.3%	
Average HH size	2.19	2.19	2.41	2.46	2.09	2.41	1.88	2.36

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

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	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Without	1185	1156	423	172	859	320	539	943
%V	76.6%	76.4%	71.9%	72.9%	79.8%	75.3%	82.8%	72.7%
%H (All HH)		97.6%	35.7%	14.5%	72.5%	27.0%	45.5%	79.6%
%H (TV HH)			36.6%	14.9%	74.3%	27.7%	46.6%	
With	362	358	165	64	217	105	112	354
%V	23.4%	23.6%	28.1%	27.1%	20.1%	24.7%	17.2%	27.3%
%H (All HH)		98.9%	45.6%	17.7%	59.9%	29.0%	30.9%	97.8%
%H (TV HH)			46.1%	17.9%	60.6%	29.3%	31.3%	
0 - 3	119	119	52	21	70	31	39	117
%V	7.7%	7.9%	8.8%	8.9%	6.5%	7.3%	6.0%	9.0%
%H (All HH)		100.0%	43.7%	17.6%	58.8%	26.1%	32.8%	98.3%
%H (TV HH)			43.7%	17.6%	58.8%	26.1%	32.8%	
4 - 9	186	183	88	30	109	54	55	182
%V	12.0%	12.1%	15.0%	12.7%	10.1%	12.7%	8.4%	14.0%
%H (All HH)		98.4%	47.3%	16.1%	58.6%	29.0%	29.6%	97.8%
%H (TV HH)			48.1%	16.4%	59.6%	29.5%	30.1%	
10 - 15	184	182	91	36	109	59	49	180
%V	11.9%	12.0%	15.5%	15.3%	10.1%	13.9%	7.5%	13.9%
%H (All HH)		98.9%	49.5%	19.6%	59.2%	32.1%	26.6%	97.8%
%H (TV HH)			50.0%	19.8%	59.9%	32.4%	26.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%V (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
1	566	566	157	69	373	63	310	420
%V	36.6%	37.4%	26.7%	29.2%	34.6%	14.8%	47.6%	32.4%
%H (All HH)		100.0%	27.7%	12.2%	65.9%	11.1%	54.8%	74.2%
%H (TV HH)			27.7%	12.2%	65.9%	11.1%	54.8%	
2	527	527	233	74	381	169	212	452
%V	34.1%	34.8%	39.6%	31.4%	35.4%	39.8%	32.6%	34.8%
%H (All HH)		100.0%	44.2%	14.0%	72.3%	32.1%	40.2%	85.8%
%H (TV HH)			44.2%	14.0%	72.3%	32.1%	40.2%	
3	255	255	117	50	196	110	86	240
%V	16.5%	16.8%	19.9%	21.2%	18.2%	25.9%	13.2%	18.5%
%H (All HH)		100.0%	45.9%	19.6%	76.9%	43.1%	33.7%	94.1%
%H (TV HH)			45.9%	19.6%	76.9%	43.1%	33.7%	
4	111	111	51	28	86	52	33	106
%V	7.2%	7.3%	8.7%	11.9%	8.0%	12.2%	5.1%	8.2%
%H (All HH)		100.0%	45.9%	25.2%	77.5%	46.8%	29.7%	95.5%
%H (TV HH)			45.9%	25.2%	77.5%	46.8%	29.7%	
5+	55	55	29	15	41	31	10	54
%V	3.6%	3.6%	4.9%	6.4%	3.8%	7.3%	1.5%	4.2%
%H (All HH)		100.0%	52.7%	27.3%	74.5%	56.4%	18.2%	98.2%
%H (TV HH)			52.7%	27.3%	74.5%	56.4%	18.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%V (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Under 20"	168	168	55	34	147	67	80	142
%V	10.9%	11.1%	9.4%	14.4%	13.6%	15.8%	12.3%	10.9%
%H (All HH)		100.0%	32.7%	20.2%	87.5%	39.9%	47.6%	84.5%
%H (TV HH)			32.7%	20.2%	87.5%	39.9%	47.6%	
20" - 29"	403	403	158	60	329	149	180	334
%V	26.1%	26.6%	26.9%	25.4%	30.5%	35.1%	27.6%	25.8%
%H (All HH)		100.0%	39.2%	14.9%	81.6%	37.0%	44.7%	82.9%
%H (TV HH)			39.2%	14.9%	81.6%	37.0%	44.7%	
30" - 39"	713	713	259	119	532	210	322	602
%V	46.1%	47.1%	44.0%	50.4%	49.4%	49.4%	49.5%	46.4%
%H (All HH)		100.0%	36.3%	16.7%	74.6%	29.5%	45.2%	84.4%
%H (TV HH)			36.3%	16.7%	74.6%	29.5%	45.2%	
40" - 49"	792	792	364	135	547	268	279	699
%V	51.2%	52.3%	61.9%	57.2%	50.8%	63.1%	42.9%	53.9%
%H (All HH)		100.0%	46.0%	17.0%	69.1%	33.8%	35.2%	88.3%
%H (TV HH)			46.0%	17.0%	69.1%	33.8%	35.2%	
50" - 59"	351	351	167	65	233	124	109	333
%V	22.7%	23.2%	28.4%	27.5%	21.6%	29.2%	16.7%	25.7%
%H (All HH)		100.0%	47.6%	18.5%	66.4%	35.3%	31.1%	94.9%
%H (TV HH)			47.6%	18.5%	66.4%	35.3%	31.1%	
60"+	45	45	30	7	29	21	8	45
%V	2.9%	3.0%	5.1%	3.0%	2.7%	4.9%	1.2%	3.5%
%H (All HH)		100.0%	66.7%	15.6%	64.4%	46.7%	17.8%	100.0%
%H (TV HH)			66.7%	15.6%	64.4%	46.7%	17.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Main living room	1496	1496	580	235	1067	421	646	1256
%V	96.7%	98.8%	98.6%	99.6%	99.1%	99.1%	99.2%	96.8%
%H (All HH)		100.0%	38.8%	15.7%	71.3%	28.1%	43.2%	84.0%
%H (TV HH)			38.8%	15.7%	71.3%	28.1%	43.2%	
Kitchen	172	172	80	28	140	77	63	160
%V	11.1%	11.4%	13.6%	11.9%	13.0%	18.1%	9.7%	12.3%
%H (All HH)		100.0%	46.5%	16.3%	81.4%	44.8%	36.6%	93.0%
%H (TV HH)			46.5%	16.3%	81.4%	44.8%	36.6%	
Adult's bedroom	706	706	326	132	528	286	242	631
%V	45.6%	46.6%	55.4%	55.9%	49.0%	67.3%	37.2%	48.7%
%H (All HH)		100.0%	46.2%	18.7%	74.8%	40.5%	34.3%	89.4%
%H (TV HH)			46.2%	18.7%	74.8%	40.5%	34.3%	
Child's bedroom	162	162	85	32	102	59	43	158
%V	10.5%	10.7%	14.5%	13.6%	9.5%	13.9%	6.6%	12.2%
%H (All HH)		100.0%	52.5%	19.8%	63.0%	36.4%	26.5%	97.5%
%H (TV HH)			52.5%	19.8%	63.0%	36.4%	26.5%	
Other bedroom	154	154	64	35	122	65	57	144
%V	10.0%	10.2%	10.9%	14.8%	11.3%	15.3%	8.8%	11.1%
%H (All HH)		100.0%	41.6%	22.7%	79.2%	42.2%	37.0%	93.5%
%H (TV HH)			41.6%	22.7%	79.2%	42.2%	37.0%	
Second living/dining room	146	146	57	32	117	61	56	132
%V	9.4%	9.6%	9.7%	13.6%	10.9%	14.4%	8.6%	10.2%
%H (All HH)		100.0%	39.0%	21.9%	80.1%	41.8%	38.4%	90.4%
%H (TV HH)			39.0%	21.9%	80.1%	41.8%	38.4%	
Study/office	20	20	10	5	18	12	5	20
%V	1.3%	1.3%	1.7%	2.1%	1.7%	2.8%	0.8%	1.5%
%H (All HH)		100.0%	50.0%	25.0%	90.0%	60.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	90.0%	60.0%	25.0%	
TV room	5	5	2	0	4	2	3	5
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	40.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	80.0%	40.0%	60.0%	
Conservatory	52	52	28	12	41	29	12	49
%V	3.4%	3.4%	4.8%	5.1%	3.8%	6.8%	1.8%	3.8%
%H (All HH)		100.0%	53.8%	23.1%	78.8%	55.8%	23.1%	94.2%
%H (TV HH)			53.8%	23.1%	78.8%	55.8%	23.1%	
Attic or loft room	2	2	1	1	2	1	1	2
%V	0.1%	0.1%	0.2%	0.4%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	50.0%	100.0%	50.0%	50.0%	
No specific location	3	3	1	1	3	2	1	3
%V	0.2%	0.2%	0.2%	0.4%	0.3%	0.5%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	66.7%	33.3%	
Other	13	13	8	0	11	6	5	13
%V	0.8%	0.9%	1.4%	0.0%	1.0%	1.4%	0.8%	1.0%
%H (All HH)		100.0%	61.5%	0.0%	84.6%	46.2%	38.5%	100.0%
%H (TV HH)			61.5%	0.0%	84.6%	46.2%	38.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Any DSAT provider	588	588	588	7	304	304	0	548
%V	38.0%	38.8%	100.0%	3.0%	28.2%	71.5%	0.0%	42.3%
%H (All HH)			100.0%	1.2%	51.7%	51.7%	0.0%	93.2%
%H (TV HH)			100.0%	1.2%	51.7%	51.7%	0.0%	
Sky with subscription	484	484	484	4	251	251	0	459
%V	31.3%	32.0%	82.3%	1.7%	23.3%	59.1%	0.0%	35.4%
%H (All HH)			100.0%	0.8%	51.9%	51.9%	0.0%	94.8%
%H (TV HH)			100.0%	0.8%	51.9%	51.9%	0.0%	
Sky without subscription	34	34	34	1	17	17	0	28
%V	2.2%	2.2%	5.8%	0.4%	1.6%	4.0%	0.0%	2.2%
%H (All HH)			100.0%	2.9%	50.0%	50.0%	0.0%	82.4%
%H (TV HH)			100.0%	2.9%	50.0%	50.0%	0.0%	
Freesat	65	65	65	2	37	37	0	56
%V	4.2%	4.3%	11.1%	0.8%	3.4%	8.7%	0.0%	4.3%
%H (All HH)			100.0%	3.1%	56.9%	56.9%	0.0%	86.2%
%H (TV HH)			100.0%	3.1%	56.9%	56.9%	0.0%	
Other satellite provider	30	30	30	0	12	12	0	28
%V	1.9%	2.0%	5.1%	0.0%	1.1%	2.8%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	93.3%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	236	236	7	236	125	125	0	220
%V	15.3%	15.6%	1.2%	100.0%	11.6%	29.4%	0.0%	17.0%
%H (All HH)			3.0%	100.0%	53.0%	53.0%	0.0%	93.2%
%H (TV HH)			3.0%	100.0%	53.0%	53.0%	0.0%	
DTT	1077	1077	304	125	1077	425	651	865
%V	69.6%	71.1%	51.7%	53.0%	100.0%	100.0%	100.0%	66.7%
%H (All HH)		100.0%	28.2%	11.6%	100.0%	39.5%	60.4%	80.3%
%H (TV HH)			28.2%	11.6%	100.0%	39.5%	60.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
PVR	974	974	543	232	613	408	205	887
%V	63.0%	64.3%	92.3%	98.3%	56.9%	96.0%	31.5%	68.4%
%H (All HH)		100.0%	55.7%	23.8%	62.9%	41.9%	21.0%	91.1%
%H (TV HH)			55.7%	23.8%	62.9%	41.9%	21.0%	
DVDR	15	15	5	3	13	6	7	13
%V	1.0%	1.0%	0.9%	1.3%	1.2%	1.4%	1.1%	1.0%
%H (All HH)		100.0%	33.3%	20.0%	86.7%	40.0%	46.7%	86.7%
%H (TV HH)			33.3%	20.0%	86.7%	40.0%	46.7%	
VCR	9	9	4	0	8	2	5	4
%V	0.6%	0.6%	0.7%	0.0%	0.7%	0.5%	0.8%	0.3%
%H (All HH)		100.0%	44.4%	0.0%	88.9%	22.2%	55.6%	44.4%
%H (TV HH)			44.4%	0.0%	88.9%	22.2%	55.6%	
Any recorder	981	981	544	232	620	408	212	892
%V	63.4%	64.8%	92.5%	98.3%	57.6%	96.0%	32.6%	68.8%
%H (All HH)		100.0%	55.5%	23.6%	63.2%	41.6%	21.6%	90.9%
%H (TV HH)			55.5%	23.6%	63.2%	41.6%	21.6%	
Receives HDTV (via STB or built-in reception)	1083	1083	489	219	767	384	383	978
%V	70.0%	71.5%	83.2%	92.8%	71.2%	90.4%	58.8%	75.4%
%H (All HH)		100.0%	45.2%	20.2%	70.8%	35.5%	35.4%	90.3%
%H (TV HH)			45.2%	20.2%	70.8%	35.5%	35.4%	
DVD/Blu-ray player or recorder	1020	1020	401	164	747	314	433	875
%V	65.9%	67.4%	68.2%	69.5%	69.4%	73.9%	66.5%	67.5%
%H (All HH)		100.0%	39.3%	16.1%	73.2%	30.8%	42.5%	85.8%
%H (TV HH)			39.3%	16.1%	73.2%	30.8%	42.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1547	1514	588	236	1077	425	651	1297
%H (All HH)		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%
%H (TV HH)			38.8%	15.6%	71.1%	28.1%	43.0%	
Has broadband internet	1297	1271	548	220	865	399	466	1297
%V	83.8%	83.9%	93.2%	93.2%	80.3%	93.9%	71.6%	100.0%
%H (All HH)		98.0%	42.3%	17.0%	66.7%	30.8%	35.9%	100.0%
%H (TV HH)			43.1%	17.3%	68.1%	31.4%	36.7%	
Number of computers (PCs and laptops)								
0	342	331	78	28	263	44	217	106
%V	22.1%	21.9%	13.3%	11.9%	24.4%	10.4%	33.3%	8.2%
%H (All HH)		96.8%	22.8%	8.2%	76.9%	12.9%	63.5%	31.0%
%V			23.6%	8.5%	79.5%	13.3%	65.6%	
1	403	396	145	57	272	90	182	391
%V	26.1%	26.2%	24.7%	24.2%	25.3%	21.2%	28.0%	30.1%
%H (All HH)		98.3%	36.0%	14.1%	67.5%	22.3%	45.2%	97.0%
%V			36.6%	14.4%	68.7%	22.7%	46.0%	
2	364	356	155	62	247	118	129	363
%V	23.5%	23.5%	26.4%	26.3%	22.9%	27.8%	19.8%	28.0%
%H (All HH)		97.8%	42.6%	17.0%	67.9%	32.4%	35.4%	99.7%
%H (TV HH)			43.5%	17.4%	69.4%	33.1%	36.2%	
3	205	201	99	37	147	84	63	205
%V	13.3%	13.3%	16.8%	15.7%	13.6%	19.8%	9.7%	15.8%
%H (All HH)		98.0%	48.3%	18.0%	71.7%	41.0%	30.7%	100.0%
%H (TV HH)			49.3%	18.4%	73.1%	41.8%	31.3%	
4	115	114	51	29	78	46	31	115
%V	7.4%	7.5%	8.7%	12.3%	7.2%	10.8%	4.8%	8.9%
%H (All HH)		99.1%	44.3%	25.2%	67.8%	40.0%	27.0%	100.0%
%H (TV HH)			44.7%	25.4%	68.4%	40.4%	27.2%	
5+	118	116	61	23	71	43	28	118
%V	7.6%	7.7%	10.4%	9.7%	6.6%	10.1%	4.3%	9.1%
%H (All HH)		98.3%	51.7%	19.5%	60.2%	36.4%	23.7%	100.0%
%H (TV HH)			52.6%	19.8%	61.2%	37.1%	24.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3122	1338	556	2284	1106	1178	2755
%H		42.9%	17.8%	73.2%	35.4%	37.7%	88.2%
Under 20"	206	64	47	177	80	97	177
%V	6.6%	4.8%	8.5%	7.7%	7.2%	8.2%	6.4%
%H		31.1%	22.8%	85.9%	38.8%	47.1%	85.9%
20" - 29"	528	216	83	431	209	222	442
%V	16.9%	16.1%	14.9%	18.9%	18.9%	18.8%	16.0%
%H		40.9%	15.7%	81.6%	39.6%	42.0%	83.7%
30" - 39"	894	343	155	664	282	383	774
%V	28.6%	25.6%	27.9%	29.1%	25.5%	32.5%	28.1%
%H		38.4%	17.3%	74.3%	31.5%	42.8%	86.6%
40" - 49"	983	470	176	672	351	321	883
%V	31.5%	35.1%	31.7%	29.4%	31.7%	27.2%	32.1%
%H		47.8%	17.9%	68.4%	35.7%	32.7%	89.8%
50" - 59"	396	196	71	264	146	118	379
%V	12.7%	14.6%	12.8%	11.6%	13.2%	10.0%	13.8%
%H		49.5%	17.9%	66.7%	36.9%	29.8%	95.7%
60"+	48	32	7	32	23	9	48
%V	1.5%	2.4%	1.3%	1.4%	2.1%	0.8%	1.7%
%H		66.7%	14.6%	66.7%	47.9%	18.8%	100.0%
Don't know	66	18	17	46	16	30	52
%V	2.1%	1.3%	3.1%	2.0%	1.4%	2.5%	1.9%
%H		27.3%	25.8%	69.7%	24.2%	45.5%	78.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3122	1338	556	2284	1106	1178	2755
%H		42.9%	17.8%	73.2%	35.4%	37.7%	88.2%
Main living room	1503	583	236	1072	423	649	1261
%V	48.1%	43.6%	42.4%	46.9%	38.2%	55.1%	45.8%
%H		38.8%	15.7%	71.3%	28.1%	43.2%	83.9%
Kitchen	172	80	28	140	77	63	160
%V	5.5%	6.0%	5.0%	6.1%	7.0%	5.3%	5.8%
%H		46.5%	16.3%	81.4%	44.8%	36.6%	93.0%
Adult's bedroom	798	367	156	593	331	262	719
%V	25.6%	27.4%	28.1%	26.0%	29.9%	22.2%	26.1%
%H		46.0%	19.5%	74.3%	41.5%	32.8%	90.1%
Child's bedroom	218	117	43	137	79	58	213
%V	7.0%	8.7%	7.7%	6.0%	7.1%	4.9%	7.7%
%H		53.7%	19.7%	62.8%	36.2%	26.6%	97.7%
Other bedroom	182	80	43	141	79	62	170
%V	5.8%	6.0%	7.7%	6.2%	7.1%	5.3%	6.2%
%H		44.0%	23.6%	77.5%	43.4%	34.1%	93.4%
Second living/dining room	151	60	32	122	64	58	137
%V	4.8%	4.5%	5.8%	5.3%	5.8%	4.9%	5.0%
%H		39.7%	21.2%	80.8%	42.4%	38.4%	90.7%
Study/office	20	10	5	18	12	5	20
%V	0.6%	0.7%	0.9%	0.8%	1.1%	0.4%	0.7%
%H		50.0%	25.0%	90.0%	60.0%	25.0%	100.0%
TV room	5	2	0	4	2	3	5
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		40.0%	0.0%	80.0%	40.0%	60.0%	100.0%
Conservatory	52	28	12	41	29	12	49
%V	1.7%	2.1%	2.2%	1.8%	2.6%	1.0%	1.8%
%H		53.8%	23.1%	78.8%	55.8%	23.1%	94.2%
Attic or loft room	2	1	1	2	1	1	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
No specific location	3	1	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
Other	15	9	0	13	6	6	15
%V	0.5%	0.7%	0.0%	0.6%	0.5%	0.5%	0.5%
%H		60.0%	0.0%	86.7%	40.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3122	1338	556	2284	1106	1178	2755
%H		42.9%	17.8%	73.2%	35.4%	37.7%	88.2%
PVR	1367	812	342	805	580	225	1269
%V	43.8%	60.7%	61.5%	35.2%	52.4%	19.1%	46.1%
%H		59.4%	25.0%	58.9%	42.4%	16.5%	92.8%
DVDR	16	5	3	14	6	8	13
%V	0.5%	0.4%	0.5%	0.6%	0.5%	0.7%	0.5%
%H		31.3%	18.8%	87.5%	37.5%	50.0%	81.3%
VCR	10	4	0	8	2	6	5
%V	0.3%	0.3%	0.0%	0.4%	0.2%	0.5%	0.2%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	50.0%
Any recorder	1381	815	343	817	583	235	1278
%V	44.2%	60.9%	61.7%	35.8%	52.7%	19.9%	46.4%
%H		59.0%	24.8%	59.2%	42.2%	17.0%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3122	1338	556	2284	1106	1178	2755
%H		42.9%	17.8%	73.2%	35.4%	37.7%	88.2%
Receives HDTV (via STB or built-in reception)	1717	825	361	1235	691	544	1584
%V	55.0%	61.7%	64.9%	54.1%	62.5%	46.2%	57.5%
%H		48.0%	21.0%	71.9%	40.2%	31.7%	92.3%
DVD/Blu-ray player or recorder	1471	611	253	1087	511	576	1295
%V	47.1%	45.7%	45.5%	47.6%	46.2%	48.9%	47.0%
%H		41.5%	17.2%	73.9%	34.7%	39.2%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1514	588	236	1077	425	651	1271
%H		38.8%	15.6%	71.1%	28.1%	43.0%	83.9%
Under 20"	14	2	1	13	2	11	9
%V	0.9%	0.3%	0.4%	1.2%	0.5%	1.7%	0.7%
%H		14.3%	7.1%	92.9%	14.3%	78.6%	64.3%
20" - 29"	90	17	6	77	14	63	57
%V	5.9%	2.9%	2.5%	7.1%	3.3%	9.7%	4.5%
%H		18.9%	6.7%	85.6%	15.6%	70.0%	63.3%
30" - 39"	370	103	47	280	71	209	277
%V	24.4%	17.5%	19.9%	26.0%	16.7%	32.1%	21.8%
%H		27.8%	12.7%	75.7%	19.2%	56.5%	74.9%
40" - 49"	654	285	111	451	204	247	567
%V	43.2%	48.5%	47.0%	41.9%	48.0%	37.9%	44.6%
%H		43.6%	17.0%	69.0%	31.2%	37.8%	86.7%
50" - 59"	318	150	56	210	110	100	300
%V	21.0%	25.5%	23.7%	19.5%	25.9%	15.4%	23.6%
%H		47.2%	17.6%	66.0%	34.6%	31.4%	94.3%
60"+	39	25	7	25	18	7	39
%V	2.6%	4.3%	3.0%	2.3%	4.2%	1.1%	3.1%
%H		64.1%	17.9%	64.1%	46.2%	17.9%	100.0%
Don't know	30	4	8	20	6	14	23
%V	2.0%	0.7%	3.4%	1.9%	1.4%	2.2%	1.8%
%H		13.3%	26.7%	66.7%	20.0%	46.7%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

Table 9.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1514	588	236	1077	425	651	1271
%H		38.8%	15.6%	71.1%	28.1%	43.0%	83.9%
PVR	952	534	228	595	400	195	870
%V	62.9%	90.8%	96.6%	55.2%	94.1%	30.0%	68.5%
%H		56.1%	23.9%	62.5%	42.0%	20.5%	91.4%
DVDR	10	2	2	9	3	6	8
%V	0.7%	0.3%	0.8%	0.8%	0.7%	0.9%	0.6%
%H		20.0%	20.0%	90.0%	30.0%	60.0%	80.0%
VCR	5	1	0	5	1	4	2
%V	0.3%	0.2%	0.0%	0.5%	0.2%	0.6%	0.2%
%H		20.0%	0.0%	100.0%	20.0%	80.0%	40.0%
Any recorder	959	535	228	602	401	202	874
%V	63.3%	91.0%	96.6%	55.9%	94.4%	31.0%	68.8%
%H		55.8%	23.8%	62.8%	41.8%	21.1%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1514	588	236	1077	425	651	1271
%H		38.8%	15.6%	71.1%	28.1%	43.0%	83.9%
Receives HDTV (via STB or built-in reception)	1047	473	213	739	371	368	949
%V	69.2%	80.4%	90.3%	68.6%	87.3%	56.5%	74.7%
%H		45.2%	20.3%	70.6%	35.4%	35.1%	90.6%
DVD/Blu-ray player or recorder	854	322	125	627	243	385	721
%V	56.4%	54.8%	53.0%	58.2%	57.2%	59.1%	56.7%
%H		37.7%	14.6%	73.4%	28.5%	45.1%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1607	750	320	1208	681	527	1483
%H		46.7%	19.9%	75.2%	42.4%	32.8%	92.3%
Under 20"	192	62	46	164	78	86	168
%V	11.9%	8.3%	14.4%	13.6%	11.5%	16.3%	11.3%
%H		32.3%	24.0%	85.4%	40.6%	44.8%	87.5%
20" - 29"	438	198	77	354	195	159	385
%V	27.3%	26.4%	24.1%	29.3%	28.6%	30.2%	26.0%
%H		45.2%	17.6%	80.8%	44.5%	36.3%	87.9%
30" - 39"	524	240	107	384	210	174	497
%V	32.6%	32.0%	33.4%	31.8%	30.8%	33.0%	33.5%
%H		45.8%	20.4%	73.3%	40.1%	33.2%	94.8%
40" - 49"	330	185	66	220	146	74	316
%V	20.5%	24.7%	20.6%	18.2%	21.4%	14.0%	21.3%
%H		56.1%	20.0%	66.7%	44.2%	22.4%	95.8%
50" - 59"	79	45	15	53	36	18	79
%V	4.9%	6.0%	4.7%	4.4%	5.3%	3.4%	5.3%
%H		57.0%	19.0%	67.1%	45.6%	22.8%	100.0%
60"+	9	7	0	7	5	2	8
%V	0.6%	0.9%	0.0%	0.6%	0.7%	0.4%	0.5%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	88.9%
Don't know	36	14	9	26	10	15	30
%V	2.2%	1.9%	2.8%	2.2%	1.5%	2.8%	2.0%
%H		38.9%	25.0%	72.2%	27.8%	41.7%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1607	750	320	1208	681	527	1483
%H		46.7%	19.9%	75.2%	42.4%	32.8%	92.3%
PVR	416	278	114	210	180	30	399
%V	25.9%	37.1%	35.6%	17.4%	26.4%	5.7%	26.9%
%H		66.8%	27.4%	50.5%	43.3%	7.2%	95.9%
DVDR	6	3	1	5	3	2	5
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.4%	0.3%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	83.3%
VCR	5	3	0	4	2	2	3
%V	0.3%	0.4%	0.0%	0.3%	0.3%	0.4%	0.2%
%H		60.0%	0.0%	80.0%	40.0%	40.0%	60.0%
Any recorder	422	280	115	215	182	33	404
%V	26.3%	37.3%	35.9%	17.8%	26.7%	6.3%	27.2%
%H		66.4%	27.3%	50.9%	43.1%	7.8%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1607	750	320	1208	681	527	1483
%H		46.7%	19.9%	75.2%	42.4%	32.8%	92.3%
Receives HDTV (via STB or built-in reception)	670	352	148	496	319	177	635
%V	41.7%	46.9%	46.3%	41.1%	46.8%	33.6%	42.8%
%H		52.5%	22.1%	74.0%	47.6%	26.4%	94.8%
DVD/Blu-ray player or recorder	616	289	128	460	268	192	573
%V	38.3%	38.5%	40.0%	38.1%	39.4%	36.4%	38.6%
%H		46.9%	20.8%	74.7%	43.5%	31.2%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3389	3322	1417	582	2252	1025	1227	3058
%H		98.0%	41.8%	17.2%	66.5%	30.2%	36.2%	90.2%
Total Children	618	613	289	111	367	185	182	603
%V	18.2%	18.5%	20.4%	19.1%	16.3%	18.0%	14.8%	19.7%
%H		99.2%	46.8%	18.0%	59.4%	29.9%	29.4%	97.6%
0 - 3	140	140	61	26	82	38	45	136
%V	4.1%	4.2%	4.3%	4.5%	3.6%	3.7%	3.7%	4.4%
%H		100.0%	43.6%	18.6%	58.6%	27.1%	32.1%	97.1%
4 - 15	478	473	228	85	285	147	137	467
%V	14.1%	14.2%	16.1%	14.6%	12.7%	14.3%	11.2%	15.3%
%H		99.0%	47.7%	17.8%	59.6%	30.8%	28.7%	97.7%
4 - 9	238	234	108	38	142	69	73	233
%V	7.0%	7.0%	7.6%	6.5%	6.3%	6.7%	5.9%	7.6%
%H		98.3%	45.4%	16.0%	59.7%	29.0%	30.7%	97.9%
10 - 15	240	239	120	47	143	79	64	234
%V	7.1%	7.2%	8.5%	8.1%	6.3%	7.7%	5.2%	7.7%
%H		99.6%	50.0%	19.6%	59.6%	32.9%	26.7%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3389	3322	1417	582	2252	1025	1227	3058
%H		98.0%	41.8%	17.2%	66.5%	30.2%	36.2%	90.2%
Total Adults (16+)	2771	2709	1128	471	1885	840	1045	2455
%V	81.8%	81.5%	79.6%	80.9%	83.7%	82.0%	85.2%	80.3%
%H		97.8%	40.7%	17.0%	68.0%	30.3%	37.7%	88.6%
16 - 19	141	134	62	28	97	55	42	138
%V	4.2%	4.0%	4.4%	4.8%	4.3%	5.4%	3.4%	4.5%
%H		95.0%	44.0%	19.9%	68.8%	39.0%	29.8%	97.9%
20 - 24	185	168	67	37	104	52	52	181
%V	5.5%	5.1%	4.7%	6.4%	4.6%	5.1%	4.2%	5.9%
%H		90.8%	36.2%	20.0%	56.2%	28.1%	28.1%	97.8%
25 - 34	408	396	163	68	219	87	132	395
%V	12.0%	11.9%	11.5%	11.7%	9.7%	8.5%	10.8%	12.9%
%H		97.1%	40.0%	16.7%	53.7%	21.3%	32.4%	96.8%
35 - 44	372	362	177	66	224	121	103	364
%V	11.0%	10.9%	12.5%	11.3%	9.9%	11.8%	8.4%	11.9%
%H		97.3%	47.6%	17.7%	60.2%	32.5%	27.7%	97.8%
45 - 54	474	467	218	97	321	171	150	452
%V	14.0%	14.1%	15.4%	16.7%	14.3%	16.7%	12.2%	14.8%
%H		98.5%	46.0%	20.5%	67.7%	36.1%	31.6%	95.4%
55 - 64	487	482	212	68	359	159	200	444
%V	14.4%	14.5%	15.0%	11.7%	15.9%	15.5%	16.3%	14.5%
%H		99.0%	43.5%	14.0%	73.7%	32.6%	41.1%	91.2%
65+	704	700	229	107	561	195	365	481
%V	20.8%	21.1%	16.2%	18.4%	24.9%	19.0%	29.7%	15.7%
%H		99.4%	32.5%	15.2%	79.7%	27.7%	51.8%	68.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2771	2709	1128	471	1885	840	1045	2455
%H		97.8%	40.7%	17.0%	68.0%	30.3%	37.7%	88.6%
AB	686	671	294	111	477	225	252	663
%V	24.8%	24.8%	26.1%	23.6%	25.3%	26.8%	24.1%	27.0%
%H		97.8%	42.9%	16.2%	69.5%	32.8%	36.7%	96.6%
C1	760	735	327	136	494	240	254	717
%V	27.4%	27.1%	29.0%	28.9%	26.2%	28.6%	24.3%	29.2%
%H		96.7%	43.0%	17.9%	65.0%	31.6%	33.4%	94.3%
C2	632	624	280	114	423	199	224	564
%V	22.8%	23.0%	24.8%	24.2%	22.4%	23.7%	21.4%	23.0%
%H		98.7%	44.3%	18.0%	66.9%	31.5%	35.4%	89.2%
D	408	403	150	79	277	121	156	342
%V	14.7%	14.9%	13.3%	16.8%	14.7%	14.4%	14.9%	13.9%
%H		98.8%	36.8%	19.4%	67.9%	29.7%	38.2%	83.8%
E	285	275	77	30	214	55	158	170
%V	10.3%	10.2%	6.8%	6.4%	11.4%	6.5%	15.1%	6.9%
%H		96.5%	27.0%	10.5%	75.1%	19.3%	55.4%	59.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2771	2709	1128	471	1885	840	1045	2455
%H		97.8%	40.7%	17.0%	68.0%	30.3%	37.7%	88.6%
Working full time	1243	1218	591	229	780	410	370	1214
%V	44.9%	45.0%	52.4%	48.6%	41.4%	48.8%	35.4%	49.5%
%H		98.0%	47.5%	18.4%	62.8%	33.0%	29.8%	97.7%
Working part time	278	274	116	50	193	90	103	267
%V	10.0%	10.1%	10.3%	10.6%	10.2%	10.7%	9.9%	10.9%
%H		98.6%	41.7%	18.0%	69.4%	32.4%	37.1%	96.0%
Not working	1251	1217	421	193	912	340	572	974
%V	45.1%	44.9%	37.3%	41.0%	48.4%	40.5%	54.7%	39.7%
%H		97.3%	33.7%	15.4%	72.9%	27.2%	45.7%	77.9%
Houseperson	1547	1514	588	236	1077	425	651	1297
%V	55.8%	55.9%	52.1%	50.1%	57.1%	50.6%	62.3%	52.8%
%H		97.9%	38.0%	15.3%	69.6%	27.5%	42.1%	83.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1348	1307	554	229	904	417	488	1207
%H		97.0%	41.1%	17.0%	67.1%	30.9%	36.2%	89.5%
16 - 19	73	70	34	13	54	32	22	70
%V	5.4%	5.4%	6.1%	5.7%	6.0%	7.7%	4.5%	5.8%
%H		95.9%	46.6%	17.8%	74.0%	43.8%	30.1%	95.9%
20 - 24	97	85	30	22	53	28	25	95
%V	7.2%	6.5%	5.4%	9.6%	5.9%	6.7%	5.1%	7.9%
%H		87.6%	30.9%	22.7%	54.6%	28.9%	25.8%	97.9%
25 - 34	205	195	78	29	109	39	69	196
%V	15.2%	14.9%	14.1%	12.7%	12.1%	9.4%	14.1%	16.2%
%H		95.1%	38.0%	14.1%	53.2%	19.0%	33.7%	95.6%
35 - 44	180	175	85	31	107	56	50	177
%V	13.4%	13.4%	15.3%	13.5%	11.8%	13.4%	10.2%	14.7%
%H		97.2%	47.2%	17.2%	59.4%	31.1%	27.8%	98.3%
45 - 54	230	225	101	48	152	79	73	217
%V	17.1%	17.2%	18.2%	21.0%	16.8%	18.9%	15.0%	18.0%
%H		97.8%	43.9%	20.9%	66.1%	34.3%	31.7%	94.3%
55 - 64	238	234	104	30	176	75	101	215
%V	17.7%	17.9%	18.8%	13.1%	19.5%	18.0%	20.7%	17.8%
%H		98.3%	43.7%	12.6%	73.9%	31.5%	42.4%	90.3%
65+	324	323	122	55	254	107	147	237
%V	24.0%	24.7%	22.0%	24.0%	28.1%	25.7%	30.1%	19.6%
%H		99.7%	37.7%	17.0%	78.4%	33.0%	45.4%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1348	1307	554	229	904	417	488	1207
%H		97.0%	41.1%	17.0%	67.1%	30.9%	36.2%	89.5%
AB	343	331	149	53	233	111	122	332
%V	25.4%	25.3%	26.9%	23.1%	25.8%	26.6%	25.0%	27.5%
%H		96.5%	43.4%	15.5%	67.9%	32.4%	35.6%	96.8%
C1	350	336	150	65	220	115	105	337
%V	26.0%	25.7%	27.1%	28.4%	24.3%	27.6%	21.5%	27.9%
%H		96.0%	42.9%	18.6%	62.9%	32.9%	30.0%	96.3%
C2	346	338	149	59	231	105	126	304
%V	25.7%	25.9%	26.9%	25.8%	25.6%	25.2%	25.8%	25.2%
%H		97.7%	43.1%	17.1%	66.8%	30.3%	36.4%	87.9%
D	190	187	71	39	127	58	69	161
%V	14.1%	14.3%	12.8%	17.0%	14.0%	13.9%	14.1%	13.3%
%H		98.4%	37.4%	20.5%	66.8%	30.5%	36.3%	84.7%
E	120	115	34	13	94	27	66	73
%V	8.9%	8.8%	6.1%	5.7%	10.4%	6.5%	13.5%	6.0%
%H		95.8%	28.3%	10.8%	78.3%	22.5%	55.0%	60.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1348	1307	554	229	904	417	488	1207
%H		97.0%	41.1%	17.0%	67.1%	30.9%	36.2%	89.5%
Working full time	732	710	341	131	453	234	218	712
%V	54.3%	54.3%	61.6%	57.2%	50.1%	56.1%	44.7%	59.0%
%H		97.0%	46.6%	17.9%	61.9%	32.0%	29.8%	97.3%
Working part time	58	56	19	9	44	17	28	54
%V	4.3%	4.3%	3.4%	3.9%	4.9%	4.1%	5.7%	4.5%
%H		96.6%	32.8%	15.5%	75.9%	29.3%	48.3%	93.1%
Not working	557	541	194	89	407	166	241	440
%V	41.3%	41.4%	35.0%	38.9%	45.0%	39.8%	49.4%	36.5%
%H		97.1%	34.8%	16.0%	73.1%	29.8%	43.3%	79.0%
Houseperson	356	337	115	45	245	83	162	273
%V	26.4%	25.8%	20.8%	19.7%	27.1%	19.9%	33.2%	22.6%
%H		94.7%	32.3%	12.6%	68.8%	23.3%	45.5%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1424	1402	574	242	981	424	557	1249
%H		98.5%	40.3%	17.0%	68.9%	29.8%	39.1%	87.7%
16 - 19	68	65	28	15	44	23	20	67
%V	4.8%	4.6%	4.9%	6.2%	4.5%	5.4%	3.6%	5.4%
%H		95.6%	41.2%	22.1%	64.7%	33.8%	29.4%	98.5%
20 - 24	88	82	38	14	51	24	27	86
%V	6.2%	5.8%	6.6%	5.8%	5.2%	5.7%	4.8%	6.9%
%H		93.2%	43.2%	15.9%	58.0%	27.3%	30.7%	97.7%
25 - 34	202	201	85	39	110	48	62	199
%V	14.2%	14.3%	14.8%	16.1%	11.2%	11.3%	11.1%	15.9%
%H		99.5%	42.1%	19.3%	54.5%	23.8%	30.7%	98.5%
35 - 44	193	188	92	35	117	65	53	187
%V	13.6%	13.4%	16.0%	14.5%	11.9%	15.3%	9.5%	15.0%
%H		97.4%	47.7%	18.1%	60.6%	33.7%	27.5%	96.9%
45 - 54	245	242	116	49	169	92	77	236
%V	17.2%	17.3%	20.2%	20.2%	17.2%	21.7%	13.8%	18.9%
%H		98.8%	47.3%	20.0%	69.0%	37.6%	31.4%	96.3%
55 - 64	249	247	108	38	183	84	99	230
%V	17.5%	17.6%	18.8%	15.7%	18.7%	19.8%	17.8%	18.4%
%H		99.2%	43.4%	15.3%	73.5%	33.7%	39.8%	92.4%
65+	380	377	107	53	307	88	219	244
%V	26.7%	26.9%	18.6%	21.9%	31.3%	20.8%	39.3%	19.5%
%H		99.2%	28.2%	13.9%	80.8%	23.2%	57.6%	64.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1424	1402	574	242	981	424	557	1249
%H		98.5%	40.3%	17.0%	68.9%	29.8%	39.1%	87.7%
AB	344	340	145	58	244	114	130	331
%V	24.2%	24.3%	25.3%	24.0%	24.9%	26.9%	23.3%	26.5%
%H		98.8%	42.2%	16.9%	70.9%	33.1%	37.8%	96.2%
C1	411	400	177	72	274	125	149	380
%V	28.9%	28.5%	30.8%	29.8%	27.9%	29.5%	26.8%	30.4%
%H		97.3%	43.1%	17.5%	66.7%	30.4%	36.3%	92.5%
C2	286	286	131	55	191	93	98	260
%V	20.1%	20.4%	22.8%	22.7%	19.5%	21.9%	17.6%	20.8%
%H		100.0%	45.8%	19.2%	66.8%	32.5%	34.3%	90.9%
D	218	216	78	40	151	63	87	181
%V	15.3%	15.4%	13.6%	16.5%	15.4%	14.9%	15.6%	14.5%
%H		99.1%	35.8%	18.3%	69.3%	28.9%	39.9%	83.0%
E	165	160	43	18	120	28	92	97
%V	11.6%	11.4%	7.5%	7.4%	12.2%	6.6%	16.5%	7.8%
%H		97.0%	26.1%	10.9%	72.7%	17.0%	55.8%	58.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North East & Cumbria

