

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Jan 2019 to Dec 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 2019

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See also

Volume 1 - Total Network and Appendices
Volume 3 - ITV areas

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

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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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
AB	1537	1429	531	300	817	290	527	1510
%V	28.8%	29.2%	30.8%	33.9%	27.5%	31.3%	25.8%	31.0%
%H (All HH)		93.0%	34.5%	19.5%	53.2%	18.9%	34.3%	98.2%
%H (TV HH)			37.2%	21.0%	57.2%	20.3%	36.9%	
C1	1597	1448	510	280	901	307	594	1500
%V	29.9%	29.6%	29.6%	31.6%	30.3%	33.1%	29.1%	30.8%
%H (All HH)		90.7%	31.9%	17.5%	56.4%	19.2%	37.2%	93.9%
%H (TV HH)			35.2%	19.3%	62.2%	21.2%	41.0%	
C2	891	826	301	151	497	171	326	825
%V	16.7%	16.9%	17.5%	17.1%	16.7%	18.4%	16.0%	16.9%
%H (All HH)		92.7%	33.8%	16.9%	55.8%	19.2%	36.6%	92.6%
%H (TV HH)			36.4%	18.3%	60.2%	20.7%	39.5%	
D	798	713	259	101	413	104	309	705
%V	14.9%	14.6%	15.0%	11.4%	13.9%	11.2%	15.1%	14.5%
%H (All HH)		89.3%	32.5%	12.7%	51.8%	13.0%	38.7%	88.3%
%H (TV HH)			36.3%	14.2%	57.9%	14.6%	43.3%	
E	515	476	122	53	342	56	287	332
%V	9.6%	9.7%	7.1%	6.0%	11.5%	6.0%	14.0%	6.8%
%H (All HH)		92.4%	23.7%	10.3%	66.4%	10.9%	55.7%	64.5%
%H (TV HH)			25.6%	11.1%	71.8%	11.8%	60.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Under 25	188	140	37	22	75	12	63	185
%V	3.5%	2.9%	2.1%	2.5%	2.5%	1.3%	3.1%	3.8%
%H (All HH)		74.5%	19.7%	11.7%	39.9%	6.4%	33.5%	98.4%
%H (TV HH)			26.4%	15.7%	53.6%	8.6%	45.0%	
25 - 34	991	814	266	139	395	100	295	977
%V	18.6%	16.6%	15.4%	15.7%	13.3%	10.8%	14.4%	20.1%
%H (All HH)		82.1%	26.8%	14.0%	39.9%	10.1%	29.8%	98.6%
%H (TV HH)			32.7%	17.1%	48.5%	12.3%	36.2%	
35 - 44	1101	1001	378	197	519	165	354	1088
%V	20.6%	20.5%	21.9%	22.3%	17.5%	17.8%	17.3%	22.3%
%H (All HH)		90.9%	34.3%	17.9%	47.1%	15.0%	32.2%	98.8%
%H (TV HH)			37.8%	19.7%	51.8%	16.5%	35.4%	
45 - 54	1013	951	367	212	556	213	343	990
%V	19.0%	19.4%	21.3%	24.0%	18.7%	23.0%	16.8%	20.3%
%H (All HH)		93.9%	36.2%	20.9%	54.9%	21.0%	33.9%	97.7%
%H (TV HH)			38.6%	22.3%	58.5%	22.4%	36.1%	
55 - 64	847	814	326	155	534	206	328	795
%V	15.9%	16.6%	18.9%	17.5%	18.0%	22.2%	16.1%	16.3%
%H (All HH)		96.1%	38.5%	18.3%	63.0%	24.3%	38.7%	93.9%
%H (TV HH)			40.0%	19.0%	65.6%	25.3%	40.3%	
65 +	1198	1172	349	160	890	231	660	837
%V	22.4%	24.0%	20.3%	18.1%	30.0%	24.9%	32.3%	17.2%
%H (All HH)		97.8%	29.1%	13.4%	74.3%	19.3%	55.1%	69.9%
%H (TV HH)			29.8%	13.7%	75.9%	19.7%	56.3%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Jan - Dec 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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
1	1589	1381	324	156	993	163	829	1221
%V	29.8%	28.2%	18.8%	17.6%	33.4%	17.6%	40.6%	25.1%
%H (All HH)		86.9%	20.4%	9.8%	62.5%	10.3%	52.2%	76.8%
%H (TV HH)			23.5%	11.3%	71.9%	11.8%	60.0%	
2	1528	1426	518	263	882	308	574	1447
%V	28.6%	29.1%	30.1%	29.7%	29.7%	33.2%	28.1%	29.7%
%H (All HH)		93.3%	33.9%	17.2%	57.7%	20.2%	37.6%	94.7%
%H (TV HH)			36.3%	18.4%	61.9%	21.6%	40.3%	
3	930	870	339	200	475	192	283	919
%V	17.4%	17.8%	19.7%	22.6%	16.0%	20.7%	13.9%	18.9%
%H (All HH)		93.5%	36.5%	21.5%	51.1%	20.6%	30.4%	98.8%
%H (TV HH)			39.0%	23.0%	54.6%	22.1%	32.5%	
4	854	807	347	190	423	183	240	850
%V	16.0%	16.5%	20.1%	21.5%	14.2%	19.7%	11.7%	17.4%
%H (All HH)		94.5%	40.6%	22.2%	49.5%	21.4%	28.1%	99.5%
%H (TV HH)			43.0%	23.5%	52.4%	22.7%	29.7%	
5+	438	408	194	76	197	80	117	435
%V	8.2%	8.3%	11.3%	8.6%	6.6%	8.6%	5.7%	8.9%
%H (All HH)		93.2%	44.3%	17.4%	45.0%	18.3%	26.7%	99.3%
%H (TV HH)			47.5%	18.6%	48.3%	19.6%	28.7%	
Average HH size	2.48	2.51	2.80	2.76	2.34	2.72	2.16	2.59

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Without	3774	3427	1115	575	2230	647	1583	3318
%V	70.7%	70.1%	64.7%	65.0%	75.1%	69.8%	77.5%	68.1%
%H (All HH)		90.8%	29.5%	15.2%	59.1%	17.1%	41.9%	87.9%
%H (TV HH)			32.5%	16.8%	65.1%	18.9%	46.2%	
With	1564	1465	608	310	739	280	460	1553
%V	29.3%	29.9%	35.3%	35.0%	24.9%	30.2%	22.5%	31.9%
%H (All HH)		93.7%	38.9%	19.8%	47.3%	17.9%	29.4%	99.3%
%H (TV HH)			41.5%	21.2%	50.4%	19.1%	31.4%	
0 - 3	582	531	210	103	262	82	181	573
%V	10.9%	10.9%	12.2%	11.6%	8.8%	8.8%	8.9%	11.8%
%H (All HH)		91.2%	36.1%	17.7%	45.0%	14.1%	31.1%	98.5%
%H (TV HH)			39.5%	19.4%	49.3%	15.4%	34.1%	
4 - 9	840	782	330	161	363	135	228	834
%V	15.7%	16.0%	19.2%	18.2%	12.2%	14.6%	11.2%	17.1%
%H (All HH)		93.1%	39.3%	19.2%	43.2%	16.1%	27.1%	99.3%
%H (TV HH)			42.2%	20.6%	46.4%	17.3%	29.2%	
10 - 15	722	687	302	151	360	153	207	718
%V	13.5%	14.0%	17.5%	17.1%	12.1%	16.5%	10.1%	14.7%
%H (All HH)		95.2%	41.8%	20.9%	49.9%	21.2%	28.7%	99.4%
%H (TV HH)			44.0%	22.0%	52.4%	22.3%	30.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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Jan - Dec 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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
1	2626	2626	720	397	1471	189	1282	2302
%V	49.2%	53.7%	41.8%	44.9%	49.5%	20.4%	62.8%	47.2%
%H (All HH)		100.0%	27.4%	15.1%	56.0%	7.2%	48.8%	87.7%
%H (TV HH)			27.4%	15.1%	56.0%	7.2%	48.8%	
2	1423	1423	584	286	896	370	526	1331
%V	26.7%	29.1%	33.9%	32.3%	30.2%	39.9%	25.7%	27.3%
%H (All HH)		100.0%	41.0%	20.1%	63.0%	26.0%	37.0%	93.5%
%H (TV HH)			41.0%	20.1%	63.0%	26.0%	37.0%	
3	537	537	264	129	369	215	154	525
%V	10.1%	11.0%	15.3%	14.6%	12.4%	23.2%	7.5%	10.8%
%H (All HH)		100.0%	49.2%	24.0%	68.7%	40.0%	28.7%	97.8%
%H (TV HH)			49.2%	24.0%	68.7%	40.0%	28.7%	
4	206	206	103	47	154	98	56	202
%V	3.9%	4.2%	6.0%	5.3%	5.2%	10.6%	2.7%	4.1%
%H (All HH)		100.0%	50.0%	22.8%	74.8%	47.6%	27.2%	98.1%
%H (TV HH)			50.0%	22.8%	74.8%	47.6%	27.2%	
5+	101	101	52	25	80	54	25	101
%V	1.9%	2.1%	3.0%	2.8%	2.7%	5.8%	1.2%	2.1%
%H (All HH)		100.0%	51.5%	24.8%	79.2%	53.5%	24.8%	100.0%
%H (TV HH)			51.5%	24.8%	79.2%	53.5%	24.8%	

Base: BBC London - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

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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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Under 20"	321	321	110	60	263	112	151	284
%V	6.0%	6.6%	6.4%	6.8%	8.9%	12.1%	7.4%	5.8%
%H (All HH)		100.0%	34.3%	18.7%	81.9%	34.9%	47.0%	88.5%
%H (TV HH)			34.3%	18.7%	81.9%	34.9%	47.0%	
20" - 29"	1018	1018	334	184	775	292	483	883
%V	19.1%	20.8%	19.4%	20.8%	26.1%	31.5%	23.6%	18.1%
%H (All HH)		100.0%	32.8%	18.1%	76.1%	28.7%	47.4%	86.7%
%H (TV HH)			32.8%	18.1%	76.1%	28.7%	47.4%	
30" - 39"	2199	2199	757	397	1451	484	967	1989
%V	41.2%	45.0%	43.9%	44.9%	48.9%	52.2%	47.3%	40.8%
%H (All HH)		100.0%	34.4%	18.1%	66.0%	22.0%	44.0%	90.5%
%H (TV HH)			34.4%	18.1%	66.0%	22.0%	44.0%	
40" - 49"	2255	2255	939	447	1311	529	782	2155
%V	42.2%	46.1%	54.5%	50.5%	44.2%	57.1%	38.3%	44.2%
%H (All HH)		100.0%	41.6%	19.8%	58.1%	23.5%	34.7%	95.6%
%H (TV HH)			41.6%	19.8%	58.1%	23.5%	34.7%	
50" - 59"	954	954	441	218	510	254	256	938
%V	17.9%	19.5%	25.6%	24.6%	17.2%	27.4%	12.5%	19.3%
%H (All HH)		100.0%	46.2%	22.9%	53.5%	26.6%	26.8%	98.3%
%H (TV HH)			46.2%	22.9%	53.5%	26.6%	26.8%	
60"+	174	174	94	42	82	50	32	173
%V	3.3%	3.6%	5.5%	4.7%	2.8%	5.4%	1.6%	3.6%
%H (All HH)		100.0%	54.0%	24.1%	47.1%	28.7%	18.4%	99.4%
%H (TV HH)			54.0%	24.1%	47.1%	28.7%	18.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.7: 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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Main living room	4802	4802	1709	873	2915	918	1997	4377
%V	89.9%	98.2%	99.2%	98.6%	98.2%	99.0%	97.7%	89.8%
%H (All HH)		100.0%	35.6%	18.2%	60.7%	19.1%	41.6%	91.1%
%H (TV HH)			35.6%	18.2%	60.7%	19.1%	41.6%	
Kitchen	398	398	182	78	312	173	139	380
%V	7.5%	8.1%	10.6%	8.8%	10.5%	18.7%	6.8%	7.8%
%H (All HH)		100.0%	45.7%	19.6%	78.4%	43.5%	34.9%	95.5%
%H (TV HH)			45.7%	19.6%	78.4%	43.5%	34.9%	
Adult's bedroom	1774	1774	777	385	1173	584	589	1692
%V	33.2%	36.3%	45.1%	43.5%	39.5%	63.0%	28.8%	34.7%
%H (All HH)		100.0%	43.8%	21.7%	66.1%	32.9%	33.2%	95.4%
%H (TV HH)			43.8%	21.7%	66.1%	32.9%	33.2%	
Child's bedroom	226	226	116	56	130	73	57	225
%V	4.2%	4.6%	6.7%	6.3%	4.4%	7.9%	2.8%	4.6%
%H (All HH)		100.0%	51.3%	24.8%	57.5%	32.3%	25.2%	99.6%
%H (TV HH)			51.3%	24.8%	57.5%	32.3%	25.2%	
Other bedroom	197	197	90	53	151	93	59	191
%V	3.7%	4.0%	5.2%	6.0%	5.1%	10.0%	2.9%	3.9%
%H (All HH)		100.0%	45.7%	26.9%	76.6%	47.2%	29.9%	97.0%
%H (TV HH)			45.7%	26.9%	76.6%	47.2%	29.9%	
Second living/dining room	363	363	170	70	256	134	122	347
%V	6.8%	7.4%	9.9%	7.9%	8.6%	14.5%	6.0%	7.1%
%H (All HH)		100.0%	46.8%	19.3%	70.5%	36.9%	33.6%	95.6%
%H (TV HH)			46.8%	19.3%	70.5%	36.9%	33.6%	
Study/office	58	58	27	12	40	21	19	57
%V	1.1%	1.2%	1.6%	1.4%	1.3%	2.3%	0.9%	1.2%
%H (All HH)		100.0%	46.6%	20.7%	69.0%	36.2%	32.8%	98.3%
%H (TV HH)			46.6%	20.7%	69.0%	36.2%	32.8%	
TV room	20	20	12	6	10	7	3	20
%V	0.4%	0.4%	0.7%	0.7%	0.3%	0.8%	0.1%	0.4%
%H (All HH)		100.0%	60.0%	30.0%	50.0%	35.0%	15.0%	100.0%
%H (TV HH)			60.0%	30.0%	50.0%	35.0%	15.0%	
Conservatory	41	41	19	9	31	19	12	39
%V	0.8%	0.8%	1.1%	1.0%	1.0%	2.0%	0.6%	0.8%
%H (All HH)		100.0%	46.3%	22.0%	75.6%	46.3%	29.3%	95.1%
%H (TV HH)			46.3%	22.0%	75.6%	46.3%	29.3%	
Attic or loft room	14	14	7	4	9	6	3	14
%V	0.3%	0.3%	0.4%	0.5%	0.3%	0.6%	0.1%	0.3%
%H (All HH)		100.0%	50.0%	28.6%	64.3%	42.9%	21.4%	100.0%
%H (TV HH)			50.0%	28.6%	64.3%	42.9%	21.4%	
No specific location	6	6	2	2	4	2	3	6
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	50.0%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	50.0%	
Other	44	44	25	8	32	19	13	43
%V	0.8%	0.9%	1.5%	0.9%	1.1%	2.0%	0.6%	0.9%
%H (All HH)		100.0%	56.8%	18.2%	72.7%	43.2%	29.5%	97.7%
%H (TV HH)			56.8%	18.2%	72.7%	43.2%	29.5%	