Individual level data

Table 9.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1424	1402	574	242	981	424	557	1249
%H		98.5%	40.3%	17.0%	68.9%	29.8%	39.1%	87.7%
Working full time	511	508	251	97	328	176	151	502
%V	35.9%	36.2%	43.7%	40.1%	33.4%	41.5%	27.1%	40.2%
%H		99.4%	49.1%	19.0%	64.2%	34.4%	29.5%	98.2%
Working part time	219	218	97	41	148	73	75	213
%V	15.4%	15.5%	16.9%	16.9%	15.1%	17.2%	13.5%	17.1%
%H		99.5%	44.3%	18.7%	67.6%	33.3%	34.2%	97.3%
Not working	693	676	227	104	505	174	331	534
%V	48.7%	48.2%	39.5%	43.0%	51.5%	41.0%	59.4%	42.8%
%H		97.5%	32.8%	15.0%	72.9%	25.1%	47.8%	77.1%
Houseperson	1191	1177	473	191	831	342	489	1024
%V	83.6%	84.0%	82.4%	78.9%	84.7%	80.7%	87.8%	82.0%
%H		98.8%	39.7%	16.0%	69.8%	28.7%	41.1%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%V (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
AB	578	563	229	83	388	154	234	559
%V	18.7%	19.0%	22.1%	17.4%	19.4%	23.4%	17.4%	21.3%
%H (All HH)		97.4%	39.6%	14.4%	67.1%	26.6%	40.5%	96.7%
%H (TV HH)			40.7%	14.7%	68.9%	27.4%	41.6%	
C1	830	795	300	132	531	199	331	762
%V	26.8%	26.9%	29.0%	27.7%	26.5%	30.3%	24.6%	29.1%
%H (All HH)		95.8%	36.1%	15.9%	64.0%	24.0%	39.9%	91.8%
%H (TV HH)			37.7%	16.6%	66.8%	25.0%	41.6%	
C2	607	583	204	109	390	138	251	537
%V	19.6%	19.7%	19.7%	22.9%	19.5%	21.0%	18.7%	20.5%
%H (All HH)		96.0%	33.6%	18.0%	64.3%	22.7%	41.4%	88.5%
%H (TV HH)			35.0%	18.7%	66.9%	23.7%	43.1%	
D	519	491	173	74	315	96	219	418
%V	16.8%	16.6%	16.7%	15.5%	15.7%	14.6%	16.3%	16.0%
%H (All HH)		94.6%	33.3%	14.3%	60.7%	18.5%	42.2%	80.5%
%H (TV HH)			35.2%	15.1%	64.2%	19.6%	44.6%	
E	560	529	129	79	378	70	308	344
%V	18.1%	17.9%	12.5%	16.6%	18.9%	10.7%	22.9%	13.1%
%H (All HH)		94.5%	23.0%	14.1%	67.5%	12.5%	55.0%	61.4%
%H (TV HH)			24.4%	14.9%	71.5%	13.2%	58.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Under 25	140	123	22	18	77	15	63	129
%V	4.5%	4.2%	2.1%	3.8%	3.8%	2.3%	4.7%	4.9%
%H (All HH)		87.9%	15.7%	12.9%	55.0%	10.7%	45.0%	92.1%
%H (TV HH)			17.9%	14.6%	62.6%	12.2%	51.2%	
25 - 34	470	430	163	56	234	69	165	447
%V	15.2%	14.5%	15.7%	11.8%	11.7%	10.5%	12.3%	17.1%
%H (All HH)		91.5%	34.7%	11.9%	49.8%	14.7%	35.1%	95.1%
%H (TV HH)			37.9%	13.0%	54.4%	16.0%	38.4%	
35 - 44	482	453	189	80	266	107	159	460
%V	15.6%	15.3%	18.3%	16.8%	13.3%	16.3%	11.8%	17.6%
%H (All HH)		94.0%	39.2%	16.6%	55.2%	22.2%	33.0%	95.4%
%H (TV HH)			41.7%	17.7%	58.7%	23.6%	35.1%	
45 - 54	604	587	238	115	394	172	222	564
%V	19.5%	19.8%	23.0%	24.2%	19.7%	26.2%	16.5%	21.5%
%H (All HH)		97.2%	39.4%	19.0%	65.2%	28.5%	36.8%	93.4%
%H (TV HH)			40.5%	19.6%	67.1%	29.3%	37.8%	
55 - 64	522	508	177	100	356	129	227	463
%V	16.9%	17.2%	17.1%	21.0%	17.8%	19.6%	16.9%	17.7%
%H (All HH)		97.3%	33.9%	19.2%	68.2%	24.7%	43.5%	88.7%
%H (TV HH)			34.8%	19.7%	70.1%	25.4%	44.7%	
65 +	875	861	245	107	674	166	508	558
%V	28.3%	29.1%	23.7%	22.5%	33.7%	25.3%	37.8%	21.3%
%H (All HH)		98.4%	28.0%	12.2%	77.0%	19.0%	58.1%	63.8%
%H (TV HH)			28.5%	12.4%	78.3%	19.3%	59.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 258

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
1	995	932	239	101	694	127	567	659
%V	32.2%	31.5%	23.1%	21.2%	34.7%	19.3%	42.2%	25.2%
%H (All HH)		93.7%	24.0%	10.2%	69.7%	12.8%	57.0%	66.2%
%H (TV HH)			25.6%	10.8%	74.5%	13.6%	60.8%	
2	1094	1061	362	183	728	254	474	984
%V	35.4%	35.8%	35.0%	38.4%	36.4%	38.7%	35.3%	37.6%
%H (All HH)		97.0%	33.1%	16.7%	66.5%	23.2%	43.3%	89.9%
%H (TV HH)			34.1%	17.2%	68.6%	23.9%	44.7%	
3	458	444	189	92	274	126	148	441
%V	14.8%	15.0%	18.3%	19.3%	13.7%	19.2%	11.0%	16.8%
%H (All HH)		96.9%	41.3%	20.1%	59.8%	27.5%	32.3%	96.3%
%H (TV HH)			42.6%	20.7%	61.7%	28.4%	33.3%	
4	375	361	165	69	218	106	112	369
%V	12.1%	12.2%	15.9%	14.5%	10.9%	16.1%	8.3%	14.1%
%H (All HH)		96.3%	44.0%	18.4%	58.1%	28.3%	29.9%	98.4%
%H (TV HH)			45.7%	19.1%	60.4%	29.4%	31.0%	
5+	171	162	79	31	87	45	42	167
%V	5.5%	5.5%	7.6%	6.5%	4.3%	6.8%	3.1%	6.4%
%H (All HH)		94.7%	46.2%	18.1%	50.9%	26.3%	24.6%	97.7%
%H (TV HH)			48.8%	19.1%	53.7%	27.8%	25.9%	
Average HH size	2.26	2.27	2.53	2.50	2.16	2.56	1.96	2.42

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

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	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Without	2334	2225	714	343	1571	469	1102	1885
%V	75.5%	75.2%	69.0%	72.1%	78.5%	71.4%	82.0%	71.9%
%H (All HH)		95.3%	30.6%	14.7%	67.3%	20.1%	47.2%	80.8%
%H (TV HH)			32.1%	15.4%	70.6%	21.1%	49.5%	
With	759	735	321	134	430	188	242	735
%V	24.5%	24.8%	31.0%	28.2%	21.5%	28.6%	18.0%	28.1%
%H (All HH)		96.8%	42.3%	17.7%	56.7%	24.8%	31.9%	96.8%
%H (TV HH)			43.7%	18.2%	58.5%	25.6%	32.9%	
0 - 3	282	270	115	43	151	57	94	268
%V	9.1%	9.1%	11.1%	9.0%	7.5%	8.7%	7.0%	10.2%
%H (All HH)		95.7%	40.8%	15.2%	53.5%	20.2%	33.3%	95.0%
%H (TV HH)			42.6%	15.9%	55.9%	21.1%	34.8%	
4 - 9	407	392	175	65	223	97	127	396
%V	13.2%	13.2%	16.9%	13.7%	11.1%	14.8%	9.4%	15.1%
%H (All HH)		96.3%	43.0%	16.0%	54.8%	23.8%	31.2%	97.3%
%H (TV HH)			44.6%	16.6%	56.9%	24.7%	32.4%	
10 - 15	365	355	159	75	212	105	107	355
%V	11.8%	12.0%	15.4%	15.8%	10.6%	16.0%	8.0%	13.5%
%H (All HH)		97.3%	43.6%	20.5%	58.1%	28.8%	29.3%	97.3%
%H (TV HH)			44.8%	21.1%	59.7%	29.6%	30.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
1	1204	1204	329	144	744	87	657	925
%V	38.9%	40.7%	31.8%	30.3%	37.2%	13.2%	48.9%	35.3%
%H (All HH)		100.0%	27.3%	12.0%	61.8%	7.2%	54.6%	76.8%
%H (TV HH)			27.3%	12.0%	61.8%	7.2%	54.6%	
2	977	977	354	169	669	242	428	849
%V	31.6%	33.0%	34.2%	35.5%	33.4%	36.8%	31.8%	32.4%
%H (All HH)		100.0%	36.2%	17.3%	68.5%	24.8%	43.8%	86.9%
%H (TV HH)			36.2%	17.3%	68.5%	24.8%	43.8%	
3	500	500	211	106	374	193	180	472
%V	16.2%	16.9%	20.4%	22.3%	18.7%	29.4%	13.4%	18.0%
%H (All HH)		100.0%	42.2%	21.2%	74.8%	38.6%	36.0%	94.4%
%H (TV HH)			42.2%	21.2%	74.8%	38.6%	36.0%	
4	187	187	94	40	141	88	53	182
%V	6.0%	6.3%	9.1%	8.4%	7.0%	13.4%	3.9%	6.9%
%H (All HH)		100.0%	50.3%	21.4%	75.4%	47.1%	28.3%	97.3%
%H (TV HH)			50.3%	21.4%	75.4%	47.1%	28.3%	
5+	92	92	47	17	73	47	26	91
%V	3.0%	3.1%	4.5%	3.6%	3.6%	7.2%	1.9%	3.5%
%H (All HH)		100.0%	51.1%	18.5%	79.3%	51.1%	28.3%	98.9%
%H (TV HH)			51.1%	18.5%	79.3%	51.1%	28.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%V (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Under 20"	213	213	68	35	176	70	106	182
%V	6.9%	7.2%	6.6%	7.4%	8.8%	10.7%	7.9%	6.9%
%H (All HH)		100.0%	31.9%	16.4%	82.6%	32.9%	49.8%	85.4%
%H (TV HH)			31.9%	16.4%	82.6%	32.9%	49.8%	
20" - 29"	710	710	231	114	574	224	350	599
%V	23.0%	24.0%	22.3%	23.9%	28.7%	34.1%	26.0%	22.9%
%H (All HH)		100.0%	32.5%	16.1%	80.8%	31.5%	49.3%	84.4%
%H (TV HH)			32.5%	16.1%	80.8%	31.5%	49.3%	
30" - 39"	1536	1536	534	253	1105	391	714	1315
%V	49.7%	51.9%	51.6%	53.2%	55.2%	59.5%	53.1%	50.2%
%H (All HH)		100.0%	34.8%	16.5%	71.9%	25.5%	46.5%	85.6%
%H (TV HH)			34.8%	16.5%	71.9%	25.5%	46.5%	
40" - 49"	1447	1447	585	269	947	401	546	1322
%V	46.8%	48.9%	56.5%	56.5%	47.3%	61.0%	40.6%	50.5%
%H (All HH)		100.0%	40.4%	18.6%	65.4%	27.7%	37.7%	91.4%
%H (TV HH)			40.4%	18.6%	65.4%	27.7%	37.7%	
50" - 59"	547	547	256	102	339	169	169	519
%V	17.7%	18.5%	24.7%	21.4%	16.9%	25.7%	12.6%	19.8%
%H (All HH)		100.0%	46.8%	18.6%	62.0%	30.9%	30.9%	94.9%
%H (TV HH)			46.8%	18.6%	62.0%	30.9%	30.9%	
60"+	59	59	31	11	34	21	13	59
%V	1.9%	2.0%	3.0%	2.3%	1.7%	3.2%	1.0%	2.3%
%H (All HH)		100.0%	52.5%	18.6%	57.6%	35.6%	22.0%	100.0%
%H (TV HH)			52.5%	18.6%	57.6%	35.6%	22.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Main living room	2943	2943	1031	476	1988	656	1332	2504
%V	95.2%	99.4%	99.6%	100.0%	99.4%	99.8%	99.1%	95.6%
%H (All HH)		100.0%	35.0%	16.2%	67.6%	22.3%	45.3%	85.1%
%H (TV HH)			35.0%	16.2%	67.6%	22.3%	45.3%	
Kitchen	249	249	98	44	197	92	105	229
%V	8.1%	8.4%	9.5%	9.2%	9.8%	14.0%	7.8%	8.7%
%H (All HH)		100.0%	39.4%	17.7%	79.1%	36.9%	42.2%	92.0%
%H (TV HH)			39.4%	17.7%	79.1%	36.9%	42.2%	
Adult's bedroom	1340	1340	536	264	970	453	517	1215
%V	43.3%	45.3%	51.8%	55.5%	48.5%	68.9%	38.5%	46.4%
%H (All HH)		100.0%	40.0%	19.7%	72.4%	33.8%	38.6%	90.7%
%H (TV HH)			40.0%	19.7%	72.4%	33.8%	38.6%	
Child's bedroom	245	245	113	47	170	92	78	242
%V	7.9%	8.3%	10.9%	9.9%	8.5%	14.0%	5.8%	9.2%
%H (All HH)		100.0%	46.1%	19.2%	69.4%	37.6%	31.8%	98.8%
%H (TV HH)			46.1%	19.2%	69.4%	37.6%	31.8%	
Other bedroom	236	236	106	56	160	88	72	225
%V	7.6%	8.0%	10.2%	11.8%	8.0%	13.4%	5.4%	8.6%
%H (All HH)		100.0%	44.9%	23.7%	67.8%	37.3%	30.5%	95.3%
%H (TV HH)			44.9%	23.7%	67.8%	37.3%	30.5%	
Second living/dining room	369	369	168	62	280	145	135	340
%V	11.9%	12.5%	16.2%	13.0%	14.0%	22.1%	10.0%	13.0%
%H (All HH)		100.0%	45.5%	16.8%	75.9%	39.3%	36.6%	92.1%
%H (TV HH)			45.5%	16.8%	75.9%	39.3%	36.6%	
Study/office	30	30	18	5	22	15	7	30
%V	1.0%	1.0%	1.7%	1.1%	1.1%	2.3%	0.5%	1.1%
%H (All HH)		100.0%	60.0%	16.7%	73.3%	50.0%	23.3%	100.0%
%H (TV HH)			60.0%	16.7%	73.3%	50.0%	23.3%	
TV room	19	19	8	3	14	7	7	18
%V	0.6%	0.6%	0.8%	0.6%	0.7%	1.1%	0.5%	0.7%
%H (All HH)		100.0%	42.1%	15.8%	73.7%	36.8%	36.8%	94.7%
%H (TV HH)			42.1%	15.8%	73.7%	36.8%	36.8%	
Conservatory	73	73	32	14	59	31	28	68
%V	2.4%	2.5%	3.1%	2.9%	2.9%	4.7%	2.1%	2.6%
%H (All HH)		100.0%	43.8%	19.2%	80.8%	42.5%	38.4%	93.2%
%H (TV HH)			43.8%	19.2%	80.8%	42.5%	38.4%	
Attic or loft room	6	6	3	1	5	3	2	6
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	83.3%	50.0%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.0%	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	17	17	9	1	11	6	5	16
%V	0.5%	0.6%	0.9%	0.2%	0.5%	0.9%	0.4%	0.6%
%H (All HH)		100.0%	52.9%	5.9%	64.7%	35.3%	29.4%	94.1%
%H (TV HH)			52.9%	5.9%	64.7%	35.3%	29.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Any DSAT provider	1035	1035	1035	12	448	448	0	959
%V	33.5%	35.0%	100.0%	2.5%	22.4%	68.2%	0.0%	36.6%
%H (All HH)			100.0%	1.2%	43.3%	43.3%	0.0%	92.7%
%H (TV HH)			100.0%	1.2%	43.3%	43.3%	0.0%	
Sky with subcription	922	922	922	6	394	394	0	860
%V	29.8%	31.1%	89.1%	1.3%	19.7%	60.0%	0.0%	32.8%
%H (All HH)			100.0%	0.7%	42.7%	42.7%	0.0%	93.3%
%H (TV HH)			100.0%	0.7%	42.7%	42.7%	0.0%	
Sky without subscription	40	40	40	2	14	14	0	33
%V	1.3%	1.4%	3.9%	0.4%	0.7%	2.1%	0.0%	1.3%
%H (All HH)			100.0%	5.0%	35.0%	35.0%	0.0%	82.5%
%H (TV HH)			100.0%	5.0%	35.0%	35.0%	0.0%	
Freesat	62	62	62	2	38	38	0	59
%V	2.0%	2.1%	6.0%	0.4%	1.9%	5.8%	0.0%	2.3%
%H (All HH)			100.0%	3.2%	61.3%	61.3%	0.0%	95.2%
%H (TV HH)			100.0%	3.2%	61.3%	61.3%	0.0%	
Other satellite provider	42	42	42	3	23	23	0	37
%V	1.4%	1.4%	4.1%	0.6%	1.1%	3.5%	0.0%	1.4%
%H (All HH)			100.0%	7.1%	54.8%	54.8%	0.0%	88.1%
%H (TV HH)			100.0%	7.1%	54.8%	54.8%	0.0%	
DCAB	476	476	12	476	216	216	0	450
%V	15.4%	16.1%	1.2%	100.0%	10.8%	32.9%	0.0%	17.2%
%H (All HH)			2.5%	100.0%	45.4%	45.4%	0.0%	94.5%
%H (TV HH)			2.5%	100.0%	45.4%	45.4%	0.0%	
DTT	2001	2001	448	216	2001	657	1344	1627
%V	64.7%	67.6%	43.3%	45.4%	100.0%	100.0%	100.0%	62.1%
%H (All HH)		100.0%	22.4%	10.8%	100.0%	32.8%	67.2%	81.3%
%H (TV HH)			22.4%	10.8%	100.0%	32.8%	67.2%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
PVR	1766	1766	958	459	979	620	359	1644
%V	57.1%	59.7%	92.6%	96.4%	48.9%	94.4%	26.7%	62.7%
%H (All HH)		100.0%	54.2%	26.0%	55.4%	35.1%	20.3%	93.1%
%H (TV HH)			54.2%	26.0%	55.4%	35.1%	20.3%	
DVDR	34	34	13	5	30	13	17	30
%V	1.1%	1.1%	1.3%	1.1%	1.5%	2.0%	1.3%	1.1%
%H (All HH)		100.0%	38.2%	14.7%	88.2%	38.2%	50.0%	88.2%
%H (TV HH)			38.2%	14.7%	88.2%	38.2%	50.0%	
VCR	18	18	5	1	16	4	12	8
%V	0.6%	0.6%	0.5%	0.2%	0.8%	0.6%	0.9%	0.3%
%H (All HH)		100.0%	27.8%	5.6%	88.9%	22.2%	66.7%	44.4%
%H (TV HH)			27.8%	5.6%	88.9%	22.2%	66.7%	
Any recorder	1790	1790	959	459	1002	621	381	1660
%V	57.9%	60.5%	92.7%	96.4%	50.1%	94.5%	28.3%	63.4%
%H (All HH)		100.0%	53.6%	25.6%	56.0%	34.7%	21.3%	92.7%
%H (TV HH)			53.6%	25.6%	56.0%	34.7%	21.3%	
Receives HDTV (via STB or built-in reception)	2110	2110	923	395	1400	597	802	1912
%V	68.2%	71.3%	89.2%	83.0%	70.0%	90.9%	59.7%	73.0%
%H (All HH)		100.0%	43.7%	18.7%	66.4%	28.3%	38.0%	90.6%
%H (TV HH)			43.7%	18.7%	66.4%	28.3%	38.0%	
DVD/Blu-ray player or recorder	1605	1605	586	275	1111	423	687	1430
%V	51.9%	54.2%	56.6%	57.8%	55.5%	64.4%	51.1%	54.6%
%H (All HH)		100.0%	36.5%	17.1%	69.2%	26.4%	42.8%	89.1%
%H (TV HH)			36.5%	17.1%	69.2%	26.4%	42.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3093	2960	1035	476	2001	657	1344	2620
%H (All HH)		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%
%H (TV HH)			35.0%	16.1%	67.6%	22.2%	45.4%	
Has broadband internet	2620	2519	959	450	1627	619	1008	2620
%V	84.7%	85.1%	92.7%	94.5%	81.3%	94.2%	75.0%	100.0%
%H (All HH)		96.1%	36.6%	17.2%	62.1%	23.6%	38.5%	100.0%
%H (TV HH)			38.1%	17.9%	64.6%	24.6%	40.0%	
Number of computers (PCs and laptops)								
0	709	658	148	67	501	74	427	265
%V	22.9%	22.2%	14.3%	14.1%	25.0%	11.3%	31.8%	10.1%
%H (All HH)		92.8%	20.9%	9.4%	70.7%	10.4%	60.2%	37.4%
%H (TV HH)			22.5%	10.2%	76.1%	11.2%	64.9%	
1	919	876	294	142	565	161	405	895
%V	29.7%	29.6%	28.4%	29.8%	28.2%	24.5%	30.1%	34.2%
%H (All HH)		95.3%	32.0%	15.5%	61.5%	17.5%	44.1%	97.4%
%H (TV HH)			33.6%	16.2%	64.5%	18.4%	46.2%	
2	700	680	267	124	432	161	271	696
%V	22.6%	23.0%	25.8%	26.1%	21.6%	24.5%	20.2%	26.6%
%H (All HH)		97.1%	38.1%	17.7%	61.7%	23.0%	38.7%	99.4%
%H (TV HH)			39.3%	18.2%	63.5%	23.7%	39.9%	
3	366	354	151	65	232	111	121	365
%V	11.8%	12.0%	14.6%	13.7%	11.6%	16.9%	9.0%	13.9%
%H (All HH)		96.7%	41.3%	17.8%	63.4%	30.3%	33.1%	99.7%
%H (TV HH)			42.7%	18.4%	65.5%	31.4%	34.2%	
4	195	191	90	36	129	71	58	195
%V	6.3%	6.5%	8.7%	7.6%	6.4%	10.8%	4.3%	7.4%
%H (All HH)		97.9%	46.2%	18.5%	66.2%	36.4%	29.7%	100.0%
%H (TV HH)			47.1%	18.8%	67.5%	37.2%	30.4%	
5+	204	200	86	42	142	80	62	204
%V	6.6%	6.8%	8.3%	8.8%	7.1%	12.2%	4.6%	7.8%
%H (All HH)		98.0%	42.2%	20.6%	69.6%	39.2%	30.4%	100.0%
%H (TV HH)			43.0%	21.0%	71.0%	40.0%	31.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5903	2301	1052	4163	1758	2405	5257
%H		39.0%	17.8%	70.5%	29.8%	40.7%	89.1%
Under 20"	260	86	43	215	89	126	226
%V	4.4%	3.7%	4.1%	5.2%	5.1%	5.2%	4.3%
%H		33.1%	16.5%	82.7%	34.2%	48.5%	86.9%
20" - 29"	904	313	144	731	304	427	771
%V	15.3%	13.6%	13.7%	17.6%	17.3%	17.8%	14.7%
%H		34.6%	15.9%	80.9%	33.6%	47.2%	85.3%
30" - 39"	2034	747	351	1469	572	897	1780
%V	34.5%	32.5%	33.4%	35.3%	32.5%	37.3%	33.9%
%H		36.7%	17.3%	72.2%	28.1%	44.1%	87.5%
40" - 49"	1797	756	349	1181	542	639	1661
%V	30.4%	32.9%	33.2%	28.4%	30.8%	26.6%	31.6%
%H		42.1%	19.4%	65.7%	30.2%	35.6%	92.4%
50" - 59"	615	294	117	377	193	185	587
%V	10.4%	12.8%	11.1%	9.1%	11.0%	7.7%	11.2%
%H		47.8%	19.0%	61.3%	31.4%	30.1%	95.4%
60"+	62	33	12	36	23	14	61
%V	1.1%	1.4%	1.1%	0.9%	1.3%	0.6%	1.2%
%H		53.2%	19.4%	58.1%	37.1%	22.6%	98.4%
Don't know	231	71	37	153	35	117	171
%V	3.9%	3.1%	3.5%	3.7%	2.0%	4.9%	3.3%
%H		30.7%	16.0%	66.2%	15.2%	50.6%	74.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5903	2301	1052	4163	1758	2405	5257
%H		39.0%	17.8%	70.5%	29.8%	40.7%	89.1%
Main living room	2964	1037	479	2004	661	1343	2521
%V	50.2%	45.1%	45.5%	48.1%	37.6%	55.8%	48.0%
%H		35.0%	16.2%	67.6%	22.3%	45.3%	85.1%
Kitchen	250	98	44	197	92	105	229
%V	4.2%	4.3%	4.2%	4.7%	5.2%	4.4%	4.4%
%H		39.2%	17.6%	78.8%	36.8%	42.0%	91.6%
Adult's bedroom	1565	638	314	1149	559	590	1431
%V	26.5%	27.7%	29.8%	27.6%	31.8%	24.5%	27.2%
%H		40.8%	20.1%	73.4%	35.7%	37.7%	91.4%
Child's bedroom	311	148	59	219	123	96	309
%V	5.3%	6.4%	5.6%	5.3%	7.0%	4.0%	5.9%
%H		47.6%	19.0%	70.4%	39.5%	30.9%	99.4%
Other bedroom	287	133	70	193	110	83	275
%V	4.9%	5.8%	6.7%	4.6%	6.3%	3.5%	5.2%
%H		46.3%	24.4%	67.2%	38.3%	28.9%	95.8%
Second living/dining room	374	171	63	284	148	136	345
%V	6.3%	7.4%	6.0%	6.8%	8.4%	5.7%	6.6%
%H		45.7%	16.8%	75.9%	39.6%	36.4%	92.2%
Study/office	34	22	5	24	16	7	34
%V	0.6%	1.0%	0.5%	0.6%	0.9%	0.3%	0.6%
%H		64.7%	14.7%	70.6%	47.1%	20.6%	100.0%
TV room	19	8	3	14	7	7	18
%V	0.3%	0.3%	0.3%	0.3%	0.4%	0.3%	0.3%
%H		42.1%	15.8%	73.7%	36.8%	36.8%	94.7%
Conservatory	73	32	14	59	31	28	68
%V	1.2%	1.4%	1.3%	1.4%	1.8%	1.2%	1.3%
%H		43.8%	19.2%	80.8%	42.5%	38.4%	93.2%
Attic or loft room	6	3	1	5	3	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	16.7%	83.3%	50.0%	33.3%	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	10	1	14	7	7	19
%V	0.3%	0.4%	0.1%	0.3%	0.4%	0.3%	0.4%
%H		50.0%	5.0%	70.0%	35.0%	35.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5903	2301	1052	4163	1758	2405	5257
%H		39.0%	17.8%	70.5%	29.8%	40.7%	89.1%
PVR	2637	1521	707	1329	900	429	2485
%V	44.7%	66.1%	67.2%	31.9%	51.2%	17.8%	47.3%
%H		57.7%	26.8%	50.4%	34.1%	16.3%	94.2%
DVDR	38	13	5	34	14	20	34
%V	0.6%	0.6%	0.5%	0.8%	0.8%	0.8%	0.6%
%H		34.2%	13.2%	89.5%	36.8%	52.6%	89.5%
VCR	19	5	1	17	4	13	10
%V	0.3%	0.2%	0.1%	0.4%	0.2%	0.5%	0.2%
%H		26.3%	5.3%	89.5%	21.1%	68.4%	52.6%
Any recorder	2669	1524	710	1359	905	455	2507
%V	45.2%	66.2%	67.5%	32.6%	51.5%	18.9%	47.7%
%H		57.1%	26.6%	50.9%	33.9%	17.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5903	2301	1052	4163	1758	2405	5257
%H		39.0%	17.8%	70.5%	29.8%	40.7%	89.1%
Receives HDTV (via STB or built-in reception)	3404	1593	684	2239	1090	1149	3148
%V	57.7%	69.2%	65.0%	53.8%	62.0%	47.8%	59.9%
%H		46.8%	20.1%	65.8%	32.0%	33.8%	92.5%
DVD/Blu-ray player or recorder	2202	861	383	1547	668	879	2006
%V	37.3%	37.4%	36.4%	37.2%	38.0%	36.5%	38.2%
%H		39.1%	17.4%	70.3%	30.3%	39.9%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2960	1034	476	2000	657	1344	2519
%H		34.9%	16.1%	67.6%	22.2%	45.4%	85.1%
Under 20"	14	2	1	10	1	9	9
%V	0.5%	0.2%	0.2%	0.5%	0.2%	0.7%	0.4%
%H		14.3%	7.1%	71.4%	7.1%	64.3%	64.3%
20" - 29"	160	22	12	131	14	117	100
%V	5.4%	2.1%	2.5%	6.6%	2.1%	8.7%	4.0%
%H		13.8%	7.5%	81.9%	8.8%	73.1%	62.5%
30" - 39"	892	248	116	651	150	501	701
%V	30.1%	24.0%	24.4%	32.6%	22.8%	37.3%	27.8%
%H		27.8%	13.0%	73.0%	16.8%	56.2%	78.6%
40" - 49"	1231	474	227	798	314	485	1111
%V	41.6%	45.8%	47.7%	39.9%	47.8%	36.1%	44.1%
%H		38.5%	18.4%	64.8%	25.5%	39.4%	90.3%
50" - 59"	498	233	95	305	151	154	472
%V	16.8%	22.5%	20.0%	15.3%	23.0%	11.5%	18.7%
%H		46.8%	19.1%	61.2%	30.3%	30.9%	94.8%
60"+	50	26	10	29	18	11	50
%V	1.7%	2.5%	2.1%	1.5%	2.7%	0.8%	2.0%
%H		52.0%	20.0%	58.0%	36.0%	22.0%	100.0%
Don't know	114	29	15	77	10	67	75
%V	3.9%	2.8%	3.2%	3.9%	1.5%	5.0%	3.0%
%H		25.4%	13.2%	67.5%	8.8%	58.8%	65.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2960	1034	476	2000	657	1344	2519
%H		34.9%	16.1%	67.6%	22.2%	45.4%	85.1%
PVR	1732	945	456	949	608	341	1613
%V	58.5%	91.4%	95.8%	47.5%	92.5%	25.4%	64.0%
%H		54.6%	26.3%	54.8%	35.1%	19.7%	93.1%
DVDR	31	12	4	28	12	16	28
%V	1.0%	1.2%	0.8%	1.4%	1.8%	1.2%	1.1%
%H		38.7%	12.9%	90.3%	38.7%	51.6%	90.3%
VCR	14	3	0	12	1	10	6
%V	0.5%	0.3%	0.0%	0.6%	0.2%	0.7%	0.2%
%H		21.4%	0.0%	85.7%	7.1%	71.4%	42.9%
Any recorder	1755	946	456	971	609	362	1628
%V	59.3%	91.5%	95.8%	48.6%	92.7%	26.9%	64.6%
%H		53.9%	26.0%	55.3%	34.7%	20.6%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2960	1034	476	2000	657	1344	2519
%H		34.9%	16.1%	67.6%	22.2%	45.4%	85.1%
Receives HDTV (via STB or built-in reception)	2068	906	391	1363	581	782	1873
%V	69.9%	87.6%	82.1%	68.2%	88.4%	58.2%	74.4%
%H		43.8%	18.9%	65.9%	28.1%	37.8%	90.6%
DVD/Blu-ray player or recorder	1377	482	238	946	345	600	1214
%V	46.5%	46.6%	50.0%	47.3%	52.5%	44.6%	48.2%
%H		35.0%	17.3%	68.7%	25.1%	43.6%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2944	1267	576	2162	1101	1061	2738
%H		43.0%	19.6%	73.4%	37.4%	36.0%	93.0%
Under 20"	246	84	42	205	88	116	217
%V	8.4%	6.6%	7.3%	9.5%	8.0%	10.9%	7.9%
%H		34.1%	17.1%	83.3%	35.8%	47.2%	88.2%
20" - 29"	744	292	132	600	289	311	671
%V	25.3%	23.0%	22.9%	27.8%	26.2%	29.3%	24.5%
%H		39.2%	17.7%	80.6%	38.8%	41.8%	90.2%
30" - 39"	1143	499	235	818	423	396	1079
%V	38.8%	39.4%	40.8%	37.8%	38.4%	37.3%	39.4%
%H		43.7%	20.6%	71.6%	37.0%	34.6%	94.4%
40" - 49"	565	282	121	382	228	154	550
%V	19.2%	22.3%	21.0%	17.7%	20.7%	14.5%	20.1%
%H		49.9%	21.4%	67.6%	40.4%	27.3%	97.3%
50" - 59"	117	61	22	73	42	31	115
%V	4.0%	4.8%	3.8%	3.4%	3.8%	2.9%	4.2%
%H		52.1%	18.8%	62.4%	35.9%	26.5%	98.3%
60"+	11	7	1	8	5	3	11
%V	0.4%	0.6%	0.2%	0.4%	0.5%	0.3%	0.4%
%H		63.6%	9.1%	72.7%	45.5%	27.3%	100.0%
Don't know	117	42	22	76	26	50	95
%V	4.0%	3.3%	3.8%	3.5%	2.4%	4.7%	3.5%
%H		35.9%	18.8%	65.0%	22.2%	42.7%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2944	1267	576	2162	1101	1061	2738
%H		43.0%	19.6%	73.4%	37.4%	36.0%	93.0%
PVR	905	576	252	380	292	88	872
%V	30.7%	45.5%	43.8%	17.6%	26.5%	8.3%	31.8%
%H		63.6%	27.8%	42.0%	32.3%	9.7%	96.4%
DVDR	7	2	1	6	2	4	7
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%
%H		28.6%	14.3%	85.7%	28.6%	57.1%	100.0%
VCR	6	2	1	6	3	3	3
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.1%
%H		33.3%	16.7%	100.0%	50.0%	50.0%	50.0%
Any recorder	914	578	254	388	296	93	880
%V	31.0%	45.6%	44.1%	17.9%	26.9%	8.8%	32.1%
%H		63.2%	27.8%	42.5%	32.4%	10.2%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2944	1267	576	2162	1101	1061	2738
%H		43.0%	19.6%	73.4%	37.4%	36.0%	93.0%
Receives HDTV (via STB or built-in reception)	1336	687	293	876	509	368	1275
%V	45.4%	54.2%	50.9%	40.5%	46.2%	34.7%	46.6%
%H		51.4%	21.9%	65.6%	38.1%	27.5%	95.4%
DVD/Blu-ray player or recorder	825	378	145	602	323	279	792
%V	28.0%	29.8%	25.2%	27.8%	29.3%	26.3%	28.9%
%H		45.8%	17.6%	73.0%	39.2%	33.8%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6988	6708	2615	1191	4319	1680	2639	6336
%H		96.0%	37.4%	17.0%	61.8%	24.0%	37.8%	90.7%
Total Children	1346	1297	579	231	743	329	414	1306
%V	19.3%	19.3%	22.1%	19.4%	17.2%	19.6%	15.7%	20.6%
%H		96.4%	43.0%	17.2%	55.2%	24.4%	30.8%	97.0%
0 - 3	327	313	133	51	172	66	106	313
%V	4.7%	4.7%	5.1%	4.3%	4.0%	3.9%	4.0%	4.9%
%H		95.7%	40.7%	15.6%	52.6%	20.2%	32.4%	95.7%
4 - 15	1019	984	445	180	571	264	307	993
%V	14.6%	14.7%	17.0%	15.1%	13.2%	15.7%	11.6%	15.7%
%H		96.6%	43.7%	17.7%	56.0%	25.9%	30.1%	97.4%
4 - 9	535	513	229	84	295	127	168	522
%V	7.7%	7.6%	8.8%	7.1%	6.8%	7.6%	6.4%	8.2%
%H		95.9%	42.8%	15.7%	55.1%	23.7%	31.4%	97.6%
10 - 15	483	471	217	96	276	137	140	471
%V	6.9%	7.0%	8.3%	8.1%	6.4%	8.2%	5.3%	7.4%
%H		97.5%	44.9%	19.9%	57.1%	28.4%	29.0%	97.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6988	6708	2615	1191	4319	1680	2639	6336
%H		96.0%	37.4%	17.0%	61.8%	24.0%	37.8%	90.7%
Total Adults (16+)	5643	5411	2036	960	3576	1351	2225	5030
%V	80.8%	80.7%	77.9%	80.6%	82.8%	80.4%	84.3%	79.4%
%H		95.9%	36.1%	17.0%	63.4%	23.9%	39.4%	89.1%
16 - 19	263	256	115	51	161	75	85	260
%V	3.8%	3.8%	4.4%	4.3%	3.7%	4.5%	3.2%	4.1%
%H		97.3%	43.7%	19.4%	61.2%	28.5%	32.3%	98.9%
20 - 24	464	420	134	91	263	111	152	445
%V	6.6%	6.3%	5.1%	7.6%	6.1%	6.6%	5.8%	7.0%
%H		90.5%	28.9%	19.6%	56.7%	23.9%	32.8%	95.9%
25 - 34	940	871	344	128	480	162	318	895
%V	13.5%	13.0%	13.2%	10.7%	11.1%	9.6%	12.1%	14.1%
%H		92.7%	36.6%	13.6%	51.1%	17.2%	33.8%	95.2%
35 - 44	852	804	336	150	480	202	277	819
%V	12.2%	12.0%	12.8%	12.6%	11.1%	12.0%	10.5%	12.9%
%H		94.4%	39.4%	17.6%	56.3%	23.7%	32.5%	96.1%
45 - 54	970	944	400	187	626	284	342	918
%V	13.9%	14.1%	15.3%	15.7%	14.5%	16.9%	13.0%	14.5%
%H		97.3%	41.2%	19.3%	64.5%	29.3%	35.3%	94.6%
55 - 64	861	842	317	171	584	234	350	784
%V	12.3%	12.6%	12.1%	14.4%	13.5%	13.9%	13.3%	12.4%
%H		97.8%	36.8%	19.9%	67.8%	27.2%	40.7%	91.1%
65+	1292	1275	390	183	983	282	701	909
%V	18.5%	19.0%	14.9%	15.4%	22.8%	16.8%	26.6%	14.3%
%H		98.7%	30.2%	14.2%	76.1%	21.8%	54.3%	70.4%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5643	5411	2036	960	3576	1351	2225	5030
%H		95.9%	36.1%	17.0%	63.4%	23.9%	39.4%	89.1%
AB	1122	1099	478	168	751	330	421	1097
%V	19.9%	20.3%	23.5%	17.5%	21.0%	24.4%	18.9%	21.8%
%H		98.0%	42.6%	15.0%	66.9%	29.4%	37.5%	97.8%
C1	1598	1523	587	281	1010	413	596	1507
%V	28.3%	28.1%	28.8%	29.3%	28.2%	30.6%	26.8%	30.0%
%H		95.3%	36.7%	17.6%	63.2%	25.8%	37.3%	94.3%
C2	1164	1124	432	221	726	292	434	1067
%V	20.6%	20.8%	21.2%	23.0%	20.3%	21.6%	19.5%	21.2%
%H		96.6%	37.1%	19.0%	62.4%	25.1%	37.3%	91.7%
D	940	890	336	155	552	195	357	808
%V	16.7%	16.4%	16.5%	16.1%	15.4%	14.4%	16.0%	16.1%
%H		94.7%	35.7%	16.5%	58.7%	20.7%	38.0%	86.0%
E	819	775	202	136	537	120	417	550
%V	14.5%	14.3%	9.9%	14.2%	15.0%	8.9%	18.7%	10.9%
%H		94.6%	24.7%	16.6%	65.6%	14.7%	50.9%	67.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5643	5411	2036	960	3576	1351	2225	5030
%H		95.9%	36.1%	17.0%	63.4%	23.9%	39.4%	89.1%
Working full time	2740	2643	1090	506	1612	687	925	2642
%V	48.6%	48.8%	53.5%	52.7%	45.1%	50.9%	41.6%	52.5%
%H		96.5%	39.8%	18.5%	58.8%	25.1%	33.8%	96.4%
Working part time	456	434	170	74	303	123	180	435
%V	8.1%	8.0%	8.3%	7.7%	8.5%	9.1%	8.1%	8.6%
%H		95.2%	37.3%	16.2%	66.4%	27.0%	39.5%	95.4%
Not working	2447	2334	776	380	1661	540	1121	1952
%V	43.4%	43.1%	38.1%	39.6%	46.4%	40.0%	50.4%	38.8%
%H		95.4%	31.7%	15.5%	67.9%	22.1%	45.8%	79.8%
Houseperson	3093	2960	1035	476	2001	657	1344	2620
%V	54.8%	54.7%	50.8%	49.6%	56.0%	48.6%	60.4%	52.1%
%H		95.7%	33.5%	15.4%	64.7%	21.2%	43.5%	84.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2770	2632	995	473	1712	654	1058	2491
%H		95.0%	35.9%	17.1%	61.8%	23.6%	38.2%	89.9%
16 - 19	144	137	61	29	87	41	45	143
%V	5.2%	5.2%	6.1%	6.1%	5.1%	6.3%	4.3%	5.7%
%H		95.1%	42.4%	20.1%	60.4%	28.5%	31.3%	99.3%
20 - 24	231	209	67	49	129	60	69	222
%V	8.3%	7.9%	6.7%	10.4%	7.5%	9.2%	6.5%	8.9%
%H		90.5%	29.0%	21.2%	55.8%	26.0%	29.9%	96.1%
25 - 34	476	437	169	62	239	77	161	449
%V	17.2%	16.6%	17.0%	13.1%	14.0%	11.8%	15.2%	18.0%
%H		91.8%	35.5%	13.0%	50.2%	16.2%	33.8%	94.3%
35 - 44	421	392	159	72	236	99	137	404
%V	15.2%	14.9%	16.0%	15.2%	13.8%	15.1%	12.9%	16.2%
%H		93.1%	37.8%	17.1%	56.1%	23.5%	32.5%	96.0%
45 - 54	475	458	191	89	297	126	171	447
%V	17.1%	17.4%	19.2%	18.8%	17.3%	19.3%	16.2%	17.9%
%H		96.4%	40.2%	18.7%	62.5%	26.5%	36.0%	94.1%
55 - 64	422	409	158	80	280	112	168	379
%V	15.2%	15.5%	15.9%	16.9%	16.4%	17.1%	15.9%	15.2%
%H		96.9%	37.4%	19.0%	66.4%	26.5%	39.8%	89.8%
65+	602	589	190	92	444	139	305	447
%V	21.7%	22.4%	19.1%	19.5%	25.9%	21.3%	28.8%	17.9%
%H		97.8%	31.6%	15.3%	73.8%	23.1%	50.7%	74.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2770	2632	995	473	1712	654	1058	2491
%H		95.0%	35.9%	17.1%	61.8%	23.6%	38.2%	89.9%
AB	555	543	236	84	369	162	206	543
%V	20.0%	20.6%	23.7%	17.8%	21.6%	24.8%	19.5%	21.8%
%H		97.8%	42.5%	15.1%	66.5%	29.2%	37.1%	97.8%
C1	755	718	277	139	463	193	270	717
%V	27.3%	27.3%	27.8%	29.4%	27.0%	29.5%	25.5%	28.8%
%H		95.1%	36.7%	18.4%	61.3%	25.6%	35.8%	95.0%
C2	624	599	228	115	388	154	234	568
%V	22.5%	22.8%	22.9%	24.3%	22.7%	23.5%	22.1%	22.8%
%H		96.0%	36.5%	18.4%	62.2%	24.7%	37.5%	91.0%
D	464	431	167	73	257	92	165	406
%V	16.8%	16.4%	16.8%	15.4%	15.0%	14.1%	15.6%	16.3%
%H		92.9%	36.0%	15.7%	55.4%	19.8%	35.6%	87.5%
E	372	341	87	63	235	53	182	256
%V	13.4%	13.0%	8.7%	13.3%	13.7%	8.1%	17.2%	10.3%
%H		91.7%	23.4%	16.9%	63.2%	14.2%	48.9%	68.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2770	2632	995	473	1712	654	1058	2491
%H		95.0%	35.9%	17.1%	61.8%	23.6%	38.2%	89.9%
Working full time	1587	1516	631	281	914	384	530	1524
%V	57.3%	57.6%	63.4%	59.4%	53.4%	58.7%	50.1%	61.2%
%H		95.5%	39.8%	17.7%	57.6%	24.2%	33.4%	96.0%
Working part time	106	99	38	16	73	29	45	100
%V	3.8%	3.8%	3.8%	3.4%	4.3%	4.4%	4.3%	4.0%
%H		93.4%	35.8%	15.1%	68.9%	27.4%	42.5%	94.3%
Not working	1077	1016	327	176	725	241	484	867
%V	38.9%	38.6%	32.9%	37.2%	42.3%	36.9%	45.7%	34.8%
%H		94.3%	30.4%	16.3%	67.3%	22.4%	44.9%	80.5%
Houseperson	855	784	236	109	521	123	398	676
%V	30.9%	29.8%	23.7%	23.0%	30.4%	18.8%	37.6%	27.1%
%H		91.7%	27.6%	12.7%	60.9%	14.4%	46.5%	79.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2872	2780	1041	487	1864	696	1167	2539
%H		96.8%	36.2%	17.0%	64.9%	24.2%	40.6%	88.4%
16 - 19	120	118	54	22	74	34	40	117
%V	4.2%	4.2%	5.2%	4.5%	4.0%	4.9%	3.4%	4.6%
%H		98.3%	45.0%	18.3%	61.7%	28.3%	33.3%	97.5%
20 - 24	233	211	67	42	134	51	83	223
%V	8.1%	7.6%	6.4%	8.6%	7.2%	7.3%	7.1%	8.8%
%H		90.6%	28.8%	18.0%	57.5%	21.9%	35.6%	95.7%
25 - 34	464	434	174	66	241	84	157	446
%V	16.2%	15.6%	16.7%	13.6%	12.9%	12.1%	13.5%	17.6%
%H		93.5%	37.5%	14.2%	51.9%	18.1%	33.8%	96.1%
35 - 44	432	412	178	78	243	104	140	416
%V	15.0%	14.8%	17.1%	16.0%	13.0%	14.9%	12.0%	16.4%
%H		95.4%	41.2%	18.1%	56.3%	24.1%	32.4%	96.3%
45 - 54	495	486	209	98	329	158	171	471
%V	17.2%	17.5%	20.1%	20.1%	17.7%	22.7%	14.7%	18.6%
%H		98.2%	42.2%	19.8%	66.5%	31.9%	34.5%	95.2%
55 - 64	439	433	159	90	303	122	181	406
%V	15.3%	15.6%	15.3%	18.5%	16.3%	17.5%	15.5%	16.0%
%H		98.6%	36.2%	20.5%	69.0%	27.8%	41.2%	92.5%
65+	689	686	199	91	540	143	396	461
%V	24.0%	24.7%	19.1%	18.7%	29.0%	20.5%	33.9%	18.2%
%H		99.6%	28.9%	13.2%	78.4%	20.8%	57.5%	66.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.29: Social Grade (Females 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)		2872	2780	1041	487	1864	696	1167	2539
	%H		96.8%	36.2%	17.0%	64.9%	24.2%	40.6%	88.4%
AB		566	556	242	84	382	168	214	554
	%V	19.7%	20.0%	23.2%	17.2%	20.5%	24.1%	18.3%	21.8%
	%H		98.2%	42.8%	14.8%	67.5%	29.7%	37.8%	97.9%
C1		843	806	310	142	547	220	326	790
	%V	29.4%	29.0%	29.8%	29.2%	29.3%	31.6%	27.9%	31.1%
	%H		95.6%	36.8%	16.8%	64.9%	26.1%	38.7%	93.7%
C2		540	525	204	107	338	138	200	499
	%V	18.8%	18.9%	19.6%	22.0%	18.1%	19.8%	17.1%	19.7%
	%H		97.2%	37.8%	19.8%	62.6%	25.6%	37.0%	92.4%
D		475	459	169	82	295	103	191	402
	%V	16.5%	16.5%	16.2%	16.8%	15.8%	14.8%	16.4%	15.8%
	%H		96.6%	35.6%	17.3%	62.1%	21.7%	40.2%	84.6%
E		447	433	116	73	302	67	235	294
	%V	15.6%	15.6%	11.1%	15.0%	16.2%	9.6%	20.1%	11.6%
	%H		96.9%	26.0%	16.3%	67.6%	15.0%	52.6%	65.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC North West

Individual level data

Table 10.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2872	2780	1041	487	1864	696	1167	2539
%H		96.8%	36.2%	17.0%	64.9%	24.2%	40.6%	88.4%
Working full time	1153	1127	459	225	698	303	395	1119
%V	40.1%	40.5%	44.1%	46.2%	37.4%	43.5%	33.8%	44.1%
%H		97.7%	39.8%	19.5%	60.5%	26.3%	34.3%	97.1%
Working part time	349	335	132	57	230	94	135	335
%V	12.2%	12.1%	12.7%	11.7%	12.3%	13.5%	11.6%	13.2%
%H		96.0%	37.8%	16.3%	65.9%	26.9%	38.7%	96.0%
Not working	1370	1318	449	205	936	299	637	1085
%V	47.7%	47.4%	43.1%	42.1%	50.2%	43.0%	54.6%	42.7%
%H		96.2%	32.8%	15.0%	68.3%	21.8%	46.5%	79.2%
Houseperson	2239	2176	798	368	1480	534	945	1944
%V	78.0%	78.3%	76.7%	75.6%	79.4%	76.7%	81.0%	76.6%
%H		97.2%	35.6%	16.4%	66.1%	23.8%	42.2%	86.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.1: Social Grade

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
AB	576	544	230	94	355	156	199	554
%V	23.0%	22.9%	24.1%	25.6%	22.9%	25.2%	21.3%	25.9%
%H (All HH)		94.4%	39.9%	16.3%	61.6%	27.1%	34.5%	96.2%
%H (TV HH)			42.3%	17.3%	65.3%	28.7%	36.6%	
C1	695	651	281	104	416	186	230	633
%V	27.8%	27.4%	29.5%	28.3%	26.8%	30.0%	24.7%	29.6%
%H (All HH)		93.7%	40.4%	15.0%	59.9%	26.8%	33.1%	91.1%
%H (TV HH)			43.2%	16.0%	63.9%	28.6%	35.3%	
C2	499	481	215	68	300	131	169	437
%V	19.9%	20.3%	22.5%	18.5%	19.3%	21.2%	18.1%	20.5%
%H (All HH)		96.4%	43.1%	13.6%	60.1%	26.3%	33.9%	87.6%
%H (TV HH)			44.7%	14.1%	62.4%	27.2%	35.1%	
D	440	416	151	65	282	102	180	338
%V	17.6%	17.5%	15.8%	17.7%	18.2%	16.5%	19.3%	15.8%
%H (All HH)		94.5%	34.3%	14.8%	64.1%	23.2%	40.9%	76.8%
%H (TV HH)			36.3%	15.6%	67.8%	24.5%	43.3%	
E	295	280	77	37	200	45	154	174
%V	11.8%	11.8%	8.1%	10.1%	12.9%	7.3%	16.5%	8.1%
%H (All HH)		94.9%	26.1%	12.5%	67.8%	15.3%	52.2%	59.0%
%H (TV HH)			27.5%	13.2%	71.4%	16.1%	55.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%V (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Under 25	108	85	20	10	38	6	32	105
%V	4.3%	3.6%	2.1%	2.7%	2.4%	1.0%	3.4%	4.9%
%H (All HH)		78.7%	18.5%	9.3%	35.2%	5.6%	29.6%	97.2%
%H (TV HH)			23.5%	11.8%	44.7%	7.1%	37.6%	
25 - 34	394	352	136	56	171	69	102	380
%V	15.7%	14.8%	14.3%	15.3%	11.0%	11.1%	10.9%	17.8%
%H (All HH)		89.3%	34.5%	14.2%	43.4%	17.5%	25.9%	96.4%
%H (TV HH)			38.6%	15.9%	48.6%	19.6%	29.0%	
35 - 44	395	370	174	50	226	102	124	377
%V	15.8%	15.6%	18.2%	13.6%	14.6%	16.5%	13.3%	17.6%
%H (All HH)		93.7%	44.1%	12.7%	57.2%	25.8%	31.4%	95.4%
%H (TV HH)			47.0%	13.5%	61.1%	27.6%	33.5%	
45 - 54	469	451	210	77	291	139	152	434
%V	18.7%	19.0%	22.0%	21.0%	18.8%	22.5%	16.3%	20.3%
%H (All HH)		96.2%	44.8%	16.4%	62.0%	29.6%	32.4%	92.5%
%H (TV HH)			46.6%	17.1%	64.5%	30.8%	33.7%	
55 - 64	455	443	188	77	307	135	173	412
%V	18.2%	18.7%	19.7%	21.0%	19.8%	21.8%	18.5%	19.3%
%H (All HH)		97.4%	41.3%	16.9%	67.5%	29.7%	38.0%	90.5%
%H (TV HH)			42.4%	17.4%	69.3%	30.5%	39.1%	
65 +	685	671	224	96	519	169	351	427
%V	27.4%	28.3%	23.5%	26.2%	33.4%	27.3%	37.6%	20.0%
%H (All HH)		98.0%	32.7%	14.0%	75.8%	24.7%	51.2%	62.3%
%H (TV HH)			33.4%	14.3%	77.3%	25.2%	52.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 286

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
1	917	846	241	112	614	154	460	627
%V	36.6%	35.7%	25.3%	30.5%	39.6%	24.9%	49.3%	29.4%
%H (All HH)		92.3%	26.3%	12.2%	67.0%	16.8%	50.2%	68.4%
%H (TV HH)			28.5%	13.2%	72.6%	18.2%	54.4%	
2	843	810	349	130	509	227	282	779
%V	33.7%	34.1%	36.6%	35.4%	32.8%	36.7%	30.2%	36.5%
%H (All HH)		96.1%	41.4%	15.4%	60.4%	26.9%	33.5%	92.4%
%H (TV HH)			43.1%	16.0%	62.8%	28.0%	34.8%	
3	353	337	163	62	200	102	98	343
%V	14.1%	14.2%	17.1%	16.9%	12.9%	16.5%	10.5%	16.1%
%H (All HH)		95.5%	46.2%	17.6%	56.7%	28.9%	27.8%	97.2%
%H (TV HH)			48.4%	18.4%	59.3%	30.3%	29.1%	
4	288	279	148	47	169	100	69	286
%V	11.5%	11.8%	15.5%	12.8%	10.9%	16.2%	7.4%	13.4%
%H (All HH)		96.9%	51.4%	16.3%	58.7%	34.7%	24.0%	99.3%
%H (TV HH)			53.0%	16.8%	60.6%	35.8%	24.7%	
5+	103	100	53	17	60	36	24	101
%V	4.1%	4.2%	5.6%	4.6%	3.9%	5.8%	2.6%	4.7%
%H (All HH)		97.1%	51.5%	16.5%	58.3%	35.0%	23.3%	98.1%
%H (TV HH)			53.0%	17.0%	60.0%	36.0%	24.0%	
Average HH size	2.14	2.16	2.42	2.27	2.08	2.43	1.85	2.30

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Without	1951	1834	687	275	1244	456	789	1593
%V	77.9%	77.3%	72.0%	74.9%	80.2%	73.7%	84.6%	74.6%
%H (All HH)		94.0%	35.2%	14.1%	63.8%	23.4%	40.4%	81.7%
%H (TV HH)			37.5%	15.0%	67.8%	24.9%	43.0%	
With	554	538	267	92	308	164	145	543
%V	22.1%	22.7%	28.0%	25.1%	19.8%	26.5%	15.5%	25.4%
%H (All HH)		97.1%	48.2%	16.6%	55.6%	29.6%	26.2%	98.0%
%H (TV HH)			49.6%	17.1%	57.2%	30.5%	27.0%	
0 - 3	196	188	92	29	104	51	53	192
%V	7.8%	7.9%	9.6%	7.9%	6.7%	8.2%	5.7%	9.0%
%H (All HH)		95.9%	46.9%	14.8%	53.1%	26.0%	27.0%	98.0%
%H (TV HH)			48.9%	15.4%	55.3%	27.1%	28.2%	
4 - 9	274	267	133	43	152	81	71	268
%V	10.9%	11.3%	13.9%	11.7%	9.8%	13.1%	7.6%	12.5%
%H (All HH)		97.4%	48.5%	15.7%	55.5%	29.6%	25.9%	97.8%
%H (TV HH)			49.8%	16.1%	56.9%	30.3%	26.6%	
10 - 15	259	253	134	45	149	85	64	256
%V	10.3%	10.7%	14.0%	12.3%	9.6%	13.7%	6.9%	12.0%
%H (All HH)		97.7%	51.7%	17.4%	57.5%	32.8%	24.7%	98.8%
%H (TV HH)			53.0%	17.8%	58.9%	33.6%	25.3%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 288

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
1	941	941	267	119	550	87	464	734
%V	37.6%	39.7%	28.0%	32.4%	35.4%	14.1%	49.7%	34.4%
%H (All HH)		100.0%	28.4%	12.6%	58.4%	9.2%	49.3%	78.0%
%H (TV HH)			28.4%	12.6%	58.4%	9.2%	49.3%	
2	801	801	342	126	543	235	308	693
%V	32.0%	33.8%	35.8%	34.3%	35.0%	38.0%	33.0%	32.4%
%H (All HH)		100.0%	42.7%	15.7%	67.8%	29.3%	38.5%	86.5%
%H (TV HH)			42.7%	15.7%	67.8%	29.3%	38.5%	
3	397	397	209	73	289	177	112	377
%V	15.9%	16.7%	21.9%	19.9%	18.6%	28.6%	12.0%	17.6%
%H (All HH)		100.0%	52.6%	18.4%	72.8%	44.6%	28.2%	95.0%
%H (TV HH)			52.6%	18.4%	72.8%	44.6%	28.2%	
4	168	168	99	35	121	86	35	165
%V	6.7%	7.1%	10.4%	9.5%	7.8%	13.9%	3.8%	7.7%
%H (All HH)		100.0%	58.9%	20.8%	72.0%	51.2%	20.8%	98.2%
%H (TV HH)			58.9%	20.8%	72.0%	51.2%	20.8%	
5+	65	65	39	14	50	35	15	64
%V	2.6%	2.7%	4.1%	3.8%	3.2%	5.7%	1.6%	3.0%
%H (All HH)		100.0%	60.0%	21.5%	76.9%	53.8%	23.1%	98.5%
%H (TV HH)			60.0%	21.5%	76.9%	53.8%	23.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 289

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Under 20"	183	183	73	30	143	67	77	151
%V	7.3%	7.7%	7.7%	8.2%	9.2%	10.8%	8.3%	7.1%
%H (All HH)		100.0%	39.9%	16.4%	78.1%	36.6%	42.1%	82.5%
%H (TV HH)			39.9%	16.4%	78.1%	36.6%	42.1%	
20" - 29"	569	569	236	82	435	198	237	485
%V	22.7%	24.0%	24.7%	22.3%	28.0%	32.0%	25.4%	22.7%
%H (All HH)		100.0%	41.5%	14.4%	76.4%	34.8%	41.7%	85.2%
%H (TV HH)			41.5%	14.4%	76.4%	34.8%	41.7%	
30" - 39"	1146	1146	474	170	804	341	464	970
%V	45.8%	48.3%	49.7%	46.3%	51.8%	55.1%	49.7%	45.4%
%H (All HH)		100.0%	41.4%	14.8%	70.2%	29.8%	40.5%	84.6%
%H (TV HH)			41.4%	14.8%	70.2%	29.8%	40.5%	
40" - 49"	1213	1213	548	218	781	383	397	1109
%V	48.4%	51.1%	57.4%	59.4%	50.3%	61.9%	42.6%	51.9%
%H (All HH)		100.0%	45.2%	18.0%	64.4%	31.6%	32.7%	91.4%
%H (TV HH)			45.2%	18.0%	64.4%	31.6%	32.7%	
50" - 59"	504	504	266	92	311	182	129	481
%V	20.1%	21.2%	27.9%	25.1%	20.0%	29.4%	13.8%	22.5%
%H (All HH)		100.0%	52.8%	18.3%	61.7%	36.1%	25.6%	95.4%
%H (TV HH)			52.8%	18.3%	61.7%	36.1%	25.6%	
60"+	63	63	40	10	35	24	10	61
%V	2.5%	2.7%	4.2%	2.7%	2.3%	3.9%	1.1%	2.9%
%H (All HH)		100.0%	63.5%	15.9%	55.6%	38.1%	15.9%	96.8%
%H (TV HH)			63.5%	15.9%	55.6%	38.1%	15.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Main living room	2339	2339	943	363	1538	613	925	2004
%V	93.4%	98.6%	98.8%	98.9%	99.1%	99.0%	99.1%	93.8%
%H (All HH)		100.0%	40.3%	15.5%	65.8%	26.2%	39.5%	85.7%
%H (TV HH)			40.3%	15.5%	65.8%	26.2%	39.5%	
Kitchen	257	257	134	34	209	120	89	236
%V	10.3%	10.8%	14.0%	9.3%	13.5%	19.4%	9.5%	11.0%
%H (All HH)		100.0%	52.1%	13.2%	81.3%	46.7%	34.6%	91.8%
%H (TV HH)			52.1%	13.2%	81.3%	46.7%	34.6%	
Adult's bedroom	1114	1114	538	202	782	429	352	1007
%V	44.5%	47.0%	56.4%	55.0%	50.4%	69.3%	37.7%	47.1%
%H (All HH)		100.0%	48.3%	18.1%	70.2%	38.5%	31.6%	90.4%
%H (TV HH)			48.3%	18.1%	70.2%	38.5%	31.6%	
Child's bedroom	255	255	139	53	152	99	53	252
%V	10.2%	10.8%	14.6%	14.4%	9.8%	16.0%	5.7%	11.8%
%H (All HH)		100.0%	54.5%	20.8%	59.6%	38.8%	20.8%	98.8%
%H (TV HH)			54.5%	20.8%	59.6%	38.8%	20.8%	
Other bedroom	111	111	52	25	87	53	34	105
%V	4.4%	4.7%	5.5%	6.8%	5.6%	8.6%	3.6%	4.9%
%H (All HH)		100.0%	46.8%	22.5%	78.4%	47.7%	30.6%	94.6%
%H (TV HH)			46.8%	22.5%	78.4%	47.7%	30.6%	
Second living/dining room	187	187	110	29	132	82	50	179
%V	7.5%	7.9%	11.5%	7.9%	8.5%	13.2%	5.4%	8.4%
%H (All HH)		100.0%	58.8%	15.5%	70.6%	43.9%	26.7%	95.7%
%H (TV HH)			58.8%	15.5%	70.6%	43.9%	26.7%	
Study/office	27	27	15	3	20	11	8	26
%V	1.1%	1.1%	1.6%	0.8%	1.3%	1.8%	0.9%	1.2%
%H (All HH)		100.0%	55.6%	11.1%	74.1%	40.7%	29.6%	96.3%
%H (TV HH)			55.6%	11.1%	74.1%	40.7%	29.6%	
TV room	38	38	22	8	25	16	9	37
%V	1.5%	1.6%	2.3%	2.2%	1.6%	2.6%	1.0%	1.7%
%H (All HH)		100.0%	57.9%	21.1%	65.8%	42.1%	23.7%	97.4%
%H (TV HH)			57.9%	21.1%	65.8%	42.1%	23.7%	
Conservatory	38	38	21	6	29	17	12	36
%V	1.5%	1.6%	2.2%	1.6%	1.9%	2.7%	1.3%	1.7%
%H (All HH)		100.0%	55.3%	15.8%	76.3%	44.7%	31.6%	94.7%
%H (TV HH)			55.3%	15.8%	76.3%	44.7%	31.6%	
Attic or loft room	6	6	3	2	3	3	0	5
%V	0.2%	0.3%	0.3%	0.5%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	33.3%	50.0%	50.0%	0.0%	83.3%
%H (TV HH)			50.0%	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	22	22	10	3	16	9	7	21
%V	0.9%	0.9%	1.0%	0.8%	1.0%	1.5%	0.8%	1.0%
%H (All HH)		100.0%	45.5%	13.6%	72.7%	40.9%	31.8%	95.5%
%H (TV HH)			45.5%	13.6%	72.7%	40.9%	31.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

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	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Any DSAT provider	954	954	954	13	465	465	0	893
%V	38.1%	40.2%	100.0%	3.5%	30.0%	75.1%	0.0%	41.8%
%H (All HH)			100.0%	1.4%	48.7%	48.7%	0.0%	93.6%
%H (TV HH)			100.0%	1.4%	48.7%	48.7%	0.0%	
Sky with subscription	785	785	785	6	378	378	0	745
%V	31.3%	33.1%	82.3%	1.6%	24.4%	61.1%	0.0%	34.9%
%H (All HH)			100.0%	0.8%	48.2%	48.2%	0.0%	94.9%
%H (TV HH)			100.0%	0.8%	48.2%	48.2%	0.0%	
Sky without subscription	65	65	65	2	34	34	0	55
%V	2.6%	2.7%	6.8%	0.5%	2.2%	5.5%	0.0%	2.6%
%H (All HH)			100.0%	3.1%	52.3%	52.3%	0.0%	84.6%
%H (TV HH)			100.0%	3.1%	52.3%	52.3%	0.0%	
Freesat	89	89	89	4	47	47	0	81
%V	3.6%	3.8%	9.3%	1.1%	3.0%	7.6%	0.0%	3.8%
%H (All HH)			100.0%	4.5%	52.8%	52.8%	0.0%	91.0%
%H (TV HH)			100.0%	4.5%	52.8%	52.8%	0.0%	
Other satellite provider	67	67	67	2	34	34	0	63
%V	2.7%	2.8%	7.0%	0.5%	2.2%	5.5%	0.0%	2.9%
%H (All HH)			100.0%	3.0%	50.7%	50.7%	0.0%	94.0%
%H (TV HH)			100.0%	3.0%	50.7%	50.7%	0.0%	
DCAB	367	367	13	367	163	163	0	338
%V	14.7%	15.5%	1.4%	100.0%	10.5%	26.3%	0.0%	15.8%
%H (All HH)			3.5%	100.0%	44.4%	44.4%	0.0%	92.1%
%H (TV HH)			3.5%	100.0%	44.4%	44.4%	0.0%	
DTT	1552	1552	465	163	1552	619	933	1260
%V	62.0%	65.4%	48.7%	44.4%	100.0%	100.0%	100.0%	59.0%
%H (All HH)		100.0%	30.0%	10.5%	100.0%	39.9%	60.1%	81.2%
%H (TV HH)			30.0%	10.5%	100.0%	39.9%	60.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
PVR	1472	1472	839	349	862	569	293	1368
%V	58.8%	62.1%	87.9%	95.1%	55.5%	91.9%	31.4%	64.0%
%H (All HH)		100.0%	57.0%	23.7%	58.6%	38.7%	19.9%	92.9%
%H (TV HH)			57.0%	23.7%	58.6%	38.7%	19.9%	
DVDR	32	32	19	5	20	12	8	27
%V	1.3%	1.3%	2.0%	1.4%	1.3%	1.9%	0.9%	1.3%
%H (All HH)		100.0%	59.4%	15.6%	62.5%	37.5%	25.0%	84.4%
%H (TV HH)			59.4%	15.6%	62.5%	37.5%	25.0%	
VCR	8	8	4	1	6	1	5	6
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.5%	0.3%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	12.5%	62.5%	75.0%
%H (TV HH)			50.0%	12.5%	75.0%	12.5%	62.5%	
Any recorder	1486	1486	842	349	873	570	303	1378
%V	59.3%	62.6%	88.3%	95.1%	56.3%	92.1%	32.5%	64.5%
%H (All HH)		100.0%	56.7%	23.5%	58.7%	38.4%	20.4%	92.7%
%H (TV HH)			56.7%	23.5%	58.7%	38.4%	20.4%	
Receives HDTV (via STB or built-in reception)	1622	1622	778	330	1077	549	528	1474
%V	64.8%	68.4%	81.6%	89.9%	69.4%	88.7%	56.6%	69.0%
%H (All HH)		100.0%	48.0%	20.3%	66.4%	33.8%	32.6%	90.9%
%H (TV HH)			48.0%	20.3%	66.4%	33.8%	32.6%	
DVD/Blu-ray player or recorder	1499	1499	631	244	991	431	560	1322
%V	59.9%	63.2%	66.1%	66.5%	63.9%	69.6%	60.0%	61.9%
%H (All HH)		100.0%	42.1%	16.3%	66.1%	28.8%	37.4%	88.2%
%H (TV HH)			42.1%	16.3%	66.1%	28.8%	37.4%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Household level data

Table 11.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2504	2372	954	367	1552	619	933	2136
%H (All HH)		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%
%H (TV HH)			40.2%	15.5%	65.4%	26.1%	39.3%	
Has broadband internet	2136	2033	893	338	1260	573	687	2136
%V	85.3%	85.7%	93.6%	92.1%	81.2%	92.6%	73.6%	100.0%
%H (All HH)		95.2%	41.8%	15.8%	59.0%	26.8%	32.2%	100.0%
%H (TV HH)			43.9%	16.6%	62.0%	28.2%	33.8%	
Number of computers (PCs and laptops)								
0	546	514	121	61	395	83	312	202
%V	21.8%	21.7%	12.7%	16.6%	25.5%	13.4%	33.4%	9.5%
%H (All HH)		94.1%	22.2%	11.2%	72.3%	15.2%	57.1%	37.0%
%H (TV HH)			23.5%	11.9%	76.8%	16.1%	60.7%	
1	642	600	228	97	395	146	248	624
%V	25.6%	25.3%	23.9%	26.4%	25.5%	23.6%	26.6%	29.2%
%H (All HH)		93.5%	35.5%	15.1%	61.5%	22.7%	38.6%	97.2%
%H (TV HH)			38.0%	16.2%	65.8%	24.3%	41.3%	
2	607	579	252	95	349	155	194	603
%V	24.2%	24.4%	26.4%	25.9%	22.5%	25.0%	20.8%	28.2%
%H (All HH)		95.4%	41.5%	15.7%	57.5%	25.5%	32.0%	99.3%
%H (TV HH)			43.5%	16.4%	60.3%	26.8%	33.5%	
3	347	332	166	56	208	112	96	346
%V	13.9%	14.0%	17.4%	15.3%	13.4%	18.1%	10.3%	16.2%
%H (All HH)		95.7%	47.8%	16.1%	59.9%	32.3%	27.7%	99.7%
%H (TV HH)			50.0%	16.9%	62.7%	33.7%	28.9%	
4	184	177	92	30	106	61	45	184
%V	7.3%	7.5%	9.6%	8.2%	6.8%	9.9%	4.8%	8.6%
%H (All HH)		96.2%	50.0%	16.3%	57.6%	33.2%	24.5%	100.0%
%H (TV HH)			52.0%	16.9%	59.9%	34.5%	25.4%	
5+	177	171	96	29	98	61	37	177
%V	7.1%	7.2%	10.1%	7.9%	6.3%	9.9%	4.0%	8.3%
%H (All HH)		96.6%	54.2%	16.4%	55.4%	34.5%	20.9%	100.0%
%H (TV HH)			56.1%	17.0%	57.3%	35.7%	21.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

Table 11.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4756	2180	803	3253	1620	1633	4257
%H		45.8%	16.9%	68.4%	34.1%	34.3%	89.5%
Under 20"	216	85	36	172	80	93	181
%V	4.5%	3.9%	4.5%	5.3%	4.9%	5.7%	4.3%
%H		39.4%	16.7%	79.6%	37.0%	43.1%	83.8%
20" - 29"	701	300	107	543	260	283	608
%V	14.7%	13.8%	13.3%	16.7%	16.0%	17.3%	14.3%
%H		42.8%	15.3%	77.5%	37.1%	40.4%	86.7%
30" - 39"	1467	641	228	1034	478	556	1268
%V	30.8%	29.4%	28.4%	31.8%	29.5%	34.0%	29.8%
%H		43.7%	15.5%	70.5%	32.6%	37.9%	86.4%
40" - 49"	1485	699	277	957	501	456	1374
%V	31.2%	32.1%	34.5%	29.4%	30.9%	27.9%	32.3%
%H		47.1%	18.7%	64.4%	33.7%	30.7%	92.5%
50" - 59"	575	312	104	355	215	141	551
%V	12.1%	14.3%	13.0%	10.9%	13.3%	8.6%	12.9%
%H		54.3%	18.1%	61.7%	37.4%	24.5%	95.8%
60"+	67	42	10	36	25	12	64
%V	1.4%	1.9%	1.2%	1.1%	1.5%	0.7%	1.5%
%H		62.7%	14.9%	53.7%	37.3%	17.9%	95.5%
Don't know	244	101	41	155	62	93	210
%V	5.1%	4.6%	5.1%	4.8%	3.8%	5.7%	4.9%
%H		41.4%	16.8%	63.5%	25.4%	38.1%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

Table 11.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4756	2180	803	3253	1620	1633	4257
%H		45.8%	16.9%	68.4%	34.1%	34.3%	89.5%
Main living room	2354	950	365	1548	618	930	2017
%V	49.5%	43.6%	45.5%	47.6%	38.1%	57.0%	47.4%
%H		40.4%	15.5%	65.8%	26.3%	39.5%	85.7%
Kitchen	257	134	34	209	120	89	236
%V	5.4%	6.1%	4.2%	6.4%	7.4%	5.5%	5.5%
%H		52.1%	13.2%	81.3%	46.7%	34.6%	91.8%
Adult's bedroom	1361	661	256	969	547	422	1244
%V	28.6%	30.3%	31.9%	29.8%	33.8%	25.8%	29.2%
%H		48.6%	18.8%	71.2%	40.2%	31.0%	91.4%
Child's bedroom	335	188	67	200	132	69	330
%V	7.0%	8.6%	8.3%	6.1%	8.1%	4.2%	7.8%
%H		56.1%	20.0%	59.7%	39.4%	20.6%	98.5%
Other bedroom	126	64	27	100	65	35	120
%V	2.6%	2.9%	3.4%	3.1%	4.0%	2.1%	2.8%
%H		50.8%	21.4%	79.4%	51.6%	27.8%	95.2%
Second living/dining room	189	112	30	133	83	50	180
%V	4.0%	5.1%	3.7%	4.1%	5.1%	3.1%	4.2%
%H		59.3%	15.9%	70.4%	43.9%	26.5%	95.2%
Study/office	27	15	3	20	11	8	26
%V	0.6%	0.7%	0.4%	0.6%	0.7%	0.5%	0.6%
%H		55.6%	11.1%	74.1%	40.7%	29.6%	96.3%
TV room	39	22	8	25	16	9	38
%V	0.8%	1.0%	1.0%	0.8%	1.0%	0.6%	0.9%
%H		56.4%	20.5%	64.1%	41.0%	23.1%	97.4%
Conservatory	38	21	6	29	17	12	36
%V	0.8%	1.0%	0.7%	0.9%	1.0%	0.7%	0.8%
%H		55.3%	15.8%	76.3%	44.7%	31.6%	94.7%
Attic or loft room	6	3	3	3	3	0	6
%V	0.1%	0.1%	0.4%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	50.0%	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	22	10	3	16	9	7	21
%V	0.5%	0.5%	0.4%	0.5%	0.6%	0.4%	0.5%
%H		45.5%	13.6%	72.7%	40.9%	31.8%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

Table 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4756	2180	803	3253	1620	1633	4257
%H		45.8%	16.9%	68.4%	34.1%	34.3%	89.5%
PVR	2138	1314	510	1178	845	333	2012
%V	45.0%	60.3%	63.5%	36.2%	52.2%	20.4%	47.3%
%H		61.5%	23.9%	55.1%	39.5%	15.6%	94.1%
DVDR	34	21	5	21	13	8	29
%V	0.7%	1.0%	0.6%	0.6%	0.8%	0.5%	0.7%
%H		61.8%	14.7%	61.8%	38.2%	23.5%	85.3%
VCR	9	4	1	6	2	5	6
%V	0.2%	0.2%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		44.4%	11.1%	66.7%	22.2%	55.6%	66.7%
Any recorder	2161	1322	512	1194	848	345	2030
%V	45.4%	60.6%	63.8%	36.7%	52.3%	21.1%	47.7%
%H		61.2%	23.7%	55.3%	39.2%	16.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4756	2180	803	3253	1620	1633	4257
%H		45.8%	16.9%	68.4%	34.1%	34.3%	89.5%
Receives HDTV (via STB or built-in reception)	2599	1334	535	1746	992	755	2404
%V	54.6%	61.2%	66.6%	53.7%	61.2%	46.2%	56.5%
%H		51.3%	20.6%	67.2%	38.2%	29.0%	92.5%
DVD/Blu-ray player or recorder	2181	991	389	1447	719	729	1973
%V	45.9%	45.5%	48.4%	44.5%	44.4%	44.6%	46.3%
%H		45.4%	17.8%	66.3%	33.0%	33.4%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

Table 11.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2370	954	367	1552	619	933	2032
%H		40.3%	15.5%	65.5%	26.1%	39.4%	85.7%
Under 20"	16	2	1	10	0	10	9
%V	0.7%	0.2%	0.3%	0.6%	0.0%	1.1%	0.4%
%H		12.5%	6.3%	62.5%	0.0%	62.5%	56.3%
20" - 29"	115	20	10	88	11	77	77
%V	4.9%	2.1%	2.7%	5.7%	1.8%	8.3%	3.8%
%H		17.4%	8.7%	76.5%	9.6%	67.0%	67.0%
30" - 39"	586	179	69	417	109	308	436
%V	24.7%	18.8%	18.8%	26.9%	17.6%	33.0%	21.5%
%H		30.5%	11.8%	71.2%	18.6%	52.6%	74.4%
40" - 49"	1012	432	175	648	292	356	913
%V	42.7%	45.3%	47.7%	41.8%	47.2%	38.2%	44.9%
%H		42.7%	17.3%	64.0%	28.9%	35.2%	90.2%
50" - 59"	466	244	84	289	168	121	443
%V	19.7%	25.6%	22.9%	18.6%	27.1%	13.0%	21.8%
%H		52.4%	18.0%	62.0%	36.1%	26.0%	95.1%
60"+	57	36	9	30	20	10	54
%V	2.4%	3.8%	2.5%	1.9%	3.2%	1.1%	2.7%
%H		63.2%	15.8%	52.6%	35.1%	17.5%	94.7%
Don't know	120	42	19	71	21	50	101
%V	5.1%	4.4%	5.2%	4.6%	3.4%	5.4%	5.0%
%H		35.0%	15.8%	59.2%	17.5%	41.7%	84.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