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

Jan - Dec 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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Any DSAT provider	1723	1723	1723	58	627	627	0	1661
%V	32.3%	35.2%	100.0%	6.6%	21.1%	67.6%	0.0%	34.1%
%H (All HH)			100.0%	3.4%	36.4%	36.4%	0.0%	96.4%
%H (TV HH)			100.0%	3.4%	36.4%	36.4%	0.0%	
Sky with subscription	1479	1479	1479	33	521	521	0	1436
%V	27.7%	30.2%	85.8%	3.7%	17.5%	56.2%	0.0%	29.5%
%H (All HH)			100.0%	2.2%	35.2%	35.2%	0.0%	97.1%
%H (TV HH)			100.0%	2.2%	35.2%	35.2%	0.0%	
Sky without subscription	57	57	57	3	16	16	0	50
%V	1.1%	1.2%	3.3%	0.3%	0.5%	1.7%	0.0%	1.0%
%H (All HH)			100.0%	5.3%	28.1%	28.1%	0.0%	87.7%
%H (TV HH)			100.0%	5.3%	28.1%	28.1%	0.0%	
Freesat	96	96	96	9	50	50	0	93
%V	1.8%	2.0%	5.6%	1.0%	1.7%	5.4%	0.0%	1.9%
%H (All HH)			100.0%	9.4%	52.1%	52.1%	0.0%	96.9%
%H (TV HH)			100.0%	9.4%	52.1%	52.1%	0.0%	
Other satellite provider	141	141	141	20	67	67	0	132
%V	2.6%	2.9%	8.2%	2.3%	2.3%	7.2%	0.0%	2.7%
%H (All HH)			100.0%	14.2%	47.5%	47.5%	0.0%	93.6%
%H (TV HH)			100.0%	14.2%	47.5%	47.5%	0.0%	
DCAB	885	885	58	885	328	328	0	863
%V	16.6%	18.1%	3.4%	100.0%	11.0%	35.4%	0.0%	17.7%
%H (All HH)			6.6%	100.0%	37.1%	37.1%	0.0%	97.5%
%H (TV HH)			6.6%	100.0%	37.1%	37.1%	0.0%	
DTT	2969	2969	627	328	2969	927	2043	2594
%V	55.6%	60.7%	36.4%	37.1%	100.0%	100.0%	100.0%	53.2%
%H (All HH)		100.0%	21.1%	11.0%	100.0%	31.2%	68.8%	87.4%
%H (TV HH)			21.1%	11.0%	100.0%	31.2%	68.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
PVR	2790	2790	1549	820	1310	842	468	2692
%V	52.3%	57.0%	89.9%	92.7%	44.1%	90.8%	22.9%	55.3%
%H (All HH)		100.0%	55.5%	29.4%	47.0%	30.2%	16.8%	96.5%
%H (TV HH)			55.5%	29.4%	47.0%	30.2%	16.8%	
DVDR	51	51	19	12	34	13	20	46
%V	1.0%	1.0%	1.1%	1.4%	1.1%	1.4%	1.0%	0.9%
%H (All HH)		100.0%	37.3%	23.5%	66.7%	25.5%	39.2%	90.2%
%H (TV HH)			37.3%	23.5%	66.7%	25.5%	39.2%	
VCR	25	25	6	4	20	4	15	19
%V	0.5%	0.5%	0.3%	0.5%	0.7%	0.4%	0.7%	0.4%
%H (All HH)		100.0%	24.0%	16.0%	80.0%	16.0%	60.0%	76.0%
%H (TV HH)			24.0%	16.0%	80.0%	16.0%	60.0%	
Any recorder	2814	2814	1551	821	1333	844	490	2709
%V	52.7%	57.5%	90.0%	92.8%	44.9%	91.0%	24.0%	55.6%
%H (All HH)		100.0%	55.1%	29.2%	47.4%	30.0%	17.4%	96.3%
%H (TV HH)			55.1%	29.2%	47.4%	30.0%	17.4%	
Receives HDTV (via STB or built-in reception)	3517	3517	1452	800	2160	842	1318	3346
%V	65.9%	71.9%	84.3%	90.4%	72.8%	90.8%	64.5%	68.7%
%H (All HH)		100.0%	41.3%	22.7%	61.4%	23.9%	37.5%	95.1%
%H (TV HH)			41.3%	22.7%	61.4%	23.9%	37.5%	
DVD/Blu-ray player or recorder	2515	2515	922	514	1562	556	1006	2349
%V	47.1%	51.4%	53.5%	58.1%	52.6%	60.0%	49.2%	48.2%
%H (All HH)		100.0%	36.7%	20.4%	62.1%	22.1%	40.0%	93.4%
%H (TV HH)			36.7%	20.4%	62.1%	22.1%	40.0%	

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

Jan - Dec 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	5339	4892	1723	885	2969	927	2043	4872
%H (All HH)		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%
%H (TV HH)			35.2%	18.1%	60.7%	18.9%	41.8%	
Has broadband internet	4872	4461	1661	863	2594	893	1701	4872
%V	91.3%	91.2%	96.4%	97.5%	87.4%	96.3%	83.3%	100.0%
%H (All HH)		91.6%	34.1%	17.7%	53.2%	18.3%	34.9%	100.0%
%H (TV HH)			37.2%	19.3%	58.1%	20.0%	38.1%	
Number of computers (PCs and laptops)								
0	789	702	140	57	526	66	460	349
%V	14.8%	14.3%	8.1%	6.4%	17.7%	7.1%	22.5%	7.2%
%H (All HH)		89.0%	17.7%	7.2%	66.7%	8.4%	58.3%	44.2%
%H (TV HH)			19.9%	8.1%	74.9%	9.4%	65.5%	
1	1664	1497	516	237	915	245	671	1642
%V	31.2%	30.6%	29.9%	26.8%	30.8%	26.4%	32.8%	33.7%
%H (All HH)		90.0%	31.0%	14.2%	55.0%	14.7%	40.3%	98.7%
%H (TV HH)			34.5%	15.8%	61.1%	16.4%	44.8%	
2	1375	1266	497	254	733	270	462	1371
%V	25.8%	25.9%	28.8%	28.7%	24.7%	29.1%	22.6%	28.1%
%H (All HH)		92.1%	36.1%	18.5%	53.3%	19.6%	33.6%	99.7%
%H (TV HH)			39.3%	20.1%	57.9%	21.3%	36.5%	
3	689	643	249	139	348	132	217	689
%V	12.9%	13.1%	14.5%	15.7%	11.7%	14.2%	10.6%	14.1%
%H (All HH)		93.3%	36.1%	20.2%	50.5%	19.2%	31.5%	100.0%
%H (TV HH)			38.7%	21.6%	54.1%	20.5%	33.7%	
4	424	402	156	97	224	97	127	424
%V	7.9%	8.2%	9.1%	11.0%	7.5%	10.5%	6.2%	8.7%
%H (All HH)		94.8%	36.8%	22.9%	52.8%	22.9%	30.0%	100.0%
%H (TV HH)			38.8%	24.1%	55.7%	24.1%	31.6%	
5+	398	381	165	101	223	117	106	398
%V	7.5%	7.8%	9.6%	11.4%	7.5%	12.6%	5.2%	8.2%
%H (All HH)		95.7%	41.5%	25.4%	56.0%	29.4%	26.6%	100.0%
%H (TV HH)			43.3%	26.5%	58.5%	30.7%	27.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	8448	3378	1681	5412	2260	3151	7889
%H		40.0%	19.9%	64.1%	26.8%	37.3%	93.4%
Under 20"	371	130	71	304	135	169	331
%V	4.4%	3.8%	4.2%	5.6%	6.0%	5.4%	4.2%
%H		35.0%	19.1%	81.9%	36.4%	45.6%	89.2%
20" - 29"	1259	432	235	966	391	575	1111
%V	14.9%	12.8%	14.0%	17.8%	17.3%	18.2%	14.1%
%H		34.3%	18.7%	76.7%	31.1%	45.7%	88.2%
30" - 39"	2696	975	508	1810	672	1138	2470
%V	31.9%	28.9%	30.2%	33.4%	29.7%	36.1%	31.3%
%H		36.2%	18.8%	67.1%	24.9%	42.2%	91.6%
40" - 49"	2657	1157	536	1553	679	874	2551
%V	31.5%	34.3%	31.9%	28.7%	30.0%	27.7%	32.3%
%H		43.5%	20.2%	58.4%	25.6%	32.9%	96.0%
50" - 59"	1072	506	249	570	294	277	1055
%V	12.7%	15.0%	14.8%	10.5%	13.0%	8.8%	13.4%
%H		47.2%	23.2%	53.2%	27.4%	25.8%	98.4%
60"+	187	101	46	89	53	35	186
%V	2.2%	3.0%	2.7%	1.6%	2.3%	1.1%	2.4%
%H		54.0%	24.6%	47.6%	28.3%	18.7%	99.5%
Don't know	206	79	35	120	37	83	183
%V	2.4%	2.3%	2.1%	2.2%	1.6%	2.6%	2.3%
%H		38.3%	17.0%	58.3%	18.0%	40.3%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	8448	3378	1681	5412	2260	3151	7889
%H		40.0%	19.9%	64.1%	26.8%	37.3%	93.4%
Main living room	4827	1722	877	2928	924	2004	4399
%V	57.1%	51.0%	52.2%	54.1%	40.9%	63.6%	55.8%
%H		35.7%	18.2%	60.7%	19.1%	41.5%	91.1%
Kitchen	399	183	78	313	174	139	381
%V	4.7%	5.4%	4.6%	5.8%	7.7%	4.4%	4.8%
%H		45.9%	19.5%	78.4%	43.6%	34.8%	95.5%
Adult's bedroom	2152	955	479	1440	746	694	2066
%V	25.5%	28.3%	28.5%	26.6%	33.0%	22.0%	26.2%
%H		44.4%	22.3%	66.9%	34.7%	32.2%	96.0%
Child's bedroom	281	144	72	161	94	67	279
%V	3.3%	4.3%	4.3%	3.0%	4.2%	2.1%	3.5%
%H		51.2%	25.6%	57.3%	33.5%	23.8%	99.3%
Other bedroom	230	107	63	179	111	67	225
%V	2.7%	3.2%	3.7%	3.3%	4.9%	2.1%	2.9%
%H		46.5%	27.4%	77.8%	48.3%	29.1%	97.8%
Second living/dining room	368	172	70	260	135	125	351
%V	4.4%	5.1%	4.2%	4.8%	6.0%	4.0%	4.4%
%H		46.7%	19.0%	70.7%	36.7%	34.0%	95.4%
Study/office	58	27	12	40	21	19	57
%V	0.7%	0.8%	0.7%	0.7%	0.9%	0.6%	0.7%
%H		46.6%	20.7%	69.0%	36.2%	32.8%	98.3%
TV room	20	13	6	10	7	3	20
%V	0.2%	0.4%	0.4%	0.2%	0.3%	0.1%	0.3%
%H		65.0%	30.0%	50.0%	35.0%	15.0%	100.0%
Conservatory	42	19	9	32	19	13	40
%V	0.5%	0.6%	0.5%	0.6%	0.8%	0.4%	0.5%
%H		45.2%	21.4%	76.2%	45.2%	31.0%	95.2%
Attic or loft room	14	7	4	9	6	3	14
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	28.6%	64.3%	42.9%	21.4%	100.0%
No specific location	6	2	2	4	2	3	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	50.0%	100.0%
Other	51	28	8	36	21	15	50
%V	0.6%	0.8%	0.5%	0.7%	0.9%	0.5%	0.6%
%H		54.9%	15.7%	70.6%	41.2%	29.4%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	8448	3378	1681	5412	2260	3151	7889
%H		40.0%	19.9%	64.1%	26.8%	37.3%	93.4%
PVR	3930	2335	1153	1731	1210	521	3823
%V	46.5%	69.1%	68.6%	32.0%	53.5%	16.5%	48.5%
%H		59.4%	29.3%	44.0%	30.8%	13.3%	97.3%
DVDR	55	19	14	35	14	21	49
%V	0.7%	0.6%	0.8%	0.6%	0.6%	0.7%	0.6%
%H		34.5%	25.5%	63.6%	25.5%	38.2%	89.1%
VCR	26	6	4	20	4	16	20
%V	0.3%	0.2%	0.2%	0.4%	0.2%	0.5%	0.3%
%H		23.1%	15.4%	76.9%	15.4%	61.5%	76.9%
Any recorder	3966	2340	1156	1765	1217	548	3851
%V	46.9%	69.3%	68.8%	32.6%	53.8%	17.4%	48.8%
%H		59.0%	29.1%	44.5%	30.7%	13.8%	97.1%

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	8448	3378	1681	5412	2260	3151	7889
%H		40.0%	19.9%	64.1%	26.8%	37.3%	93.4%
Receives HDTV (via STB or built-in reception)	5273	2404	1213	3267	1518	1748	5071
%V	62.4%	71.2%	72.2%	60.4%	67.2%	55.5%	64.3%
%H		45.6%	23.0%	62.0%	28.8%	33.2%	96.2%
DVD/Blu-ray player or recorder	3170	1237	691	1982	807	1175	2992
%V	37.5%	36.6%	41.1%	36.6%	35.7%	37.3%	37.9%
%H		39.0%	21.8%	62.5%	25.5%	37.1%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4892	1723	884	2969	927	2043	4460
%H		35.2%	18.1%	60.7%	18.9%	41.8%	91.2%
Under 20"	42	4	5	34	2	32	30
%V	0.9%	0.2%	0.6%	1.1%	0.2%	1.6%	0.7%
%H		9.5%	11.9%	81.0%	4.8%	76.2%	71.4%
20" - 29"	338	57	33	258	31	227	244
%V	6.9%	3.3%	3.7%	8.7%	3.3%	11.1%	5.5%
%H		16.9%	9.8%	76.3%	9.2%	67.2%	72.2%
30" - 39"	1383	351	212	938	191	746	1191
%V	28.3%	20.4%	24.0%	31.6%	20.6%	36.5%	26.7%
%H		25.4%	15.3%	67.8%	13.8%	53.9%	86.1%
40" - 49"	1958	783	373	1129	419	710	1858
%V	40.0%	45.4%	42.2%	38.0%	45.2%	34.8%	41.7%
%H		40.0%	19.1%	57.7%	21.4%	36.3%	94.9%
50" - 59"	883	403	201	466	226	241	867
%V	18.0%	23.4%	22.7%	15.7%	24.4%	11.8%	19.4%
%H		45.6%	22.8%	52.8%	25.6%	27.3%	98.2%
60"+	155	82	39	74	44	30	155
%V	3.2%	4.8%	4.4%	2.5%	4.7%	1.5%	3.5%
%H		52.9%	25.2%	47.7%	28.4%	19.4%	100.0%
Don't know	132	44	21	70	14	57	115
%V	2.7%	2.6%	2.4%	2.4%	1.5%	2.8%	2.6%
%H		33.3%	15.9%	53.0%	10.6%	43.2%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4892	1723	884	2969	927	2043	4460
%H		35.2%	18.1%	60.7%	18.9%	41.8%	91.2%
PVR	2750	1535	814	1276	829	447	2654
%V	56.2%	89.1%	92.1%	43.0%	89.4%	21.9%	59.5%
%H		55.8%	29.6%	46.4%	30.1%	16.3%	96.5%
DVDR	46	16	11	29	10	19	41
%V	0.9%	0.9%	1.2%	1.0%	1.1%	0.9%	0.9%
%H		34.8%	23.9%	63.0%	21.7%	41.3%	89.1%
VCR	21	6	3	17	3	14	15
%V	0.4%	0.3%	0.3%	0.6%	0.3%	0.7%	0.3%
%H		28.6%	14.3%	81.0%	14.3%	66.7%	71.4%
Any recorder	2773	1537	816	1298	831	467	2669
%V	56.7%	89.2%	92.3%	43.7%	89.6%	22.9%	59.8%
%H		55.4%	29.4%	46.8%	30.0%	16.8%	96.2%

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	4892	1723	884	2969	927	2043	4460
%H		35.2%	18.1%	60.7%	18.9%	41.8%	91.2%
Receives HDTV (via STB or built-in reception)	3451	1416	792	2105	811	1294	3283
%V	70.5%	82.2%	89.6%	70.9%	87.5%	63.3%	73.6%
%H		41.0%	22.9%	61.0%	23.5%	37.5%	95.1%
DVD/Blu-ray player or recorder	2254	799	457	1393	470	923	2093
%V	46.1%	46.4%	51.7%	46.9%	50.7%	45.2%	46.9%
%H		35.4%	20.3%	61.8%	20.9%	40.9%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3556	1655	796	2442	1334	1109	3428
%H		46.5%	22.4%	68.7%	37.5%	31.2%	96.4%
Under 20"	329	126	65	270	133	137	301
%V	9.3%	7.6%	8.2%	11.1%	10.0%	12.4%	8.8%
%H		38.3%	19.8%	82.1%	40.4%	41.6%	91.5%
20" - 29"	920	374	202	708	360	348	867
%V	25.9%	22.6%	25.4%	29.0%	27.0%	31.4%	25.3%
%H		40.7%	22.0%	77.0%	39.1%	37.8%	94.2%
30" - 39"	1313	624	297	872	481	391	1279
%V	36.9%	37.7%	37.3%	35.7%	36.1%	35.3%	37.3%
%H		47.5%	22.6%	66.4%	36.6%	29.8%	97.4%
40" - 49"	699	374	163	424	260	164	693
%V	19.7%	22.6%	20.5%	17.4%	19.5%	14.8%	20.2%
%H		53.5%	23.3%	60.7%	37.2%	23.5%	99.1%
50" - 59"	189	103	48	104	68	36	189
%V	5.3%	6.2%	6.0%	4.3%	5.1%	3.2%	5.5%
%H		54.5%	25.4%	55.0%	36.0%	19.0%	100.0%
60"+	31	19	7	15	9	5	31
%V	0.9%	1.1%	0.9%	0.6%	0.7%	0.5%	0.9%
%H		61.3%	22.6%	48.4%	29.0%	16.1%	100.0%
Don't know	74	35	14	50	23	26	68
%V	2.1%	2.1%	1.8%	2.0%	1.7%	2.3%	2.0%
%H		47.3%	18.9%	67.6%	31.1%	35.1%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3556	1655	796	2442	1334	1109	3428
%H		46.5%	22.4%	68.7%	37.5%	31.2%	96.4%
PVR	1181	800	338	455	381	74	1169
%V	33.2%	48.3%	42.5%	18.6%	28.6%	6.7%	34.1%
%H		67.7%	28.6%	38.5%	32.3%	6.3%	99.0%
DVDR	9	3	3	6	4	3	8
%V	0.3%	0.2%	0.4%	0.2%	0.3%	0.3%	0.2%
%H		33.3%	33.3%	66.7%	44.4%	33.3%	88.9%
VCR	4	0	1	4	1	3	4
%V	0.1%	0.0%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		0.0%	25.0%	100.0%	25.0%	75.0%	100.0%
Any recorder	1193	803	341	467	386	81	1181
%V	33.5%	48.5%	42.8%	19.1%	28.9%	7.3%	34.5%
%H		67.3%	28.6%	39.1%	32.4%	6.8%	99.0%