Table 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2370	954	367	1552	619	933	2032
%H		40.3%	15.5%	65.5%	26.1%	39.4%	85.7%
PVR	1446	829	346	839	559	279	1343
%V	61.0%	86.9%	94.3%	54.1%	90.3%	29.9%	66.1%
%H		57.3%	23.9%	58.0%	38.7%	19.3%	92.9%
DVDR	20	11	3	14	8	6	16
%V	0.8%	1.2%	0.8%	0.9%	1.3%	0.6%	0.8%
%H		55.0%	15.0%	70.0%	40.0%	30.0%	80.0%
VCR	7	3	1	5	1	4	4
%V	0.3%	0.3%	0.3%	0.3%	0.2%	0.4%	0.2%
%H		42.9%	14.3%	71.4%	14.3%	57.1%	57.1%
Any recorder	1459	832	346	849	561	289	1352
%V	61.6%	87.2%	94.3%	54.7%	90.6%	31.0%	66.5%
%H		57.0%	23.7%	58.2%	38.5%	19.8%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2370	954	367	1552	619	933	2032
%H		40.3%	15.5%	65.5%	26.1%	39.4%	85.7%
Receives HDTV (via STB or built-in reception)	1591	763	325	1050	535	515	1444
%V	67.1%	80.0%	88.6%	67.7%	86.4%	55.2%	71.1%
%H		48.0%	20.4%	66.0%	33.6%	32.4%	90.8%
DVD/Blu-ray player or recorder	1275	527	202	837	350	487	1111
%V	53.8%	55.2%	55.0%	53.9%	56.5%	52.2%	54.7%
%H		41.3%	15.8%	65.6%	27.5%	38.2%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2385	1226	436	1701	1001	700	2224
%H		51.4%	18.3%	71.3%	42.0%	29.4%	93.2%
Under 20"	201	83	34	162	80	83	172
%V	8.4%	6.8%	7.8%	9.5%	8.0%	11.9%	7.7%
%H		41.3%	16.9%	80.6%	39.8%	41.3%	85.6%
20" - 29"	587	280	97	455	249	206	531
%V	24.6%	22.8%	22.2%	26.7%	24.9%	29.4%	23.9%
%H		47.7%	16.5%	77.5%	42.4%	35.1%	90.5%
30" - 39"	881	463	159	617	369	248	833
%V	36.9%	37.8%	36.5%	36.3%	36.9%	35.4%	37.5%
%H		52.6%	18.0%	70.0%	41.9%	28.1%	94.6%
40" - 49"	473	267	102	309	210	100	462
%V	19.8%	21.8%	23.4%	18.2%	21.0%	14.3%	20.8%
%H		56.4%	21.6%	65.3%	44.4%	21.1%	97.7%
50" - 59"	109	68	20	66	47	20	108
%V	4.6%	5.5%	4.6%	3.9%	4.7%	2.9%	4.9%
%H		62.4%	18.3%	60.6%	43.1%	18.3%	99.1%
60"+	10	7	1	7	5	2	10
%V	0.4%	0.6%	0.2%	0.4%	0.5%	0.3%	0.4%
%H		70.0%	10.0%	70.0%	50.0%	20.0%	100.0%
Don't know	125	59	23	84	42	43	109
%V	5.2%	4.8%	5.3%	4.9%	4.2%	6.1%	4.9%
%H		47.2%	18.4%	67.2%	33.6%	34.4%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2385	1226	436	1701	1001	700	2224
%H		51.4%	18.3%	71.3%	42.0%	29.4%	93.2%
PVR	692	484	164	340	286	54	669
%V	29.0%	39.5%	37.6%	20.0%	28.6%	7.7%	30.1%
%H		69.9%	23.7%	49.1%	41.3%	7.8%	96.7%
DVDR	14	10	2	7	6	2	13
%V	0.6%	0.8%	0.5%	0.4%	0.6%	0.3%	0.6%
%H		71.4%	14.3%	50.0%	42.9%	14.3%	92.9%
VCR	2	1	0	1	1	0	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Any recorder	702	490	166	344	288	57	678
%V	29.4%	40.0%	38.1%	20.2%	28.8%	8.1%	30.5%
%H		69.8%	23.6%	49.0%	41.0%	8.1%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2385	1226	436	1701	1001	700	2224
%H		51.4%	18.3%	71.3%	42.0%	29.4%	93.2%
Receives HDTV (via STB or built-in reception)	1007	571	210	696	457	240	960
%V	42.2%	46.6%	48.2%	40.9%	45.7%	34.3%	43.2%
%H		56.7%	20.9%	69.1%	45.4%	23.8%	95.3%
DVD/Blu-ray player or recorder	906	464	188	610	368	242	862
%V	38.0%	37.8%	43.1%	35.9%	36.8%	34.6%	38.8%
%H		51.2%	20.8%	67.3%	40.6%	26.7%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5369	5131	2305	834	3230	1505	1725	4902
%H		95.6%	42.9%	15.5%	60.2%	28.0%	32.1%	91.3%
Total Children	919	895	449	148	508	272	237	902
%V	17.1%	17.4%	19.5%	17.7%	15.7%	18.1%	13.7%	18.4%
%H		97.4%	48.9%	16.1%	55.3%	29.6%	25.8%	98.2%
0 - 3	223	215	104	34	118	58	60	218
%V	4.2%	4.2%	4.5%	4.1%	3.7%	3.9%	3.5%	4.4%
%H		96.4%	46.6%	15.2%	52.9%	26.0%	26.9%	97.8%
4 - 15	696	679	345	114	390	213	176	684
%V	13.0%	13.2%	15.0%	13.7%	12.1%	14.2%	10.2%	14.0%
%H		97.6%	49.6%	16.4%	56.0%	30.6%	25.3%	98.3%
4 - 9	358	349	170	55	196	102	94	349
%V	6.7%	6.8%	7.4%	6.6%	6.1%	6.8%	5.4%	7.1%
%H		97.5%	47.5%	15.4%	54.7%	28.5%	26.3%	97.5%
10 - 15	338	331	174	59	194	112	82	335
%V	6.3%	6.5%	7.5%	7.1%	6.0%	7.4%	4.8%	6.8%
%H		97.9%	51.5%	17.5%	57.4%	33.1%	24.3%	99.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5369	5131	2305	834	3230	1505	1725	4902
%H		95.6%	42.9%	15.5%	60.2%	28.0%	32.1%	91.3%
Total Adults (16+)	4450	4237	1857	686	2722	1233	1488	4000
%V	82.9%	82.6%	80.6%	82.3%	84.3%	81.9%	86.3%	81.6%
%H		95.2%	41.7%	15.4%	61.2%	27.7%	33.4%	89.9%
16 - 19	220	205	101	39	131	72	60	216
%V	4.1%	4.0%	4.4%	4.7%	4.1%	4.8%	3.5%	4.4%
%H		93.2%	45.9%	17.7%	59.5%	32.7%	27.3%	98.2%
20 - 24	330	281	106	40	162	71	91	325
%V	6.1%	5.5%	4.6%	4.8%	5.0%	4.7%	5.3%	6.6%
%H		85.2%	32.1%	12.1%	49.1%	21.5%	27.6%	98.5%
25 - 34	742	680	276	110	347	149	198	722
%V	13.8%	13.3%	12.0%	13.2%	10.7%	9.9%	11.5%	14.7%
%H		91.6%	37.2%	14.8%	46.8%	20.1%	26.7%	97.3%
35 - 44	666	631	311	88	374	183	192	643
%V	12.4%	12.3%	13.5%	10.6%	11.6%	12.2%	11.1%	13.1%
%H		94.7%	46.7%	13.2%	56.2%	27.5%	28.8%	96.5%
45 - 54	764	743	368	130	475	246	230	723
%V	14.2%	14.5%	16.0%	15.6%	14.7%	16.3%	13.3%	14.7%
%H		97.3%	48.2%	17.0%	62.2%	32.2%	30.1%	94.6%
55 - 64	729	714	328	133	484	234	249	678
%V	13.6%	13.9%	14.2%	15.9%	15.0%	15.5%	14.4%	13.8%
%H		97.9%	45.0%	18.2%	66.4%	32.1%	34.2%	93.0%
65+	998	981	366	147	749	279	469	693
%V	18.6%	19.1%	15.9%	17.6%	23.2%	18.5%	27.2%	14.1%
%H		98.3%	36.7%	14.7%	75.1%	28.0%	47.0%	69.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.23: Social Grade (Adults 16+)

Platforms available in household

		All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
		HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)		4450	4237	1857	686	2722	1233	1488	4000
	%H		95.2%	41.7%	15.4%	61.2%	27.7%	33.4%	89.9%
AB		1134	1083	491	187	696	339	358	1106
	%V	25.5%	25.6%	26.4%	27.3%	25.6%	27.5%	24.1%	27.7%
	%H		95.5%	43.3%	16.5%	61.4%	29.9%	31.6%	97.5%
C1		1270	1187	550	190	745	367	378	1193
	%V	28.5%	28.0%	29.6%	27.7%	27.4%	29.8%	25.4%	29.8%
	%H		93.5%	43.3%	15.0%	58.7%	28.9%	29.8%	93.9%
C2		944	918	435	139	576	276	300	858
	%V	21.2%	21.7%	23.4%	20.3%	21.2%	22.4%	20.2%	21.5%
	%H		97.2%	46.1%	14.7%	61.0%	29.2%	31.8%	90.9%
D		729	693	275	119	458	188	270	603
	%V	16.4%	16.4%	14.8%	17.3%	16.8%	15.2%	18.1%	15.1%
	%H		95.1%	37.7%	16.3%	62.8%	25.8%	37.0%	82.7%
E		373	355	107	52	246	63	182	238
	%V	8.4%	8.4%	5.8%	7.6%	9.0%	5.1%	12.2%	6.0%
	%H		95.2%	28.7%	13.9%	66.0%	16.9%	48.8%	63.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	4450	4237	1857	686	2722	1233	1488	4000
%H		95.2%	41.7%	15.4%	61.2%	27.7%	33.4%	89.9%
Working full time	2085	1992	967	325	1188	608	579	2026
%V	46.9%	47.0%	52.1%	47.4%	43.6%	49.3%	38.9%	50.7%
%H		95.5%	46.4%	15.6%	57.0%	29.2%	27.8%	97.2%
Working part time	445	425	199	66	261	129	133	430
%V	10.0%	10.0%	10.7%	9.6%	9.6%	10.5%	8.9%	10.8%
%H		95.5%	44.7%	14.8%	58.7%	29.0%	29.9%	96.6%
Not working	1919	1820	691	295	1273	497	777	1544
%V	43.1%	43.0%	37.2%	43.0%	46.8%	40.3%	52.2%	38.6%
%H		94.8%	36.0%	15.4%	66.3%	25.9%	40.5%	80.5%
Houseperson	2504	2372	954	367	1552	619	933	2136
%V	56.3%	56.0%	51.4%	53.5%	57.0%	50.2%	62.7%	53.4%
%H		94.7%	38.1%	14.7%	62.0%	24.7%	37.3%	85.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2143	2026	893	334	1281	597	684	1944
%H		94.5%	41.7%	15.6%	59.8%	27.9%	31.9%	90.7%
16 - 19	112	105	48	21	69	37	32	109
%V	5.2%	5.2%	5.4%	6.3%	5.4%	6.2%	4.7%	5.6%
%H		93.8%	42.9%	18.8%	61.6%	33.0%	28.6%	97.3%
20 - 24	164	143	56	21	80	40	40	161
%V	7.7%	7.1%	6.3%	6.3%	6.2%	6.7%	5.8%	8.3%
%H		87.2%	34.1%	12.8%	48.8%	24.4%	24.4%	98.2%
25 - 34	366	331	130	53	172	71	100	356
%V	17.1%	16.3%	14.6%	15.9%	13.4%	11.9%	14.6%	18.3%
%H		90.4%	35.5%	14.5%	47.0%	19.4%	27.3%	97.3%
35 - 44	325	301	143	46	174	84	90	309
%V	15.2%	14.9%	16.0%	13.8%	13.6%	14.1%	13.2%	15.9%
%H		92.6%	44.0%	14.2%	53.5%	25.8%	27.7%	95.1%
45 - 54	369	359	174	62	228	117	111	349
%V	17.2%	17.7%	19.5%	18.6%	17.8%	19.6%	16.2%	18.0%
%H		97.3%	47.2%	16.8%	61.8%	31.7%	30.1%	94.6%
55 - 64	353	345	164	62	228	111	116	326
%V	16.5%	17.0%	18.4%	18.6%	17.8%	18.6%	17.0%	16.8%
%H		97.7%	46.5%	17.6%	64.6%	31.4%	32.9%	92.4%
65+	454	442	178	69	331	136	195	335
%V	21.2%	21.8%	19.9%	20.7%	25.8%	22.8%	28.5%	17.2%
%H		97.4%	39.2%	15.2%	72.9%	30.0%	43.0%	73.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2143	2026	893	334	1281	597	684	1944
%H		94.5%	41.7%	15.6%	59.8%	27.9%	31.9%	90.7%
AB	561	532	242	92	342	169	173	548
%V	26.2%	26.3%	27.1%	27.5%	26.7%	28.3%	25.3%	28.2%
%H		94.8%	43.1%	16.4%	61.0%	30.1%	30.8%	97.7%
C1	568	528	255	86	317	170	147	546
%V	26.5%	26.1%	28.6%	25.7%	24.7%	28.5%	21.5%	28.1%
%H		93.0%	44.9%	15.1%	55.8%	29.9%	25.9%	96.1%
C2	509	490	224	75	306	143	163	455
%V	23.8%	24.2%	25.1%	22.5%	23.9%	24.0%	23.8%	23.4%
%H		96.3%	44.0%	14.7%	60.1%	28.1%	32.0%	89.4%
D	343	323	129	59	212	92	120	289
%V	16.0%	15.9%	14.4%	17.7%	16.5%	15.4%	17.5%	14.9%
%H		94.2%	37.6%	17.2%	61.8%	26.8%	35.0%	84.3%
E	162	153	44	21	104	23	81	106
%V	7.6%	7.6%	4.9%	6.3%	8.1%	3.9%	11.8%	5.5%
%H		94.4%	27.2%	13.0%	64.2%	14.2%	50.0%	65.4%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2143	2026	893	334	1281	597	684	1944
%H		94.5%	41.7%	15.6%	59.8%	27.9%	31.9%	90.7%
Working full time	1230	1171	564	193	697	359	338	1193
%V	57.4%	57.8%	63.2%	57.8%	54.4%	60.1%	49.4%	61.4%
%H		95.2%	45.9%	15.7%	56.7%	29.2%	27.5%	97.0%
Working part time	95	86	36	13	47	20	27	87
%V	4.4%	4.2%	4.0%	3.9%	3.7%	3.4%	3.9%	4.5%
%H		90.5%	37.9%	13.7%	49.5%	21.1%	28.4%	91.6%
Not working	819	769	292	127	537	218	320	664
%V	38.2%	38.0%	32.7%	38.0%	41.9%	36.5%	46.8%	34.2%
%H		93.9%	35.7%	15.5%	65.6%	26.6%	39.1%	81.1%
Houseperson	591	529	176	77	346	109	236	460
%V	27.6%	26.1%	19.7%	23.1%	27.0%	18.3%	34.5%	23.7%
%H		89.5%	29.8%	13.0%	58.5%	18.4%	39.9%	77.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2306	2211	964	353	1441	636	804	2055
%H		95.9%	41.8%	15.3%	62.5%	27.6%	34.9%	89.1%
16 - 19	108	100	53	18	62	34	28	107
%V	4.7%	4.5%	5.5%	5.1%	4.3%	5.3%	3.5%	5.2%
%H		92.6%	49.1%	16.7%	57.4%	31.5%	25.9%	99.1%
20 - 24	166	138	51	19	81	31	50	164
%V	7.2%	6.2%	5.3%	5.4%	5.6%	4.9%	6.2%	8.0%
%H		83.1%	30.7%	11.4%	48.8%	18.7%	30.1%	98.8%
25 - 34	376	349	146	58	175	78	98	366
%V	16.3%	15.8%	15.1%	16.4%	12.1%	12.3%	12.2%	17.8%
%H		92.8%	38.8%	15.4%	46.5%	20.7%	26.1%	97.3%
35 - 44	341	330	169	42	201	99	102	334
%V	14.8%	14.9%	17.5%	11.9%	13.9%	15.6%	12.7%	16.3%
%H		96.8%	49.6%	12.3%	58.9%	29.0%	29.9%	97.9%
45 - 54	395	384	194	67	248	129	119	374
%V	17.1%	17.4%	20.1%	19.0%	17.2%	20.3%	14.8%	18.2%
%H		97.2%	49.1%	17.0%	62.8%	32.7%	30.1%	94.7%
55 - 64	376	369	164	71	256	123	133	352
%V	16.3%	16.7%	17.0%	20.1%	17.8%	19.3%	16.5%	17.1%
%H		98.1%	43.6%	18.9%	68.1%	32.7%	35.4%	93.6%
65+	545	540	188	78	417	143	274	359
%V	23.6%	24.4%	19.5%	22.1%	28.9%	22.5%	34.1%	17.5%
%H		99.1%	34.5%	14.3%	76.5%	26.2%	50.3%	65.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2306	2211	964	353	1441	636	804	2055
%H		95.9%	41.8%	15.3%	62.5%	27.6%	34.9%	89.1%
AB	573	551	249	95	354	169	185	558
%V	24.8%	24.9%	25.8%	26.9%	24.6%	26.6%	23.0%	27.2%
%H		96.2%	43.5%	16.6%	61.8%	29.5%	32.3%	97.4%
C1	702	659	295	104	428	197	231	647
%V	30.4%	29.8%	30.6%	29.5%	29.7%	31.0%	28.7%	31.5%
%H		93.9%	42.0%	14.8%	61.0%	28.1%	32.9%	92.2%
C2	434	428	210	64	271	133	138	403
%V	18.8%	19.4%	21.8%	18.1%	18.8%	20.9%	17.2%	19.6%
%H		98.6%	48.4%	14.7%	62.4%	30.6%	31.8%	92.9%
D	386	370	146	60	246	96	150	315
%V	16.7%	16.7%	15.1%	17.0%	17.1%	15.1%	18.7%	15.3%
%H		95.9%	37.8%	15.5%	63.7%	24.9%	38.9%	81.6%
E	211	202	63	31	142	40	101	132
%V	9.2%	9.1%	6.5%	8.8%	9.9%	6.3%	12.6%	6.4%
%H		95.7%	29.9%	14.7%	67.3%	19.0%	47.9%	62.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Scotland

Individual level data

Table 11.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2306	2211	964	353	1441	636	804	2055
%H		95.9%	41.8%	15.3%	62.5%	27.6%	34.9%	89.1%
Working full time	855	821	403	131	491	249	242	833
%V	37.1%	37.1%	41.8%	37.1%	34.1%	39.2%	30.1%	40.5%
%H		96.0%	47.1%	15.3%	57.4%	29.1%	28.3%	97.4%
Working part time	351	339	162	53	214	108	106	343
%V	15.2%	15.3%	16.8%	15.0%	14.9%	17.0%	13.2%	16.7%
%H		96.6%	46.2%	15.1%	61.0%	30.8%	30.2%	97.7%
Not working	1100	1051	399	168	736	279	457	879
%V	47.7%	47.5%	41.4%	47.6%	51.1%	43.9%	56.8%	42.8%
%H		95.5%	36.3%	15.3%	66.9%	25.4%	41.5%	79.9%
Houseperson	1914	1843	778	290	1207	510	697	1676
%V	83.0%	83.4%	80.7%	82.2%	83.8%	80.2%	86.7%	81.6%
%H		96.3%	40.6%	15.2%	63.1%	26.6%	36.4%	87.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 312

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
AB	163	160	80	18	114	56	58	155
%V	22.1%	22.2%	25.7%	25.4%	21.5%	27.1%	18.0%	25.7%
%H (All HH)		98.2%	49.1%	11.0%	69.9%	34.4%	35.6%	95.1%
%H (TV HH)			50.0%	11.3%	71.3%	35.0%	36.3%	
C1	174	172	79	20	123	53	69	156
%V	23.6%	23.9%	25.4%	28.2%	23.2%	25.6%	21.4%	25.8%
%H (All HH)		98.9%	45.4%	11.5%	70.7%	30.5%	39.7%	89.7%
%H (TV HH)			45.9%	11.6%	71.5%	30.8%	40.1%	
C2	141	137	65	11	101	43	58	121
%V	19.1%	19.0%	20.9%	15.5%	19.1%	20.8%	18.0%	20.0%
%H (All HH)		97.2%	46.1%	7.8%	71.6%	30.5%	41.1%	85.8%
%H (TV HH)			47.4%	8.0%	73.7%	31.4%	42.3%	
D	128	124	48	11	94	33	61	101
%V	17.3%	17.2%	15.4%	15.5%	17.7%	15.9%	18.9%	16.7%
%H (All HH)		96.9%	37.5%	8.6%	73.4%	25.8%	47.7%	78.9%
%H (TV HH)			38.7%	8.9%	75.8%	26.6%	49.2%	
E	133	128	39	10	98	22	76	71
%V	18.0%	17.8%	12.5%	14.1%	18.5%	10.6%	23.5%	11.8%
%H (All HH)		96.2%	29.3%	7.5%	73.7%	16.5%	57.1%	53.4%
%H (TV HH)			30.5%	7.8%	76.6%	17.2%	59.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 313

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.2: Houseperson Age

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Under 25	18	17	5	3	10	4	6	17
%V	2.4%	2.4%	1.6%	4.2%	1.9%	1.9%	1.9%	2.8%
%H (All HH)		94.4%	27.8%	16.7%	55.6%	22.2%	33.3%	94.4%
%H (TV HH)			29.4%	17.6%	58.8%	23.5%	35.3%	
25 - 34	105	102	43	14	60	23	37	100
%V	14.2%	14.2%	13.8%	19.7%	11.3%	11.1%	11.5%	16.6%
%H (All HH)		97.1%	41.0%	13.3%	57.1%	21.9%	35.2%	95.2%
%H (TV HH)			42.2%	13.7%	58.8%	22.5%	36.3%	
35 - 44	132	128	62	15	88	41	47	124
%V	17.9%	17.8%	19.9%	21.1%	16.6%	19.8%	14.6%	20.5%
%H (All HH)		97.0%	47.0%	11.4%	66.7%	31.1%	35.6%	93.9%
%H (TV HH)			48.4%	11.7%	68.8%	32.0%	36.7%	
45 - 54	150	146	73	15	105	48	57	137
%V	20.3%	20.3%	23.5%	21.1%	19.8%	23.2%	17.6%	22.7%
%H (All HH)		97.3%	48.7%	10.0%	70.0%	32.0%	38.0%	91.3%
%H (TV HH)			50.0%	10.3%	71.9%	32.9%	39.0%	
55 - 64	134	131	61	12	101	43	58	115
%V	18.2%	18.2%	19.6%	16.9%	19.1%	20.8%	18.0%	19.0%
%H (All HH)		97.8%	45.5%	9.0%	75.4%	32.1%	43.3%	85.8%
%H (TV HH)			46.6%	9.2%	77.1%	32.8%	44.3%	
65 +	199	196	67	12	166	48	118	111
%V	27.0%	27.2%	21.5%	16.9%	31.3%	23.2%	36.5%	18.4%
%H (All HH)		98.5%	33.7%	6.0%	83.4%	24.1%	59.3%	55.8%
%H (TV HH)			34.2%	6.1%	84.7%	24.5%	60.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.3: Size of Household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
1	210	201	63	11	158	34	124	115
%V	28.5%	27.9%	20.3%	15.5%	29.8%	16.4%	38.4%	19.0%
%H (All HH)		95.7%	30.0%	5.2%	75.2%	16.2%	59.0%	54.8%
%H (TV HH)			31.3%	5.5%	78.6%	16.9%	61.7%	
2	222	218	93	22	167	70	98	190
%V	30.1%	30.3%	29.9%	31.0%	31.5%	33.8%	30.3%	31.5%
%H (All HH)		98.2%	41.9%	9.9%	75.2%	31.5%	44.1%	85.6%
%H (TV HH)			42.7%	10.1%	76.6%	32.1%	45.0%	
3	126	124	61	17	87	44	43	122
%V	17.1%	17.2%	19.6%	23.9%	16.4%	21.3%	13.3%	20.2%
%H (All HH)		98.4%	48.4%	13.5%	69.0%	34.9%	34.1%	96.8%
%H (TV HH)			49.2%	13.7%	70.2%	35.5%	34.7%	
4	101	101	53	13	65	34	31	100
%V	13.7%	14.0%	17.0%	18.3%	12.3%	16.4%	9.6%	16.6%
%H (All HH)		100.0%	52.5%	12.9%	64.4%	33.7%	30.7%	99.0%
%H (TV HH)			52.5%	12.9%	64.4%	33.7%	30.7%	
5+	79	78	40	8	53	25	28	77
%V	10.7%	10.8%	12.9%	11.3%	10.0%	12.1%	8.7%	12.7%
%H (All HH)		98.7%	50.6%	10.1%	67.1%	31.6%	35.4%	97.5%
%H (TV HH)			51.3%	10.3%	67.9%	32.1%	35.9%	
Average HH size	2.53	2.54	2.78	2.84	2.45	2.78	2.23	2.78

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Without	524	510	204	44	393	138	254	395
%V	71.0%	70.8%	65.6%	62.0%	74.2%	66.7%	78.6%	65.4%
%H (All HH)		97.3%	38.9%	8.4%	75.0%	26.3%	48.5%	75.4%
%H (TV HH)			40.0%	8.6%	77.1%	27.1%	49.8%	
With	214	210	106	27	137	69	69	209
%V	29.0%	29.2%	34.1%	38.0%	25.8%	33.3%	21.4%	34.6%
%H (All HH)		98.1%	49.5%	12.6%	64.0%	32.2%	32.2%	97.7%
%H (TV HH)			50.5%	12.9%	65.2%	32.9%	32.9%	
0 - 3	83	82	39	11	50	23	27	80
%V	11.2%	11.4%	12.5%	15.5%	9.4%	11.1%	8.4%	13.2%
%H (All HH)		98.8%	47.0%	13.3%	60.2%	27.7%	32.5%	96.4%
%H (TV HH)			47.6%	13.4%	61.0%	28.0%	32.9%	
4 - 9	113	112	55	17	70	36	34	110
%V	15.3%	15.6%	17.7%	23.9%	13.2%	17.4%	10.5%	18.2%
%H (All HH)		99.1%	48.7%	15.0%	61.9%	31.9%	30.1%	97.3%
%H (TV HH)			49.1%	15.2%	62.5%	32.1%	30.4%	
10 - 15	108	106	57	12	73	38	35	107
%V	14.6%	14.7%	18.3%	16.9%	13.8%	18.4%	10.8%	17.7%
%H (All HH)		98.1%	52.8%	11.1%	67.6%	35.2%	32.4%	99.1%
%H (TV HH)			53.8%	11.3%	68.9%	35.8%	33.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
1	271	271	85	22	188	36	152	190
%V	36.7%	37.6%	27.3%	31.0%	35.5%	17.4%	47.1%	31.5%
%H (All HH)		100.0%	31.4%	8.1%	69.4%	13.3%	56.1%	70.1%
%H (TV HH)			31.4%	8.1%	69.4%	13.3%	56.1%	
2	248	248	118	29	181	81	99	214
%V	33.6%	34.4%	37.9%	40.8%	34.2%	39.1%	30.7%	35.4%
%H (All HH)		100.0%	47.6%	11.7%	73.0%	32.7%	39.9%	86.3%
%H (TV HH)			47.6%	11.7%	73.0%	32.7%	39.9%	
3	122	122	62	11	98	51	47	112
%V	16.5%	16.9%	19.9%	15.5%	18.5%	24.6%	14.6%	18.5%
%H (All HH)		100.0%	50.8%	9.0%	80.3%	41.8%	38.5%	91.8%
%H (TV HH)			50.8%	9.0%	80.3%	41.8%	38.5%	
4	51	51	27	6	40	23	17	50
%V	6.9%	7.1%	8.7%	8.5%	7.5%	11.1%	5.3%	8.3%
%H (All HH)		100.0%	52.9%	11.8%	78.4%	45.1%	33.3%	98.0%
%H (TV HH)			52.9%	11.8%	78.4%	45.1%	33.3%	
5+	29	29	19	3	24	16	8	28
%V	3.9%	4.0%	6.1%	4.2%	4.5%	7.7%	2.5%	4.6%
%H (All HH)		100.0%	65.5%	10.3%	82.8%	55.2%	27.6%	96.6%
%H (TV HH)			65.5%	10.3%	82.8%	55.2%	27.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 317

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%V (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Under 20"	59	59	25	4	51	21	30	49
%V	8.0%	8.2%	8.0%	5.6%	9.6%	10.1%	9.3%	8.1%
%H (All HH)		100.0%	42.4%	6.8%	86.4%	35.6%	50.8%	83.1%
%H (TV HH)			42.4%	6.8%	86.4%	35.6%	50.8%	
20" - 29"	216	216	98	17	179	80	99	175
%V	29.3%	30.0%	31.5%	23.9%	33.8%	38.6%	30.7%	29.0%
%H (All HH)		100.0%	45.4%	7.9%	82.9%	37.0%	45.8%	81.0%
%H (TV HH)			45.4%	7.9%	82.9%	37.0%	45.8%	
30" - 39"	362	362	154	34	277	110	168	299
%V	49.1%	50.3%	49.5%	47.9%	52.3%	53.1%	52.0%	49.5%
%H (All HH)		100.0%	42.5%	9.4%	76.5%	30.4%	46.4%	82.6%
%H (TV HH)			42.5%	9.4%	76.5%	30.4%	46.4%	
40" - 49"	399	399	195	48	286	138	148	359
%V	54.1%	55.4%	62.7%	67.6%	54.0%	66.7%	45.8%	59.4%
%H (All HH)		100.0%	48.9%	12.0%	71.7%	34.6%	37.1%	90.0%
%H (TV HH)			48.9%	12.0%	71.7%	34.6%	37.1%	
50" - 59"	133	133	76	16	88	50	39	127
%V	18.0%	18.5%	24.4%	22.5%	16.6%	24.2%	12.1%	21.0%
%H (All HH)		100.0%	57.1%	12.0%	66.2%	37.6%	29.3%	95.5%
%H (TV HH)			57.1%	12.0%	66.2%	37.6%	29.3%	
60"+	14	14	8	1	9	4	5	13
%V	1.9%	1.9%	2.6%	1.4%	1.7%	1.9%	1.5%	2.2%
%H (All HH)		100.0%	57.1%	7.1%	64.3%	28.6%	35.7%	92.9%
%H (TV HH)			57.1%	7.1%	64.3%	28.6%	35.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Main living room	708	708	308	71	520	206	314	585
%V	95.9%	98.3%	99.0%	100.0%	98.1%	99.5%	97.2%	96.9%
%H (All HH)		100.0%	43.5%	10.0%	73.4%	29.1%	44.4%	82.6%
%H (TV HH)			43.5%	10.0%	73.4%	29.1%	44.4%	
Kitchen	172	172	87	11	147	73	74	151
%V	23.3%	23.9%	28.0%	15.5%	27.7%	35.3%	22.9%	25.0%
%H (All HH)		100.0%	50.6%	6.4%	85.5%	42.4%	43.0%	87.8%
%H (TV HH)			50.6%	6.4%	85.5%	42.4%	43.0%	
Adult's bedroom	280	280	142	34	213	112	100	253
%V	37.9%	38.9%	45.7%	47.9%	40.2%	54.1%	31.0%	41.9%
%H (All HH)		100.0%	50.7%	12.1%	76.1%	40.0%	35.7%	90.4%
%H (TV HH)			50.7%	12.1%	76.1%	40.0%	35.7%	
Child's bedroom	63	63	36	9	40	24	16	62
%V	8.5%	8.8%	11.6%	12.7%	7.5%	11.6%	5.0%	10.3%
%H (All HH)		100.0%	57.1%	14.3%	63.5%	38.1%	25.4%	98.4%
%H (TV HH)			57.1%	14.3%	63.5%	38.1%	25.4%	
Other bedroom	10	10	6	1	7	5	3	9
%V	1.4%	1.4%	1.9%	1.4%	1.3%	2.4%	0.9%	1.5%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	50.0%	30.0%	90.0%
%H (TV HH)			60.0%	10.0%	70.0%	50.0%	30.0%	
Second living/dining room	113	113	60	10	86	42	44	107
%V	15.3%	15.7%	19.3%	14.1%	16.2%	20.3%	13.6%	17.7%
%H (All HH)		100.0%	53.1%	8.8%	76.1%	37.2%	38.9%	94.7%
%H (TV HH)			53.1%	8.8%	76.1%	37.2%	38.9%	
Study/office	9	9	4	1	7	3	4	9
%V	1.2%	1.3%	1.3%	1.4%	1.3%	1.4%	1.2%	1.5%
%H (All HH)		100.0%	44.4%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	77.8%	33.3%	44.4%	
TV room	11	11	6	0	11	6	5	11
%V	1.5%	1.5%	1.9%	0.0%	2.1%	2.9%	1.5%	1.8%
%H (All HH)		100.0%	54.5%	0.0%	100.0%	54.5%	45.5%	100.0%
%H (TV HH)			54.5%	0.0%	100.0%	54.5%	45.5%	
Conservatory	15	15	8	1	12	7	5	14
%V	2.0%	2.1%	2.6%	1.4%	2.3%	3.4%	1.5%	2.3%
%H (All HH)		100.0%	53.3%	6.7%	80.0%	46.7%	33.3%	93.3%
%H (TV HH)			53.3%	6.7%	80.0%	46.7%	33.3%	
Attic or loft room	1	1	0	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	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	10	10	6	0	8	5	4	10
%V	1.4%	1.4%	1.9%	0.0%	1.5%	2.4%	1.2%	1.7%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	50.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	50.0%	40.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Any DSAT provider	311	311	311	3	175	175	0	283
%V	42.1%	43.2%	100.0%	4.2%	33.0%	84.5%	0.0%	46.9%
%H (All HH)			100.0%	1.0%	56.3%	56.3%	0.0%	91.0%
%H (TV HH)			100.0%	1.0%	56.3%	56.3%	0.0%	
Sky with subscription	267	267	267	2	154	154	0	247
%V	36.2%	37.1%	85.9%	2.8%	29.1%	74.4%	0.0%	40.9%
%H (All HH)			100.0%	0.7%	57.7%	57.7%	0.0%	92.5%
%H (TV HH)			100.0%	0.7%	57.7%	57.7%	0.0%	
Sky without subscription	17	17	17	0	7	7	0	13
%V	2.3%	2.4%	5.5%	0.0%	1.3%	3.4%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	41.2%	41.2%	0.0%	76.5%
%H (TV HH)			100.0%	0.0%	41.2%	41.2%	0.0%	
Freesat	41	41	41	1	34	34	0	39
%V	5.6%	5.7%	13.2%	1.4%	6.4%	16.4%	0.0%	6.5%
%H (All HH)			100.0%	2.4%	82.9%	82.9%	0.0%	95.1%
%H (TV HH)			100.0%	2.4%	82.9%	82.9%	0.0%	
Other satellite provider	24	24	24	1	13	13	0	22
%V	3.3%	3.3%	7.7%	1.4%	2.5%	6.3%	0.0%	3.6%
%H (All HH)			100.0%	4.2%	54.2%	54.2%	0.0%	91.7%
%H (TV HH)			100.0%	4.2%	54.2%	54.2%	0.0%	
DCAB	71	71	3	71	33	33	0	69
%V	9.6%	9.9%	1.0%	100.0%	6.2%	15.9%	0.0%	11.4%
%H (All HH)			4.2%	100.0%	46.5%	46.5%	0.0%	97.2%
%H (TV HH)			4.2%	100.0%	46.5%	46.5%	0.0%	
DTT	530	530	175	33	530	207	323	420
%V	71.8%	73.6%	56.3%	46.5%	100.0%	100.0%	100.0%	69.5%
%H (All HH)		100.0%	33.0%	6.2%	100.0%	39.1%	60.9%	79.2%
%H (TV HH)			33.0%	6.2%	100.0%	39.1%	60.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
PVR	402	402	273	68	254	190	64	372
%V	54.5%	55.8%	87.8%	95.8%	47.9%	91.8%	19.8%	61.6%
%H (All HH)		100.0%	67.9%	16.9%	63.2%	47.3%	15.9%	92.5%
%H (TV HH)			67.9%	16.9%	63.2%	47.3%	15.9%	
DVDR	3	3	1	0	2	1	1	2
%V	0.4%	0.4%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%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	6	6	2	0	5	2	3	4
%V	0.8%	0.8%	0.6%	0.0%	0.9%	1.0%	0.9%	0.7%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	33.3%	50.0%	66.7%
%H (TV HH)			33.3%	0.0%	83.3%	33.3%	50.0%	
Any recorder	406	406	274	68	258	191	67	375
%V	55.0%	56.4%	88.1%	95.8%	48.7%	92.3%	20.7%	62.1%
%H (All HH)		100.0%	67.5%	16.7%	63.5%	47.0%	16.5%	92.4%
%H (TV HH)			67.5%	16.7%	63.5%	47.0%	16.5%	
Receives HDTV (via STB or built-in reception)	516	516	260	61	385	187	198	462
%V	69.9%	71.7%	83.6%	85.9%	72.6%	90.3%	61.3%	76.5%
%H (All HH)		100.0%	50.4%	11.8%	74.6%	36.2%	38.4%	89.5%
%H (TV HH)			50.4%	11.8%	74.6%	36.2%	38.4%	
DVD/Blu-ray player or recorder	352	352	165	28	264	112	152	303
%V	47.7%	48.9%	53.1%	39.4%	49.8%	54.1%	47.1%	50.2%
%H (All HH)		100.0%	46.9%	8.0%	75.0%	31.8%	43.2%	86.1%
%H (TV HH)			46.9%	8.0%	75.0%	31.8%	43.2%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	738	720	311	71	530	207	323	604
%H (All HH)		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%
%H (TV HH)			43.2%	9.9%	73.6%	28.8%	44.9%	
Has broadband internet	604	594	283	69	420	193	227	604
%V	81.8%	82.5%	91.0%	97.2%	79.2%	93.2%	70.3%	100.0%
%H (All HH)		98.3%	46.9%	11.4%	69.5%	32.0%	37.6%	100.0%
%H (TV HH)			47.6%	11.6%	70.7%	32.5%	38.2%	
Number of computers (PCs and laptops)								
0	182	175	48	9	145	28	116	58
%V	24.7%	24.3%	15.4%	12.7%	27.4%	13.5%	35.9%	9.6%
%H (All HH)		96.2%	26.4%	4.9%	79.7%	15.4%	63.7%	31.9%
%H (TV HH)			27.4%	5.1%	82.9%	16.0%	66.3%	
1	198	192	86	18	136	52	85	190
%V	26.8%	26.7%	27.7%	25.4%	25.7%	25.1%	26.3%	31.5%
%H (All HH)		97.0%	43.4%	9.1%	68.7%	26.3%	42.9%	96.0%
%H (TV HH)			44.8%	9.4%	70.8%	27.1%	44.3%	
2	173	171	79	19	125	58	67	171
%V	23.4%	23.8%	25.4%	26.8%	23.6%	28.0%	20.7%	28.3%
%H (All HH)		98.8%	45.7%	11.0%	72.3%	33.5%	38.7%	98.8%
%H (TV HH)			46.2%	11.1%	73.1%	33.9%	39.2%	
3	90	89	49	10	60	32	28	90
%V	12.2%	12.4%	15.8%	14.1%	11.3%	15.5%	8.7%	14.9%
%H (All HH)		98.9%	54.4%	11.1%	66.7%	35.6%	31.1%	100.0%
%H (TV HH)			55.1%	11.2%	67.4%	36.0%	31.5%	
4	49	48	24	8	32	17	15	49
%V	6.6%	6.7%	7.7%	11.3%	6.0%	8.2%	4.6%	8.1%
%H (All HH)		98.0%	49.0%	16.3%	65.3%	34.7%	30.6%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	35.4%	31.3%	
5+	45	45	25	7	31	19	12	45
%V	6.1%	6.3%	8.0%	9.9%	5.8%	9.2%	3.7%	7.5%
%H (All HH)		100.0%	55.6%	15.6%	68.9%	42.2%	26.7%	100.0%
%H (TV HH)			55.6%	15.6%	68.9%	42.2%	26.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1493	720	151	1133	531	602	1310
%H		48.2%	10.1%	75.9%	35.6%	40.3%	87.7%
Under 20"	69	29	6	60	26	34	57
%V	4.6%	4.0%	4.0%	5.3%	4.9%	5.6%	4.4%
%H		42.0%	8.7%	87.0%	37.7%	49.3%	82.6%
20" - 29"	281	133	21	234	109	125	234
%V	18.8%	18.5%	13.9%	20.7%	20.5%	20.8%	17.9%
%H		47.3%	7.5%	83.3%	38.8%	44.5%	83.3%
30" - 39"	471	208	46	362	152	210	401
%V	31.5%	28.9%	30.5%	32.0%	28.6%	34.9%	30.6%
%H		44.2%	9.8%	76.9%	32.3%	44.6%	85.1%
40" - 49"	491	250	58	353	179	174	448
%V	32.9%	34.7%	38.4%	31.2%	33.7%	28.9%	34.2%
%H		50.9%	11.8%	71.9%	36.5%	35.4%	91.2%
50" - 59"	148	86	18	99	56	43	143
%V	9.9%	11.9%	11.9%	8.7%	10.5%	7.1%	10.9%
%H		58.1%	12.2%	66.9%	37.8%	29.1%	96.6%
60"+	15	8	1	9	4	5	14
%V	1.0%	1.1%	0.7%	0.8%	0.8%	0.8%	1.1%
%H		53.3%	6.7%	60.0%	26.7%	33.3%	93.3%
Don't know	19	7	1	16	6	10	13
%V	1.3%	1.0%	0.7%	1.4%	1.1%	1.7%	1.0%
%H		36.8%	5.3%	84.2%	31.6%	52.6%	68.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1493	720	151	1133	531	602	1310
%H		48.2%	10.1%	75.9%	35.6%	40.3%	87.7%
Main living room	712	310	71	523	208	316	588
%V	47.7%	43.1%	47.0%	46.2%	39.2%	52.5%	44.9%
%H		43.5%	10.0%	73.5%	29.2%	44.4%	82.6%
Kitchen	173	88	11	148	73	75	152
%V	11.6%	12.2%	7.3%	13.1%	13.7%	12.5%	11.6%
%H		50.9%	6.4%	85.5%	42.2%	43.4%	87.9%
Adult's bedroom	350	183	42	271	149	122	321
%V	23.4%	25.4%	27.8%	23.9%	28.1%	20.3%	24.5%
%H		52.3%	12.0%	77.4%	42.6%	34.9%	91.7%
Child's bedroom	82	47	12	52	31	21	81
%V	5.5%	6.5%	7.9%	4.6%	5.8%	3.5%	6.2%
%H		57.3%	14.6%	63.4%	37.8%	25.6%	98.8%
Other bedroom	10	6	1	8	5	3	9
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.5%	0.7%
%H		60.0%	10.0%	80.0%	50.0%	30.0%	90.0%
Second living/dining room	117	62	11	90	44	46	111
%V	7.8%	8.6%	7.3%	7.9%	8.3%	7.6%	8.5%
%H		53.0%	9.4%	76.9%	37.6%	39.3%	94.9%
Study/office	10	4	1	7	3	4	9
%V	0.7%	0.6%	0.7%	0.6%	0.6%	0.7%	0.7%
%H		40.0%	10.0%	70.0%	30.0%	40.0%	90.0%
TV room	11	6	0	11	6	5	11
%V	0.7%	0.8%	0.0%	1.0%	1.1%	0.8%	0.8%
%H		54.5%	0.0%	100.0%	54.5%	45.5%	100.0%
Conservatory	15	8	1	12	7	5	14
%V	1.0%	1.1%	0.7%	1.1%	1.3%	0.8%	1.1%
%H		53.3%	6.7%	80.0%	46.7%	33.3%	93.3%
Attic or loft room	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	11	6	0	9	5	4	11
%V	0.7%	0.8%	0.0%	0.8%	0.9%	0.7%	0.8%
%H		54.5%	0.0%	81.8%	45.5%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1493	720	151	1133	531	602	1310
%H		48.2%	10.1%	75.9%	35.6%	40.3%	87.7%
PVR	567	408	91	334	261	73	531
%V	38.0%	56.7%	60.3%	29.5%	49.2%	12.1%	40.5%
%H		72.0%	16.0%	58.9%	46.0%	12.9%	93.7%
DVDR	3	1	0	2	1	1	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	66.7%
VCR	6	2	0	5	2	4	5
%V	0.4%	0.3%	0.0%	0.4%	0.4%	0.7%	0.4%
%H		33.3%	0.0%	83.3%	33.3%	66.7%	83.3%
Any recorder	573	410	91	340	262	77	536
%V	38.4%	56.9%	60.3%	30.0%	49.3%	12.8%	40.9%
%H		71.6%	15.9%	59.3%	45.7%	13.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1493	720	151	1133	531	602	1310
%H		48.2%	10.1%	75.9%	35.6%	40.3%	87.7%
Receives HDTV (via STB or built-in reception)	854	460	92	649	342	307	784
%V	57.2%	63.9%	60.9%	57.3%	64.4%	51.0%	59.8%
%H		53.9%	10.8%	76.0%	40.0%	35.9%	91.8%
DVD/Blu-ray player or recorder	474	238	38	357	168	190	420
%V	31.7%	33.1%	25.2%	31.5%	31.6%	31.6%	32.1%
%H		50.2%	8.0%	75.3%	35.4%	40.1%	88.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	311	71	530	207	323	594
%H		43.2%	9.9%	73.6%	28.8%	44.9%	82.5%
Under 20"	4	1	0	3	1	3	2
%V	0.6%	0.3%	0.0%	0.6%	0.5%	0.9%	0.3%
%H		25.0%	0.0%	75.0%	25.0%	75.0%	50.0%
20" - 29"	47	10	2	40	6	34	25
%V	6.5%	3.2%	2.8%	7.5%	2.9%	10.5%	4.2%
%H		21.3%	4.3%	85.1%	12.8%	72.3%	53.2%
30" - 39"	200	68	13	159	44	115	145
%V	27.8%	21.9%	18.3%	30.0%	21.3%	35.6%	24.4%
%H		34.0%	6.5%	79.5%	22.0%	57.5%	72.5%
40" - 49"	334	157	39	238	109	129	295
%V	46.4%	50.5%	54.9%	44.9%	52.7%	39.9%	49.7%
%H		47.0%	11.7%	71.3%	32.6%	38.6%	88.3%
50" - 59"	116	65	15	76	43	33	111
%V	16.1%	20.9%	21.1%	14.3%	20.8%	10.2%	18.7%
%H		56.0%	12.9%	65.5%	37.1%	28.4%	95.7%
60"+	12	7	1	8	4	4	12
%V	1.7%	2.3%	1.4%	1.5%	1.9%	1.2%	2.0%
%H		58.3%	8.3%	66.7%	33.3%	33.3%	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: BBC Ulster - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

Table 12.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	311	71	530	207	323	594
%H		43.2%	9.9%	73.6%	28.8%	44.9%	82.5%
PVR	387	265	67	241	183	58	357
%V	53.8%	85.2%	94.4%	45.5%	88.4%	18.0%	60.1%
%H		68.5%	17.3%	62.3%	47.3%	15.0%	92.2%
DVDR	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	5	1	0	4	1	3	4
%V	0.7%	0.3%	0.0%	0.8%	0.5%	0.9%	0.7%
%H		20.0%	0.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	392	266	67	245	183	62	361
%V	54.4%	85.5%	94.4%	46.2%	88.4%	19.2%	60.8%
%H		67.9%	17.1%	62.5%	46.7%	15.8%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	311	71	530	207	323	594
%H		43.2%	9.9%	73.6%	28.8%	44.9%	82.5%
Receives HDTV (via STB or built-in reception)	500	251	60	372	180	192	448
%V	69.4%	80.7%	84.5%	70.2%	87.0%	59.4%	75.4%
%H		50.2%	12.0%	74.4%	36.0%	38.4%	89.6%
DVD/Blu-ray player or recorder	285	129	21	219	90	129	238
%V	39.6%	41.5%	29.6%	41.3%	43.5%	39.9%	40.1%
%H		45.3%	7.4%	76.8%	31.6%	45.3%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 327

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	773	410	80	603	324	279	716
%H		53.0%	10.3%	78.0%	41.9%	36.1%	92.6%
Under 20"	65	28	5	56	25	31	55
%V	8.4%	6.8%	6.3%	9.3%	7.7%	11.1%	7.7%
%H		43.1%	7.7%	86.2%	38.5%	47.7%	84.6%
20" - 29"	234	122	19	195	103	91	209
%V	30.3%	29.8%	23.8%	32.3%	31.8%	32.6%	29.2%
%H		52.1%	8.1%	83.3%	44.0%	38.9%	89.3%
30" - 39"	271	140	33	203	108	95	256
%V	35.1%	34.1%	41.3%	33.7%	33.3%	34.1%	35.8%
%H		51.7%	12.2%	74.9%	39.9%	35.1%	94.5%
40" - 49"	158	92	19	115	70	45	152
%V	20.4%	22.4%	23.8%	19.1%	21.6%	16.1%	21.2%
%H		58.2%	12.0%	72.8%	44.3%	28.5%	96.2%
50" - 59"	32	20	2	23	14	10	32
%V	4.1%	4.9%	2.5%	3.8%	4.3%	3.6%	4.5%
%H		62.5%	6.3%	71.9%	43.8%	31.3%	100.0%
60"+	3	1	0	1	0	1	3
%V	0.4%	0.2%	0.0%	0.2%	0.0%	0.4%	0.4%
%H		33.3%	0.0%	33.3%	0.0%	33.3%	100.0%
Don't know	11	6	1	10	5	5	9
%V	1.4%	1.5%	1.3%	1.7%	1.5%	1.8%	1.3%
%H		54.5%	9.1%	90.9%	45.5%	45.5%	81.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	773	410	80	603	324	279	716
%H		53.0%	10.3%	78.0%	41.9%	36.1%	92.6%
PVR	179	142	24	93	78	15	174
%V	23.2%	34.6%	30.0%	15.4%	24.1%	5.4%	24.3%
%H		79.3%	13.4%	52.0%	43.6%	8.4%	97.2%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	182	144	25	95	79	16	176
%V	23.5%	35.1%	31.3%	15.8%	24.4%	5.7%	24.6%
%H		79.1%	13.7%	52.2%	43.4%	8.8%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	773	410	80	603	324	279	716
%H		53.0%	10.3%	78.0%	41.9%	36.1%	92.6%
Receives HDTV (via STB or built-in reception)	354	208	32	277	162	115	336
%V	45.8%	50.7%	40.0%	45.9%	50.0%	41.2%	46.9%
%H		58.8%	9.0%	78.2%	45.8%	32.5%	94.9%
DVD/Blu-ray player or recorder	188	108	17	139	78	61	182
%V	24.3%	26.3%	21.3%	23.1%	24.1%	21.9%	25.4%
%H		57.4%	9.0%	73.9%	41.5%	32.4%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1867	1831	863	201	1298	576	722	1680
%H		98.1%	46.2%	10.8%	69.5%	30.9%	38.7%	90.0%
Total Children	398	392	198	52	254	126	128	389
%V	21.3%	21.4%	22.9%	25.9%	19.6%	21.9%	17.7%	23.2%
%H		98.5%	49.7%	13.1%	63.8%	31.7%	32.2%	97.7%
0 - 3	99	97	47	13	60	27	33	95
%V	5.3%	5.3%	5.4%	6.5%	4.6%	4.7%	4.6%	5.7%
%H		98.0%	47.5%	13.1%	60.6%	27.3%	33.3%	96.0%
4 - 15	299	295	151	39	194	99	95	294
%V	16.0%	16.1%	17.5%	19.4%	14.9%	17.2%	13.2%	17.5%
%H		98.7%	50.5%	13.0%	64.9%	33.1%	31.8%	98.3%
4 - 9	151	149	74	23	93	46	47	147
%V	8.1%	8.1%	8.6%	11.4%	7.2%	8.0%	6.5%	8.8%
%H		98.7%	49.0%	15.2%	61.6%	30.5%	31.1%	97.4%
10 - 15	149	145	77	16	101	53	48	147
%V	8.0%	7.9%	8.9%	8.0%	7.8%	9.2%	6.6%	8.8%
%H		97.3%	51.7%	10.7%	67.8%	35.6%	32.2%	98.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1867	1831	863	201	1298	576	722	1680
%H		98.1%	46.2%	10.8%	69.5%	30.9%	38.7%	90.0%
Total Adults (16+)	1469	1439	665	149	1043	450	593	1292
%V	78.7%	78.6%	77.1%	74.1%	80.4%	78.1%	82.1%	76.9%
%H		98.0%	45.3%	10.1%	71.0%	30.6%	40.4%	88.0%
16 - 19	93	91	46	11	62	31	32	92
%V	5.0%	5.0%	5.3%	5.5%	4.8%	5.4%	4.4%	5.5%
%H		97.8%	49.5%	11.8%	66.7%	33.3%	34.4%	98.9%
20 - 24	104	101	51	12	68	34	33	102
%V	5.6%	5.5%	5.9%	6.0%	5.2%	5.9%	4.6%	6.1%
%H		97.1%	49.0%	11.5%	65.4%	32.7%	31.7%	98.1%
25 - 34	245	238	106	29	150	62	88	234
%V	13.1%	13.0%	12.3%	14.4%	11.6%	10.8%	12.2%	13.9%
%H		97.1%	43.3%	11.8%	61.2%	25.3%	35.9%	95.5%
35 - 44	237	232	117	28	157	77	80	227
%V	12.7%	12.7%	13.6%	13.9%	12.1%	13.4%	11.1%	13.5%
%H		97.9%	49.4%	11.8%	66.2%	32.5%	33.8%	95.8%
45 - 54	256	250	127	25	179	84	95	237
%V	13.7%	13.7%	14.7%	12.4%	13.8%	14.6%	13.2%	14.1%
%H		97.7%	49.6%	9.8%	69.9%	32.8%	37.1%	92.6%
55 - 64	228	225	104	24	174	77	97	205
%V	12.2%	12.3%	12.1%	11.9%	13.4%	13.4%	13.4%	12.2%
%H		98.7%	45.6%	10.5%	76.3%	33.8%	42.5%	89.9%
65+	304	302	115	20	253	85	168	194
%V	16.3%	16.5%	13.3%	10.0%	19.5%	14.8%	23.3%	11.5%
%H		99.3%	37.8%	6.6%	83.2%	28.0%	55.3%	63.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1469	1439	665	149	1043	450	593	1292
%H		98.0%	45.3%	10.1%	71.0%	30.6%	40.4%	88.0%
AB	353	347	177	41	245	123	123	342
%V	24.0%	24.1%	26.6%	27.5%	23.5%	27.3%	20.7%	26.5%
%H		98.3%	50.1%	11.6%	69.4%	34.8%	34.8%	96.9%
C1	369	366	184	42	258	125	134	346
%V	25.1%	25.4%	27.7%	28.2%	24.7%	27.8%	22.6%	26.8%
%H		99.2%	49.9%	11.4%	69.9%	33.9%	36.3%	93.8%
C2	305	298	144	27	218	97	121	275
%V	20.8%	20.7%	21.7%	18.1%	20.9%	21.6%	20.4%	21.3%
%H		97.7%	47.2%	8.9%	71.5%	31.8%	39.7%	90.2%
D	253	246	101	25	183	70	112	216
%V	17.2%	17.1%	15.2%	16.8%	17.5%	15.6%	18.9%	16.7%
%H		97.2%	39.9%	9.9%	72.3%	27.7%	44.3%	85.4%
E	188	181	59	14	139	35	104	112
%V	12.8%	12.6%	8.9%	9.4%	13.3%	7.8%	17.5%	8.7%
%H		96.3%	31.4%	7.4%	73.9%	18.6%	55.3%	59.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1469	1439	665	149	1043	450	593	1292
%H		98.0%	45.3%	10.1%	71.0%	30.6%	40.4%	88.0%
Working full time	696	681	333	77	476	222	254	668
%V	47.4%	47.3%	50.1%	51.7%	45.6%	49.3%	42.8%	51.7%
%H		97.8%	47.8%	11.1%	68.4%	31.9%	36.5%	96.0%
Working part time	122	120	60	15	83	41	41	115
%V	8.3%	8.3%	9.0%	10.1%	8.0%	9.1%	6.9%	8.9%
%H		98.4%	49.2%	12.3%	68.0%	33.6%	33.6%	94.3%
Not working	650	638	272	57	484	186	298	509
%V	44.2%	44.3%	40.9%	38.3%	46.4%	41.3%	50.3%	39.4%
%H		98.2%	41.8%	8.8%	74.5%	28.6%	45.8%	78.3%
Houseperson	738	720	311	71	530	207	323	604
%V	50.2%	50.0%	46.8%	47.7%	50.8%	46.0%	54.5%	46.7%
%H		97.6%	42.1%	9.6%	71.8%	28.0%	43.8%	81.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	714	696	328	69	501	219	282	629
%H		97.5%	45.9%	9.7%	70.2%	30.7%	39.5%	88.1%
16 - 19	46	45	24	6	29	15	14	46
%V	6.4%	6.5%	7.3%	8.7%	5.8%	6.8%	5.0%	7.3%
%H		97.8%	52.2%	13.0%	63.0%	32.6%	30.4%	100.0%
20 - 24	54	52	26	5	37	19	18	52
%V	7.6%	7.5%	7.9%	7.2%	7.4%	8.7%	6.4%	8.3%
%H		96.3%	48.1%	9.3%	68.5%	35.2%	33.3%	96.3%
25 - 34	121	117	51	13	75	30	45	115
%V	16.9%	16.8%	15.5%	18.8%	15.0%	13.7%	16.0%	18.3%
%H		96.7%	42.1%	10.7%	62.0%	24.8%	37.2%	95.0%
35 - 44	115	113	59	13	74	36	38	109
%V	16.1%	16.2%	18.0%	18.8%	14.8%	16.4%	13.5%	17.3%
%H		98.3%	51.3%	11.3%	64.3%	31.3%	33.0%	94.8%
45 - 54	125	121	62	11	86	40	47	114
%V	17.5%	17.4%	18.9%	15.9%	17.2%	18.3%	16.7%	18.1%
%H		96.8%	49.6%	8.8%	68.8%	32.0%	37.6%	91.2%
55 - 64	113	111	51	12	85	37	48	101
%V	15.8%	15.9%	15.5%	17.4%	17.0%	16.9%	17.0%	16.1%
%H		98.2%	45.1%	10.6%	75.2%	32.7%	42.5%	89.4%
65+	139	137	56	9	114	42	73	92
%V	19.5%	19.7%	17.1%	13.0%	22.8%	19.2%	25.9%	14.6%
%H		98.6%	40.3%	6.5%	82.0%	30.2%	52.5%	66.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	714	696	328	69	501	219	282	629
%H		97.5%	45.9%	9.7%	70.2%	30.7%	39.5%	88.1%
AB	174	171	88	20	120	60	60	169
%V	24.4%	24.6%	26.8%	29.0%	24.0%	27.4%	21.3%	26.9%
%H		98.3%	50.6%	11.5%	69.0%	34.5%	34.5%	97.1%
C1	174	173	90	20	121	61	60	166
%V	24.4%	24.9%	27.4%	29.0%	24.2%	27.9%	21.3%	26.4%
%H		99.4%	51.7%	11.5%	69.5%	35.1%	34.5%	95.4%
C2	161	156	76	13	114	50	64	143
%V	22.5%	22.4%	23.2%	18.8%	22.8%	22.8%	22.7%	22.7%
%H		96.9%	47.2%	8.1%	70.8%	31.1%	39.8%	88.8%
D	122	118	50	11	87	34	53	104
%V	17.1%	17.0%	15.2%	15.9%	17.4%	15.5%	18.8%	16.5%
%H		96.7%	41.0%	9.0%	71.3%	27.9%	43.4%	85.2%
E	81	78	24	6	61	15	46	47
%V	11.3%	11.2%	7.3%	8.7%	12.2%	6.8%	16.3%	7.5%
%H		96.3%	29.6%	7.4%	75.3%	18.5%	56.8%	58.0%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	714	696	328	69	501	219	282	629
%H		97.5%	45.9%	9.7%	70.2%	30.7%	39.5%	88.1%
Working full time	418	408	204	43	283	133	151	400
%V	58.5%	58.6%	62.2%	62.3%	56.5%	60.7%	53.5%	63.6%
%H		97.6%	48.8%	10.3%	67.7%	31.8%	36.1%	95.7%
Working part time	26	25	12	3	18	8	10	22
%V	3.6%	3.6%	3.7%	4.3%	3.6%	3.7%	3.5%	3.5%
%H		96.2%	46.2%	11.5%	69.2%	30.8%	38.5%	84.6%
Not working	269	263	112	24	200	78	121	207
%V	37.7%	37.8%	34.1%	34.8%	39.9%	35.6%	42.9%	32.9%
%H		97.8%	41.6%	8.9%	74.3%	29.0%	45.0%	77.0%
Houseperson	140	132	50	9	98	29	69	92
%V	19.6%	19.0%	15.2%	13.0%	19.6%	13.2%	24.5%	14.6%
%H		94.3%	35.7%	6.4%	70.0%	20.7%	49.3%	65.7%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	755	743	337	79	542	231	311	663
%H		98.4%	44.6%	10.5%	71.8%	30.6%	41.2%	87.8%
16 - 19	47	46	22	6	33	15	18	47
%V	6.2%	6.2%	6.5%	7.6%	6.1%	6.5%	5.8%	7.1%
%H		97.9%	46.8%	12.8%	70.2%	31.9%	38.3%	100.0%
20 - 24	51	49	24	7	31	16	15	49
%V	6.8%	6.6%	7.1%	8.9%	5.7%	6.9%	4.8%	7.4%
%H		96.1%	47.1%	13.7%	60.8%	31.4%	29.4%	96.1%
25 - 34	124	121	55	16	75	31	43	119
%V	16.4%	16.3%	16.3%	20.3%	13.8%	13.4%	13.8%	17.9%
%H		97.6%	44.4%	12.9%	60.5%	25.0%	34.7%	96.0%
35 - 44	122	119	59	14	83	41	42	118
%V	16.2%	16.0%	17.5%	17.7%	15.3%	17.7%	13.5%	17.8%
%H		97.5%	48.4%	11.5%	68.0%	33.6%	34.4%	96.7%
45 - 54	131	129	65	14	93	45	48	122
%V	17.4%	17.4%	19.3%	17.7%	17.2%	19.5%	15.4%	18.4%
%H		98.5%	49.6%	10.7%	71.0%	34.4%	36.6%	93.1%
55 - 64	115	114	53	12	89	40	49	105
%V	15.2%	15.3%	15.7%	15.2%	16.4%	17.3%	15.8%	15.8%
%H		99.1%	46.1%	10.4%	77.4%	34.8%	42.6%	91.3%
65+	165	165	59	10	139	43	96	102
%V	21.9%	22.2%	17.5%	12.7%	25.6%	18.6%	30.9%	15.4%
%H		100.0%	35.8%	6.1%	84.2%	26.1%	58.2%	61.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	755	743	337	79	542	231	311	663
%H		98.4%	44.6%	10.5%	71.8%	30.6%	41.2%	87.8%
AB	179	176	90	21	126	63	62	173
%V	23.7%	23.7%	26.7%	26.6%	23.2%	27.3%	19.9%	26.1%
%H		98.3%	50.3%	11.7%	70.4%	35.2%	34.6%	96.6%
C1	195	193	93	23	138	64	74	180
%V	25.8%	26.0%	27.6%	29.1%	25.5%	27.7%	23.8%	27.1%
%H		99.0%	47.7%	11.8%	70.8%	32.8%	37.9%	92.3%
C2	144	142	68	13	104	47	57	132
%V	19.1%	19.1%	20.2%	16.5%	19.2%	20.3%	18.3%	19.9%
%H		98.6%	47.2%	9.0%	72.2%	32.6%	39.6%	91.7%
D	131	128	51	14	96	36	60	112
%V	17.4%	17.2%	15.1%	17.7%	17.7%	15.6%	19.3%	16.9%
%H		97.7%	38.9%	10.7%	73.3%	27.5%	45.8%	85.5%
E	106	103	35	9	79	20	58	65
%V	14.0%	13.9%	10.4%	11.4%	14.6%	8.7%	18.6%	9.8%
%H		97.2%	33.0%	8.5%	74.5%	18.9%	54.7%	61.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Ulster

Individual level data

Table 12.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	755	743	337	79	542	231	311	663
%H		98.4%	44.6%	10.5%	71.8%	30.6%	41.2%	87.8%
Working full time	278	273	130	34	193	90	103	268
%V	36.8%	36.7%	38.6%	43.0%	35.6%	39.0%	33.1%	40.4%
%H		98.2%	46.8%	12.2%	69.4%	32.4%	37.1%	96.4%
Working part time	96	95	48	12	65	33	32	93
%V	12.7%	12.8%	14.2%	15.2%	12.0%	14.3%	10.3%	14.0%
%H		99.0%	50.0%	12.5%	67.7%	34.4%	33.3%	96.9%
Not working	381	375	160	33	284	108	176	301
%V	50.5%	50.5%	47.5%	41.8%	52.4%	46.8%	56.6%	45.4%
%H		98.4%	42.0%	8.7%	74.5%	28.3%	46.2%	79.0%
Houseperson	598	589	260	62	432	178	254	512
%V	79.2%	79.3%	77.2%	78.5%	79.7%	77.1%	81.7%	77.2%
%H		98.5%	43.5%	10.4%	72.2%	29.8%	42.5%	85.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
AB	275	266	136	26	163	67	96	259
%V	20.1%	20.1%	20.3%	22.8%	20.4%	21.3%	19.8%	22.4%
%H (All HH)		96.7%	49.5%	9.5%	59.3%	24.4%	34.9%	94.2%
%H (TV HH)			51.1%	9.8%	61.3%	25.2%	36.1%	
C1	354	342	178	27	208	86	123	326
%V	25.9%	25.9%	26.6%	23.7%	26.1%	27.4%	25.4%	28.2%
%H (All HH)		96.6%	50.3%	7.6%	58.8%	24.3%	34.7%	92.1%
%H (TV HH)			52.0%	7.9%	60.8%	25.1%	36.0%	
C2	331	324	172	29	200	90	110	286
%V	24.2%	24.5%	25.7%	25.4%	25.1%	28.7%	22.7%	24.7%
%H (All HH)		97.9%	52.0%	8.8%	60.4%	27.2%	33.2%	86.4%
%H (TV HH)			53.1%	9.0%	61.7%	27.8%	34.0%	
D	248	238	115	21	142	50	92	191
%V	18.2%	18.0%	17.2%	18.4%	17.8%	15.9%	19.0%	16.5%
%H (All HH)		96.0%	46.4%	8.5%	57.3%	20.2%	37.1%	77.0%
%H (TV HH)			48.3%	8.8%	59.7%	21.0%	38.7%	
E	157	151	69	11	84	22	63	95
%V	11.5%	11.4%	10.3%	9.6%	10.5%	7.0%	13.0%	8.2%
%H (All HH)		96.2%	43.9%	7.0%	53.5%	14.0%	40.1%	60.5%
%H (TV HH)			45.7%	7.3%	55.6%	14.6%	41.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Under 25	58	51	21	3	25	8	17	56
%V	4.2%	3.9%	3.1%	2.6%	3.1%	2.5%	3.5%	4.8%
%H (All HH)		87.9%	36.2%	5.2%	43.1%	13.8%	29.3%	96.6%
%H (TV HH)			41.2%	5.9%	49.0%	15.7%	33.3%	
25 - 34	190	177	88	14	86	32	55	182
%V	13.9%	13.4%	13.2%	12.3%	10.8%	10.2%	11.4%	15.7%
%H (All HH)		93.2%	46.3%	7.4%	45.3%	16.8%	28.9%	95.8%
%H (TV HH)			49.7%	7.9%	48.6%	18.1%	31.1%	
35 - 44	195	190	102	18	101	45	56	188
%V	14.3%	14.4%	15.2%	15.8%	12.7%	14.3%	11.6%	16.3%
%H (All HH)		97.4%	52.3%	9.2%	51.8%	23.1%	28.7%	96.4%
%H (TV HH)			53.7%	9.5%	53.2%	23.7%	29.5%	
45 - 54	246	240	137	26	134	65	69	236
%V	18.0%	18.2%	20.5%	22.8%	16.8%	20.7%	14.3%	20.4%
%H (All HH)		97.6%	55.7%	10.6%	54.5%	26.4%	28.0%	95.9%
%H (TV HH)			57.1%	10.8%	55.8%	27.1%	28.8%	
55 - 64	248	244	127	22	158	66	92	220
%V	18.2%	18.5%	19.0%	19.3%	19.8%	21.0%	19.0%	19.0%
%H (All HH)		98.4%	51.2%	8.9%	63.7%	26.6%	37.1%	88.7%
%H (TV HH)			52.0%	9.0%	64.8%	27.0%	37.7%	
65 +	428	420	193	31	294	98	195	273
%V	31.4%	31.8%	28.8%	27.2%	36.8%	31.2%	40.3%	23.6%
%H (All HH)		98.1%	45.1%	7.2%	68.7%	22.9%	45.6%	63.8%
%H (TV HH)			46.0%	7.4%	70.0%	23.3%	46.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
1	441	415	164	29	277	68	208	284
%V	32.3%	31.4%	24.5%	25.4%	34.7%	21.7%	43.0%	24.6%
%H (All HH)		94.1%	37.2%	6.6%	62.8%	15.4%	47.2%	64.4%
%H (TV HH)			39.5%	7.0%	66.7%	16.4%	50.1%	
2	470	462	245	38	276	115	161	427
%V	34.4%	34.9%	36.6%	33.3%	34.6%	36.6%	33.3%	36.9%
%H (All HH)		98.3%	52.1%	8.1%	58.7%	24.5%	34.3%	90.9%
%H (TV HH)			53.0%	8.2%	59.7%	24.9%	34.8%	
3	215	210	122	26	114	60	54	209
%V	15.8%	15.9%	18.2%	22.8%	14.3%	19.1%	11.2%	18.1%
%H (All HH)		97.7%	56.7%	12.1%	53.0%	27.9%	25.1%	97.2%
%H (TV HH)			58.1%	12.4%	54.3%	28.6%	25.7%	
4	157	154	96	12	85	47	38	155
%V	11.5%	11.6%	14.3%	10.5%	10.7%	15.0%	7.9%	13.4%
%H (All HH)		98.1%	61.1%	7.6%	54.1%	29.9%	24.2%	98.7%
%H (TV HH)			62.3%	7.8%	55.2%	30.5%	24.7%	
5+	82	80	43	10	46	24	22	81
%V	6.0%	6.1%	6.4%	8.8%	5.8%	7.6%	4.5%	7.0%
%H (All HH)		97.6%	52.4%	12.2%	56.1%	29.3%	26.8%	98.8%
%H (TV HH)			53.8%	12.5%	57.5%	30.0%	27.5%	
Average HH size	2.26	2.28	2.44	2.47	2.20	2.52	1.99	2.44

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

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	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Without	1039	1004	491	85	627	234	394	836
%V	76.1%	75.9%	73.4%	74.6%	78.6%	74.5%	81.4%	72.3%
%H (All HH)		96.6%	47.3%	8.2%	60.3%	22.5%	37.9%	80.5%
%H (TV HH)			48.9%	8.5%	62.5%	23.3%	39.2%	
With	326	318	177	29	171	81	90	319
%V	23.9%	24.1%	26.5%	25.4%	21.4%	25.8%	18.6%	27.6%
%H (All HH)		97.5%	54.3%	8.9%	52.5%	24.8%	27.6%	97.9%
%H (TV HH)			55.7%	9.1%	53.8%	25.5%	28.3%	
0 - 3	115	111	62	10	55	24	31	111
%V	8.4%	8.4%	9.3%	8.8%	6.9%	7.6%	6.4%	9.6%
%H (All HH)		96.5%	53.9%	8.7%	47.8%	20.9%	27.0%	96.5%
%H (TV HH)			55.9%	9.0%	49.5%	21.6%	27.9%	
4 - 9	171	167	92	14	87	40	47	167
%V	12.5%	12.6%	13.8%	12.3%	10.9%	12.7%	9.7%	14.4%
%H (All HH)		97.7%	53.8%	8.2%	50.9%	23.4%	27.5%	97.7%
%H (TV HH)			55.1%	8.4%	52.1%	24.0%	28.1%	
10 - 15	160	158	89	16	90	47	43	157
%V	11.7%	12.0%	13.3%	14.0%	11.3%	15.0%	8.9%	13.6%
%H (All HH)		98.8%	55.6%	10.0%	56.3%	29.4%	26.9%	98.1%
%H (TV HH)			56.3%	10.1%	57.0%	29.7%	27.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
1	490	490	192	38	254	36	217	374
%V	35.9%	37.1%	28.7%	33.3%	31.8%	11.5%	44.8%	32.4%
%H (All HH)		100.0%	39.2%	7.8%	51.8%	7.3%	44.3%	76.3%
%H (TV HH)			39.2%	7.8%	51.8%	7.3%	44.3%	
2	458	458	243	42	282	118	164	391
%V	33.6%	34.6%	36.3%	36.8%	35.3%	37.6%	33.9%	33.8%
%H (All HH)		100.0%	53.1%	9.2%	61.6%	25.8%	35.8%	85.4%
%H (TV HH)			53.1%	9.2%	61.6%	25.8%	35.8%	
3	228	228	139	21	155	90	65	213
%V	16.7%	17.2%	20.8%	18.4%	19.4%	28.7%	13.4%	18.4%
%H (All HH)		100.0%	61.0%	9.2%	68.0%	39.5%	28.5%	93.4%
%H (TV HH)			61.0%	9.2%	68.0%	39.5%	28.5%	
4	99	99	64	8	74	48	26	97
%V	7.3%	7.5%	9.6%	7.0%	9.3%	15.3%	5.4%	8.4%
%H (All HH)		100.0%	64.6%	8.1%	74.7%	48.5%	26.3%	98.0%
%H (TV HH)			64.6%	8.1%	74.7%	48.5%	26.3%	
5+	47	47	31	5	33	22	11	46
%V	3.4%	3.6%	4.6%	4.4%	4.1%	7.0%	2.3%	4.0%
%H (All HH)		100.0%	66.0%	10.6%	70.2%	46.8%	23.4%	97.9%
%H (TV HH)			66.0%	10.6%	70.2%	46.8%	23.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%V (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Under 20"	166	166	86	11	126	59	67	137
%V	12.2%	12.6%	12.9%	9.6%	15.8%	18.8%	13.8%	11.9%
%H (All HH)		100.0%	51.8%	6.6%	75.9%	35.5%	40.4%	82.5%
%H (TV HH)			51.8%	6.6%	75.9%	35.5%	40.4%	
20" - 29"	379	379	193	30	274	125	149	320
%V	27.8%	28.7%	28.8%	26.3%	34.3%	39.8%	30.8%	27.7%
%H (All HH)		100.0%	50.9%	7.9%	72.3%	33.0%	39.3%	84.4%
%H (TV HH)			50.9%	7.9%	72.3%	33.0%	39.3%	
30" - 39"	666	666	338	60	424	176	248	568
%V	48.8%	50.4%	50.5%	52.6%	53.1%	56.1%	51.2%	49.1%
%H (All HH)		100.0%	50.8%	9.0%	63.7%	26.4%	37.2%	85.3%
%H (TV HH)			50.8%	9.0%	63.7%	26.4%	37.2%	
40" - 49"	701	701	404	67	404	199	205	630
%V	51.4%	53.0%	60.4%	58.8%	50.6%	63.4%	42.4%	54.5%
%H (All HH)		100.0%	57.6%	9.6%	57.6%	28.4%	29.2%	89.9%
%H (TV HH)			57.6%	9.6%	57.6%	28.4%	29.2%	
50" - 59"	251	251	150	23	141	73	68	236
%V	18.4%	19.0%	22.4%	20.2%	17.7%	23.2%	14.0%	20.4%
%H (All HH)		100.0%	59.8%	9.2%	56.2%	29.1%	27.1%	94.0%
%H (TV HH)			59.8%	9.2%	56.2%	29.1%	27.1%	
60"+	27	27	18	3	11	6	6	27
%V	2.0%	2.0%	2.7%	2.6%	1.4%	1.9%	1.2%	2.3%
%H (All HH)		100.0%	66.7%	11.1%	40.7%	22.2%	22.2%	100.0%
%H (TV HH)			66.7%	11.1%	40.7%	22.2%	22.2%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Main living room	1309	1309	666	112	792	313	479	1111
%V	95.9%	99.0%	99.6%	98.2%	99.2%	99.7%	99.0%	96.1%
%H (All HH)		100.0%	50.9%	8.6%	60.5%	23.9%	36.6%	84.9%
%H (TV HH)			50.9%	8.6%	60.5%	23.9%	36.6%	
Kitchen	174	174	94	16	132	68	64	150
%V	12.7%	13.2%	14.1%	14.0%	16.5%	21.7%	13.2%	13.0%
%H (All HH)		100.0%	54.0%	9.2%	75.9%	39.1%	36.8%	86.2%
%H (TV HH)			54.0%	9.2%	75.9%	39.1%	36.8%	
Adult's bedroom	595	595	349	53	391	210	181	535
%V	43.6%	45.0%	52.2%	46.5%	49.0%	66.9%	37.4%	46.3%
%H (All HH)		100.0%	58.7%	8.9%	65.7%	35.3%	30.4%	89.9%
%H (TV HH)			58.7%	8.9%	65.7%	35.3%	30.4%	
Child's bedroom	143	143	90	14	85	52	34	141
%V	10.5%	10.8%	13.5%	12.3%	10.7%	16.6%	7.0%	12.2%
%H (All HH)		100.0%	62.9%	9.8%	59.4%	36.4%	23.8%	98.6%
%H (TV HH)			62.9%	9.8%	59.4%	36.4%	23.8%	
Other bedroom	110	110	71	8	71	42	30	104
%V	8.1%	8.3%	10.6%	7.0%	8.9%	13.4%	6.2%	9.0%
%H (All HH)		100.0%	64.5%	7.3%	64.5%	38.2%	27.3%	94.5%
%H (TV HH)			64.5%	7.3%	64.5%	38.2%	27.3%	
Second living/dining room	166	166	94	15	118	62	56	152
%V	12.2%	12.6%	14.1%	13.2%	14.8%	19.7%	11.6%	13.1%
%H (All HH)		100.0%	56.6%	9.0%	71.1%	37.3%	33.7%	91.6%
%H (TV HH)			56.6%	9.0%	71.1%	37.3%	33.7%	
Study/office	14	14	7	1	10	5	5	14
%V	1.0%	1.1%	1.0%	0.9%	1.3%	1.6%	1.0%	1.2%
%H (All HH)		100.0%	50.0%	7.1%	71.4%	35.7%	35.7%	100.0%
%H (TV HH)			50.0%	7.1%	71.4%	35.7%	35.7%	
TV room	8	8	5	1	6	4	2	8
%V	0.6%	0.6%	0.7%	0.9%	0.8%	1.3%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	75.0%	50.0%	25.0%	
Conservatory	29	29	20	2	22	14	8	28
%V	2.1%	2.2%	3.0%	1.8%	2.8%	4.5%	1.7%	2.4%
%H (All HH)		100.0%	69.0%	6.9%	75.9%	48.3%	27.6%	96.6%
%H (TV HH)			69.0%	6.9%	75.9%	48.3%	27.6%	
Attic or loft room	6	6	3	1	3	2	1	6
%V	0.4%	0.5%	0.4%	0.9%	0.4%	0.6%	0.2%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	50.0%	33.3%	16.7%	100.0%
%H (TV HH)			50.0%	16.7%	50.0%	33.3%	16.7%	
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	10	10	6	1	7	4	3	10
%V	0.7%	0.8%	0.9%	0.9%	0.9%	1.3%	0.6%	0.9%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Any DSAT provider	669	669	669	3	274	274	0	601
%V	49.0%	50.6%	100.0%	2.6%	34.3%	87.3%	0.0%	52.0%
%H (All HH)			100.0%	0.4%	41.0%	41.0%	0.0%	89.8%
%H (TV HH)			100.0%	0.4%	41.0%	41.0%	0.0%	
Sky with subscription	542	542	542	1	224	224	0	497
%V	39.7%	41.0%	81.0%	0.9%	28.1%	71.3%	0.0%	43.0%
%H (All HH)			100.0%	0.2%	41.3%	41.3%	0.0%	91.7%
%H (TV HH)			100.0%	0.2%	41.3%	41.3%	0.0%	
Sky without subscription	51	51	51	1	17	17	0	38
%V	3.7%	3.9%	7.6%	0.9%	2.1%	5.4%	0.0%	3.3%
%H (All HH)			100.0%	2.0%	33.3%	33.3%	0.0%	74.5%
%H (TV HH)			100.0%	2.0%	33.3%	33.3%	0.0%	
Freesat	72	72	72	1	30	30	0	63
%V	5.3%	5.4%	10.8%	0.9%	3.8%	9.6%	0.0%	5.4%
%H (All HH)			100.0%	1.4%	41.7%	41.7%	0.0%	87.5%
%H (TV HH)			100.0%	1.4%	41.7%	41.7%	0.0%	
Other satellite provider	27	27	27	1	11	11	0	23
%V	2.0%	2.0%	4.0%	0.9%	1.4%	3.5%	0.0%	2.0%
%H (All HH)			100.0%	3.7%	40.7%	40.7%	0.0%	85.2%
%H (TV HH)			100.0%	3.7%	40.7%	40.7%	0.0%	
DCAB	114	114	3	114	42	42	0	104
%V	8.4%	8.6%	0.4%	100.0%	5.3%	13.4%	0.0%	9.0%
%H (All HH)			2.6%	100.0%	36.8%	36.8%	0.0%	91.2%
%H (TV HH)			2.6%	100.0%	36.8%	36.8%	0.0%	
DTT	798	798	274	42	798	314	484	655
%V	58.5%	60.4%	41.0%	36.8%	100.0%	100.0%	100.0%	56.7%
%H (All HH)		100.0%	34.3%	5.3%	100.0%	39.3%	60.7%	82.1%
%H (TV HH)			34.3%	5.3%	100.0%	39.3%	60.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
PVR	846	846	592	106	435	285	150	770
%V	62.0%	64.0%	88.5%	93.0%	54.5%	90.8%	31.0%	66.6%
%H (All HH)		100.0%	70.0%	12.5%	51.4%	33.7%	17.7%	91.0%
%H (TV HH)			70.0%	12.5%	51.4%	33.7%	17.7%	
DVDR	10	10	6	1	7	4	3	9
%V	0.7%	0.8%	0.9%	0.9%	0.9%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	40.0%	30.0%	90.0%
%H (TV HH)			60.0%	10.0%	70.0%	40.0%	30.0%	
VCR	3	3	1	0	2	0	2	2
%V	0.2%	0.2%	0.1%	0.0%	0.3%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
Any recorder	851	851	593	106	439	286	154	774
%V	62.3%	64.4%	88.6%	93.0%	55.0%	91.1%	31.8%	67.0%
%H (All HH)		100.0%	69.7%	12.5%	51.6%	33.6%	18.1%	91.0%
%H (TV HH)			69.7%	12.5%	51.6%	33.6%	18.1%	
Receives HDTV (via STB or built-in reception)	917	917	526	97	557	261	297	824
%V	67.2%	69.4%	78.6%	85.1%	69.8%	83.1%	61.4%	71.3%
%H (All HH)		100.0%	57.4%	10.6%	60.7%	28.5%	32.4%	89.9%
%H (TV HH)			57.4%	10.6%	60.7%	28.5%	32.4%	
DVD/Blu-ray player or recorder	828	828	437	70	507	218	289	727
%V	60.7%	62.6%	65.3%	61.4%	63.5%	69.4%	59.7%	62.9%
%H (All HH)		100.0%	52.8%	8.5%	61.2%	26.3%	34.9%	87.8%
%H (TV HH)			52.8%	8.5%	61.2%	26.3%	34.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Household level data