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	3556	1655	796	2442	1334	1109	3428
%H		46.5%	22.4%	68.7%	37.5%	31.2%	96.4%
Receives HDTV (via STB or built-in reception)	1822	987	421	1162	708	454	1788
%V	51.2%	59.6%	52.9%	47.6%	53.1%	40.9%	52.2%
%H		54.2%	23.1%	63.8%	38.9%	24.9%	98.1%
DVD/Blu-ray player or recorder	917	438	234	589	337	252	899
%V	25.8%	26.5%	29.4%	24.1%	25.3%	22.7%	26.2%
%H		47.8%	25.5%	64.2%	36.8%	27.5%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	13230	12279	4830	2442	6941	2524	4417	12632
%H		92.8%	36.5%	18.5%	52.5%	19.1%	33.4%	95.5%
Total Children	2749	2565	1079	523	1267	472	795	2728
%V	20.8%	20.9%	22.3%	21.4%	18.3%	18.7%	18.0%	21.6%
%H		93.3%	39.3%	19.0%	46.1%	17.2%	28.9%	99.2%
0 - 3	670	612	245	113	305	95	210	661
%V	5.1%	5.0%	5.1%	4.6%	4.4%	3.8%	4.8%	5.2%
%H		91.3%	36.6%	16.9%	45.5%	14.2%	31.3%	98.7%
4 - 15	2079	1953	834	410	962	376	585	2067
%V	15.7%	15.9%	17.3%	16.8%	13.9%	14.9%	13.2%	16.4%
%H		93.9%	40.1%	19.7%	46.3%	18.1%	28.1%	99.4%
4 - 9	1110	1031	427	209	481	173	308	1103
%V	8.4%	8.4%	8.8%	8.6%	6.9%	6.9%	7.0%	8.7%
%H		92.9%	38.5%	18.8%	43.3%	15.6%	27.7%	99.4%
10 - 15	969	923	407	200	481	204	277	964
%V	7.3%	7.5%	8.4%	8.2%	6.9%	8.1%	6.3%	7.6%
%H		95.3%	42.0%	20.6%	49.6%	21.1%	28.6%	99.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	13230	12279	4830	2442	6941	2524	4417	12632
%H		92.8%	36.5%	18.5%	52.5%	19.1%	33.4%	95.5%
Total Adults (16+)	10480	9714	3752	1919	5674	2052	3622	9904
%V	79.2%	79.1%	77.7%	78.6%	81.7%	81.3%	82.0%	78.4%
%H		92.7%	35.8%	18.3%	54.1%	19.6%	34.6%	94.5%
16 - 19	499	478	210	114	275	127	147	496
%V	3.8%	3.9%	4.3%	4.7%	4.0%	5.0%	3.3%	3.9%
%H		95.8%	42.1%	22.8%	55.1%	25.5%	29.5%	99.4%
20 - 24	752	651	263	132	358	142	216	747
%V	5.7%	5.3%	5.4%	5.4%	5.2%	5.6%	4.9%	5.9%
%H		86.6%	35.0%	17.6%	47.6%	18.9%	28.7%	99.3%
25 - 34	2160	1859	677	344	936	293	643	2134
%V	16.3%	15.1%	14.0%	14.1%	13.5%	11.6%	14.6%	16.9%
%H		86.1%	31.3%	15.9%	43.3%	13.6%	29.8%	98.8%
35 - 44	2041	1869	737	389	950	330	620	2021
%V	15.4%	15.2%	15.3%	15.9%	13.7%	13.1%	14.0%	16.0%
%H		91.6%	36.1%	19.1%	46.5%	16.2%	30.4%	99.0%
45 - 54	1780	1691	685	385	969	397	571	1745
%V	13.5%	13.8%	14.2%	15.8%	14.0%	15.7%	12.9%	13.8%
%H		95.0%	38.5%	21.6%	54.4%	22.3%	32.1%	98.0%
55 - 64	1432	1382	580	274	876	360	516	1372
%V	10.8%	11.3%	12.0%	11.2%	12.6%	14.3%	11.7%	10.9%
%H		96.5%	40.5%	19.1%	61.2%	25.1%	36.0%	95.8%
65+	1816	1784	600	281	1310	402	908	1389
%V	13.7%	14.5%	12.4%	11.5%	18.9%	15.9%	20.6%	11.0%
%H		98.2%	33.0%	15.5%	72.1%	22.1%	50.0%	76.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	10480	9714	3752	1919	5674	2052	3622	9904
%H		92.7%	35.8%	18.3%	54.1%	19.6%	34.6%	94.5%
AB	3179	2991	1172	660	1686	650	1036	3140
%V	30.3%	30.8%	31.2%	34.4%	29.7%	31.7%	28.6%	31.7%
%H		94.1%	36.9%	20.8%	53.0%	20.4%	32.6%	98.8%
C1	3135	2882	1106	603	1732	672	1060	3017
%V	29.9%	29.7%	29.5%	31.4%	30.5%	32.7%	29.3%	30.5%
%H		91.9%	35.3%	19.2%	55.2%	21.4%	33.8%	96.2%
C2	1870	1746	702	348	1018	406	612	1780
%V	17.8%	18.0%	18.7%	18.1%	17.9%	19.8%	16.9%	18.0%
%H		93.4%	37.5%	18.6%	54.4%	21.7%	32.7%	95.2%
D	1581	1435	576	229	780	232	547	1464
%V	15.1%	14.8%	15.4%	11.9%	13.7%	11.3%	15.1%	14.8%
%H		90.8%	36.4%	14.5%	49.3%	14.7%	34.6%	92.6%
E	714	661	196	81	458	92	365	502
%V	6.8%	6.8%	5.2%	4.2%	8.1%	4.5%	10.1%	5.1%
%H		92.6%	27.5%	11.3%	64.1%	12.9%	51.1%	70.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	10480	9714	3752	1919	5674	2052	3622	9904
%H		92.7%	35.8%	18.3%	54.1%	19.6%	34.6%	94.5%
Working full time	5694	5217	2039	1104	2839	1078	1761	5640
%V	54.3%	53.7%	54.3%	57.5%	50.0%	52.5%	48.6%	56.9%
%H		91.6%	35.8%	19.4%	49.9%	18.9%	30.9%	99.1%
Working part time	998	937	373	199	554	210	343	978
%V	9.5%	9.6%	9.9%	10.4%	9.8%	10.2%	9.5%	9.9%
%H		93.9%	37.4%	19.9%	55.5%	21.0%	34.4%	98.0%
Not working	3788	3561	1340	616	2281	764	1517	3286
%V	36.1%	36.7%	35.7%	32.1%	40.2%	37.2%	41.9%	33.2%
%H		94.0%	35.4%	16.3%	60.2%	20.2%	40.0%	86.7%
Houseperson	5339	4892	1723	885	2969	927	2043	4872
%V	50.9%	50.4%	45.9%	46.1%	52.3%	45.2%	56.4%	49.2%
%H		91.6%	32.3%	16.6%	55.6%	17.4%	38.3%	91.3%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5175	4772	1849	957	2740	1010	1730	4920
%H		92.2%	35.7%	18.5%	52.9%	19.5%	33.4%	95.1%
16 - 19	257	247	102	65	141	65	76	256
%V	5.0%	5.2%	5.5%	6.8%	5.1%	6.4%	4.4%	5.2%
%H		96.1%	39.7%	25.3%	54.9%	25.3%	29.6%	99.6%
20 - 24	379	339	140	74	181	81	100	377
%V	7.3%	7.1%	7.6%	7.7%	6.6%	8.0%	5.8%	7.7%
%H		89.4%	36.9%	19.5%	47.8%	21.4%	26.4%	99.5%
25 - 34	1084	923	332	165	462	143	319	1070
%V	20.9%	19.3%	18.0%	17.2%	16.9%	14.2%	18.4%	21.7%
%H		85.1%	30.6%	15.2%	42.6%	13.2%	29.4%	98.7%
35 - 44	1026	924	351	187	472	157	315	1013
%V	19.8%	19.4%	19.0%	19.5%	17.2%	15.5%	18.2%	20.6%
%H		90.1%	34.2%	18.2%	46.0%	15.3%	30.7%	98.7%
45 - 54	895	849	344	190	477	190	287	873
%V	17.3%	17.8%	18.6%	19.9%	17.4%	18.8%	16.6%	17.7%
%H		94.9%	38.4%	21.2%	53.3%	21.2%	32.1%	97.5%
55 - 64	709	679	281	136	431	176	255	674
%V	13.7%	14.2%	15.2%	14.2%	15.7%	17.4%	14.7%	13.7%
%H		95.8%	39.6%	19.2%	60.8%	24.8%	36.0%	95.1%
65+	826	812	299	140	576	198	378	658
%V	16.0%	17.0%	16.2%	14.6%	21.0%	19.6%	21.8%	13.4%
%H		98.3%	36.2%	16.9%	69.7%	24.0%	45.8%	79.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5175	4772	1849	957	2740	1010	1730	4920
%H		92.2%	35.7%	18.5%	52.9%	19.5%	33.4%	95.1%
AB	1601	1507	589	330	839	325	514	1585
%V	30.9%	31.6%	31.9%	34.5%	30.6%	32.2%	29.7%	32.2%
%H		94.1%	36.8%	20.6%	52.4%	20.3%	32.1%	99.0%
C1	1488	1367	529	290	804	315	488	1450
%V	28.8%	28.6%	28.6%	30.3%	29.3%	31.2%	28.2%	29.5%
%H		91.9%	35.6%	19.5%	54.0%	21.2%	32.8%	97.4%
C2	1004	920	367	187	532	215	318	952
%V	19.4%	19.3%	19.8%	19.5%	19.4%	21.3%	18.4%	19.3%
%H		91.6%	36.6%	18.6%	53.0%	21.4%	31.7%	94.8%
D	769	694	279	112	371	114	256	715
%V	14.9%	14.5%	15.1%	11.7%	13.5%	11.3%	14.8%	14.5%
%H		90.2%	36.3%	14.6%	48.2%	14.8%	33.3%	93.0%
E	314	285	87	38	194	41	153	219
%V	6.1%	6.0%	4.7%	4.0%	7.1%	4.1%	8.8%	4.5%
%H		90.8%	27.7%	12.1%	61.8%	13.1%	48.7%	69.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5175	4772	1849	957	2740	1010	1730	4920
%H		92.2%	35.7%	18.5%	52.9%	19.5%	33.4%	95.1%
Working full time	3419	3122	1230	653	1677	638	1039	3380
%V	66.1%	65.4%	66.5%	68.2%	61.2%	63.2%	60.1%	68.7%
%H		91.3%	36.0%	19.1%	49.0%	18.7%	30.4%	98.9%
Working part time	251	231	87	43	141	49	92	244
%V	4.9%	4.8%	4.7%	4.5%	5.1%	4.9%	5.3%	5.0%
%H		92.0%	34.7%	17.1%	56.2%	19.5%	36.7%	97.2%
Not working	1506	1419	532	262	922	323	599	1296
%V	29.1%	29.7%	28.8%	27.4%	33.6%	32.0%	34.6%	26.3%
%H		94.2%	35.3%	17.4%	61.2%	21.4%	39.8%	86.1%
Houseperson	1238	1067	313	166	673	158	515	1070
%V	23.9%	22.4%	16.9%	17.3%	24.6%	15.6%	29.8%	21.7%
%H		86.2%	25.3%	13.4%	54.4%	12.8%	41.6%	86.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5305	4943	1902	962	2934	1042	1892	4983
%H		93.2%	35.9%	18.1%	55.3%	19.6%	35.7%	93.9%
16 - 19	242	231	107	49	134	62	72	240
%V	4.6%	4.7%	5.6%	5.1%	4.6%	6.0%	3.8%	4.8%
%H		95.5%	44.2%	20.2%	55.4%	25.6%	29.8%	99.2%
20 - 24	373	312	123	58	177	61	116	370
%V	7.0%	6.3%	6.5%	6.0%	6.0%	5.9%	6.1%	7.4%
%H		83.6%	33.0%	15.5%	47.5%	16.4%	31.1%	99.2%
25 - 34	1076	937	345	179	474	150	324	1064
%V	20.3%	19.0%	18.1%	18.6%	16.2%	14.4%	17.1%	21.4%
%H		87.1%	32.1%	16.6%	44.1%	13.9%	30.1%	98.9%
35 - 44	1015	945	387	202	478	174	305	1008
%V	19.1%	19.1%	20.3%	21.0%	16.3%	16.7%	16.1%	20.2%
%H		93.1%	38.1%	19.9%	47.1%	17.1%	30.0%	99.3%
45 - 54	885	843	341	195	492	208	284	873
%V	16.7%	17.1%	17.9%	20.3%	16.8%	20.0%	15.0%	17.5%
%H		95.3%	38.5%	22.0%	55.6%	23.5%	32.1%	98.6%
55 - 64	723	703	299	138	445	184	262	697
%V	13.6%	14.2%	15.7%	14.3%	15.2%	17.7%	13.8%	14.0%
%H		97.2%	41.4%	19.1%	61.5%	25.4%	36.2%	96.4%
65+	990	972	300	141	734	204	530	731
%V	18.7%	19.7%	15.8%	14.7%	25.0%	19.6%	28.0%	14.7%
%H		98.2%	30.3%	14.2%	74.1%	20.6%	53.5%	73.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5305	4943	1902	962	2934	1042	1892	4983
%H		93.2%	35.9%	18.1%	55.3%	19.6%	35.7%	93.9%
AB	1578	1484	583	330	847	325	522	1555
%V	29.7%	30.0%	30.7%	34.3%	28.9%	31.2%	27.6%	31.2%
%H		94.0%	36.9%	20.9%	53.7%	20.6%	33.1%	98.5%
C1	1647	1515	577	313	928	357	572	1568
%V	31.0%	30.6%	30.3%	32.5%	31.6%	34.3%	30.2%	31.5%
%H		92.0%	35.0%	19.0%	56.3%	21.7%	34.7%	95.2%
C2	867	826	335	161	486	191	295	828
%V	16.3%	16.7%	17.6%	16.7%	16.6%	18.3%	15.6%	16.6%
%H		95.3%	38.6%	18.6%	56.1%	22.0%	34.0%	95.5%
D	813	741	297	116	409	118	291	749
%V	15.3%	15.0%	15.6%	12.1%	13.9%	11.3%	15.4%	15.0%
%H		91.1%	36.5%	14.3%	50.3%	14.5%	35.8%	92.1%
E	401	377	109	43	264	51	212	283
%V	7.6%	7.6%	5.7%	4.5%	9.0%	4.9%	11.2%	5.7%
%H		94.0%	27.2%	10.7%	65.8%	12.7%	52.9%	70.6%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5305	4943	1902	962	2934	1042	1892	4983
%H		93.2%	35.9%	18.1%	55.3%	19.6%	35.7%	93.9%
Working full time	2276	2095	808	452	1163	440	723	2260
%V	42.9%	42.4%	42.5%	47.0%	39.6%	42.2%	38.2%	45.4%
%H		92.0%	35.5%	19.9%	51.1%	19.3%	31.8%	99.3%
Working part time	748	706	286	156	412	161	251	734
%V	14.1%	14.3%	15.0%	16.2%	14.0%	15.5%	13.3%	14.7%
%H		94.4%	38.2%	20.9%	55.1%	21.5%	33.6%	98.1%
Not working	2281	2142	808	354	1359	441	918	1989
%V	43.0%	43.3%	42.5%	36.8%	46.3%	42.3%	48.5%	39.9%
%H		93.9%	35.4%	15.5%	59.6%	19.3%	40.2%	87.2%
Houseperson	4101	3825	1411	719	2297	769	1528	3802
%V	77.3%	77.4%	74.2%	74.7%	78.3%	73.8%	80.8%	76.3%
%H		93.3%	34.4%	17.5%	56.0%	18.8%	37.3%	92.7%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
AB	319	311	146	36	195	85	111	311
%V	27.8%	28.2%	29.6%	29.5%	27.8%	31.0%	26.0%	30.4%
%H (All HH)		97.5%	45.8%	11.3%	61.1%	26.6%	34.8%	97.5%
%H (TV HH)			46.9%	11.6%	62.7%	27.3%	35.7%	
C1	347	334	145	37	213	80	134	323
%V	30.3%	30.3%	29.4%	30.3%	30.4%	29.2%	31.4%	31.5%
%H (All HH)		96.3%	41.8%	10.7%	61.4%	23.1%	38.6%	93.1%
%H (TV HH)			43.4%	11.1%	63.8%	24.0%	40.1%	
C2	232	223	115	25	136	61	75	205
%V	20.2%	20.3%	23.3%	20.5%	19.4%	22.3%	17.6%	20.0%
%H (All HH)		96.1%	49.6%	10.8%	58.6%	26.3%	32.3%	88.4%
%H (TV HH)			51.6%	11.2%	61.0%	27.4%	33.6%	
D	135	128	51	16	84	33	51	109
%V	11.8%	11.6%	10.3%	13.1%	12.0%	12.0%	11.9%	10.6%
%H (All HH)		94.8%	37.8%	11.9%	62.2%	24.4%	37.8%	80.7%
%H (TV HH)			39.8%	12.5%	65.6%	25.8%	39.8%	
E	113	105	35	7	72	15	57	76
%V	9.9%	9.5%	7.1%	5.7%	10.3%	5.5%	13.3%	7.4%
%H (All HH)		92.9%	31.0%	6.2%	63.7%	13.3%	50.4%	67.3%
%H (TV HH)			33.3%	6.7%	68.6%	14.3%	54.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Under 25	44	34	12	4	17	7	10	44
%V	3.8%	3.1%	2.4%	3.3%	2.4%	2.6%	2.3%	4.3%
%H (All HH)		77.3%	27.3%	9.1%	38.6%	15.9%	22.7%	100.0%
%H (TV HH)			35.3%	11.8%	50.0%	20.6%	29.4%	
25 - 34	156	150	78	12	70	31	39	154
%V	13.6%	13.6%	15.8%	9.8%	10.0%	11.3%	9.1%	15.0%
%H (All HH)		96.2%	50.0%	7.7%	44.9%	19.9%	25.0%	98.7%
%H (TV HH)			52.0%	8.0%	46.7%	20.7%	26.0%	
35 - 44	176	168	80	20	80	33	47	172
%V	15.4%	15.3%	16.2%	16.4%	11.4%	12.0%	11.0%	16.8%
%H (All HH)		95.5%	45.5%	11.4%	45.5%	18.8%	26.7%	97.7%
%H (TV HH)			47.6%	11.9%	47.6%	19.6%	28.0%	
45 - 54	200	190	101	29	119	64	55	196
%V	17.5%	17.3%	20.5%	23.8%	17.0%	23.4%	12.9%	19.1%
%H (All HH)		95.0%	50.5%	14.5%	59.5%	32.0%	27.5%	98.0%
%H (TV HH)			53.2%	15.3%	62.6%	33.7%	28.9%	
55 - 64	200	194	85	23	133	50	84	184
%V	17.5%	17.6%	17.2%	18.9%	19.0%	18.2%	19.7%	18.0%
%H (All HH)		97.0%	42.5%	11.5%	66.5%	25.0%	42.0%	92.0%
%H (TV HH)			43.8%	11.9%	68.6%	25.8%	43.3%	
65 +	371	365	137	34	282	90	192	274
%V	32.4%	33.2%	27.8%	27.9%	40.2%	32.8%	45.0%	26.8%
%H (All HH)		98.4%	36.9%	9.2%	76.0%	24.3%	51.8%	73.9%
%H (TV HH)			37.5%	9.3%	77.3%	24.7%	52.6%	