Table 13.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1365	1322	669	114	798	314	484	1156
%H (All HH)		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%
%H (TV HH)			50.6%	8.6%	60.4%	23.8%	36.6%	
Has broadband internet	1156	1120	601	104	655	291	364	1156
%V	84.7%	84.7%	89.8%	91.2%	82.1%	92.7%	75.2%	100.0%
%H (All HH)		96.9%	52.0%	9.0%	56.7%	25.2%	31.5%	100.0%
%H (TV HH)			53.7%	9.3%	58.5%	26.0%	32.5%	
Number of computers (PCs and laptops)								
0	296	284	109	16	188	38	150	102
%V	21.7%	21.5%	16.3%	14.0%	23.6%	12.1%	31.0%	8.8%
%H (All HH)		95.9%	36.8%	5.4%	63.5%	12.8%	50.7%	34.5%
%H (TV HH)			38.4%	5.6%	66.2%	13.4%	52.8%	
1	367	352	177	27	214	82	132	355
%V	26.9%	26.6%	26.5%	23.7%	26.8%	26.1%	27.3%	30.7%
%H (All HH)		95.9%	48.2%	7.4%	58.3%	22.3%	36.0%	96.7%
%H (TV HH)			50.3%	7.7%	60.8%	23.3%	37.5%	
2	323	315	169	32	178	79	99	321
%V	23.7%	23.8%	25.3%	28.1%	22.3%	25.2%	20.5%	27.8%
%H (All HH)		97.5%	52.3%	9.9%	55.1%	24.5%	30.7%	99.4%
%H (TV HH)			53.7%	10.2%	56.5%	25.1%	31.4%	
3	188	183	101	18	108	51	57	187
%V	13.8%	13.8%	15.1%	15.8%	13.5%	16.2%	11.8%	16.2%
%H (All HH)		97.3%	53.7%	9.6%	57.4%	27.1%	30.3%	99.5%
%H (TV HH)			55.2%	9.8%	59.0%	27.9%	31.1%	
4	95	93	54	11	55	30	24	95
%V	7.0%	7.0%	8.1%	9.6%	6.9%	9.6%	5.0%	8.2%
%H (All HH)		97.9%	56.8%	11.6%	57.9%	31.6%	25.3%	100.0%
%H (TV HH)			58.1%	11.8%	59.1%	32.3%	25.8%	
5+	96	94	59	10	55	33	23	96
%V	7.0%	7.1%	8.8%	8.8%	6.9%	10.5%	4.8%	8.3%
%H (All HH)		97.9%	61.5%	10.4%	57.3%	34.4%	24.0%	100.0%
%H (TV HH)			62.8%	10.6%	58.5%	35.1%	24.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2734	1513	242	1754	851	903	2424
%H		55.3%	8.9%	64.2%	31.1%	33.0%	88.7%
Under 20"	196	101	12	151	72	80	165
%V	7.2%	6.7%	5.0%	8.6%	8.5%	8.9%	6.8%
%H		51.5%	6.1%	77.0%	36.7%	40.8%	84.2%
20" - 29"	484	251	37	356	168	188	416
%V	17.7%	16.6%	15.3%	20.3%	19.7%	20.8%	17.2%
%H		51.9%	7.6%	73.6%	34.7%	38.8%	86.0%
30" - 39"	859	453	83	550	251	299	750
%V	31.4%	29.9%	34.3%	31.4%	29.5%	33.1%	30.9%
%H		52.7%	9.7%	64.0%	29.2%	34.8%	87.3%
40" - 49"	843	501	78	492	256	236	766
%V	30.8%	33.1%	32.2%	28.1%	30.1%	26.1%	31.6%
%H		59.4%	9.3%	58.4%	30.4%	28.0%	90.9%
50" - 59"	279	169	25	157	84	74	262
%V	10.2%	11.2%	10.3%	9.0%	9.9%	8.2%	10.8%
%H		60.6%	9.0%	56.3%	30.1%	26.5%	93.9%
60"+	28	19	3	12	6	6	28
%V	1.0%	1.3%	1.2%	0.7%	0.7%	0.7%	1.2%
%H		67.9%	10.7%	42.9%	21.4%	21.4%	100.0%
Don't know	45	19	3	35	14	21	38
%V	1.6%	1.3%	1.2%	2.0%	1.6%	2.3%	1.6%
%H		42.2%	6.7%	77.8%	31.1%	46.7%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2734	1513	242	1754	851	903	2424
%H		55.3%	8.9%	64.2%	31.1%	33.0%	88.7%
Main living room	1314	668	113	796	314	481	1116
%V	48.1%	44.2%	46.7%	45.4%	36.9%	53.3%	46.0%
%H		50.8%	8.6%	60.6%	23.9%	36.6%	84.9%
Kitchen	174	94	16	133	68	64	150
%V	6.4%	6.2%	6.6%	7.6%	8.0%	7.1%	6.2%
%H		54.0%	9.2%	76.4%	39.1%	36.8%	86.2%
Adult's bedroom	696	414	64	464	259	205	633
%V	25.5%	27.4%	26.4%	26.5%	30.4%	22.7%	26.1%
%H		59.5%	9.2%	66.7%	37.2%	29.5%	90.9%
Child's bedroom	179	113	18	109	67	41	177
%V	6.5%	7.5%	7.4%	6.2%	7.9%	4.5%	7.3%
%H		63.1%	10.1%	60.9%	37.4%	22.9%	98.9%
Other bedroom	133	85	10	85	50	35	127
%V	4.9%	5.6%	4.1%	4.8%	5.9%	3.9%	5.2%
%H		63.9%	7.5%	63.9%	37.6%	26.3%	95.5%
Second living/dining room	168	96	16	120	64	57	154
%V	6.1%	6.3%	6.6%	6.8%	7.5%	6.3%	6.4%
%H		57.1%	9.5%	71.4%	38.1%	33.9%	91.7%
Study/office	14	7	1	10	5	5	14
%V	0.5%	0.5%	0.4%	0.6%	0.6%	0.6%	0.6%
%H		50.0%	7.1%	71.4%	35.7%	35.7%	100.0%
TV room	8	5	1	6	4	2	8
%V	0.3%	0.3%	0.4%	0.3%	0.5%	0.2%	0.3%
%H		62.5%	12.5%	75.0%	50.0%	25.0%	100.0%
Conservatory	29	20	2	22	14	8	28
%V	1.1%	1.3%	0.8%	1.3%	1.6%	0.9%	1.2%
%H		69.0%	6.9%	75.9%	48.3%	27.6%	96.6%
Attic or loft room	6	3	1	3	2	1	6
%V	0.2%	0.2%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		50.0%	16.7%	50.0%	33.3%	16.7%	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	7	4	3	11
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.5%
%H		63.6%	9.1%	63.6%	36.4%	27.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2734	1513	242	1754	851	903	2424
%H		55.3%	8.9%	64.2%	31.1%	33.0%	88.7%
PVR	1207	892	153	566	400	165	1118
%V	44.1%	59.0%	63.2%	32.3%	47.0%	18.3%	46.1%
%H		73.9%	12.7%	46.9%	33.1%	13.7%	92.6%
DVDR	10	7	1	8	5	3	9
%V	0.4%	0.5%	0.4%	0.5%	0.6%	0.3%	0.4%
%H		70.0%	10.0%	80.0%	50.0%	30.0%	90.0%
VCR	3	1	0	2	0	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
Any recorder	1214	894	153	572	402	170	1123
%V	44.4%	59.1%	63.2%	32.6%	47.2%	18.8%	46.3%
%H		73.6%	12.6%	47.1%	33.1%	14.0%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2734	1513	242	1754	851	903	2424
%H		55.3%	8.9%	64.2%	31.1%	33.0%	88.7%
Receives HDTV (via STB or built-in reception)	1508	911	163	945	505	440	1387
%V	55.2%	60.2%	67.4%	53.9%	59.3%	48.7%	57.2%
%H		60.4%	10.8%	62.7%	33.5%	29.2%	92.0%
DVD/Blu-ray player or recorder	1204	672	101	752	361	392	1087
%V	44.0%	44.4%	41.7%	42.9%	42.4%	43.4%	44.8%
%H		55.8%	8.4%	62.5%	30.0%	32.6%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1322	669	114	798	314	484	1120
%H		50.6%	8.6%	60.4%	23.8%	36.6%	84.7%
Under 20"	10	2	0	8	1	7	6
%V	0.8%	0.3%	0.0%	1.0%	0.3%	1.4%	0.5%
%H		20.0%	0.0%	80.0%	10.0%	70.0%	60.0%
20" - 29"	89	29	4	66	13	53	59
%V	6.7%	4.3%	3.5%	8.3%	4.1%	11.0%	5.3%
%H		32.6%	4.5%	74.2%	14.6%	59.6%	66.3%
30" - 39"	355	146	28	230	64	166	274
%V	26.9%	21.8%	24.6%	28.8%	20.4%	34.3%	24.5%
%H		41.1%	7.9%	64.8%	18.0%	46.8%	77.2%
40" - 49"	598	335	58	342	161	181	531
%V	45.2%	50.1%	50.9%	42.9%	51.3%	37.4%	47.4%
%H		56.0%	9.7%	57.2%	26.9%	30.3%	88.8%
50" - 59"	228	136	20	128	66	62	214
%V	17.2%	20.3%	17.5%	16.0%	21.0%	12.8%	19.1%
%H		59.6%	8.8%	56.1%	28.9%	27.2%	93.9%
60"+	24	16	2	10	4	5	24
%V	1.8%	2.4%	1.8%	1.3%	1.3%	1.0%	2.1%
%H		66.7%	8.3%	41.7%	16.7%	20.8%	100.0%
Don't know	16	5	1	13	4	9	13
%V	1.2%	0.7%	0.9%	1.6%	1.3%	1.9%	1.2%
%H		31.3%	6.3%	81.3%	25.0%	56.3%	81.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1322	669	114	798	314	484	1120
%H		50.6%	8.6%	60.4%	23.8%	36.6%	84.7%
PVR	829	583	106	419	277	142	755
%V	62.7%	87.1%	93.0%	52.5%	88.2%	29.3%	67.4%
%H		70.3%	12.8%	50.5%	33.4%	17.1%	91.1%
DVDR	8	5	1	6	3	2	6
%V	0.6%	0.7%	0.9%	0.8%	1.0%	0.4%	0.5%
%H		62.5%	12.5%	75.0%	37.5%	25.0%	75.0%
VCR	2	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
Any recorder	834	584	106	423	278	145	759
%V	63.1%	87.3%	93.0%	53.0%	88.5%	30.0%	67.8%
%H		70.0%	12.7%	50.7%	33.3%	17.4%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1322	669	114	798	314	484	1120
%H		50.6%	8.6%	60.4%	23.8%	36.6%	84.7%
Receives HDTV (via STB or built-in reception)	893	513	95	537	250	287	803
%V	67.5%	76.7%	83.3%	67.3%	79.6%	59.3%	71.7%
%H		57.4%	10.6%	60.1%	28.0%	32.1%	89.9%
DVD/Blu-ray player or recorder	677	342	58	413	165	248	586
%V	51.2%	51.1%	50.9%	51.8%	52.5%	51.2%	52.3%
%H		50.5%	8.6%	61.0%	24.4%	36.6%	86.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1412	845	128	956	536	420	1304
%H		59.8%	9.1%	67.7%	38.0%	29.7%	92.4%
Under 20"	186	99	12	143	71	73	159
%V	13.2%	11.7%	9.4%	15.0%	13.2%	17.4%	12.2%
%H		53.2%	6.5%	76.9%	38.2%	39.2%	85.5%
20" - 29"	395	223	32	289	155	135	358
%V	28.0%	26.4%	25.0%	30.2%	28.9%	32.1%	27.5%
%H		56.5%	8.1%	73.2%	39.2%	34.2%	90.6%
30" - 39"	504	307	55	320	187	133	476
%V	35.7%	36.3%	43.0%	33.5%	34.9%	31.7%	36.5%
%H		60.9%	10.9%	63.5%	37.1%	26.4%	94.4%
40" - 49"	245	166	21	150	95	55	235
%V	17.4%	19.6%	16.4%	15.7%	17.7%	13.1%	18.0%
%H		67.8%	8.6%	61.2%	38.8%	22.4%	95.9%
50" - 59"	51	33	5	29	17	12	48
%V	3.6%	3.9%	3.9%	3.0%	3.2%	2.9%	3.7%
%H		64.7%	9.8%	56.9%	33.3%	23.5%	94.1%
60"+	4	3	0	3	2	1	4
%V	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.3%
%H		75.0%	0.0%	75.0%	50.0%	25.0%	100.0%
Don't know	29	14	2	22	10	12	25
%V	2.1%	1.7%	1.6%	2.3%	1.9%	2.9%	1.9%
%H		48.3%	6.9%	75.9%	34.5%	41.4%	86.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Set level data

Table 13.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1412	845	128	956	536	420	1304
%H		59.8%	9.1%	67.7%	38.0%	29.7%	92.4%
PVR	378	309	47	147	123	24	362
%V	26.8%	36.6%	36.7%	15.4%	22.9%	5.7%	27.8%
%H		81.7%	12.4%	38.9%	32.5%	6.3%	95.8%
DVDR	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	1	0	0	0	0	0	0
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Any recorder	380	310	47	148	124	25	364
%V	26.9%	36.7%	36.7%	15.5%	23.1%	6.0%	27.9%
%H		81.6%	12.4%	38.9%	32.6%	6.6%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1412	845	128	956	536	420	1304
%H		59.8%	9.1%	67.7%	38.0%	29.7%	92.4%
Receives HDTV (via STB or built-in reception)	615	398	67	408	256	152	585
%V	43.6%	47.1%	52.3%	42.7%	47.8%	36.2%	44.9%
%H		64.7%	10.9%	66.3%	41.6%	24.7%	95.1%
DVD/Blu-ray player or recorder	527	330	43	339	196	144	501
%V	37.3%	39.1%	33.6%	35.5%	36.6%	34.3%	38.4%
%H		62.6%	8.2%	64.3%	37.2%	27.3%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3091	3013	1629	282	1754	793	961	2817
%H		97.5%	52.7%	9.1%	56.7%	25.7%	31.1%	91.1%
Total Children	558	546	300	48	293	137	157	545
%V	18.1%	18.1%	18.4%	17.0%	16.7%	17.3%	16.3%	19.3%
%H		97.8%	53.8%	8.6%	52.5%	24.6%	28.1%	97.7%
0 - 3	130	126	70	11	62	27	36	126
%V	4.2%	4.2%	4.3%	3.9%	3.5%	3.4%	3.7%	4.5%
%H		96.9%	53.8%	8.5%	47.7%	20.8%	27.7%	96.9%
4 - 15	428	420	230	37	231	110	121	419
%V	13.8%	13.9%	14.1%	13.1%	13.2%	13.9%	12.6%	14.9%
%H		98.1%	53.7%	8.6%	54.0%	25.7%	28.3%	97.9%
4 - 9	222	216	118	18	114	51	64	217
%V	7.2%	7.2%	7.2%	6.4%	6.5%	6.4%	6.7%	7.7%
%H		97.3%	53.2%	8.1%	51.4%	23.0%	28.8%	97.7%
10 - 15	206	204	113	20	117	59	57	203
%V	6.7%	6.8%	6.9%	7.1%	6.7%	7.4%	5.9%	7.2%
%H		99.0%	54.9%	9.7%	56.8%	28.6%	27.7%	98.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3091	3013	1629	282	1754	793	961	2817
%H		97.5%	52.7%	9.1%	56.7%	25.7%	31.1%	91.1%
Total Adults (16+)	2533	2467	1329	234	1461	656	805	2272
%V	81.9%	81.9%	81.6%	83.0%	83.3%	82.7%	83.8%	80.7%
%H		97.4%	52.5%	9.2%	57.7%	25.9%	31.8%	89.7%
16 - 19	141	137	82	16	72	40	31	139
%V	4.6%	4.5%	5.0%	5.7%	4.1%	5.0%	3.2%	4.9%
%H		97.2%	58.2%	11.3%	51.1%	28.4%	22.0%	98.6%
20 - 24	186	175	94	23	96	52	43	183
%V	6.0%	5.8%	5.8%	8.2%	5.5%	6.6%	4.5%	6.5%
%H		94.1%	50.5%	12.4%	51.6%	28.0%	23.1%	98.4%
25 - 34	395	375	195	33	189	80	109	381
%V	12.8%	12.4%	12.0%	11.7%	10.8%	10.1%	11.3%	13.5%
%H		94.9%	49.4%	8.4%	47.8%	20.3%	27.6%	96.5%
35 - 44	350	340	193	32	181	86	95	341
%V	11.3%	11.3%	11.8%	11.3%	10.3%	10.8%	9.9%	12.1%
%H		97.1%	55.1%	9.1%	51.7%	24.6%	27.1%	97.4%
45 - 54	417	409	244	44	229	119	110	404
%V	13.5%	13.6%	15.0%	15.6%	13.1%	15.0%	11.4%	14.3%
%H		98.1%	58.5%	10.6%	54.9%	28.5%	26.4%	96.9%
55 - 64	403	398	215	36	256	115	141	369
%V	13.0%	13.2%	13.2%	12.8%	14.6%	14.5%	14.7%	13.1%
%H		98.8%	53.3%	8.9%	63.5%	28.5%	35.0%	91.6%
65+	642	633	307	50	439	164	275	454
%V	20.8%	21.0%	18.8%	17.7%	25.0%	20.7%	28.6%	16.1%
%H		98.6%	47.8%	7.8%	68.4%	25.5%	42.8%	70.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2533	2467	1329	234	1461	656	805	2272
%H		97.4%	52.5%	9.2%	57.7%	25.9%	31.8%	89.7%
AB	539	526	281	55	316	141	175	518
%V	21.3%	21.3%	21.1%	23.5%	21.6%	21.5%	21.7%	22.8%
%H		97.6%	52.1%	10.2%	58.6%	26.2%	32.5%	96.1%
C1	670	647	352	57	389	178	211	635
%V	26.5%	26.2%	26.5%	24.4%	26.6%	27.1%	26.2%	27.9%
%H		96.6%	52.5%	8.5%	58.1%	26.6%	31.5%	94.8%
C2	658	649	369	64	396	202	194	595
%V	26.0%	26.3%	27.8%	27.4%	27.1%	30.8%	24.1%	26.2%
%H		98.6%	56.1%	9.7%	60.2%	30.7%	29.5%	90.4%
D	452	437	225	44	253	105	148	378
%V	17.8%	17.7%	16.9%	18.8%	17.3%	16.0%	18.4%	16.6%
%H		96.7%	49.8%	9.7%	56.0%	23.2%	32.7%	83.6%
E	215	207	103	15	107	30	77	146
%V	8.5%	8.4%	7.8%	6.4%	7.3%	4.6%	9.6%	6.4%
%H		96.3%	47.9%	7.0%	49.8%	14.0%	35.8%	67.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2533	2467	1329	234	1461	656	805	2272
%H		97.4%	52.5%	9.2%	57.7%	25.9%	31.8%	89.7%
Working full time	1144	1117	645	108	633	317	316	1111
%V	45.2%	45.3%	48.5%	46.2%	43.3%	48.3%	39.3%	48.9%
%H		97.6%	56.4%	9.4%	55.3%	27.7%	27.6%	97.1%
Working part time	239	233	124	24	135	61	74	229
%V	9.4%	9.4%	9.3%	10.3%	9.2%	9.3%	9.2%	10.1%
%H		97.5%	51.9%	10.0%	56.5%	25.5%	31.0%	95.8%
Not working	1150	1117	560	103	693	278	414	931
%V	45.4%	45.3%	42.1%	44.0%	47.4%	42.4%	51.4%	41.0%
%H		97.1%	48.7%	9.0%	60.3%	24.2%	36.0%	81.0%
Houseperson	1365	1322	669	114	798	314	484	1156
%V	53.9%	53.6%	50.3%	48.7%	54.6%	47.9%	60.1%	50.9%
%H		96.8%	49.0%	8.4%	58.5%	23.0%	35.5%	84.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1244	1207	664	115	702	326	375	1128
%H		97.0%	53.4%	9.2%	56.4%	26.2%	30.1%	90.7%
16 - 19	77	75	45	8	37	22	16	76
%V	6.2%	6.2%	6.8%	7.0%	5.3%	6.7%	4.3%	6.7%
%H		97.4%	58.4%	10.4%	48.1%	28.6%	20.8%	98.7%
20 - 24	96	91	51	12	48	28	20	96
%V	7.7%	7.5%	7.7%	10.4%	6.8%	8.6%	5.3%	8.5%
%H		94.8%	53.1%	12.5%	50.0%	29.2%	20.8%	100.0%
25 - 34	199	190	98	16	96	40	56	193
%V	16.0%	15.7%	14.8%	13.9%	13.7%	12.3%	14.9%	17.1%
%H		95.5%	49.2%	8.0%	48.2%	20.1%	28.1%	97.0%
35 - 44	172	167	92	16	89	41	48	168
%V	13.8%	13.8%	13.9%	13.9%	12.7%	12.6%	12.8%	14.9%
%H		97.1%	53.5%	9.3%	51.7%	23.8%	27.9%	97.7%
45 - 54	203	197	117	20	109	57	53	194
%V	16.3%	16.3%	17.6%	17.4%	15.5%	17.5%	14.1%	17.2%
%H		97.0%	57.6%	9.9%	53.7%	28.1%	26.1%	95.6%
55 - 64	196	193	108	17	124	57	67	178
%V	15.8%	16.0%	16.3%	14.8%	17.7%	17.5%	17.9%	15.8%
%H		98.5%	55.1%	8.7%	63.3%	29.1%	34.2%	90.8%
65+	299	294	152	25	198	82	116	223
%V	24.0%	24.4%	22.9%	21.7%	28.2%	25.2%	30.9%	19.8%
%H		98.3%	50.8%	8.4%	66.2%	27.4%	38.8%	74.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1244	1207	664	115	702	326	375	1128
%H		97.0%	53.4%	9.2%	56.4%	26.2%	30.1%	90.7%
AB	273	266	144	29	157	72	85	264
%V	21.9%	22.0%	21.7%	25.2%	22.4%	22.1%	22.7%	23.4%
%H		97.4%	52.7%	10.6%	57.5%	26.4%	31.1%	96.7%
C1	313	301	168	27	178	86	92	299
%V	25.2%	24.9%	25.3%	23.5%	25.4%	26.4%	24.5%	26.5%
%H		96.2%	53.7%	8.6%	56.9%	27.5%	29.4%	95.5%
C2	358	352	201	34	213	108	105	321
%V	28.8%	29.2%	30.3%	29.6%	30.3%	33.1%	28.0%	28.5%
%H		98.3%	56.1%	9.5%	59.5%	30.2%	29.3%	89.7%
D	214	205	108	21	113	49	64	187
%V	17.2%	17.0%	16.3%	18.3%	16.1%	15.0%	17.1%	16.6%
%H		95.8%	50.5%	9.8%	52.8%	22.9%	29.9%	87.4%
E	86	82	42	5	40	11	29	58
%V	6.9%	6.8%	6.3%	4.3%	5.7%	3.4%	7.7%	5.1%
%H		95.3%	48.8%	5.8%	46.5%	12.8%	33.7%	67.4%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1244	1207	664	115	702	326	375	1128
%H		97.0%	53.4%	9.2%	56.4%	26.2%	30.1%	90.7%
Working full time	692	674	387	63	381	188	193	671
%V	55.6%	55.8%	58.3%	54.8%	54.3%	57.7%	51.5%	59.5%
%H		97.4%	55.9%	9.1%	55.1%	27.2%	27.9%	97.0%
Working part time	49	46	22	4	26	11	16	46
%V	3.9%	3.8%	3.3%	3.5%	3.7%	3.4%	4.3%	4.1%
%H		93.9%	44.9%	8.2%	53.1%	22.4%	32.7%	93.9%
Not working	502	487	255	48	294	127	167	411
%V	40.4%	40.3%	38.4%	41.7%	41.9%	39.0%	44.5%	36.4%
%H		97.0%	50.8%	9.6%	58.6%	25.3%	33.3%	81.9%
Houseperson	287	267	120	22	159	49	109	212
%V	23.1%	22.1%	18.1%	19.1%	22.6%	15.0%	29.1%	18.8%
%H		93.0%	41.8%	7.7%	55.4%	17.1%	38.0%	73.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1289	1259	666	119	759	330	429	1144
%H		97.7%	51.7%	9.2%	58.9%	25.6%	33.3%	88.8%
16 - 19	64	62	36	8	34	19	16	63
%V	5.0%	4.9%	5.4%	6.7%	4.5%	5.8%	3.7%	5.5%
%H		96.9%	56.3%	12.5%	53.1%	29.7%	25.0%	98.4%
20 - 24	90	84	43	11	47	24	23	88
%V	7.0%	6.7%	6.5%	9.2%	6.2%	7.3%	5.4%	7.7%
%H		93.3%	47.8%	12.2%	52.2%	26.7%	25.6%	97.8%
25 - 34	196	185	97	17	93	39	53	189
%V	15.2%	14.7%	14.6%	14.3%	12.3%	11.8%	12.4%	16.5%
%H		94.4%	49.5%	8.7%	47.4%	19.9%	27.0%	96.4%
35 - 44	177	174	101	16	93	46	47	173
%V	13.7%	13.8%	15.2%	13.4%	12.3%	13.9%	11.0%	15.1%
%H		98.3%	57.1%	9.0%	52.5%	26.0%	26.6%	97.7%
45 - 54	214	211	126	24	119	62	57	209
%V	16.6%	16.8%	18.9%	20.2%	15.7%	18.8%	13.3%	18.3%
%H		98.6%	58.9%	11.2%	55.6%	29.0%	26.6%	97.7%
55 - 64	207	205	108	19	132	58	75	191
%V	16.1%	16.3%	16.2%	16.0%	17.4%	17.6%	17.5%	16.7%
%H		99.0%	52.2%	9.2%	63.8%	28.0%	36.2%	92.3%
65+	342	339	154	25	241	82	159	231
%V	26.5%	26.9%	23.1%	21.0%	31.8%	24.8%	37.1%	20.2%
%H		99.1%	45.0%	7.3%	70.5%	24.0%	46.5%	67.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1289	1259	666	119	759	330	429	1144
%H		97.7%	51.7%	9.2%	58.9%	25.6%	33.3%	88.8%
AB	266	260	137	26	159	69	90	254
%V	20.6%	20.7%	20.6%	21.8%	20.9%	20.9%	21.0%	22.2%
%H		97.7%	51.5%	9.8%	59.8%	25.9%	33.8%	95.5%
C1	357	346	184	31	211	92	118	336
%V	27.7%	27.5%	27.6%	26.1%	27.8%	27.9%	27.5%	29.4%
%H		96.9%	51.5%	8.7%	59.1%	25.8%	33.1%	94.1%
C2	300	297	168	30	183	93	90	274
%V	23.3%	23.6%	25.2%	25.2%	24.1%	28.2%	21.0%	24.0%
%H		99.0%	56.0%	10.0%	61.0%	31.0%	30.0%	91.3%
D	238	231	117	23	140	56	84	191
%V	18.5%	18.3%	17.6%	19.3%	18.4%	17.0%	19.6%	16.7%
%H		97.1%	49.2%	9.7%	58.8%	23.5%	35.3%	80.3%
E	129	125	61	10	67	19	48	88
%V	10.0%	9.9%	9.2%	8.4%	8.8%	5.8%	11.2%	7.7%
%H		96.9%	47.3%	7.8%	51.9%	14.7%	37.2%	68.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Wales

Individual level data

Table 13.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1289	1259	666	119	759	330	429	1144
%H		97.7%	51.7%	9.2%	58.9%	25.6%	33.3%	88.8%
Working full time	452	443	258	45	252	129	124	441
%V	35.1%	35.2%	38.7%	37.8%	33.2%	39.1%	28.9%	38.5%
%H		98.0%	57.1%	10.0%	55.8%	28.5%	27.4%	97.6%
Working part time	190	186	102	20	108	50	58	183
%V	14.7%	14.8%	15.3%	16.8%	14.2%	15.2%	13.5%	16.0%
%H		97.9%	53.7%	10.5%	56.8%	26.3%	30.5%	96.3%
Not working	648	630	305	55	398	151	247	520
%V	50.3%	50.0%	45.8%	46.2%	52.4%	45.8%	57.6%	45.5%
%H		97.2%	47.1%	8.5%	61.4%	23.3%	38.1%	80.2%
Houseperson	1078	1055	549	93	639	265	374	943
%V	83.6%	83.8%	82.4%	78.2%	84.2%	80.3%	87.2%	82.4%
%H		97.9%	50.9%	8.6%	59.3%	24.6%	34.7%	87.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%V (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
AB	626	606	233	110	420	175	244	611
%V	22.7%	22.8%	24.6%	24.3%	21.8%	24.2%	20.3%	26.2%
%H (All HH)		96.8%	37.2%	17.6%	67.1%	28.0%	39.0%	97.6%
%H (TV HH)			38.4%	18.2%	69.3%	28.9%	40.3%	
C1	710	691	254	121	504	201	303	639
%V	25.8%	26.0%	26.8%	26.8%	26.2%	27.8%	25.2%	27.4%
%H (All HH)		97.3%	35.8%	17.0%	71.0%	28.3%	42.7%	90.0%
%H (TV HH)			36.8%	17.5%	72.9%	29.1%	43.8%	
C2	620	603	212	106	459	183	276	533
%V	22.5%	22.7%	22.4%	23.5%	23.9%	25.3%	23.0%	22.8%
%H (All HH)		97.3%	34.2%	17.1%	74.0%	29.5%	44.5%	86.0%
%H (TV HH)			35.2%	17.6%	76.1%	30.3%	45.8%	
D	482	464	173	79	318	118	200	375
%V	17.5%	17.4%	18.2%	17.5%	16.5%	16.3%	16.7%	16.1%
%H (All HH)		96.3%	35.9%	16.4%	66.0%	24.5%	41.5%	77.8%
%H (TV HH)			37.3%	17.0%	68.5%	25.4%	43.1%	
E	316	297	76	37	224	46	178	176
%V	11.5%	11.2%	8.0%	8.2%	11.6%	6.4%	14.8%	7.5%
%H (All HH)		94.0%	24.1%	11.7%	70.9%	14.6%	56.3%	55.7%
%H (TV HH)			25.6%	12.5%	75.4%	15.5%	59.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Under 25	117	102	35	14	62	20	42	110
%V	4.2%	3.8%	3.7%	3.1%	3.2%	2.8%	3.5%	4.7%
%H (All HH)		87.2%	29.9%	12.0%	53.0%	17.1%	35.9%	94.0%
%H (TV HH)			34.3%	13.7%	60.8%	19.6%	41.2%	
25 - 34	417	395	140	73	240	89	152	404
%V	15.1%	14.8%	14.8%	16.2%	12.5%	12.3%	12.7%	17.3%
%H (All HH)		94.7%	33.6%	17.5%	57.6%	21.3%	36.5%	96.9%
%H (TV HH)			35.4%	18.5%	60.8%	22.5%	38.5%	
35 - 44	435	413	177	78	257	117	140	417
%V	15.8%	15.5%	18.7%	17.3%	13.4%	16.2%	11.7%	17.9%
%H (All HH)		94.9%	40.7%	17.9%	59.1%	26.9%	32.2%	95.9%
%H (TV HH)			42.9%	18.9%	62.2%	28.3%	33.9%	
45 - 54	520	508	211	91	360	162	199	491
%V	18.9%	19.1%	22.3%	20.1%	18.7%	22.4%	16.6%	21.0%
%H (All HH)		97.7%	40.6%	17.5%	69.2%	31.2%	38.3%	94.4%
%H (TV HH)			41.5%	17.9%	70.9%	31.9%	39.2%	
55 - 64	473	460	163	96	357	153	203	420
%V	17.2%	17.3%	17.2%	21.2%	18.6%	21.1%	16.9%	18.0%
%H (All HH)		97.3%	34.5%	20.3%	75.5%	32.3%	42.9%	88.8%
%H (TV HH)			35.4%	20.9%	77.6%	33.3%	44.1%	
65 +	791	782	222	101	648	183	465	492
%V	28.7%	29.4%	23.4%	22.3%	33.7%	25.3%	38.7%	21.1%
%H (All HH)		98.9%	28.1%	12.8%	81.9%	23.1%	58.8%	62.2%
%H (TV HH)			28.4%	12.9%	82.9%	23.4%	59.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
1	824	781	195	85	616	127	489	519
%V	29.9%	29.3%	20.6%	18.8%	32.0%	17.5%	40.7%	22.2%
%H (All HH)		94.8%	23.7%	10.3%	74.8%	15.4%	59.3%	63.0%
%H (TV HH)			25.0%	10.9%	78.9%	16.3%	62.6%	
2	953	933	347	161	686	280	405	860
%V	34.6%	35.1%	36.6%	35.6%	35.7%	38.7%	33.7%	36.8%
%H (All HH)		97.9%	36.4%	16.9%	72.0%	29.4%	42.5%	90.2%
%H (TV HH)			37.2%	17.3%	73.5%	30.0%	43.4%	
3	436	422	173	99	287	152	135	425
%V	15.8%	15.9%	18.2%	21.9%	14.9%	21.0%	11.2%	18.2%
%H (All HH)		96.8%	39.7%	22.7%	65.8%	34.9%	31.0%	97.5%
%H (TV HH)			41.0%	23.5%	68.0%	36.0%	32.0%	
4	364	354	154	79	232	118	114	359
%V	13.2%	13.3%	16.2%	17.5%	12.1%	16.3%	9.5%	15.4%
%H (All HH)		97.3%	42.3%	21.7%	63.7%	32.4%	31.3%	98.6%
%H (TV HH)			43.5%	22.3%	65.5%	33.3%	32.2%	
5+	177	171	79	29	105	47	57	172
%V	6.4%	6.4%	8.3%	6.4%	5.5%	6.5%	4.7%	7.4%
%H (All HH)		96.6%	44.6%	16.4%	59.3%	26.6%	32.2%	97.2%
%H (TV HH)			46.2%	17.0%	61.4%	27.5%	33.3%	
Average HH size	2.35	2.36	2.59	2.61	2.26	2.59	2.06	2.52

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.4: Presence of Children

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Without	2025	1954	647	317	1475	516	959	1624
%V	73.6%	73.4%	68.2%	70.1%	76.7%	71.3%	79.9%	69.6%
%H (All HH)		96.5%	32.0%	15.7%	72.8%	25.5%	47.4%	80.2%
%H (TV HH)			33.1%	16.2%	75.5%	26.4%	49.1%	
With	728	707	301	135	450	208	241	710
%V	26.4%	26.6%	31.8%	29.9%	23.4%	28.7%	20.1%	30.4%
%H (All HH)		97.1%	41.3%	18.5%	61.8%	28.6%	33.1%	97.5%
%H (TV HH)			42.6%	19.1%	63.6%	29.4%	34.1%	
0 - 3	267	259	106	45	156	64	92	260
%V	9.7%	9.7%	11.2%	10.0%	8.1%	8.8%	7.7%	11.1%
%H (All HH)		97.0%	39.7%	16.9%	58.4%	24.0%	34.5%	97.4%
%H (TV HH)			40.9%	17.4%	60.2%	24.7%	35.5%	
4 - 9	383	370	165	68	226	103	123	371
%V	13.9%	13.9%	17.4%	15.0%	11.7%	14.2%	10.2%	15.9%
%H (All HH)		96.6%	43.1%	17.8%	59.0%	26.9%	32.1%	96.9%
%H (TV HH)			44.6%	18.4%	61.1%	27.8%	33.2%	
10 - 15	360	351	155	71	231	114	117	353
%V	13.1%	13.2%	16.4%	15.7%	12.0%	15.7%	9.7%	15.1%
%H (All HH)		97.5%	43.1%	19.7%	64.2%	31.7%	32.5%	98.1%
%H (TV HH)			44.2%	20.2%	65.8%	32.5%	33.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
1	1087	1087	313	147	694	120	574	825
%V	39.5%	40.8%	33.0%	32.5%	36.1%	16.6%	47.8%	35.3%
%H (All HH)		100.0%	28.8%	13.5%	63.8%	11.0%	52.8%	75.9%
%H (TV HH)			28.8%	13.5%	63.8%	11.0%	52.8%	
2	892	892	331	155	666	270	396	791
%V	32.4%	33.5%	34.9%	34.3%	34.6%	37.3%	33.0%	33.9%
%H (All HH)		100.0%	37.1%	17.4%	74.7%	30.3%	44.4%	88.7%
%H (TV HH)			37.1%	17.4%	74.7%	30.3%	44.4%	
3	439	439	183	98	369	209	160	411
%V	15.9%	16.5%	19.3%	21.7%	19.2%	28.9%	13.3%	17.6%
%H (All HH)		100.0%	41.7%	22.3%	84.1%	47.6%	36.4%	93.6%
%H (TV HH)			41.7%	22.3%	84.1%	47.6%	36.4%	
4	158	158	72	34	128	78	51	151
%V	5.7%	5.9%	7.6%	7.5%	6.7%	10.8%	4.2%	6.5%
%H (All HH)		100.0%	45.6%	21.5%	81.0%	49.4%	32.3%	95.6%
%H (TV HH)			45.6%	21.5%	81.0%	49.4%	32.3%	
5+	85	85	48	18	67	47	20	84
%V	3.1%	3.2%	5.1%	4.0%	3.5%	6.5%	1.7%	3.6%
%H (All HH)		100.0%	56.5%	21.2%	78.8%	55.3%	23.5%	98.8%
%H (TV HH)			56.5%	21.2%	78.8%	55.3%	23.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%V (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Under 20"	270	270	90	46	239	107	132	234
%V	9.8%	10.1%	9.5%	10.2%	12.4%	14.8%	11.0%	10.0%
%H (All HH)		100.0%	33.3%	17.0%	88.5%	39.6%	48.9%	86.7%
%H (TV HH)			33.3%	17.0%	88.5%	39.6%	48.9%	
20" - 29"	754	754	258	124	626	259	367	634
%V	27.4%	28.3%	27.2%	27.4%	32.5%	35.8%	30.6%	27.2%
%H (All HH)		100.0%	34.2%	16.4%	83.0%	34.4%	48.7%	84.1%
%H (TV HH)			34.2%	16.4%	83.0%	34.4%	48.7%	
30" - 39"	1337	1337	477	226	1025	408	617	1134
%V	48.6%	50.2%	50.3%	50.0%	53.3%	56.4%	51.4%	48.6%
%H (All HH)		100.0%	35.7%	16.9%	76.7%	30.5%	46.1%	84.8%
%H (TV HH)			35.7%	16.9%	76.7%	30.5%	46.1%	
40" - 49"	1278	1278	518	260	888	413	475	1177
%V	46.4%	48.0%	54.6%	57.5%	46.2%	57.0%	39.6%	50.4%
%H (All HH)		100.0%	40.5%	20.3%	69.5%	32.3%	37.2%	92.1%
%H (TV HH)			40.5%	20.3%	69.5%	32.3%	37.2%	
50" - 59"	474	474	233	93	306	169	137	457
%V	17.2%	17.8%	24.6%	20.6%	15.9%	23.3%	11.4%	19.6%
%H (All HH)		100.0%	49.2%	19.6%	64.6%	35.7%	28.9%	96.4%
%H (TV HH)			49.2%	19.6%	64.6%	35.7%	28.9%	
60"+	44	44	26	8	28	20	8	43
%V	1.6%	1.7%	2.7%	1.8%	1.5%	2.8%	0.7%	1.8%
%H (All HH)		100.0%	59.1%	18.2%	63.6%	45.5%	18.2%	97.7%
%H (TV HH)			59.1%	18.2%	63.6%	45.5%	18.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Main living room	2636	2636	939	451	1907	719	1188	2244
%V	95.8%	99.1%	99.1%	99.8%	99.1%	99.3%	98.9%	96.1%
%H (All HH)		100.0%	35.6%	17.1%	72.3%	27.3%	45.1%	85.1%
%H (TV HH)			35.6%	17.1%	72.3%	27.3%	45.1%	
Kitchen	270	270	119	42	232	123	110	243
%V	9.8%	10.1%	12.6%	9.3%	12.1%	17.0%	9.2%	10.4%
%H (All HH)		100.0%	44.1%	15.6%	85.9%	45.6%	40.7%	90.0%
%H (TV HH)			44.1%	15.6%	85.9%	45.6%	40.7%	
Adult's bedroom	1232	1232	498	244	974	489	484	1127
%V	44.8%	46.3%	52.5%	54.0%	50.6%	67.5%	40.3%	48.3%
%H (All HH)		100.0%	40.4%	19.8%	79.1%	39.7%	39.3%	91.5%
%H (TV HH)			40.4%	19.8%	79.1%	39.7%	39.3%	
Child's bedroom	236	236	111	49	178	104	74	233
%V	8.6%	8.9%	11.7%	10.8%	9.3%	14.4%	6.2%	10.0%
%H (All HH)		100.0%	47.0%	20.8%	75.4%	44.1%	31.4%	98.7%
%H (TV HH)			47.0%	20.8%	75.4%	44.1%	31.4%	
Other bedroom	147	147	66	34	119	72	47	141
%V	5.3%	5.5%	7.0%	7.5%	6.2%	9.9%	3.9%	6.0%
%H (All HH)		100.0%	44.9%	23.1%	81.0%	49.0%	32.0%	95.9%
%H (TV HH)			44.9%	23.1%	81.0%	49.0%	32.0%	
Second living/dining room	259	259	115	46	200	104	96	234
%V	9.4%	9.7%	12.1%	10.2%	10.4%	14.4%	8.0%	10.0%
%H (All HH)		100.0%	44.4%	17.8%	77.2%	40.2%	37.1%	90.3%
%H (TV HH)			44.4%	17.8%	77.2%	40.2%	37.1%	
Study/office	39	39	19	7	28	15	13	39
%V	1.4%	1.5%	2.0%	1.5%	1.5%	2.1%	1.1%	1.7%
%H (All HH)		100.0%	48.7%	17.9%	71.8%	38.5%	33.3%	100.0%
%H (TV HH)			48.7%	17.9%	71.8%	38.5%	33.3%	
TV room	13	13	8	0	10	5	4	12
%V	0.5%	0.5%	0.8%	0.0%	0.5%	0.7%	0.3%	0.5%
%H (All HH)		100.0%	61.5%	0.0%	76.9%	38.5%	30.8%	92.3%
%H (TV HH)			61.5%	0.0%	76.9%	38.5%	30.8%	
Conservatory	64	64	33	13	53	34	19	59
%V	2.3%	2.4%	3.5%	2.9%	2.8%	4.7%	1.6%	2.5%
%H (All HH)		100.0%	51.6%	20.3%	82.8%	53.1%	29.7%	92.2%
%H (TV HH)			51.6%	20.3%	82.8%	53.1%	29.7%	
Attic or loft room	6	6	3	1	4	2	2	6
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			50.0%	16.7%	66.7%	33.3%	33.3%	
No specific location	3	3	1	1	2	1	1	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	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	24	24	12	3	18	9	9	23
%V	0.9%	0.9%	1.3%	0.7%	0.9%	1.2%	0.7%	1.0%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	95.8%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands West

Household level data

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	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Any DSAT provider	948	948	948	12	480	480	0	882
%V	34.4%	35.6%	100.0%	2.7%	24.9%	66.3%	0.0%	37.8%
%H (All HH)			100.0%	1.3%	50.6%	50.6%	0.0%	93.0%
%H (TV HH)			100.0%	1.3%	50.6%	50.6%	0.0%	
Sky with subscription	784	784	784	7	399	399	0	741
%V	28.5%	29.5%	82.7%	1.5%	20.7%	55.1%	0.0%	31.7%
%H (All HH)			100.0%	0.9%	50.9%	50.9%	0.0%	94.5%
%H (TV HH)			100.0%	0.9%	50.9%	50.9%	0.0%	
Sky without subscription	46	46	46	1	25	25	0	39
%V	1.7%	1.7%	4.9%	0.2%	1.3%	3.5%	0.0%	1.7%
%H (All HH)			100.0%	2.2%	54.3%	54.3%	0.0%	84.8%
%H (TV HH)			100.0%	2.2%	54.3%	54.3%	0.0%	
Freesat	98	98	98	4	56	56	0	85
%V	3.6%	3.7%	10.3%	0.9%	2.9%	7.7%	0.0%	3.6%
%H (All HH)			100.0%	4.1%	57.1%	57.1%	0.0%	86.7%
%H (TV HH)			100.0%	4.1%	57.1%	57.1%	0.0%	
Other satellite provider	57	57	57	2	23	23	0	54
%V	2.1%	2.1%	6.0%	0.4%	1.2%	3.2%	0.0%	2.3%
%H (All HH)			100.0%	3.5%	40.4%	40.4%	0.0%	94.7%
%H (TV HH)			100.0%	3.5%	40.4%	40.4%	0.0%	
DCAB	452	452	12	452	252	252	0	428
%V	16.4%	17.0%	1.3%	100.0%	13.1%	34.8%	0.0%	18.3%
%H (All HH)			2.7%	100.0%	55.8%	55.8%	0.0%	94.7%
%H (TV HH)			2.7%	100.0%	55.8%	55.8%	0.0%	
DTT	1924	1924	480	252	1924	724	1201	1576
%V	69.9%	72.3%	50.6%	55.8%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	24.9%	13.1%	100.0%	37.6%	62.4%	81.9%
%H (TV HH)			24.9%	13.1%	100.0%	37.6%	62.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%V (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
PVR	1654	1654	833	441	1062	670	392	1534
%V	60.1%	62.2%	87.9%	97.6%	55.2%	92.5%	32.6%	65.7%
%H (All HH)		100.0%	50.4%	26.7%	64.2%	40.5%	23.7%	92.7%
%H (TV HH)			50.4%	26.7%	64.2%	40.5%	23.7%	
DVDR	36	36	17	3	28	13	15	31
%V	1.3%	1.4%	1.8%	0.7%	1.5%	1.8%	1.2%	1.3%
%H (All HH)		100.0%	47.2%	8.3%	77.8%	36.1%	41.7%	86.1%
%H (TV HH)			47.2%	8.3%	77.8%	36.1%	41.7%	
VCR	13	13	2	2	12	3	9	9
%V	0.5%	0.5%	0.2%	0.4%	0.6%	0.4%	0.7%	0.4%
%H (All HH)		100.0%	15.4%	15.4%	92.3%	23.1%	69.2%	69.2%
%H (TV HH)			15.4%	15.4%	92.3%	23.1%	69.2%	
Any recorder	1673	1673	834	441	1080	670	409	1547
%V	60.8%	62.9%	88.0%	97.6%	56.1%	92.5%	34.1%	66.3%
%H (All HH)		100.0%	49.9%	26.4%	64.6%	40.0%	24.4%	92.5%
%H (TV HH)			49.9%	26.4%	64.6%	40.0%	24.4%	
Receives HDTV (via STB or built-in reception)	1874	1874	776	409	1344	643	701	1729
%V	68.1%	70.4%	81.9%	90.5%	69.9%	88.8%	58.4%	74.1%
%H (All HH)		100.0%	41.4%	21.8%	71.7%	34.3%	37.4%	92.3%
%H (TV HH)			41.4%	21.8%	71.7%	34.3%	37.4%	
DVD/Blu-ray player or recorder	1525	1525	569	270	1126	469	657	1354
%V	55.4%	57.3%	60.0%	59.7%	58.5%	64.8%	54.7%	58.0%
%H (All HH)		100.0%	37.3%	17.7%	73.8%	30.8%	43.1%	88.8%
%H (TV HH)			37.3%	17.7%	73.8%	30.8%	43.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2753	2661	948	452	1924	724	1201	2334
%H (All HH)		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%
%H (TV HH)			35.6%	17.0%	72.3%	27.2%	45.1%	
Has broadband internet	2334	2262	882	428	1576	679	896	2334
%V	84.8%	85.0%	93.0%	94.7%	81.9%	93.8%	74.6%	100.0%
%H (All HH)		96.9%	37.8%	18.3%	67.5%	29.1%	38.4%	100.0%
%H (TV HH)			39.0%	18.9%	69.7%	30.0%	39.6%	
Number of computers (PCs and laptops)								
0	602	574	131	56	453	78	376	206
%V	21.9%	21.6%	13.8%	12.4%	23.5%	10.8%	31.3%	8.8%
%H (All HH)		95.3%	21.8%	9.3%	75.2%	13.0%	62.5%	34.2%
%H (TV HH)			22.8%	9.8%	78.9%	13.6%	65.5%	
1	749	723	242	114	518	173	345	732
%V	27.2%	27.2%	25.5%	25.2%	26.9%	23.9%	28.7%	31.4%
%H (All HH)		96.5%	32.3%	15.2%	69.2%	23.1%	46.1%	97.7%
%H (TV HH)			33.5%	15.8%	71.6%	23.9%	47.7%	
2	620	606	238	124	423	192	231	614
%V	22.5%	22.8%	25.1%	27.4%	22.0%	26.5%	19.2%	26.3%
%H (All HH)		97.7%	38.4%	20.0%	68.2%	31.0%	37.3%	99.0%
%H (TV HH)			39.3%	20.5%	69.8%	31.7%	38.1%	
3	374	360	151	78	254	132	122	374
%V	13.6%	13.5%	15.9%	17.3%	13.2%	18.2%	10.2%	16.0%
%H (All HH)		96.3%	40.4%	20.9%	67.9%	35.3%	32.6%	100.0%
%H (TV HH)			41.9%	21.7%	70.6%	36.7%	33.9%	
4	196	189	91	40	131	73	58	195
%V	7.1%	7.1%	9.6%	8.8%	6.8%	10.1%	4.8%	8.4%
%H (All HH)		96.4%	46.4%	20.4%	66.8%	37.2%	29.6%	99.5%
%H (TV HH)			48.1%	21.2%	69.3%	38.6%	30.7%	
5+	213	209	95	41	146	77	69	213
%V	7.7%	7.9%	10.0%	9.1%	7.6%	10.6%	5.7%	9.1%
%H (All HH)		98.1%	44.6%	19.2%	68.5%	36.2%	32.4%	100.0%
%H (TV HH)			45.5%	19.6%	69.9%	36.8%	33.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2081	984	4007	1850	2157	4703
%H		39.4%	18.6%	75.8%	35.0%	40.8%	89.0%
Under 20"	319	105	56	288	131	157	279
%V	6.0%	5.0%	5.7%	7.2%	7.1%	7.3%	5.9%
%H		32.9%	17.6%	90.3%	41.1%	49.2%	87.5%
20" - 29"	959	345	163	811	364	447	816
%V	18.2%	16.6%	16.6%	20.2%	19.7%	20.7%	17.4%
%H		36.0%	17.0%	84.6%	38.0%	46.6%	85.1%
30" - 39"	1695	636	297	1311	567	744	1475
%V	32.1%	30.6%	30.2%	32.7%	30.6%	34.5%	31.4%
%H		37.5%	17.5%	77.3%	33.5%	43.9%	87.0%
40" - 49"	1536	641	327	1070	526	544	1426
%V	29.1%	30.8%	33.2%	26.7%	28.4%	25.2%	30.3%
%H		41.7%	21.3%	69.7%	34.2%	35.4%	92.8%
50" - 59"	533	267	106	353	202	151	514
%V	10.1%	12.8%	10.8%	8.8%	10.9%	7.0%	10.9%
%H		50.1%	19.9%	66.2%	37.9%	28.3%	96.4%
60"+	47	29	8	28	21	8	46
%V	0.9%	1.4%	0.8%	0.7%	1.1%	0.4%	1.0%
%H		61.7%	17.0%	59.6%	44.7%	17.0%	97.9%
Don't know	194	57	27	147	40	107	147
%V	3.7%	2.7%	2.7%	3.7%	2.2%	5.0%	3.1%
%H		29.4%	13.9%	75.8%	20.6%	55.2%	75.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2081	984	4007	1850	2157	4703
%H		39.4%	18.6%	75.8%	35.0%	40.8%	89.0%
Main living room	2653	945	456	1919	725	1194	2259
%V	50.2%	45.4%	46.3%	47.9%	39.2%	55.4%	48.0%
%H		35.6%	17.2%	72.3%	27.3%	45.0%	85.1%
Kitchen	270	119	42	232	123	110	243
%V	5.1%	5.7%	4.3%	5.8%	6.6%	5.1%	5.2%
%H		44.1%	15.6%	85.9%	45.6%	40.7%	90.0%
Adult's bedroom	1481	603	315	1178	617	561	1363
%V	28.0%	29.0%	32.0%	29.4%	33.4%	26.0%	29.0%
%H		40.7%	21.3%	79.5%	41.7%	37.9%	92.0%
Child's bedroom	298	140	61	224	130	95	295
%V	5.6%	6.7%	6.2%	5.6%	7.0%	4.4%	6.3%
%H		47.0%	20.5%	75.2%	43.6%	31.9%	99.0%
Other bedroom	172	80	39	138	85	53	166
%V	3.3%	3.8%	4.0%	3.4%	4.6%	2.5%	3.5%
%H		46.5%	22.7%	80.2%	49.4%	30.8%	96.5%
Second living/dining room	260	116	46	201	104	96	234
%V	4.9%	5.6%	4.7%	5.0%	5.6%	4.5%	5.0%
%H		44.6%	17.7%	77.3%	40.0%	36.9%	90.0%
Study/office	39	19	7	28	16	13	39
%V	0.7%	0.9%	0.7%	0.7%	0.9%	0.6%	0.8%
%H		48.7%	17.9%	71.8%	41.0%	33.3%	100.0%
TV room	13	8	0	10	5	4	12
%V	0.2%	0.4%	0.0%	0.2%	0.3%	0.2%	0.3%
%H		61.5%	0.0%	76.9%	38.5%	30.8%	92.3%
Conservatory	64	33	13	53	34	19	59
%V	1.2%	1.6%	1.3%	1.3%	1.8%	0.9%	1.3%
%H		51.6%	20.3%	82.8%	53.1%	29.7%	92.2%
Attic or loft room	7	4	1	4	2	2	7
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		57.1%	14.3%	57.1%	28.6%	28.6%	100.0%
No specific location	3	1	1	2	1	1	3
%V	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Other	24	12	3	18	9	9	23
%V	0.5%	0.6%	0.3%	0.4%	0.5%	0.4%	0.5%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2081	984	4007	1850	2157	4703
%H		39.4%	18.6%	75.8%	35.0%	40.8%	89.0%
PVR	2290	1240	632	1354	913	441	2154
%V	43.3%	59.6%	64.2%	33.8%	49.4%	20.4%	45.8%
%H		54.1%	27.6%	59.1%	39.9%	19.3%	94.1%
DVDR	37	18	4	30	15	15	32
%V	0.7%	0.9%	0.4%	0.7%	0.8%	0.7%	0.7%
%H		48.6%	10.8%	81.1%	40.5%	40.5%	86.5%
VCR	14	3	2	13	4	9	10
%V	0.3%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		21.4%	14.3%	92.9%	28.6%	64.3%	71.4%
Any recorder	2318	1246	633	1381	918	463	2176
%V	43.9%	59.9%	64.3%	34.5%	49.6%	21.5%	46.3%
%H		53.8%	27.3%	59.6%	39.6%	20.0%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5283	2081	984	4007	1850	2157	4703
%H		39.4%	18.6%	75.8%	35.0%	40.8%	89.0%
Receives HDTV (via STB or built-in reception)	2908	1292	661	2070	1089	981	2734
%V	55.0%	62.1%	67.2%	51.7%	58.9%	45.5%	58.1%
%H		44.4%	22.7%	71.2%	37.4%	33.7%	94.0%
DVD/Blu-ray player or recorder	2099	827	382	1587	723	864	1901
%V	39.7%	39.7%	38.8%	39.6%	39.1%	40.1%	40.4%
%H		39.4%	18.2%	75.6%	34.4%	41.2%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2661	948	452	1924	724	1201	2262
%H		35.6%	17.0%	72.3%	27.2%	45.1%	85.0%
Under 20"	18	4	3	16	4	12	15
%V	0.7%	0.4%	0.7%	0.8%	0.6%	1.0%	0.7%
%H		22.2%	16.7%	88.9%	22.2%	66.7%	83.3%
20" - 29"	178	29	16	148	21	127	109
%V	6.7%	3.1%	3.5%	7.7%	2.9%	10.6%	4.8%
%H		16.3%	9.0%	83.1%	11.8%	71.3%	61.2%
30" - 39"	787	222	111	618	178	440	602
%V	29.6%	23.4%	24.6%	32.1%	24.6%	36.6%	26.6%
%H		28.2%	14.1%	78.5%	22.6%	55.9%	76.5%
40" - 49"	1120	435	224	774	340	434	1023
%V	42.1%	45.9%	49.6%	40.2%	47.0%	36.1%	45.2%
%H		38.8%	20.0%	69.1%	30.4%	38.8%	91.3%
50" - 59"	430	213	84	276	154	123	415
%V	16.2%	22.5%	18.6%	14.3%	21.3%	10.2%	18.3%
%H		49.5%	19.5%	64.2%	35.8%	28.6%	96.5%
60"+	39	23	7	23	16	7	38
%V	1.5%	2.4%	1.5%	1.2%	2.2%	0.6%	1.7%
%H		59.0%	17.9%	59.0%	41.0%	17.9%	97.4%
Don't know	89	22	8	70	11	58	60
%V	3.3%	2.3%	1.8%	3.6%	1.5%	4.8%	2.7%
%H		24.7%	9.0%	78.7%	12.4%	65.2%	67.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2661	948	452	1924	724	1201	2262
%H		35.6%	17.0%	72.3%	27.2%	45.1%	85.0%
PVR	1615	821	436	1027	657	370	1502
%V	60.7%	86.6%	96.5%	53.4%	90.7%	30.8%	66.4%
%H		50.8%	27.0%	63.6%	40.7%	22.9%	93.0%
DVDR	30	14	2	24	10	14	26
%V	1.1%	1.5%	0.4%	1.2%	1.4%	1.2%	1.1%
%H		46.7%	6.7%	80.0%	33.3%	46.7%	86.7%
VCR	10	1	2	9	2	7	6
%V	0.4%	0.1%	0.4%	0.5%	0.3%	0.6%	0.3%
%H		10.0%	20.0%	90.0%	20.0%	70.0%	60.0%
Any recorder	1635	823	436	1046	658	388	1516
%V	61.4%	86.8%	96.5%	54.4%	90.9%	32.3%	67.0%
%H		50.3%	26.7%	64.0%	40.2%	23.7%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2661	948	452	1924	724	1201	2262
%H		35.6%	17.0%	72.3%	27.2%	45.1%	85.0%
Receives HDTV (via STB or built-in reception)	1827	756	403	1301	621	680	1685
%V	68.7%	79.7%	89.2%	67.6%	85.8%	56.6%	74.5%
%H		41.4%	22.1%	71.2%	34.0%	37.2%	92.2%
DVD/Blu-ray player or recorder	1302	471	224	957	378	580	1136
%V	48.9%	49.7%	49.6%	49.7%	52.2%	48.3%	50.2%
%H		36.2%	17.2%	73.5%	29.0%	44.5%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2621	1133	532	2083	1127	956	2441
%H		43.2%	20.3%	79.5%	43.0%	36.5%	93.1%
Under 20"	301	101	53	272	126	145	264
%V	11.5%	8.9%	10.0%	13.1%	11.2%	15.2%	10.8%
%H		33.6%	17.6%	90.4%	41.9%	48.2%	87.7%
20" - 29"	781	316	147	663	344	319	706
%V	29.8%	27.9%	27.6%	31.8%	30.5%	33.4%	28.9%
%H		40.5%	18.8%	84.9%	44.0%	40.8%	90.4%
30" - 39"	907	414	187	693	390	304	873
%V	34.6%	36.5%	35.2%	33.3%	34.6%	31.8%	35.8%
%H		45.6%	20.6%	76.4%	43.0%	33.5%	96.3%
40" - 49"	416	206	103	296	186	110	403
%V	15.9%	18.2%	19.4%	14.2%	16.5%	11.5%	16.5%
%H		49.5%	24.8%	71.2%	44.7%	26.4%	96.9%
50" - 59"	103	54	22	76	48	28	99
%V	3.9%	4.8%	4.1%	3.6%	4.3%	2.9%	4.1%
%H		52.4%	21.4%	73.8%	46.6%	27.2%	96.1%
60"+	8	7	1	5	5	1	8
%V	0.3%	0.6%	0.2%	0.2%	0.4%	0.1%	0.3%
%H		87.5%	12.5%	62.5%	62.5%	12.5%	100.0%
Don't know	105	36	19	77	29	49	86
%V	4.0%	3.2%	3.6%	3.7%	2.6%	5.1%	3.5%
%H		34.3%	18.1%	73.3%	27.6%	46.7%	81.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2621	1133	532	2083	1127	956	2441
%H		43.2%	20.3%	79.5%	43.0%	36.5%	93.1%
PVR	674	419	196	327	256	71	652
%V	25.7%	37.0%	36.8%	15.7%	22.7%	7.4%	26.7%
%H		62.2%	29.1%	48.5%	38.0%	10.5%	96.7%
DVDR	7	4	2	6	5	1	7
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.1%	0.3%
%H		57.1%	28.6%	85.7%	71.4%	14.3%	100.0%
VCR	4	2	0	4	2	2	4
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	683	423	197	335	260	75	660
%V	26.1%	37.3%	37.0%	16.1%	23.1%	7.8%	27.0%
%H		61.9%	28.8%	49.0%	38.1%	11.0%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2621	1133	532	2083	1127	956	2441
%H		43.2%	20.3%	79.5%	43.0%	36.5%	93.1%
Receives HDTV (via STB or built-in reception)	1081	535	259	769	469	300	1049
%V	41.2%	47.2%	48.7%	36.9%	41.6%	31.4%	43.0%
%H		49.5%	24.0%	71.1%	43.4%	27.8%	97.0%
DVD/Blu-ray player or recorder	798	356	158	630	345	284	765
%V	30.4%	31.4%	29.7%	30.2%	30.6%	29.7%	31.3%
%H		44.6%	19.8%	78.9%	43.2%	35.6%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6465	6271	2459	1180	4348	1876	2472	5891
%H		97.0%	38.0%	18.3%	67.3%	29.0%	38.2%	91.1%
Total Children	1283	1239	539	235	777	359	417	1250
%V	19.8%	19.8%	21.9%	19.9%	17.9%	19.1%	16.9%	21.2%
%H		96.6%	42.0%	18.3%	60.6%	28.0%	32.5%	97.4%
0 - 3	309	298	121	52	178	71	107	301
%V	4.8%	4.8%	4.9%	4.4%	4.1%	3.8%	4.3%	5.1%
%H		96.4%	39.2%	16.8%	57.6%	23.0%	34.6%	97.4%
4 - 15	974	941	419	183	598	288	310	949
%V	15.1%	15.0%	17.0%	15.5%	13.8%	15.4%	12.5%	16.1%
%H		96.6%	43.0%	18.8%	61.4%	29.6%	31.8%	97.4%
4 - 9	509	490	216	91	302	138	164	493
%V	7.9%	7.8%	8.8%	7.7%	6.9%	7.4%	6.6%	8.4%
%H		96.3%	42.4%	17.9%	59.3%	27.1%	32.2%	96.9%
10 - 15	465	451	203	92	296	150	146	457
%V	7.2%	7.2%	8.3%	7.8%	6.8%	8.0%	5.9%	7.8%
%H		97.0%	43.7%	19.8%	63.7%	32.3%	31.4%	98.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	6465	6271	2459	1180	4348	1876	2472	5891
%H		97.0%	38.0%	18.3%	67.3%	29.0%	38.2%	91.1%
Total Adults (16+)	5182	5032	1919	945	3571	1516	2055	4642
%V	80.2%	80.2%	78.0%	80.1%	82.1%	80.8%	83.1%	78.8%
%H		97.1%	37.0%	18.2%	68.9%	29.3%	39.7%	89.6%
16 - 19	262	253	114	40	172	78	94	258
%V	4.1%	4.0%	4.6%	3.4%	4.0%	4.2%	3.8%	4.4%
%H		96.6%	43.5%	15.3%	65.6%	29.8%	35.9%	98.5%
20 - 24	393	368	147	65	237	103	133	383
%V	6.1%	5.9%	6.0%	5.5%	5.5%	5.5%	5.4%	6.5%
%H		93.6%	37.4%	16.5%	60.3%	26.2%	33.8%	97.5%
25 - 34	856	817	298	179	506	216	290	831
%V	13.2%	13.0%	12.1%	15.2%	11.6%	11.5%	11.7%	14.1%
%H		95.4%	34.8%	20.9%	59.1%	25.2%	33.9%	97.1%
35 - 44	784	751	329	147	467	224	243	758
%V	12.1%	12.0%	13.4%	12.5%	10.7%	11.9%	9.8%	12.9%
%H		95.8%	42.0%	18.8%	59.6%	28.6%	31.0%	96.7%
45 - 54	889	871	375	178	609	301	308	849
%V	13.8%	13.9%	15.3%	15.1%	14.0%	16.0%	12.5%	14.4%
%H		98.0%	42.2%	20.0%	68.5%	33.9%	34.6%	95.5%
55 - 64	786	770	282	171	592	273	319	720
%V	12.2%	12.3%	11.5%	14.5%	13.6%	14.6%	12.9%	12.2%
%H		98.0%	35.9%	21.8%	75.3%	34.7%	40.6%	91.6%
65+	1212	1202	374	166	990	322	668	843
%V	18.7%	19.2%	15.2%	14.1%	22.8%	17.2%	27.0%	14.3%
%H		99.2%	30.9%	13.7%	81.7%	26.6%	55.1%	69.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5182	5032	1919	945	3571	1516	2055	4642
%H		97.1%	37.0%	18.2%	68.9%	29.3%	39.7%	89.6%
AB	1240	1203	484	228	832	371	462	1218
%V	23.9%	23.9%	25.2%	24.1%	23.3%	24.5%	22.5%	26.2%
%H		97.0%	39.0%	18.4%	67.1%	29.9%	37.3%	98.2%
C1	1370	1338	526	270	957	436	520	1283
%V	26.4%	26.6%	27.4%	28.6%	26.8%	28.8%	25.3%	27.6%
%H		97.7%	38.4%	19.7%	69.9%	31.8%	38.0%	93.6%
C2	1229	1204	454	220	902	396	507	1102
%V	23.7%	23.9%	23.7%	23.3%	25.3%	26.1%	24.7%	23.7%
%H		98.0%	36.9%	17.9%	73.4%	32.2%	41.3%	89.7%
D	897	863	341	169	565	243	322	760
%V	17.3%	17.2%	17.8%	17.9%	15.8%	16.0%	15.7%	16.4%
%H		96.2%	38.0%	18.8%	63.0%	27.1%	35.9%	84.7%
E	446	424	114	57	315	71	244	278
%V	8.6%	8.4%	5.9%	6.0%	8.8%	4.7%	11.9%	6.0%
%H		95.1%	25.6%	12.8%	70.6%	15.9%	54.7%	62.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5182	5032	1919	945	3571	1516	2055	4642
%H		97.1%	37.0%	18.2%	68.9%	29.3%	39.7%	89.6%
Working full time	2487	2414	968	517	1623	776	847	2424
%V	48.0%	48.0%	50.4%	54.7%	45.4%	51.2%	41.2%	52.2%
%H		97.1%	38.9%	20.8%	65.3%	31.2%	34.1%	97.5%
Working part time	486	476	194	104	328	159	169	468
%V	9.4%	9.5%	10.1%	11.0%	9.2%	10.5%	8.2%	10.1%
%H		97.9%	39.9%	21.4%	67.5%	32.7%	34.8%	96.3%
Not working	2208	2142	758	324	1621	582	1039	1750
%V	42.6%	42.6%	39.5%	34.3%	45.4%	38.4%	50.6%	37.7%
%H		97.0%	34.3%	14.7%	73.4%	26.4%	47.1%	79.3%
Houseperson	2753	2661	948	452	1924	724	1201	2334
%V	53.1%	52.9%	49.4%	47.8%	53.9%	47.8%	58.4%	50.3%
%H		96.7%	34.4%	16.4%	69.9%	26.3%	43.6%	84.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2542	2460	941	485	1720	747	973	2299
%H		96.8%	37.0%	19.1%	67.7%	29.4%	38.3%	90.4%
16 - 19	141	137	63	22	89	38	51	140
%V	5.5%	5.6%	6.7%	4.5%	5.2%	5.1%	5.2%	6.1%
%H		97.2%	44.7%	15.6%	63.1%	27.0%	36.2%	99.3%
20 - 24	193	186	76	33	116	52	64	189
%V	7.6%	7.6%	8.1%	6.8%	6.7%	7.0%	6.6%	8.2%
%H		96.4%	39.4%	17.1%	60.1%	26.9%	33.2%	97.9%
25 - 34	433	407	145	96	247	108	139	417
%V	17.0%	16.5%	15.4%	19.8%	14.4%	14.5%	14.3%	18.1%
%H		94.0%	33.5%	22.2%	57.0%	24.9%	32.1%	96.3%
35 - 44	386	367	152	73	230	106	124	366
%V	15.2%	14.9%	16.2%	15.1%	13.4%	14.2%	12.7%	15.9%
%H		95.1%	39.4%	18.9%	59.6%	27.5%	32.1%	94.8%
45 - 54	435	425	180	92	292	146	147	414
%V	17.1%	17.3%	19.1%	19.0%	17.0%	19.5%	15.1%	18.0%
%H		97.7%	41.4%	21.1%	67.1%	33.6%	33.8%	95.2%
55 - 64	390	381	139	86	292	137	156	358
%V	15.3%	15.5%	14.8%	17.7%	17.0%	18.3%	16.0%	15.6%
%H		97.7%	35.6%	22.1%	74.9%	35.1%	40.0%	91.8%
65+	565	558	185	83	453	160	292	415
%V	22.2%	22.7%	19.7%	17.1%	26.3%	21.4%	30.0%	18.1%
%H		98.8%	32.7%	14.7%	80.2%	28.3%	51.7%	73.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2542	2460	941	485	1720	747	973	2299
%H		96.8%	37.0%	19.1%	67.7%	29.4%	38.3%	90.4%
AB	632	613	243	120	418	185	233	622
%V	24.9%	24.9%	25.8%	24.7%	24.3%	24.8%	23.9%	27.1%
%H		97.0%	38.4%	19.0%	66.1%	29.3%	36.9%	98.4%
C1	644	629	245	138	439	206	233	611
%V	25.3%	25.6%	26.0%	28.5%	25.5%	27.6%	23.9%	26.6%
%H		97.7%	38.0%	21.4%	68.2%	32.0%	36.2%	94.9%
C2	651	635	237	123	475	210	265	574
%V	25.6%	25.8%	25.2%	25.4%	27.6%	28.1%	27.2%	25.0%
%H		97.5%	36.4%	18.9%	73.0%	32.3%	40.7%	88.2%
D	426	408	165	83	263	118	146	371
%V	16.8%	16.6%	17.5%	17.1%	15.3%	15.8%	15.0%	16.1%
%H		95.8%	38.7%	19.5%	61.7%	27.7%	34.3%	87.1%
E	190	175	51	21	125	28	97	120
%V	7.5%	7.1%	5.4%	4.3%	7.3%	3.7%	10.0%	5.2%
%H		92.1%	26.8%	11.1%	65.8%	14.7%	51.1%	63.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	2542	2460	941	485	1720	747	973	2299
%H		96.8%	37.0%	19.1%	67.7%	29.4%	38.3%	90.4%
Working full time	1505	1455	574	323	968	461	507	1463
%V	59.2%	59.1%	61.0%	66.6%	56.3%	61.7%	52.1%	63.6%
%H		96.7%	38.1%	21.5%	64.3%	30.6%	33.7%	97.2%
Working part time	109	106	45	19	72	33	39	104
%V	4.3%	4.3%	4.8%	3.9%	4.2%	4.4%	4.0%	4.5%
%H		97.2%	41.3%	17.4%	66.1%	30.3%	35.8%	95.4%
Not working	928	898	322	143	681	253	428	732
%V	36.5%	36.5%	34.2%	29.5%	39.6%	33.9%	44.0%	31.8%
%H		96.8%	34.7%	15.4%	73.4%	27.3%	46.1%	78.9%
Houseperson	584	544	157	86	393	111	282	442
%V	23.0%	22.1%	16.7%	17.7%	22.8%	14.9%	29.0%	19.2%
%H		93.2%	26.9%	14.7%	67.3%	19.0%	48.3%	75.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2640	2572	978	460	1851	769	1082	2343
%H		97.4%	37.0%	17.4%	70.1%	29.1%	41.0%	88.8%
16 - 19	120	116	51	18	82	40	43	118
%V	4.5%	4.5%	5.2%	3.9%	4.4%	5.2%	4.0%	5.0%
%H		96.7%	42.5%	15.0%	68.3%	33.3%	35.8%	98.3%
20 - 24	201	182	71	32	120	51	69	193
%V	7.6%	7.1%	7.3%	7.0%	6.5%	6.6%	6.4%	8.2%
%H		90.5%	35.3%	15.9%	59.7%	25.4%	34.3%	96.0%
25 - 34	423	409	152	83	258	107	151	414
%V	16.0%	15.9%	15.5%	18.0%	13.9%	13.9%	14.0%	17.7%
%H		96.7%	35.9%	19.6%	61.0%	25.3%	35.7%	97.9%
35 - 44	399	384	176	74	237	118	119	392
%V	15.1%	14.9%	18.0%	16.1%	12.8%	15.3%	11.0%	16.7%
%H		96.2%	44.1%	18.5%	59.4%	29.6%	29.8%	98.2%
45 - 54	454	446	195	85	317	155	162	435
%V	17.2%	17.3%	19.9%	18.5%	17.1%	20.2%	15.0%	18.6%
%H		98.2%	43.0%	18.7%	69.8%	34.1%	35.7%	95.8%
55 - 64	395	389	143	85	300	137	163	363
%V	15.0%	15.1%	14.6%	18.5%	16.2%	17.8%	15.1%	15.5%
%H		98.5%	36.2%	21.5%	75.9%	34.7%	41.3%	91.9%
65+	647	644	189	83	537	161	376	428
%V	24.5%	25.0%	19.3%	18.0%	29.0%	20.9%	34.8%	18.3%
%H		99.5%	29.2%	12.8%	83.0%	24.9%	58.1%	66.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2640	2572	978	460	1851	769	1082	2343
%H		97.4%	37.0%	17.4%	70.1%	29.1%	41.0%	88.8%
AB	608	590	241	108	415	186	229	596
%V	23.0%	22.9%	24.6%	23.5%	22.4%	24.2%	21.2%	25.4%
%H		97.0%	39.6%	17.8%	68.3%	30.6%	37.7%	98.0%
C1	726	708	281	132	518	230	287	672
%V	27.5%	27.5%	28.7%	28.7%	28.0%	29.9%	26.5%	28.7%
%H		97.5%	38.7%	18.2%	71.3%	31.7%	39.5%	92.6%
C2	578	569	217	98	427	185	242	529
%V	21.9%	22.1%	22.2%	21.3%	23.1%	24.1%	22.4%	22.6%
%H		98.4%	37.5%	17.0%	73.9%	32.0%	41.9%	91.5%
D	471	456	176	86	302	126	176	389
%V	17.8%	17.7%	18.0%	18.7%	16.3%	16.4%	16.3%	16.6%
%H		96.8%	37.4%	18.3%	64.1%	26.8%	37.4%	82.6%
E	256	249	63	36	190	43	147	158
%V	9.7%	9.7%	6.4%	7.8%	10.3%	5.6%	13.6%	6.7%
%H		97.3%	24.6%	14.1%	74.2%	16.8%	57.4%	61.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands West

Individual level data

Table 14.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	2640	2572	978	460	1851	769	1082	2343
%H		97.4%	37.0%	17.4%	70.1%	29.1%	41.0%	88.8%
Working full time	982	959	394	194	655	314	340	961
%V	37.2%	37.3%	40.3%	42.2%	35.4%	40.8%	31.4%	41.0%
%H		97.7%	40.1%	19.8%	66.7%	32.0%	34.6%	97.9%
Working part time	377	369	149	85	256	126	130	365
%V	14.3%	14.3%	15.2%	18.5%	13.8%	16.4%	12.0%	15.6%
%H		97.9%	39.5%	22.5%	67.9%	33.4%	34.5%	96.8%
Not working	1280	1244	435	181	941	329	612	1017
%V	48.5%	48.4%	44.5%	39.3%	50.8%	42.8%	56.6%	43.4%
%H		97.2%	34.0%	14.1%	73.5%	25.7%	47.8%	79.5%
Houseperson	2170	2117	791	366	1532	612	919	1892
%V	82.2%	82.3%	80.9%	79.6%	82.8%	79.6%	84.9%	80.8%
%H		97.6%	36.5%	16.9%	70.6%	28.2%	42.4%	87.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
AB	237	233	99	52	166	87	79	230
%V	23.6%	24.6%	28.9%	26.7%	24.3%	29.4%	20.4%	26.6%
%H (All HH)		98.3%	41.8%	21.9%	70.0%	36.7%	33.3%	97.0%
%H (TV HH)			42.5%	22.3%	71.2%	37.3%	33.9%	
C1	289	266	98	56	186	82	104	270
%V	28.8%	28.1%	28.7%	28.7%	27.2%	27.7%	26.9%	31.3%
%H (All HH)		92.0%	33.9%	19.4%	64.4%	28.4%	36.0%	93.4%
%H (TV HH)			36.8%	21.1%	69.9%	30.8%	39.1%	
C2	196	188	70	38	141	65	76	163
%V	19.5%	19.8%	20.5%	19.5%	20.6%	22.0%	19.6%	18.9%
%H (All HH)		95.9%	35.7%	19.4%	71.9%	33.2%	38.8%	83.2%
%H (TV HH)			37.2%	20.2%	75.0%	34.6%	40.4%	
D	156	143	46	34	100	41	58	127
%V	15.6%	15.1%	13.5%	17.4%	14.6%	13.9%	15.0%	14.7%
%H (All HH)		91.7%	29.5%	21.8%	64.1%	26.3%	37.2%	81.4%
%H (TV HH)			32.2%	23.8%	69.9%	28.7%	40.6%	
E	124	119	29	15	91	21	70	74
%V	12.4%	12.6%	8.5%	7.7%	13.3%	7.1%	18.1%	8.6%
%H (All HH)		96.0%	23.4%	12.1%	73.4%	16.9%	56.5%	59.7%
%H (TV HH)			24.4%	12.6%	76.5%	17.6%	58.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Under 25	62	46	8	9	32	7	25	59
%V	6.2%	4.9%	2.3%	4.6%	4.7%	2.4%	6.5%	6.8%
%H (All HH)		74.2%	12.9%	14.5%	51.6%	11.3%	40.3%	95.2%
%H (TV HH)			17.4%	19.6%	69.6%	15.2%	54.3%	
25 - 34	154	138	50	36	84	43	41	149
%V	15.4%	14.6%	14.6%	18.5%	12.3%	14.5%	10.6%	17.2%
%H (All HH)		89.6%	32.5%	23.4%	54.5%	27.9%	26.6%	96.8%
%H (TV HH)			36.2%	26.1%	60.9%	31.2%	29.7%	
35 - 44	175	166	73	32	113	61	52	168
%V	17.4%	17.5%	21.3%	16.4%	16.5%	20.6%	13.4%	19.4%
%H (All HH)		94.9%	41.7%	18.3%	64.6%	34.9%	29.7%	96.0%
%H (TV HH)			44.0%	19.3%	68.1%	36.7%	31.3%	
45 - 54	182	177	78	43	122	66	56	173
%V	18.1%	18.7%	22.8%	22.1%	17.9%	22.3%	14.5%	20.0%
%H (All HH)		97.3%	42.9%	23.6%	67.0%	36.3%	30.8%	95.1%
%H (TV HH)			44.1%	24.3%	68.9%	37.3%	31.6%	
55 - 64	151	148	55	36	109	52	57	141
%V	15.1%	15.6%	16.1%	18.5%	16.0%	17.6%	14.7%	16.3%
%H (All HH)		98.0%	36.4%	23.8%	72.2%	34.4%	37.7%	93.4%
%H (TV HH)			37.2%	24.3%	73.6%	35.1%	38.5%	
65 +	279	273	78	40	222	67	155	174
%V	27.8%	28.8%	22.8%	20.5%	32.5%	22.6%	40.1%	20.1%
%H (All HH)		97.8%	28.0%	14.3%	79.6%	24.0%	55.6%	62.4%
%H (TV HH)			28.6%	14.7%	81.3%	24.5%	56.8%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
1	302	277	71	38	209	51	158	203
%V	30.1%	29.2%	20.8%	19.5%	30.6%	17.2%	40.8%	23.5%
%H (All HH)		91.7%	23.5%	12.6%	69.2%	16.9%	52.3%	67.2%
%H (TV HH)			25.6%	13.7%	75.5%	18.4%	57.0%	
2	347	336	126	77	243	116	127	312
%V	34.6%	35.4%	36.8%	39.5%	35.6%	39.2%	32.8%	36.1%
%H (All HH)		96.8%	36.3%	22.2%	70.0%	33.4%	36.6%	89.9%
%H (TV HH)			37.5%	22.9%	72.3%	34.5%	37.8%	
3	159	151	64	34	106	58	49	156
%V	15.9%	15.9%	18.7%	17.4%	15.5%	19.6%	12.7%	18.1%
%H (All HH)		95.0%	40.3%	21.4%	66.7%	36.5%	30.8%	98.1%
%H (TV HH)			42.4%	22.5%	70.2%	38.4%	32.5%	
4	125	120	50	30	86	49	36	124
%V	12.5%	12.7%	14.6%	15.4%	12.6%	16.6%	9.3%	14.4%
%H (All HH)		96.0%	40.0%	24.0%	68.8%	39.2%	28.8%	99.2%
%H (TV HH)			41.7%	25.0%	71.7%	40.8%	30.0%	
5+	71	64	30	15	39	22	17	70
%V	7.1%	6.8%	8.8%	7.7%	5.7%	7.4%	4.4%	8.1%
%H (All HH)		90.1%	42.3%	21.1%	54.9%	31.0%	23.9%	98.6%
%H (TV HH)			46.9%	23.4%	60.9%	34.4%	26.6%	
Average HH size	2.35	2.35	2.58	2.57	2.30	2.62	2.05	2.51