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
Jan - Dec 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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
1	355	336	113	17	247	54	193	259
%V	31.0%	30.5%	22.9%	13.9%	35.2%	19.7%	45.2%	25.3%
%H (All HH)		94.6%	31.8%	4.8%	69.6%	15.2%	54.4%	73.0%
%H (TV HH)			33.6%	5.1%	73.5%	16.1%	57.4%	
2	369	357	161	46	235	106	130	347
%V	32.2%	32.4%	32.7%	37.7%	33.5%	38.7%	30.4%	33.9%
%H (All HH)		96.7%	43.6%	12.5%	63.7%	28.7%	35.2%	94.0%
%H (TV HH)			45.1%	12.9%	65.8%	29.7%	36.4%	
3	166	160	76	24	92	44	49	165
%V	14.5%	14.5%	15.4%	19.7%	13.1%	16.1%	11.5%	16.1%
%H (All HH)		96.4%	45.8%	14.5%	55.4%	26.5%	29.5%	99.4%
%H (TV HH)			47.5%	15.0%	57.5%	27.5%	30.6%	
4	168	164	88	20	85	42	43	165
%V	14.7%	14.9%	17.8%	16.4%	12.1%	15.3%	10.1%	16.1%
%H (All HH)		97.6%	52.4%	11.9%	50.6%	25.0%	25.6%	98.2%
%H (TV HH)			53.7%	12.2%	51.8%	25.6%	26.2%	
5+	88	85	55	14	41	29	12	88
%V	7.7%	7.7%	11.2%	11.5%	5.8%	10.6%	2.8%	8.6%
%H (All HH)		96.6%	62.5%	15.9%	46.6%	33.0%	13.6%	100.0%
%H (TV HH)			64.7%	16.5%	48.2%	34.1%	14.1%	
Average HH size	2.38	2.39	2.65	2.79	2.22	2.62	1.96	2.52

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

Jan - Dec 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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Without	840	802	326	86	547	193	354	720
%V	73.3%	72.8%	66.1%	70.5%	78.0%	70.4%	82.9%	70.3%
%H (All HH)		95.5%	38.8%	10.2%	65.1%	23.0%	42.1%	85.7%
%H (TV HH)			40.6%	10.7%	68.2%	24.1%	44.1%	
With	306	299	167	35	155	81	73	304
%V	26.7%	27.2%	33.9%	28.7%	22.1%	29.6%	17.1%	29.7%
%H (All HH)		97.7%	54.6%	11.4%	50.7%	26.5%	23.9%	99.3%
%H (TV HH)			55.9%	11.7%	51.8%	27.1%	24.4%	
0 - 3	120	118	66	15	60	34	27	120
%V	10.5%	10.7%	13.4%	12.3%	8.6%	12.4%	6.3%	11.7%
%H (All HH)		98.3%	55.0%	12.5%	50.0%	28.3%	22.5%	100.0%
%H (TV HH)			55.9%	12.7%	50.8%	28.8%	22.9%	
4 - 9	158	153	86	16	74	34	40	155
%V	13.8%	13.9%	17.4%	13.1%	10.6%	12.4%	9.4%	15.1%
%H (All HH)		96.8%	54.4%	10.1%	46.8%	21.5%	25.3%	98.1%
%H (TV HH)			56.2%	10.5%	48.4%	22.2%	26.1%	
10 - 15	152	151	94	16	78	45	33	152
%V	13.3%	13.7%	19.1%	13.1%	11.1%	16.4%	7.7%	14.8%
%H (All HH)		99.3%	61.8%	10.5%	51.3%	29.6%	21.7%	100.0%
%H (TV HH)			62.3%	10.6%	51.7%	29.8%	21.9%	

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
Jan - Dec 2019
BBC South East
Household level data
Table 2.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
1	440	440	144	40	249	42	207	370
%V	38.4%	40.0%	29.2%	32.8%	35.5%	15.3%	48.5%	36.1%
%H (All HH)		100.0%	32.7%	9.1%	56.6%	9.5%	47.0%	84.1%
%H (TV HH)			32.7%	9.1%	56.6%	9.5%	47.0%	
2	357	357	177	37	233	98	134	320
%V	31.2%	32.4%	35.9%	30.3%	33.2%	35.8%	31.4%	31.3%
%H (All HH)		100.0%	49.6%	10.4%	65.3%	27.5%	37.5%	89.6%
%H (TV HH)			49.6%	10.4%	65.3%	27.5%	37.5%	
3	183	183	90	27	133	71	62	174
%V	16.0%	16.6%	18.3%	22.1%	19.0%	25.9%	14.5%	17.0%
%H (All HH)		100.0%	49.2%	14.8%	72.7%	38.8%	33.9%	95.1%
%H (TV HH)			49.2%	14.8%	72.7%	38.8%	33.9%	
4	73	73	45	14	50	34	15	73
%V	6.4%	6.6%	9.1%	11.5%	7.1%	12.4%	3.5%	7.1%
%H (All HH)		100.0%	61.6%	19.2%	68.5%	46.6%	20.5%	100.0%
%H (TV HH)			61.6%	19.2%	68.5%	46.6%	20.5%	
5+	49	49	36	4	37	28	8	49
%V	4.3%	4.5%	7.3%	3.3%	5.3%	10.2%	1.9%	4.8%
%H (All HH)		100.0%	73.5%	8.2%	75.5%	57.1%	16.3%	100.0%
%H (TV HH)			73.5%	8.2%	75.5%	57.1%	16.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

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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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Under 20"	105	105	45	11	85	37	48	95
%V	9.2%	9.5%	9.1%	9.0%	12.1%	13.5%	11.2%	9.3%
%H (All HH)		100.0%	42.9%	10.5%	81.0%	35.2%	45.7%	90.5%
%H (TV HH)			42.9%	10.5%	81.0%	35.2%	45.7%	
20" - 29"	313	313	139	29	240	103	137	270
%V	27.3%	28.4%	28.2%	23.8%	34.2%	37.6%	32.1%	26.4%
%H (All HH)		100.0%	44.4%	9.3%	76.7%	32.9%	43.8%	86.3%
%H (TV HH)			44.4%	9.3%	76.7%	32.9%	43.8%	
30" - 39"	510	510	229	55	362	150	212	453
%V	44.5%	46.3%	46.5%	45.1%	51.6%	54.7%	49.6%	44.2%
%H (All HH)		100.0%	44.9%	10.8%	71.0%	29.4%	41.6%	88.8%
%H (TV HH)			44.9%	10.8%	71.0%	29.4%	41.6%	
40" - 49"	515	515	259	69	315	151	164	492
%V	44.9%	46.8%	52.5%	56.6%	44.9%	55.1%	38.4%	48.0%
%H (All HH)		100.0%	50.3%	13.4%	61.2%	29.3%	31.8%	95.5%
%H (TV HH)			50.3%	13.4%	61.2%	29.3%	31.8%	
50" - 59"	242	242	145	30	138	86	52	237
%V	21.1%	22.0%	29.4%	24.6%	19.7%	31.4%	12.2%	23.1%
%H (All HH)		100.0%	59.9%	12.4%	57.0%	35.5%	21.5%	97.9%
%H (TV HH)			59.9%	12.4%	57.0%	35.5%	21.5%	
60"+	45	45	33	4	19	12	7	45
%V	3.9%	4.1%	6.7%	3.3%	2.7%	4.4%	1.6%	4.4%
%H (All HH)		100.0%	73.3%	8.9%	42.2%	26.7%	15.6%	100.0%
%H (TV HH)			73.3%	8.9%	42.2%	26.7%	15.6%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Main living room	1087	1087	491	122	693	274	419	976
%V	94.9%	98.7%	99.6%	100.0%	98.9%	100.0%	98.1%	95.3%
%H (All HH)		100.0%	45.2%	11.2%	63.8%	25.2%	38.5%	89.8%
%H (TV HH)			45.2%	11.2%	63.8%	25.2%	38.5%	
Kitchen	115	115	60	8	100	53	47	108
%V	10.0%	10.4%	12.2%	6.6%	14.3%	19.3%	11.0%	10.5%
%H (All HH)		100.0%	52.2%	7.0%	87.0%	46.1%	40.9%	93.9%
%H (TV HH)			52.2%	7.0%	87.0%	46.1%	40.9%	
Adult's bedroom	534	534	275	69	371	191	180	492
%V	46.6%	48.5%	55.8%	56.6%	52.9%	69.7%	42.2%	48.0%
%H (All HH)		100.0%	51.5%	12.9%	69.5%	35.8%	33.7%	92.1%
%H (TV HH)			51.5%	12.9%	69.5%	35.8%	33.7%	
Child's bedroom	105	105	68	15	58	40	18	105
%V	9.2%	9.5%	13.8%	12.3%	8.3%	14.6%	4.2%	10.3%
%H (All HH)		100.0%	64.8%	14.3%	55.2%	38.1%	17.1%	100.0%
%H (TV HH)			64.8%	14.3%	55.2%	38.1%	17.1%	
Other bedroom	107	107	62	14	81	49	32	102
%V	9.3%	9.7%	12.6%	11.5%	11.6%	17.9%	7.5%	10.0%
%H (All HH)		100.0%	57.9%	13.1%	75.7%	45.8%	29.9%	95.3%
%H (TV HH)			57.9%	13.1%	75.7%	45.8%	29.9%	
Second living/dining room	90	90	54	12	64	40	24	87
%V	7.9%	8.2%	11.0%	9.8%	9.1%	14.6%	5.6%	8.5%
%H (All HH)		100.0%	60.0%	13.3%	71.1%	44.4%	26.7%	96.7%
%H (TV HH)			60.0%	13.3%	71.1%	44.4%	26.7%	
Study/office	21	21	13	2	14	9	5	21
%V	1.8%	1.9%	2.6%	1.6%	2.0%	3.3%	1.2%	2.1%
%H (All HH)		100.0%	61.9%	9.5%	66.7%	42.9%	23.8%	100.0%
%H (TV HH)			61.9%	9.5%	66.7%	42.9%	23.8%	
TV room	11	11	8	0	6	4	2	11
%V	1.0%	1.0%	1.6%	0.0%	0.9%	1.5%	0.5%	1.1%
%H (All HH)		100.0%	72.7%	0.0%	54.5%	36.4%	18.2%	100.0%
%H (TV HH)			72.7%	0.0%	54.5%	36.4%	18.2%	
Conservatory	18	18	12	1	14	8	6	18
%V	1.6%	1.6%	2.4%	0.8%	2.0%	2.9%	1.4%	1.8%
%H (All HH)		100.0%	66.7%	5.6%	77.8%	44.4%	33.3%	100.0%
%H (TV HH)			66.7%	5.6%	77.8%	44.4%	33.3%	
Attic or loft room	1	1	0	0	1	0	1	1
%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	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	21	21	11	3	12	6	6	20
%V	1.8%	1.9%	2.2%	2.5%	1.7%	2.2%	1.4%	2.0%
%H (All HH)		100.0%	52.4%	14.3%	57.1%	28.6%	28.6%	95.2%
%H (TV HH)			52.4%	14.3%	57.1%	28.6%	28.6%	

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

Jan - Dec 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	1146	1101	493	122	701	274	427	1024
%H (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Any DSAT provider	493	493	493	3	224	224	0	468
%V	43.0%	44.8%	100.0%	2.5%	32.0%	81.8%	0.0%	45.7%
%H (All HH)			100.0%	0.6%	45.4%	45.4%	0.0%	94.9%
%H (TV HH)			100.0%	0.6%	45.4%	45.4%	0.0%	
Sky with subscription	381	381	381	2	168	168	0	367
%V	33.2%	34.6%	77.3%	1.6%	24.0%	61.3%	0.0%	35.8%
%H (All HH)			100.0%	0.5%	44.1%	44.1%	0.0%	96.3%
%H (TV HH)			100.0%	0.5%	44.1%	44.1%	0.0%	
Sky without subscription	13	13	13	0	6	6	0	12
%V	1.1%	1.2%	2.6%	0.0%	0.9%	2.2%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	46.2%	46.2%	0.0%	92.3%
%H (TV HH)			100.0%	0.0%	46.2%	46.2%	0.0%	
Freesat	100	100	100	1	50	50	0	90
%V	8.7%	9.1%	20.3%	0.8%	7.1%	18.2%	0.0%	8.8%
%H (All HH)			100.0%	1.0%	50.0%	50.0%	0.0%	90.0%
%H (TV HH)			100.0%	1.0%	50.0%	50.0%	0.0%	
Other satellite provider	15	15	15	0	9	9	0	15
%V	1.3%	1.4%	3.0%	0.0%	1.3%	3.3%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
DCAB	122	122	3	122	51	51	0	115
%V	10.6%	11.1%	0.6%	100.0%	7.3%	18.6%	0.0%	11.2%
%H (All HH)			2.5%	100.0%	41.8%	41.8%	0.0%	94.3%
%H (TV HH)			2.5%	100.0%	41.8%	41.8%	0.0%	
DTT	701	701	224	51	701	274	427	605
%V	61.2%	63.7%	45.4%	41.8%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	32.0%	7.3%	100.0%	39.1%	60.9%	86.3%
%H (TV HH)			32.0%	7.3%	100.0%	39.1%	60.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1146	1101	493	122	701	274	427	1024
%V (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
PVR	708	708	441	117	398	249	149	668
%V	61.8%	64.3%	89.5%	95.9%	56.8%	90.9%	34.9%	65.2%
%H (All HH)		100.0%	62.3%	16.5%	56.2%	35.2%	21.0%	94.4%
%H (TV HH)			62.3%	16.5%	56.2%	35.2%	21.0%	
DVDR	20	20	6	4	17	6	10	16
%V	1.7%	1.8%	1.2%	3.3%	2.4%	2.2%	2.3%	1.6%
%H (All HH)		100.0%	30.0%	20.0%	85.0%	30.0%	50.0%	80.0%
%H (TV HH)			30.0%	20.0%	85.0%	30.0%	50.0%	
VCR	9	9	5	2	7	5	2	7
%V	0.8%	0.8%	1.0%	1.6%	1.0%	1.8%	0.5%	0.7%
%H (All HH)		100.0%	55.6%	22.2%	77.8%	55.6%	22.2%	77.8%
%H (TV HH)			55.6%	22.2%	77.8%	55.6%	22.2%	
Any recorder	714	714	442	117	404	250	154	671
%V	62.3%	64.9%	89.7%	95.9%	57.6%	91.2%	36.1%	65.5%
%H (All HH)		100.0%	61.9%	16.4%	56.6%	35.0%	21.6%	94.0%
%H (TV HH)			61.9%	16.4%	56.6%	35.0%	21.6%	
Receives HDTV (via STB or built-in reception)	829	829	440	106	537	252	285	774
%V	72.3%	75.3%	89.2%	86.9%	76.6%	92.0%	66.7%	75.6%
%H (All HH)		100.0%	53.1%	12.8%	64.8%	30.4%	34.4%	93.4%
%H (TV HH)			53.1%	12.8%	64.8%	30.4%	34.4%	
DVD/Blu-ray player or recorder	772	772	353	91	512	216	296	707
%V	67.4%	70.1%	71.6%	74.6%	73.0%	78.8%	69.3%	69.0%
%H (All HH)		100.0%	45.7%	11.8%	66.3%	28.0%	38.3%	91.6%
%H (TV HH)			45.7%	11.8%	66.3%	28.0%	38.3%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1146	1101	493	122	701	274	427	1024
%V (All HH)		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%
%H (TV HH)			44.8%	11.1%	63.7%	24.9%	38.8%	
Has broadband internet	1024	986	468	115	605	261	344	1024
%V	89.4%	89.6%	94.9%	94.3%	86.3%	95.3%	80.6%	100.0%
%H (All HH)		96.3%	45.7%	11.2%	59.1%	25.5%	33.6%	100.0%
%H (TV HH)			47.5%	11.7%	61.4%	26.5%	34.9%	
Number of computers (PCs and laptops)								
0	160	153	51	10	116	27	90	53
%V	14.0%	13.9%	10.3%	8.2%	16.5%	9.9%	21.1%	5.2%
%H (All HH)		95.6%	31.9%	6.3%	72.5%	16.9%	56.3%	33.1%
%H (TV HH)			33.3%	6.5%	75.8%	17.6%	58.8%	
1	281	268	113	13	173	50	123	271
%V	24.5%	24.3%	22.9%	10.7%	24.7%	18.2%	28.8%	26.5%
%H (All HH)		95.4%	40.2%	4.6%	61.6%	17.8%	43.8%	96.4%
%H (TV HH)			42.2%	4.9%	64.6%	18.7%	45.9%	
2	277	266	121	34	168	75	93	274
%V	24.2%	24.2%	24.5%	27.9%	24.0%	27.4%	21.8%	26.8%
%H (All HH)		96.0%	43.7%	12.3%	60.6%	27.1%	33.6%	98.9%
%H (TV HH)			45.5%	12.8%	63.2%	28.2%	35.0%	
3	162	158	79	24	96	50	45	162
%V	14.1%	14.4%	16.0%	19.7%	13.7%	18.2%	10.5%	15.8%
%H (All HH)		97.5%	48.8%	14.8%	59.3%	30.9%	27.8%	100.0%
%H (TV HH)			50.0%	15.2%	60.8%	31.6%	28.5%	
4	118	114	48	14	76	30	46	118
%V	10.3%	10.4%	9.7%	11.5%	10.8%	10.9%	10.8%	11.5%
%H (All HH)		96.6%	40.7%	11.9%	64.4%	25.4%	39.0%	100.0%
%H (TV HH)			42.1%	12.3%	66.7%	26.3%	40.4%	
5+	147	142	80	26	72	43	30	147
%V	12.8%	12.9%	16.2%	21.3%	10.3%	15.7%	7.0%	14.4%
%H (All HH)		96.6%	54.4%	17.7%	49.0%	29.3%	20.4%	100.0%
%H (TV HH)			56.3%	18.3%	50.7%	30.3%	21.1%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2263	1154	271	1517	750	767	2094
%H		51.0%	12.0%	67.0%	33.1%	33.9%	92.5%
Under 20"	133	56	15	108	47	60	123
%V	5.9%	4.9%	5.5%	7.1%	6.3%	7.8%	5.9%
%H		42.1%	11.3%	81.2%	35.3%	45.1%	92.5%
20" - 29"	408	196	40	322	158	163	363
%V	18.0%	17.0%	14.8%	21.2%	21.1%	21.3%	17.3%
%H		48.0%	9.8%	78.9%	38.7%	40.0%	89.0%
30" - 39"	644	310	72	447	197	250	582
%V	28.5%	26.9%	26.6%	29.5%	26.3%	32.6%	27.8%
%H		48.1%	11.2%	69.4%	30.6%	38.8%	90.4%
40" - 49"	648	352	86	395	210	185	621
%V	28.6%	30.5%	31.7%	26.0%	28.0%	24.1%	29.7%
%H		54.3%	13.3%	61.0%	32.4%	28.5%	95.8%
50" - 59"	270	157	38	158	98	60	265
%V	11.9%	13.6%	14.0%	10.4%	13.1%	7.8%	12.7%
%H		58.1%	14.1%	58.5%	36.3%	22.2%	98.1%
60"+	48	35	4	21	13	8	47
%V	2.1%	3.0%	1.5%	1.4%	1.7%	1.0%	2.2%
%H		72.9%	8.3%	43.8%	27.1%	16.7%	97.9%
Don't know	110	47	17	67	27	40	93
%V	4.9%	4.1%	6.3%	4.4%	3.6%	5.2%	4.4%
%H		42.7%	15.5%	60.9%	24.5%	36.4%	84.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2263	1154	271	1517	750	767	2094
%H		51.0%	12.0%	67.0%	33.1%	33.9%	92.5%
Main living room	1091	493	122	695	276	420	980
%V	48.2%	42.7%	45.0%	45.8%	36.8%	54.8%	46.8%
%H		45.2%	11.2%	63.7%	25.3%	38.5%	89.8%
Kitchen	116	60	8	101	54	47	109
%V	5.1%	5.2%	3.0%	6.7%	7.2%	6.1%	5.2%
%H		51.7%	6.9%	87.1%	46.6%	40.5%	94.0%
Adult's bedroom	617	324	87	431	234	198	575
%V	27.3%	28.1%	32.1%	28.4%	31.2%	25.8%	27.5%
%H		52.5%	14.1%	69.9%	37.9%	32.1%	93.2%
Child's bedroom	149	102	20	82	60	22	149
%V	6.6%	8.8%	7.4%	5.4%	8.0%	2.9%	7.1%
%H		68.5%	13.4%	55.0%	40.3%	14.8%	100.0%
Other bedroom	117	68	15	89	54	35	113
%V	5.2%	5.9%	5.5%	5.9%	7.2%	4.6%	5.4%
%H		58.1%	12.8%	76.1%	46.2%	29.9%	96.6%
Second living/dining room	93	55	12	64	40	24	89
%V	4.1%	4.8%	4.4%	4.2%	5.3%	3.1%	4.3%
%H		59.1%	12.9%	68.8%	43.0%	25.8%	95.7%
Study/office	21	14	2	15	10	5	21
%V	0.9%	1.2%	0.7%	1.0%	1.3%	0.7%	1.0%
%H		66.7%	9.5%	71.4%	47.6%	23.8%	100.0%
TV room	11	8	0	6	4	2	11
%V	0.5%	0.7%	0.0%	0.4%	0.5%	0.3%	0.5%
%H		72.7%	0.0%	54.5%	36.4%	18.2%	100.0%
Conservatory	18	12	1	14	8	6	18
%V	0.8%	1.0%	0.4%	0.9%	1.1%	0.8%	0.9%
%H		66.7%	5.6%	77.8%	44.4%	33.3%	100.0%
Attic or loft room	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	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	27	15	3	17	10	7	26
%V	1.2%	1.3%	1.1%	1.1%	1.3%	0.9%	1.2%
%H		55.6%	11.1%	63.0%	37.0%	25.9%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2263	1154	271	1517	750	767	2094
%H		51.0%	12.0%	67.0%	33.1%	33.9%	92.5%
PVR	1048	709	175	541	373	168	1000
%V	46.3%	61.4%	64.6%	35.7%	49.7%	21.9%	47.8%
%H		67.7%	16.7%	51.6%	35.6%	16.0%	95.4%
DVDR	22	6	4	19	6	12	16
%V	1.0%	0.5%	1.5%	1.3%	0.8%	1.6%	0.8%
%H		27.3%	18.2%	86.4%	27.3%	54.5%	72.7%
VCR	9	5	2	7	5	2	7
%V	0.4%	0.4%	0.7%	0.5%	0.7%	0.3%	0.3%
%H		55.6%	22.2%	77.8%	55.6%	22.2%	77.8%
Any recorder	1061	711	177	553	376	176	1007
%V	46.9%	61.6%	65.3%	36.5%	50.1%	22.9%	48.1%
%H		67.0%	16.7%	52.1%	35.4%	16.6%	94.9%