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Without	744	698	230	138	515	203	313	610
%V	74.2%	73.6%	67.3%	70.8%	75.4%	68.6%	80.9%	70.6%
%H (All HH)		93.8%	30.9%	18.5%	69.2%	27.3%	42.1%	82.0%
%H (TV HH)			33.0%	19.8%	73.8%	29.1%	44.8%	
With	258	250	112	57	168	94	74	254
%V	25.7%	26.4%	32.7%	29.2%	24.6%	31.8%	19.1%	29.4%
%H (All HH)		96.9%	43.4%	22.1%	65.1%	36.4%	28.7%	98.4%
%H (TV HH)			44.8%	22.8%	67.2%	37.6%	29.6%	
0 - 3	87	82	35	18	50	24	26	86
%V	8.7%	8.6%	10.2%	9.2%	7.3%	8.1%	6.7%	10.0%
%H (All HH)		94.3%	40.2%	20.7%	57.5%	27.6%	29.9%	98.9%
%H (TV HH)			42.7%	22.0%	61.0%	29.3%	31.7%	
4 - 9	139	134	64	32	85	52	34	138
%V	13.9%	14.1%	18.7%	16.4%	12.4%	17.6%	8.8%	16.0%
%H (All HH)		96.4%	46.0%	23.0%	61.2%	37.4%	24.5%	99.3%
%H (TV HH)			47.8%	23.9%	63.4%	38.8%	25.4%	
10 - 15	124	122	56	29	83	48	35	122
%V	12.4%	12.9%	16.4%	14.9%	12.2%	16.2%	9.0%	14.1%
%H (All HH)		98.4%	45.2%	23.4%	66.9%	38.7%	28.2%	98.4%
%H (TV HH)			45.9%	23.8%	68.0%	39.3%	28.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
1	406	406	111	67	264	58	206	323
%V	40.5%	42.8%	32.5%	34.4%	38.7%	19.6%	53.2%	37.4%
%H (All HH)		100.0%	27.3%	16.5%	65.0%	14.3%	50.7%	79.6%
%H (TV HH)			27.3%	16.5%	65.0%	14.3%	50.7%	
2	317	317	130	67	238	119	120	281
%V	31.6%	33.4%	38.0%	34.4%	34.8%	40.2%	31.0%	32.5%
%H (All HH)		100.0%	41.0%	21.1%	75.1%	37.5%	37.9%	88.6%
%H (TV HH)			41.0%	21.1%	75.1%	37.5%	37.9%	
3	141	141	65	37	110	71	39	137
%V	14.1%	14.9%	19.0%	19.0%	16.1%	24.0%	10.1%	15.9%
%H (All HH)		100.0%	46.1%	26.2%	78.0%	50.4%	27.7%	97.2%
%H (TV HH)			46.1%	26.2%	78.0%	50.4%	27.7%	
4	56	56	23	18	47	32	15	54
%V	5.6%	5.9%	6.7%	9.2%	6.9%	10.8%	3.9%	6.3%
%H (All HH)		100.0%	41.1%	32.1%	83.9%	57.1%	26.8%	96.4%
%H (TV HH)			41.1%	32.1%	83.9%	57.1%	26.8%	
5+	28	28	12	7	23	16	8	28
%V	2.8%	3.0%	3.5%	3.6%	3.4%	5.4%	2.1%	3.2%
%H (All HH)		100.0%	42.9%	25.0%	82.1%	57.1%	28.6%	100.0%
%H (TV HH)			42.9%	25.0%	82.1%	57.1%	28.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%V (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Under 20"	87	87	26	23	73	35	38	74
%V	8.7%	9.2%	7.6%	11.8%	10.7%	11.8%	9.8%	8.6%
%H (All HH)		100.0%	29.9%	26.4%	83.9%	40.2%	43.7%	85.1%
%H (TV HH)			29.9%	26.4%	83.9%	40.2%	43.7%	
20" - 29"	242	242	91	48	196	95	101	210
%V	24.1%	25.5%	26.6%	24.6%	28.7%	32.1%	26.1%	24.3%
%H (All HH)		100.0%	37.6%	19.8%	81.0%	39.3%	41.7%	86.8%
%H (TV HH)			37.6%	19.8%	81.0%	39.3%	41.7%	
30" - 39"	431	431	154	90	328	149	179	375
%V	43.0%	45.5%	45.0%	46.2%	48.0%	50.3%	46.3%	43.4%
%H (All HH)		100.0%	35.7%	20.9%	76.1%	34.6%	41.5%	87.0%
%H (TV HH)			35.7%	20.9%	76.1%	34.6%	41.5%	
40" - 49"	496	496	195	119	353	180	173	453
%V	49.5%	52.3%	57.0%	61.0%	51.7%	60.8%	44.7%	52.4%
%H (All HH)		100.0%	39.3%	24.0%	71.2%	36.3%	34.9%	91.3%
%H (TV HH)			39.3%	24.0%	71.2%	36.3%	34.9%	
50" - 59"	187	187	99	44	128	85	42	179
%V	18.6%	19.7%	28.9%	22.6%	18.7%	28.7%	10.9%	20.7%
%H (All HH)		100.0%	52.9%	23.5%	68.4%	45.5%	22.5%	95.7%
%H (TV HH)			52.9%	23.5%	68.4%	45.5%	22.5%	
60"+	20	20	11	4	14	9	5	20
%V	2.0%	2.1%	3.2%	2.1%	2.0%	3.0%	1.3%	2.3%
%H (All HH)		100.0%	55.0%	20.0%	70.0%	45.0%	25.0%	100.0%
%H (TV HH)			55.0%	20.0%	70.0%	45.0%	25.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Main living room	941	941	340	193	680	295	385	814
%V	93.8%	99.3%	99.4%	99.0%	99.6%	99.7%	99.5%	94.2%
%H (All HH)		100.0%	36.1%	20.5%	72.3%	31.3%	40.9%	86.5%
%H (TV HH)			36.1%	20.5%	72.3%	31.3%	40.9%	
Kitchen	92	92	42	19	77	47	31	84
%V	9.2%	9.7%	12.3%	9.7%	11.3%	15.9%	8.0%	9.7%
%H (All HH)		100.0%	45.7%	20.7%	83.7%	51.1%	33.7%	91.3%
%H (TV HH)			45.7%	20.7%	83.7%	51.1%	33.7%	
Adult's bedroom	411	411	175	102	319	186	133	382
%V	41.0%	43.4%	51.2%	52.3%	46.7%	62.8%	34.4%	44.2%
%H (All HH)		100.0%	42.6%	24.8%	77.6%	45.3%	32.4%	92.9%
%H (TV HH)			42.6%	24.8%	77.6%	45.3%	32.4%	
Child's bedroom	66	66	30	18	47	32	15	64
%V	6.6%	7.0%	8.8%	9.2%	6.9%	10.8%	3.9%	7.4%
%H (All HH)		100.0%	45.5%	27.3%	71.2%	48.5%	22.7%	97.0%
%H (TV HH)			45.5%	27.3%	71.2%	48.5%	22.7%	
Other bedroom	47	47	22	11	37	23	13	45
%V	4.7%	5.0%	6.4%	5.6%	5.4%	7.8%	3.4%	5.2%
%H (All HH)		100.0%	46.8%	23.4%	78.7%	48.9%	27.7%	95.7%
%H (TV HH)			46.8%	23.4%	78.7%	48.9%	27.7%	
Second living/dining room	95	95	41	23	73	42	31	88
%V	9.5%	10.0%	12.0%	11.8%	10.7%	14.2%	8.0%	10.2%
%H (All HH)		100.0%	43.2%	24.2%	76.8%	44.2%	32.6%	92.6%
%H (TV HH)			43.2%	24.2%	76.8%	44.2%	32.6%	
Study/office	12	12	5	4	9	6	3	12
%V	1.2%	1.3%	1.5%	2.1%	1.3%	2.0%	0.8%	1.4%
%H (All HH)		100.0%	41.7%	33.3%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			41.7%	33.3%	75.0%	50.0%	25.0%	
TV room	10	10	7	1	8	6	2	10
%V	1.0%	1.1%	2.0%	0.5%	1.2%	2.0%	0.5%	1.2%
%H (All HH)		100.0%	70.0%	10.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			70.0%	10.0%	80.0%	60.0%	20.0%	
Conservatory	28	28	15	6	23	16	7	25
%V	2.8%	3.0%	4.4%	3.1%	3.4%	5.4%	1.8%	2.9%
%H (All HH)		100.0%	53.6%	21.4%	82.1%	57.1%	25.0%	89.3%
%H (TV HH)			53.6%	21.4%	82.1%	57.1%	25.0%	
Attic or loft room	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
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	18	18	8	4	14	8	7	18
%V	1.8%	1.9%	2.3%	2.1%	2.0%	2.7%	1.8%	2.1%
%H (All HH)		100.0%	44.4%	22.2%	77.8%	44.4%	38.9%	100.0%
%H (TV HH)			44.4%	22.2%	77.8%	44.4%	38.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Any DSAT provider	342	342	342	8	192	192	0	314
%V	34.1%	36.1%	100.0%	4.1%	28.1%	64.9%	0.0%	36.3%
%H (All HH)			100.0%	2.3%	56.1%	56.1%	0.0%	91.8%
%H (TV HH)			100.0%	2.3%	56.1%	56.1%	0.0%	
Sky with subscription	305	305	305	6	171	171	0	280
%V	30.4%	32.2%	89.2%	3.1%	25.0%	57.8%	0.0%	32.4%
%H (All HH)			100.0%	2.0%	56.1%	56.1%	0.0%	91.8%
%H (TV HH)			100.0%	2.0%	56.1%	56.1%	0.0%	
Sky without subscription	10	10	10	1	4	4	0	9
%V	1.0%	1.1%	2.9%	0.5%	0.6%	1.4%	0.0%	1.0%
%H (All HH)			100.0%	10.0%	40.0%	40.0%	0.0%	90.0%
%H (TV HH)			100.0%	10.0%	40.0%	40.0%	0.0%	
Freesat	23	23	23	1	11	11	0	21
%V	2.3%	2.4%	6.7%	0.5%	1.6%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	4.3%	47.8%	47.8%	0.0%	91.3%
%H (TV HH)			100.0%	4.3%	47.8%	47.8%	0.0%	
Other satellite provider	14	14	14	1	8	8	0	14
%V	1.4%	1.5%	4.1%	0.5%	1.2%	2.7%	0.0%	1.6%
%H (All HH)			100.0%	7.1%	57.1%	57.1%	0.0%	100.0%
%H (TV HH)			100.0%	7.1%	57.1%	57.1%	0.0%	
DCAB	195	195	8	195	108	108	0	188
%V	19.4%	20.6%	2.3%	100.0%	15.8%	36.5%	0.0%	21.8%
%H (All HH)			4.1%	100.0%	55.4%	55.4%	0.0%	96.4%
%H (TV HH)			4.1%	100.0%	55.4%	55.4%	0.0%	
DTT	683	683	192	108	683	296	387	573
%V	68.1%	72.0%	56.1%	55.4%	100.0%	100.0%	100.0%	66.3%
%H (All HH)		100.0%	28.1%	15.8%	100.0%	43.3%	56.7%	83.9%
%H (TV HH)			28.1%	15.8%	100.0%	43.3%	56.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

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	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
PVR	601	601	309	185	393	278	115	558
%V	59.9%	63.4%	90.4%	94.9%	57.5%	93.9%	29.7%	64.6%
%H (All HH)		100.0%	51.4%	30.8%	65.4%	46.3%	19.1%	92.8%
%H (TV HH)			51.4%	30.8%	65.4%	46.3%	19.1%	
DVDR	10	10	2	2	8	2	6	8
%V	1.0%	1.1%	0.6%	1.0%	1.2%	0.7%	1.6%	0.9%
%H (All HH)		100.0%	20.0%	20.0%	80.0%	20.0%	60.0%	80.0%
%H (TV HH)			20.0%	20.0%	80.0%	20.0%	60.0%	
VCR	8	8	1	3	7	3	4	7
%V	0.8%	0.8%	0.3%	1.5%	1.0%	1.0%	1.0%	0.8%
%H (All HH)		100.0%	12.5%	37.5%	87.5%	37.5%	50.0%	87.5%
%H (TV HH)			12.5%	37.5%	87.5%	37.5%	50.0%	
Any recorder	610	610	310	185	401	278	123	564
%V	60.8%	64.3%	90.6%	94.9%	58.7%	93.9%	31.8%	65.3%
%H (All HH)		100.0%	50.8%	30.3%	65.7%	45.6%	20.2%	92.5%
%H (TV HH)			50.8%	30.3%	65.7%	45.6%	20.2%	
Receives HDTV (via STB or built-in reception)	696	696	291	178	501	268	234	638
%V	69.4%	73.4%	85.1%	91.3%	73.4%	90.5%	60.5%	73.8%
%H (All HH)		100.0%	41.8%	25.6%	72.0%	38.5%	33.6%	91.7%
%H (TV HH)			41.8%	25.6%	72.0%	38.5%	33.6%	
DVD/Blu-ray player or recorder	629	629	228	142	459	213	245	566
%V	62.7%	66.4%	66.7%	72.8%	67.2%	72.0%	63.3%	65.5%
%H (All HH)		100.0%	36.2%	22.6%	73.0%	33.9%	39.0%	90.0%
%H (TV HH)			36.2%	22.6%	73.0%	33.9%	39.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1003	948	342	195	683	296	387	864
%H (All HH)		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%
%H (TV HH)			36.1%	20.6%	72.0%	31.2%	40.8%	
Has broadband internet	864	821	314	188	573	276	296	864
%V	86.1%	86.6%	91.8%	96.4%	83.9%	93.2%	76.5%	100.0%
%H (All HH)		95.0%	36.3%	21.8%	66.3%	31.9%	34.3%	100.0%
%H (TV HH)			38.2%	22.9%	69.8%	33.6%	36.1%	
Number of computers (PCs and laptops)								
0	189	170	38	15	141	28	112	57
%V	18.8%	17.9%	11.1%	7.7%	20.6%	9.5%	28.9%	6.6%
%H (All HH)		89.9%	20.1%	7.9%	74.6%	14.8%	59.3%	30.2%
%H (TV HH)			22.4%	8.8%	82.9%	16.5%	65.9%	
1	256	245	81	53	163	59	104	251
%V	25.5%	25.8%	23.7%	27.2%	23.9%	19.9%	26.9%	29.1%
%H (All HH)		95.7%	31.6%	20.7%	63.7%	23.0%	40.6%	98.0%
%H (TV HH)			33.1%	21.6%	66.5%	24.1%	42.4%	
2	240	230	93	51	168	87	81	239
%V	23.9%	24.3%	27.2%	26.2%	24.6%	29.4%	20.9%	27.7%
%H (All HH)		95.8%	38.8%	21.3%	70.0%	36.3%	33.8%	99.6%
%H (TV HH)			40.4%	22.2%	73.0%	37.8%	35.2%	
3	149	144	66	33	99	58	41	149
%V	14.9%	15.2%	19.3%	16.9%	14.5%	19.6%	10.6%	17.2%
%H (All HH)		96.6%	44.3%	22.1%	66.4%	38.9%	27.5%	100.0%
%H (TV HH)			45.8%	22.9%	68.8%	40.3%	28.5%	
4	75	72	29	21	49	27	21	75
%V	7.5%	7.6%	8.5%	10.8%	7.2%	9.1%	5.4%	8.7%
%H (All HH)		96.0%	38.7%	28.0%	65.3%	36.0%	28.0%	100.0%
%H (TV HH)			40.3%	29.2%	68.1%	37.5%	29.2%	
5+	94	87	36	22	64	36	27	94
%V	9.4%	9.2%	10.5%	11.3%	9.4%	12.2%	7.0%	10.9%
%H (All HH)		92.6%	38.3%	23.4%	68.1%	38.3%	28.7%	100.0%
%H (TV HH)			41.4%	25.3%	73.6%	41.4%	31.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	727	421	1386	725	661	1659
%H		39.6%	22.9%	75.4%	39.4%	36.0%	90.3%
Under 20"	101	29	29	87	43	44	87
%V	5.5%	4.0%	6.9%	6.3%	5.9%	6.7%	5.2%
%H		28.7%	28.7%	86.1%	42.6%	43.6%	86.1%
20" - 29"	307	114	68	257	132	125	273
%V	16.7%	15.7%	16.2%	18.5%	18.2%	18.9%	16.5%
%H		37.1%	22.1%	83.7%	43.0%	40.7%	88.9%
30" - 39"	532	200	119	409	202	207	472
%V	28.9%	27.5%	28.3%	29.5%	27.9%	31.3%	28.5%
%H		37.6%	22.4%	76.9%	38.0%	38.9%	88.7%
40" - 49"	575	237	136	411	220	191	529
%V	31.3%	32.6%	32.3%	29.7%	30.3%	28.9%	31.9%
%H		41.2%	23.7%	71.5%	38.3%	33.2%	92.0%
50" - 59"	206	111	48	141	96	45	197
%V	11.2%	15.3%	11.4%	10.2%	13.2%	6.8%	11.9%
%H		53.9%	23.3%	68.4%	46.6%	21.8%	95.6%
60"+	23	12	5	15	10	5	23
%V	1.3%	1.7%	1.2%	1.1%	1.4%	0.8%	1.4%
%H		52.2%	21.7%	65.2%	43.5%	21.7%	100.0%
Don't know	94	24	17	66	21	45	78
%V	5.1%	3.3%	4.0%	4.8%	2.9%	6.8%	4.7%
%H		25.5%	18.1%	70.2%	22.3%	47.9%	83.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	727	421	1386	725	661	1659
%H		39.6%	22.9%	75.4%	39.4%	36.0%	90.3%
Main living room	947	343	194	685	299	386	820
%V	51.5%	47.2%	46.1%	49.4%	41.2%	58.4%	49.4%
%H		36.2%	20.5%	72.3%	31.6%	40.8%	86.6%
Kitchen	93	42	19	78	47	31	85
%V	5.1%	5.8%	4.5%	5.6%	6.5%	4.7%	5.1%
%H		45.2%	20.4%	83.9%	50.5%	33.3%	91.4%
Adult's bedroom	493	201	131	385	229	156	462
%V	26.8%	27.6%	31.1%	27.8%	31.6%	23.6%	27.8%
%H		40.8%	26.6%	78.1%	46.5%	31.6%	93.7%
Child's bedroom	80	35	23	59	39	20	79
%V	4.4%	4.8%	5.5%	4.3%	5.4%	3.0%	4.8%
%H		43.8%	28.8%	73.8%	48.8%	25.0%	98.8%
Other bedroom	59	27	14	48	30	17	57
%V	3.2%	3.7%	3.3%	3.5%	4.1%	2.6%	3.4%
%H		45.8%	23.7%	81.4%	50.8%	28.8%	96.6%
Second living/dining room	96	42	24	74	43	31	89
%V	5.2%	5.8%	5.7%	5.3%	5.9%	4.7%	5.4%
%H		43.8%	25.0%	77.1%	44.8%	32.3%	92.7%
Study/office	12	5	4	9	6	3	12
%V	0.7%	0.7%	1.0%	0.6%	0.8%	0.5%	0.7%
%H		41.7%	33.3%	75.0%	50.0%	25.0%	100.0%
TV room	10	7	1	9	7	2	10
%V	0.5%	1.0%	0.2%	0.6%	1.0%	0.3%	0.6%
%H		70.0%	10.0%	90.0%	70.0%	20.0%	100.0%
Conservatory	28	15	6	23	16	7	25
%V	1.5%	2.1%	1.4%	1.7%	2.2%	1.1%	1.5%
%H		53.6%	21.4%	82.1%	57.1%	25.0%	89.3%
Attic or loft room	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%
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	19	8	4	15	8	7	19
%V	1.0%	1.1%	1.0%	1.1%	1.1%	1.1%	1.1%
%H		42.1%	21.1%	78.9%	42.1%	36.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	727	421	1386	725	661	1659
%H		39.6%	22.9%	75.4%	39.4%	36.0%	90.3%
PVR	854	474	259	536	405	132	805
%V	46.5%	65.2%	61.5%	38.7%	55.9%	20.0%	48.5%
%H		55.5%	30.3%	62.8%	47.4%	15.5%	94.3%
DVDR	11	2	2	9	2	7	9
%V	0.6%	0.3%	0.5%	0.6%	0.3%	1.1%	0.5%
%H		18.2%	18.2%	81.8%	18.2%	63.6%	81.8%
VCR	10	1	4	9	5	4	8
%V	0.5%	0.1%	1.0%	0.6%	0.7%	0.6%	0.5%
%H		10.0%	40.0%	90.0%	50.0%	40.0%	80.0%
Any recorder	866	476	260	547	407	141	813
%V	47.1%	65.5%	61.8%	39.5%	56.1%	21.3%	49.0%
%H		55.0%	30.0%	63.2%	47.0%	16.3%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1838	727	421	1386	725	661	1659
%H		39.6%	22.9%	75.4%	39.4%	36.0%	90.3%
Receives HDTV (via STB or built-in reception)	1114	504	288	818	483	334	1042
%V	60.6%	69.3%	68.4%	59.0%	66.6%	50.5%	62.8%
%H		45.2%	25.9%	73.4%	43.4%	30.0%	93.5%
DVD/Blu-ray player or recorder	902	338	228	667	347	320	831
%V	49.1%	46.5%	54.2%	48.1%	47.9%	48.4%	50.1%
%H		37.5%	25.3%	73.9%	38.5%	35.5%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	948	342	195	683	296	387	821
%H		36.1%	20.6%	72.0%	31.2%	40.8%	86.6%
Under 20"	3	1	0	3	1	2	2
%V	0.3%	0.3%	0.0%	0.4%	0.3%	0.5%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
20" - 29"	54	11	6	43	6	37	38
%V	5.7%	3.2%	3.1%	6.3%	2.0%	9.6%	4.6%
%H		20.4%	11.1%	79.6%	11.1%	68.5%	70.4%
30" - 39"	237	62	43	181	58	122	190
%V	25.0%	18.1%	22.1%	26.5%	19.6%	31.5%	23.1%
%H		26.2%	18.1%	76.4%	24.5%	51.5%	80.2%
40" - 49"	420	154	101	295	139	156	377
%V	44.3%	45.0%	51.8%	43.2%	47.0%	40.3%	45.9%
%H		36.7%	24.0%	70.2%	33.1%	37.1%	89.8%
50" - 59"	169	91	37	115	77	38	161
%V	17.8%	26.6%	19.0%	16.8%	26.0%	9.8%	19.6%
%H		53.8%	21.9%	68.0%	45.6%	22.5%	95.3%
60"+	17	9	3	11	7	4	17
%V	1.8%	2.6%	1.5%	1.6%	2.4%	1.0%	2.1%
%H		52.9%	17.6%	64.7%	41.2%	23.5%	100.0%
Don't know	48	12	5	36	8	28	37
%V	5.1%	3.5%	2.6%	5.3%	2.7%	7.2%	4.5%
%H		25.0%	10.4%	75.0%	16.7%	58.3%	77.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	948	342	195	683	296	387	821
%H		36.1%	20.6%	72.0%	31.2%	40.8%	86.6%
PVR	591	305	180	383	271	112	549
%V	62.3%	89.2%	92.3%	56.1%	91.6%	28.9%	66.9%
%H		51.6%	30.5%	64.8%	45.9%	19.0%	92.9%
DVDR	7	1	1	6	1	5	6
%V	0.7%	0.3%	0.5%	0.9%	0.3%	1.3%	0.7%
%H		14.3%	14.3%	85.7%	14.3%	71.4%	85.7%
VCR	7	1	3	6	3	3	6
%V	0.7%	0.3%	1.5%	0.9%	1.0%	0.8%	0.7%
%H		14.3%	42.9%	85.7%	42.9%	42.9%	85.7%
Any recorder	599	306	180	391	272	119	554
%V	63.2%	89.5%	92.3%	57.2%	91.9%	30.7%	67.5%
%H		51.1%	30.1%	65.3%	45.4%	19.9%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	948	342	195	683	296	387	821
%H		36.1%	20.6%	72.0%	31.2%	40.8%	86.6%
Receives HDTV (via STB or built-in reception)	682	286	175	489	262	227	625
%V	71.9%	83.6%	89.7%	71.6%	88.5%	58.7%	76.1%
%H		41.9%	25.7%	71.7%	38.4%	33.3%	91.6%
DVD/Blu-ray player or recorder	559	197	124	405	180	225	499
%V	59.0%	57.6%	63.6%	59.3%	60.8%	58.1%	60.8%
%H		35.2%	22.2%	72.5%	32.2%	40.3%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	890	385	225	703	429	274	838
%H		43.3%	25.3%	79.0%	48.2%	30.8%	94.2%
Under 20"	98	28	29	84	42	42	85
%V	11.0%	7.3%	12.9%	11.9%	9.8%	15.3%	10.1%
%H		28.6%	29.6%	85.7%	42.9%	42.9%	86.7%
20" - 29"	252	103	62	213	126	87	236
%V	28.3%	26.8%	27.6%	30.3%	29.4%	31.8%	28.2%
%H		40.9%	24.6%	84.5%	50.0%	34.5%	93.7%
30" - 39"	296	138	76	228	144	84	281
%V	33.3%	35.8%	33.8%	32.4%	33.6%	30.7%	33.5%
%H		46.6%	25.7%	77.0%	48.6%	28.4%	94.9%
40" - 49"	155	83	35	117	82	35	152
%V	17.4%	21.6%	15.6%	16.6%	19.1%	12.8%	18.1%
%H		53.5%	22.6%	75.5%	52.9%	22.6%	98.1%
50" - 59"	37	19	10	26	19	7	36
%V	4.2%	4.9%	4.4%	3.7%	4.4%	2.6%	4.3%
%H		51.4%	27.0%	70.3%	51.4%	18.9%	97.3%
60"+	6	3	2	5	3	1	6
%V	0.7%	0.8%	0.9%	0.7%	0.7%	0.4%	0.7%
%H		50.0%	33.3%	83.3%	50.0%	16.7%	100.0%
Don't know	46	12	12	30	13	17	41
%V	5.2%	3.1%	5.3%	4.3%	3.0%	6.2%	4.9%
%H		26.1%	26.1%	65.2%	28.3%	37.0%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Set level data

Table 15.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	890	385	225	703	429	274	838
%H		43.3%	25.3%	79.0%	48.2%	30.8%	94.2%
PVR	263	169	79	154	133	20	256
%V	29.6%	43.9%	35.1%	21.9%	31.0%	7.3%	30.5%
%H		64.3%	30.0%	58.6%	50.6%	7.6%	97.3%
DVDR	4	1	1	3	2	2	4
%V	0.4%	0.3%	0.4%	0.4%	0.5%	0.7%	0.5%
%H		25.0%	25.0%	75.0%	50.0%	50.0%	100.0%
VCR	3	0	2	3	2	1	3
%V	0.3%	0.0%	0.9%	0.4%	0.5%	0.4%	0.4%
%H		0.0%	66.7%	100.0%	66.7%	33.3%	100.0%
Any recorder	267	170	80	157	135	22	259
%V	30.0%	44.2%	35.6%	22.3%	31.5%	8.0%	30.9%
%H		63.7%	30.0%	58.8%	50.6%	8.2%	97.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	890	385	225	703	429	274	838
%H		43.3%	25.3%	79.0%	48.2%	30.8%	94.2%
Receives HDTV (via STB or built-in reception)	432	218	113	328	221	107	417
%V	48.5%	56.6%	50.2%	46.7%	51.5%	39.1%	49.8%
%H		50.5%	26.2%	75.9%	51.2%	24.8%	96.5%
DVD/Blu-ray player or recorder	343	141	104	262	167	95	332
%V	38.5%	36.6%	46.2%	37.3%	38.9%	34.7%	39.6%
%H		41.1%	30.3%	76.4%	48.7%	27.7%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2354	2229	881	502	1569	775	794	2167
%H		94.7%	37.4%	21.3%	66.7%	32.9%	33.7%	92.1%
Total Children	444	428	192	100	275	152	123	438
%V	18.9%	19.2%	21.8%	19.9%	17.5%	19.6%	15.5%	20.2%
%H		96.4%	43.2%	22.5%	61.9%	34.2%	27.7%	98.6%
0 - 3	99	93	39	20	56	26	30	97
%V	4.2%	4.2%	4.4%	4.0%	3.6%	3.4%	3.8%	4.5%
%H		93.9%	39.4%	20.2%	56.6%	26.3%	30.3%	98.0%
4 - 15	345	334	153	79	218	126	93	341
%V	14.7%	15.0%	17.4%	15.7%	13.9%	16.3%	11.7%	15.7%
%H		96.8%	44.3%	22.9%	63.2%	36.5%	27.0%	98.8%
4 - 9	180	172	83	39	110	65	45	177
%V	7.6%	7.7%	9.4%	7.8%	7.0%	8.4%	5.7%	8.2%
%H		95.6%	46.1%	21.7%	61.1%	36.1%	25.0%	98.3%
10 - 15	165	162	70	40	108	61	48	164
%V	7.0%	7.3%	7.9%	8.0%	6.9%	7.9%	6.0%	7.6%
%H		98.2%	42.4%	24.2%	65.5%	37.0%	29.1%	99.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2354	2229	881	502	1569	775	794	2167
%H		94.7%	37.4%	21.3%	66.7%	32.9%	33.7%	92.1%
Total Adults (16+)	1910	1802	689	403	1294	623	671	1729
%V	81.1%	80.8%	78.2%	80.3%	82.5%	80.4%	84.5%	79.8%
%H		94.3%	36.1%	21.1%	67.7%	32.6%	35.1%	90.5%
16 - 19	95	93	37	23	71	39	32	94
%V	4.0%	4.2%	4.2%	4.6%	4.5%	5.0%	4.0%	4.3%
%H		97.9%	38.9%	24.2%	74.7%	41.1%	33.7%	98.9%
20 - 24	209	163	40	41	115	46	70	205
%V	8.9%	7.3%	4.5%	8.2%	7.3%	5.9%	8.8%	9.5%
%H		78.0%	19.1%	19.6%	55.0%	22.0%	33.5%	98.1%
25 - 34	309	281	110	73	175	94	81	298
%V	13.1%	12.6%	12.5%	14.5%	11.2%	12.1%	10.2%	13.8%
%H		90.9%	35.6%	23.6%	56.6%	30.4%	26.2%	96.4%
35 - 44	300	286	133	61	190	109	82	291
%V	12.7%	12.8%	15.1%	12.2%	12.1%	14.1%	10.3%	13.4%
%H		95.3%	44.3%	20.3%	63.3%	36.3%	27.3%	97.0%
45 - 54	320	312	140	75	222	125	97	306
%V	13.6%	14.0%	15.9%	14.9%	14.1%	16.1%	12.2%	14.1%
%H		97.5%	43.8%	23.4%	69.4%	39.1%	30.3%	95.6%
55 - 64	255	249	98	61	187	96	91	243
%V	10.8%	11.2%	11.1%	12.2%	11.9%	12.4%	11.5%	11.2%
%H		97.6%	38.4%	23.9%	73.3%	37.6%	35.7%	95.3%
65+	422	416	131	68	333	115	218	292
%V	17.9%	18.7%	14.9%	13.5%	21.2%	14.8%	27.5%	13.5%
%H		98.6%	31.0%	16.1%	78.9%	27.3%	51.7%	69.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1910	1802	689	403	1294	623	671	1729
%H		94.3%	36.1%	21.1%	67.7%	32.6%	35.1%	90.5%
AB	486	479	216	112	347	196	151	478
%V	25.4%	26.6%	31.3%	27.8%	26.8%	31.5%	22.5%	27.6%
%H		98.6%	44.4%	23.0%	71.4%	40.3%	31.1%	98.4%
C1	598	543	196	121	377	170	207	571
%V	31.3%	30.1%	28.4%	30.0%	29.1%	27.3%	30.8%	33.0%
%H		90.8%	32.8%	20.2%	63.0%	28.4%	34.6%	95.5%
C2	370	358	139	79	270	139	131	324
%V	19.4%	19.9%	20.2%	19.6%	20.9%	22.3%	19.5%	18.7%
%H		96.8%	37.6%	21.4%	73.0%	37.6%	35.4%	87.6%
D	283	254	90	69	172	84	88	245
%V	14.8%	14.1%	13.1%	17.1%	13.3%	13.5%	13.1%	14.2%
%H		89.8%	31.8%	24.4%	60.8%	29.7%	31.1%	86.6%
E	173	167	46	22	129	35	94	111
%V	9.1%	9.3%	6.7%	5.5%	10.0%	5.6%	14.0%	6.4%
%H		96.5%	26.6%	12.7%	74.6%	20.2%	54.3%	64.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1910	1802	689	403	1294	623	671	1729
%H		94.3%	36.1%	21.1%	67.7%	32.6%	35.1%	90.5%
Working full time	860	819	361	210	556	328	227	837
%V	45.0%	45.4%	52.4%	52.1%	43.0%	52.6%	33.8%	48.4%
%H		95.2%	42.0%	24.4%	64.7%	38.1%	26.4%	97.3%
Working part time	199	196	76	41	147	70	77	192
%V	10.4%	10.9%	11.0%	10.2%	11.4%	11.2%	11.5%	11.1%
%H		98.5%	38.2%	20.6%	73.9%	35.2%	38.7%	96.5%
Not working	851	787	252	152	592	225	367	699
%V	44.6%	43.7%	36.6%	37.7%	45.7%	36.1%	54.7%	40.4%
%H		92.5%	29.6%	17.9%	69.6%	26.4%	43.1%	82.1%
Houseperson	1003	948	342	195	683	296	387	864
%V	52.5%	52.6%	49.6%	48.4%	52.8%	47.5%	57.7%	50.0%
%H		94.5%	34.1%	19.4%	68.1%	29.5%	38.6%	86.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	927	858	340	195	619	315	304	846
%H		92.6%	36.7%	21.0%	66.8%	34.0%	32.8%	91.3%
16 - 19	47	46	21	10	35	21	14	46
%V	5.1%	5.4%	6.2%	5.1%	5.7%	6.7%	4.6%	5.4%
%H		97.9%	44.7%	21.3%	74.5%	44.7%	29.8%	97.9%
20 - 24	98	70	19	20	52	25	27	96
%V	10.6%	8.2%	5.6%	10.3%	8.4%	7.9%	8.9%	11.3%
%H		71.4%	19.4%	20.4%	53.1%	25.5%	27.6%	98.0%
25 - 34	160	140	55	36	90	50	40	151
%V	17.3%	16.3%	16.2%	18.5%	14.5%	15.9%	13.2%	17.8%
%H		87.5%	34.4%	22.5%	56.3%	31.3%	25.0%	94.4%
35 - 44	146	137	63	30	88	50	39	142
%V	15.7%	16.0%	18.5%	15.4%	14.2%	15.9%	12.8%	16.8%
%H		93.8%	43.2%	20.5%	60.3%	34.2%	26.7%	97.3%
45 - 54	155	152	68	34	111	62	49	146
%V	16.7%	17.7%	20.0%	17.4%	17.9%	19.7%	16.1%	17.3%
%H		98.1%	43.9%	21.9%	71.6%	40.0%	31.6%	94.2%
55 - 64	126	121	50	30	93	51	42	120
%V	13.6%	14.1%	14.7%	15.4%	15.0%	16.2%	13.8%	14.2%
%H		96.0%	39.7%	23.8%	73.8%	40.5%	33.3%	95.2%
65+	197	192	64	35	151	57	94	146
%V	21.3%	22.4%	18.8%	17.9%	24.4%	18.1%	30.9%	17.3%
%H		97.5%	32.5%	17.8%	76.6%	28.9%	47.7%	74.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	927	858	340	195	619	315	304	846
%H		92.6%	36.7%	21.0%	66.8%	34.0%	32.8%	91.3%
AB	244	240	108	58	176	102	74	239
%V	26.3%	28.0%	31.8%	29.7%	28.4%	32.4%	24.3%	28.3%
%H		98.4%	44.3%	23.8%	72.1%	41.8%	30.3%	98.0%
C1	272	238	88	55	166	77	88	261
%V	29.3%	27.7%	25.9%	28.2%	26.8%	24.4%	28.9%	30.9%
%H		87.5%	32.4%	20.2%	61.0%	28.3%	32.4%	96.0%
C2	198	189	76	40	145	76	69	172
%V	21.4%	22.0%	22.4%	20.5%	23.4%	24.1%	22.7%	20.3%
%H		95.5%	38.4%	20.2%	73.2%	38.4%	34.8%	86.9%
D	142	123	48	35	79	43	37	127
%V	15.3%	14.3%	14.1%	17.9%	12.8%	13.7%	12.2%	15.0%
%H		86.6%	33.8%	24.6%	55.6%	30.3%	26.1%	89.4%
E	71	67	20	8	54	17	37	47
%V	7.7%	7.8%	5.9%	4.1%	8.7%	5.4%	12.2%	5.6%
%H		94.4%	28.2%	11.3%	76.1%	23.9%	52.1%	66.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	927	858	340	195	619	315	304	846
%H		92.6%	36.7%	21.0%	66.8%	34.0%	32.8%	91.3%
Working full time	533	503	223	128	343	206	138	516
%V	57.5%	58.6%	65.6%	65.6%	55.4%	65.4%	45.4%	61.0%
%H		94.4%	41.8%	24.0%	64.4%	38.6%	25.9%	96.8%
Working part time	38	36	11	6	29	11	18	35
%V	4.1%	4.2%	3.2%	3.1%	4.7%	3.5%	5.9%	4.1%
%H		94.7%	28.9%	15.8%	76.3%	28.9%	47.4%	92.1%
Not working	356	320	106	61	247	98	148	295
%V	38.4%	37.3%	31.2%	31.3%	39.9%	31.1%	48.7%	34.9%
%H		89.9%	29.8%	17.1%	69.4%	27.5%	41.6%	82.9%
Houseperson	199	173	50	27	129	43	87	155
%V	21.5%	20.2%	14.7%	13.8%	20.8%	13.7%	28.6%	18.3%
%H		86.9%	25.1%	13.6%	64.8%	21.6%	43.7%	77.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	983	944	349	208	675	309	367	883
%H		96.0%	35.5%	21.2%	68.7%	31.4%	37.3%	89.8%
16 - 19	49	48	16	13	36	18	18	48
%V	5.0%	5.1%	4.6%	6.3%	5.3%	5.8%	4.9%	5.4%
%H		98.0%	32.7%	26.5%	73.5%	36.7%	36.7%	98.0%
20 - 24	111	93	21	21	64	21	43	109
%V	11.3%	9.9%	6.0%	10.1%	9.5%	6.8%	11.7%	12.3%
%H		83.8%	18.9%	18.9%	57.7%	18.9%	38.7%	98.2%
25 - 34	149	141	55	37	86	44	41	148
%V	15.2%	14.9%	15.8%	17.8%	12.7%	14.2%	11.2%	16.8%
%H		94.6%	36.9%	24.8%	57.7%	29.5%	27.5%	99.3%
35 - 44	154	150	70	31	102	59	43	149
%V	15.7%	15.9%	20.1%	14.9%	15.1%	19.1%	11.7%	16.9%
%H		97.4%	45.5%	20.1%	66.2%	38.3%	27.9%	96.8%
45 - 54	166	161	72	41	111	62	48	160
%V	16.9%	17.1%	20.6%	19.7%	16.4%	20.1%	13.1%	18.1%
%H		97.0%	43.4%	24.7%	66.9%	37.3%	28.9%	96.4%
55 - 64	130	127	48	31	95	45	49	123
%V	13.2%	13.5%	13.8%	14.9%	14.1%	14.6%	13.4%	13.9%
%H		97.7%	36.9%	23.8%	73.1%	34.6%	37.7%	94.6%
65+	225	224	67	33	183	59	124	146
%V	22.9%	23.7%	19.2%	15.9%	27.1%	19.1%	33.8%	16.5%
%H		99.6%	29.8%	14.7%	81.3%	26.2%	55.1%	64.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	983	944	349	208	675	309	367	883
%H		96.0%	35.5%	21.2%	68.7%	31.4%	37.3%	89.8%
AB	242	239	108	54	171	94	77	239
%V	24.6%	25.3%	30.9%	26.0%	25.3%	30.4%	21.0%	27.1%
%H		98.8%	44.6%	22.3%	70.7%	38.8%	31.8%	98.8%
C1	327	305	108	66	212	92	119	310
%V	33.3%	32.3%	30.9%	31.7%	31.4%	29.8%	32.4%	35.1%
%H		93.3%	33.0%	20.2%	64.8%	28.1%	36.4%	94.8%
C2	172	169	63	39	125	63	62	152
%V	17.5%	17.9%	18.1%	18.8%	18.5%	20.4%	16.9%	17.2%
%H		98.3%	36.6%	22.7%	72.7%	36.6%	36.0%	88.4%
D	140	131	42	34	92	41	51	117
%V	14.2%	13.9%	12.0%	16.3%	13.6%	13.3%	13.9%	13.3%
%H		93.6%	30.0%	24.3%	65.7%	29.3%	36.4%	83.6%
E	102	100	26	14	75	18	57	64
%V	10.4%	10.6%	7.4%	6.7%	11.1%	5.8%	15.5%	7.2%
%H		98.0%	25.5%	13.7%	73.5%	17.6%	55.9%	62.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Apr 2018 - Mar 2019

BBC Midlands East

Individual level data

Table 15.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	983	944	349	208	675	309	367	883
%H		96.0%	35.5%	21.2%	68.7%	31.4%	37.3%	89.8%
Working full time	327	316	138	82	212	123	89	322
%V	33.3%	33.5%	39.5%	39.4%	31.4%	39.8%	24.3%	36.5%
%H		96.6%	42.2%	25.1%	64.8%	37.6%	27.2%	98.5%
Working part time	161	160	65	35	118	59	59	157
%V	16.4%	16.9%	18.6%	16.8%	17.5%	19.1%	16.1%	17.8%
%H		99.4%	40.4%	21.7%	73.3%	36.6%	36.6%	97.5%
Not working	495	467	146	91	345	127	218	404
%V	50.4%	49.5%	41.8%	43.8%	51.1%	41.1%	59.4%	45.8%
%H		94.3%	29.5%	18.4%	69.7%	25.7%	44.0%	81.6%
Houseperson	803	775	292	169	554	254	301	709
%V	81.7%	82.1%	83.7%	81.3%	82.1%	82.2%	82.0%	80.3%
%H		96.5%	36.4%	21.0%	69.0%	31.6%	37.5%	88.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total