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	2263	1154	271	1517	750	767	2094
%H		51.0%	12.0%	67.0%	33.1%	33.9%	92.5%
Receives HDTV (via STB or built-in reception)	1364	802	177	881	490	391	1299
%V	60.3%	69.5%	65.3%	58.1%	65.3%	51.0%	62.0%
%H		58.8%	13.0%	64.6%	35.9%	28.7%	95.2%
DVD/Blu-ray player or recorder	1138	580	141	755	372	383	1061
%V	50.3%	50.3%	52.0%	49.8%	49.6%	49.9%	50.7%
%H		51.0%	12.4%	66.3%	32.7%	33.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1101	493	122	701	274	427	986
%H		44.8%	11.1%	63.7%	24.9%	38.8%	89.6%
Under 20"	4	1	0	3	0	3	3
%V	0.4%	0.2%	0.0%	0.4%	0.0%	0.7%	0.3%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	75.0%
20" - 29"	77	14	6	55	4	50	55
%V	7.0%	2.8%	4.9%	7.8%	1.5%	11.7%	5.6%
%H		18.2%	7.8%	71.4%	5.2%	64.9%	71.4%
30" - 39"	288	106	23	213	66	147	235
%V	26.2%	21.5%	18.9%	30.4%	24.1%	34.4%	23.8%
%H		36.8%	8.0%	74.0%	22.9%	51.0%	81.6%
40" - 49"	421	194	58	255	107	148	398
%V	38.2%	39.4%	47.5%	36.4%	39.1%	34.7%	40.4%
%H		46.1%	13.8%	60.6%	25.4%	35.2%	94.5%
50" - 59"	215	131	23	122	75	47	210
%V	19.5%	26.6%	18.9%	17.4%	27.4%	11.0%	21.3%
%H		60.9%	10.7%	56.7%	34.9%	21.9%	97.7%
60"+	38	27	3	18	11	7	37
%V	3.5%	5.5%	2.5%	2.6%	4.0%	1.6%	3.8%
%H		71.1%	7.9%	47.4%	28.9%	18.4%	97.4%
Don't know	58	21	9	34	10	24	47
%V	5.3%	4.3%	7.4%	4.9%	3.6%	5.6%	4.8%
%H		36.2%	15.5%	58.6%	17.2%	41.4%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1101	493	122	701	274	427	986
%H		44.8%	11.1%	63.7%	24.9%	38.8%	89.6%
PVR	704	440	115	396	249	148	664
%V	63.9%	89.2%	94.3%	56.5%	90.9%	34.7%	67.3%
%H		62.5%	16.3%	56.3%	35.4%	21.0%	94.3%
DVDR	16	4	3	14	5	9	13
%V	1.5%	0.8%	2.5%	2.0%	1.8%	2.1%	1.3%
%H		25.0%	18.8%	87.5%	31.3%	56.3%	81.3%
VCR	7	4	2	5	4	1	4
%V	0.6%	0.8%	1.6%	0.7%	1.5%	0.2%	0.4%
%H		57.1%	28.6%	71.4%	57.1%	14.3%	57.1%
Any recorder	709	441	115	401	250	152	666
%V	64.4%	89.5%	94.3%	57.2%	91.2%	35.6%	67.5%
%H		62.2%	16.2%	56.6%	35.3%	21.4%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1101	493	122	701	274	427	986
%H		44.8%	11.1%	63.7%	24.9%	38.8%	89.6%
Receives HDTV (via STB or built-in reception)	819	438	103	529	251	278	767
%V	74.4%	88.8%	84.4%	75.5%	91.6%	65.1%	77.8%
%H		53.5%	12.6%	64.6%	30.6%	33.9%	93.7%
DVD/Blu-ray player or recorder	684	305	80	461	191	271	623
%V	62.1%	61.9%	65.6%	65.8%	69.7%	63.5%	63.2%
%H		44.6%	11.7%	67.4%	27.9%	39.6%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1162	661	150	816	476	340	1108
%H		56.9%	12.9%	70.2%	41.0%	29.3%	95.4%
Under 20"	129	55	15	105	47	57	120
%V	11.1%	8.3%	10.0%	12.9%	9.9%	16.8%	10.8%
%H		42.6%	11.6%	81.4%	36.4%	44.2%	93.0%
20" - 29"	332	183	34	267	154	113	308
%V	28.6%	27.7%	22.7%	32.7%	32.4%	33.2%	27.8%
%H		55.1%	10.2%	80.4%	46.4%	34.0%	92.8%
30" - 39"	357	204	49	234	131	103	346
%V	30.7%	30.9%	32.7%	28.7%	27.5%	30.3%	31.2%
%H		57.1%	13.7%	65.5%	36.7%	28.9%	96.9%
40" - 49"	227	159	28	140	103	37	223
%V	19.5%	24.1%	18.7%	17.2%	21.6%	10.9%	20.1%
%H		70.0%	12.3%	61.7%	45.4%	16.3%	98.2%
50" - 59"	55	26	15	35	22	13	55
%V	4.7%	3.9%	10.0%	4.3%	4.6%	3.8%	5.0%
%H		47.3%	27.3%	63.6%	40.0%	23.6%	100.0%
60"+	10	8	1	3	2	1	10
%V	0.9%	1.2%	0.7%	0.4%	0.4%	0.3%	0.9%
%H		80.0%	10.0%	30.0%	20.0%	10.0%	100.0%
Don't know	52	26	8	33	17	16	46
%V	4.5%	3.9%	5.3%	4.0%	3.6%	4.7%	4.2%
%H		50.0%	15.4%	63.5%	32.7%	30.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1162	661	150	816	476	340	1108
%H		56.9%	12.9%	70.2%	41.0%	29.3%	95.4%
PVR	344	268	60	145	124	21	336
%V	29.6%	40.5%	40.0%	17.8%	26.1%	6.2%	30.3%
%H		77.9%	17.4%	42.2%	36.0%	6.1%	97.7%
DVDR	5	2	1	5	2	3	2
%V	0.4%	0.3%	0.7%	0.6%	0.4%	0.9%	0.2%
%H		40.0%	20.0%	100.0%	40.0%	60.0%	40.0%
VCR	3	1	1	3	2	1	3
%V	0.3%	0.2%	0.7%	0.4%	0.4%	0.3%	0.3%
%H		33.3%	33.3%	100.0%	66.7%	33.3%	100.0%
Any recorder	352	270	62	151	127	25	341
%V	30.3%	40.8%	41.3%	18.5%	26.7%	7.4%	30.8%
%H		76.7%	17.6%	42.9%	36.1%	7.1%	96.9%

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	1162	661	150	816	476	340	1108
%H		56.9%	12.9%	70.2%	41.0%	29.3%	95.4%
Receives HDTV (via STB or built-in reception)	545	364	74	352	239	113	532
%V	46.9%	55.1%	49.3%	43.1%	50.2%	33.2%	48.0%
%H		66.8%	13.6%	64.6%	43.9%	20.7%	97.6%
DVD/Blu-ray player or recorder	453	276	62	294	181	113	439
%V	39.0%	41.8%	41.3%	36.0%	38.0%	33.2%	39.6%
%H		60.9%	13.7%	64.9%	40.0%	24.9%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South East
Individual level data
Table 2.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2732	2635	1303	339	1554	717	837	2577
%H		96.4%	47.7%	12.4%	56.9%	26.2%	30.6%	94.3%
Total Children	560	548	308	68	277	145	132	556
%V	20.5%	20.8%	23.6%	20.1%	17.8%	20.2%	15.8%	21.6%
%H		97.9%	55.0%	12.1%	49.5%	25.9%	23.6%	99.3%
0 - 3	147	145	77	18	73	38	34	147
%V	5.4%	5.5%	5.9%	5.3%	4.7%	5.3%	4.1%	5.7%
%H		98.6%	52.4%	12.2%	49.7%	25.9%	23.1%	100.0%
4 - 15	413	403	232	50	204	106	97	409
%V	15.1%	15.3%	17.8%	14.7%	13.1%	14.8%	11.6%	15.9%
%H		97.6%	56.2%	12.1%	49.4%	25.7%	23.5%	99.0%
4 - 9	205	197	104	24	92	41	52	201
%V	7.5%	7.5%	8.0%	7.1%	5.9%	5.7%	6.2%	7.8%
%H		96.1%	50.7%	11.7%	44.9%	20.0%	25.4%	98.0%
10 - 15	209	206	127	26	111	66	46	209
%V	7.7%	7.8%	9.7%	7.7%	7.1%	9.2%	5.5%	8.1%
%H		98.6%	60.8%	12.4%	53.1%	31.6%	22.0%	100.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2732	2635	1303	339	1554	717	837	2577
%H		96.4%	47.7%	12.4%	56.9%	26.2%	30.6%	94.3%
Total Adults (16+)	2172	2086	995	271	1277	572	705	2021
%V	79.5%	79.2%	76.4%	79.9%	82.2%	79.8%	84.2%	78.4%
%H		96.0%	45.8%	12.5%	58.8%	26.3%	32.5%	93.0%
16 - 19	109	104	56	18	56	31	25	109
%V	4.0%	3.9%	4.3%	5.3%	3.6%	4.3%	3.0%	4.2%
%H		95.4%	51.4%	16.5%	51.4%	28.4%	22.9%	100.0%
20 - 24	175	151	58	31	80	41	39	174
%V	6.4%	5.7%	4.5%	9.1%	5.1%	5.7%	4.7%	6.8%
%H		86.3%	33.1%	17.7%	45.7%	23.4%	22.3%	99.4%
35 - 44	341	327	175	35	165	86	79	336
%V	12.5%	12.4%	13.4%	10.3%	10.6%	12.0%	9.4%	13.0%
%H		95.9%	51.3%	10.3%	48.4%	25.2%	23.2%	98.5%
35 - 44	302	287	146	37	133	58	75	295
%V	11.1%	10.9%	11.2%	10.9%	8.6%	8.1%	9.0%	11.4%
%H		95.0%	48.3%	12.3%	44.0%	19.2%	24.8%	97.7%
45 - 54	363	350	185	57	207	110	97	358
%V	13.3%	13.3%	14.2%	16.8%	13.3%	15.3%	11.6%	13.9%
%H		96.4%	51.0%	15.7%	57.0%	30.3%	26.7%	98.6%
55 - 64	327	320	152	34	217	88	128	309
%V	12.0%	12.1%	11.7%	10.0%	14.0%	12.3%	15.3%	12.0%
%H		97.9%	46.5%	10.4%	66.4%	26.9%	39.1%	94.5%
65+	555	547	222	59	421	158	263	440
%V	20.3%	20.8%	17.0%	17.4%	27.1%	22.0%	31.4%	17.1%
%H		98.6%	40.0%	10.6%	75.9%	28.5%	47.4%	79.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)		2172	2086	995	271	1277	572	705	2021
	%H		96.0%	45.8%	12.5%	58.8%	26.3%	32.5%	93.0%
AB		631	617	298	78	378	174	204	620
	%V	29.1%	29.6%	29.9%	28.8%	29.6%	30.4%	28.9%	30.7%
	%H		97.8%	47.2%	12.4%	59.9%	27.6%	32.3%	98.3%
C1		680	651	298	87	396	170	226	650
	%V	31.3%	31.2%	29.9%	32.1%	31.0%	29.7%	32.1%	32.2%
	%H		95.7%	43.8%	12.8%	58.2%	25.0%	33.2%	95.6%
C2		474	456	257	59	268	144	124	438
	%V	21.8%	21.9%	25.8%	21.8%	21.0%	25.2%	17.6%	21.7%
	%H		96.2%	54.2%	12.4%	56.5%	30.4%	26.2%	92.4%
D		240	226	94	32	144	61	83	207
	%V	11.0%	10.8%	9.4%	11.8%	11.3%	10.7%	11.8%	10.2%
	%H		94.2%	39.2%	13.3%	60.0%	25.4%	34.6%	86.3%
E		147	138	48	14	92	23	69	106
	%V	6.8%	6.6%	4.8%	5.2%	7.2%	4.0%	9.8%	5.2%
	%H		93.9%	32.7%	9.5%	62.6%	15.6%	46.9%	72.1%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2172	2086	995	271	1277	572	705	2021
%H		96.0%	45.8%	12.5%	58.8%	26.3%	32.5%	93.0%
Working full time	1004	968	494	138	533	262	270	987
%V	46.2%	46.4%	49.6%	50.9%	41.7%	45.8%	38.3%	48.8%
%H		96.4%	49.2%	13.7%	53.1%	26.1%	26.9%	98.3%
Working part time	246	237	119	29	135	65	70	240
%V	11.3%	11.4%	12.0%	10.7%	10.6%	11.4%	9.9%	11.9%
%H		96.3%	48.4%	11.8%	54.9%	26.4%	28.5%	97.6%
Not working	922	881	382	105	610	244	366	794
%V	42.4%	42.2%	38.4%	38.7%	47.8%	42.7%	51.9%	39.3%
%H		95.6%	41.4%	11.4%	66.2%	26.5%	39.7%	86.1%
Houseperson	1146	1101	493	122	701	274	427	1024
%V	52.8%	52.8%	49.5%	45.0%	54.9%	47.9%	60.6%	50.7%
%H		96.1%	43.0%	10.6%	61.2%	23.9%	37.3%	89.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1047	999	491	123	588	271	316	983
%H		95.4%	46.9%	11.7%	56.2%	25.9%	30.2%	93.9%
16 - 19	62	58	31	9	25	11	15	62
%V	5.9%	5.8%	6.3%	7.3%	4.3%	4.1%	4.7%	6.3%
%H		93.5%	50.0%	14.5%	40.3%	17.7%	24.2%	100.0%
20 - 24	84	75	25	12	41	18	23	83
%V	8.0%	7.5%	5.1%	9.8%	7.0%	6.6%	7.3%	8.4%
%H		89.3%	29.8%	14.3%	48.8%	21.4%	27.4%	98.8%
25 - 34	165	158	83	19	82	46	36	163
%V	15.8%	15.8%	16.9%	15.4%	13.9%	17.0%	11.4%	16.6%
%H		95.8%	50.3%	11.5%	49.7%	27.9%	21.8%	98.8%
35 - 44	146	135	72	16	55	23	31	143
%V	13.9%	13.5%	14.7%	13.0%	9.4%	8.5%	9.8%	14.5%
%H		92.5%	49.3%	11.0%	37.7%	15.8%	21.2%	97.9%
45 - 54	179	171	88	22	102	49	54	176
%V	17.1%	17.1%	17.9%	17.9%	17.3%	18.1%	17.1%	17.9%
%H		95.5%	49.2%	12.3%	57.0%	27.4%	30.2%	98.3%
55 - 64	163	159	78	16	104	43	60	152
%V	15.6%	15.9%	15.9%	13.0%	17.7%	15.9%	19.0%	15.5%
%H		97.5%	47.9%	9.8%	63.8%	26.4%	36.8%	93.3%
65+	246	242	115	28	178	81	97	204
%V	23.5%	24.2%	23.4%	22.8%	30.3%	29.9%	30.7%	20.8%
%H		98.4%	46.7%	11.4%	72.4%	32.9%	39.4%	82.9%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)		1047	999	491	123	588	271	316	983
	%H		95.4%	46.9%	11.7%	56.2%	25.9%	30.2%	93.9%
AB		307	300	154	33	176	84	92	303
	%V	29.3%	30.0%	31.4%	26.8%	29.9%	31.0%	29.1%	30.8%
	%H		97.7%	50.2%	10.7%	57.3%	27.4%	30.0%	98.7%
C1		316	305	142	38	175	77	98	305
	%V	30.2%	30.5%	28.9%	30.9%	29.8%	28.4%	31.0%	31.0%
	%H		96.5%	44.9%	12.0%	55.4%	24.4%	31.0%	96.5%
C2		255	242	134	31	142	74	68	237
	%V	24.4%	24.2%	27.3%	25.2%	24.1%	27.3%	21.5%	24.1%
	%H		94.9%	52.5%	12.2%	55.7%	29.0%	26.7%	92.9%
D		107	99	40	14	62	26	36	92
	%V	10.2%	9.9%	8.1%	11.4%	10.5%	9.6%	11.4%	9.4%
	%H		92.5%	37.4%	13.1%	57.9%	24.3%	33.6%	86.0%
E		62	53	22	7	32	10	22	45
	%V	5.9%	5.3%	4.5%	5.7%	5.4%	3.7%	7.0%	4.6%
	%H		85.5%	35.5%	11.3%	51.6%	16.1%	35.5%	72.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1047	999	491	123	588	271	316	983
%H		95.4%	46.9%	11.7%	56.2%	25.9%	30.2%	93.9%
Working full time	618	591	305	76	322	158	164	608
%V	59.0%	59.2%	62.1%	61.8%	54.8%	58.3%	51.9%	61.9%
%H		95.6%	49.4%	12.3%	52.1%	25.6%	26.5%	98.4%
Working part time	52	48	21	4	26	10	16	49
%V	5.0%	4.8%	4.3%	3.3%	4.4%	3.7%	5.1%	5.0%
%H		92.3%	40.4%	7.7%	50.0%	19.2%	30.8%	94.2%
Not working	377	359	165	43	240	103	137	325
%V	36.0%	35.9%	33.6%	35.0%	40.8%	38.0%	43.4%	33.1%
%H		95.2%	43.8%	11.4%	63.7%	27.3%	36.3%	86.2%
Houseperson	239	219	91	17	135	46	89	199
%V	22.8%	21.9%	18.5%	13.8%	23.0%	17.0%	28.2%	20.2%
%H		91.6%	38.1%	7.1%	56.5%	19.2%	37.2%	83.3%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1125	1088	504	148	690	301	389	1039
%H		96.7%	44.8%	13.2%	61.3%	26.8%	34.6%	92.4%
16 - 19	47	45	25	8	30	20	10	47
%V	4.2%	4.1%	5.0%	5.4%	4.3%	6.6%	2.6%	4.5%
%H		95.7%	53.2%	17.0%	63.8%	42.6%	21.3%	100.0%
20 - 24	91	76	34	19	39	23	16	91
%V	8.1%	7.0%	6.7%	12.8%	5.7%	7.6%	4.1%	8.8%
%H		83.5%	37.4%	20.9%	42.9%	25.3%	17.6%	100.0%
25 - 34	176	169	92	15	83	40	43	173
%V	15.6%	15.5%	18.3%	10.1%	12.0%	13.3%	11.1%	16.7%
%H		96.0%	52.3%	8.5%	47.2%	22.7%	24.4%	98.3%
35 - 44	156	152	74	20	78	35	43	152
%V	13.9%	14.0%	14.7%	13.5%	11.3%	11.6%	11.1%	14.6%
%H		97.4%	47.4%	12.8%	50.0%	22.4%	27.6%	97.4%
45 - 54	183	179	97	35	104	61	43	182
%V	16.3%	16.5%	19.2%	23.6%	15.1%	20.3%	11.1%	17.5%
%H		97.8%	53.0%	19.1%	56.8%	33.3%	23.5%	99.5%
55 - 64	164	162	75	19	113	45	68	158
%V	14.6%	14.9%	14.9%	12.8%	16.4%	15.0%	17.5%	15.2%
%H		98.8%	45.7%	11.6%	68.9%	27.4%	41.5%	96.3%
65+	308	305	107	31	242	77	165	236
%V	27.4%	28.0%	21.2%	20.9%	35.1%	25.6%	42.4%	22.7%
%H		99.0%	34.7%	10.1%	78.6%	25.0%	53.6%	76.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1125	1088	504	148	690	301	389	1039
%H		96.7%	44.8%	13.2%	61.3%	26.8%	34.6%	92.4%
AB	324	317	144	46	202	90	112	317
%V	28.8%	29.1%	28.6%	31.1%	29.3%	29.9%	28.8%	30.5%
%H		97.8%	44.4%	14.2%	62.3%	27.8%	34.6%	97.8%
C1	363	346	156	49	220	93	128	345
%V	32.3%	31.8%	31.0%	33.1%	31.9%	30.9%	32.9%	33.2%
%H		95.3%	43.0%	13.5%	60.6%	25.6%	35.3%	95.0%
C2	220	214	123	28	126	70	56	201
%V	19.6%	19.7%	24.4%	18.9%	18.3%	23.3%	14.4%	19.3%
%H		97.3%	55.9%	12.7%	57.3%	31.8%	25.5%	91.4%
D	133	127	55	18	82	35	46	115
%V	11.8%	11.7%	10.9%	12.2%	11.9%	11.6%	11.8%	11.1%
%H		95.5%	41.4%	13.5%	61.7%	26.3%	34.6%	86.5%
E	85	85	26	7	60	13	46	61
%V	7.6%	7.8%	5.2%	4.7%	8.7%	4.3%	11.8%	5.9%
%H		100.0%	30.6%	8.2%	70.6%	15.3%	54.1%	71.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1125	1088	504	148	690	301	389	1039
%H		96.7%	44.8%	13.2%	61.3%	26.8%	34.6%	92.4%
Working full time	385	377	189	62	211	104	106	379
%V	34.2%	34.7%	37.5%	41.9%	30.6%	34.6%	27.2%	36.5%
%H		97.9%	49.1%	16.1%	54.8%	27.0%	27.5%	98.4%
Working part time	195	189	97	24	109	55	54	191
%V	17.3%	17.4%	19.2%	16.2%	15.8%	18.3%	13.9%	18.4%
%H		96.9%	49.7%	12.3%	55.9%	28.2%	27.7%	97.9%
Not working	545	521	218	61	370	142	228	468
%V	48.4%	47.9%	43.3%	41.2%	53.6%	47.2%	58.6%	45.0%
%H		95.6%	40.0%	11.2%	67.9%	26.1%	41.8%	85.9%
Houseperson	907	882	402	104	566	228	338	825
%V	80.6%	81.1%	79.8%	70.3%	82.0%	75.7%	86.9%	79.4%
%H		97.2%	44.3%	11.5%	62.4%	25.1%	37.3%	91.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
AB	863	846	316	137	604	249	354	840
%V	23.2%	23.7%	25.3%	22.6%	23.9%	25.9%	22.5%	25.9%
%H (All HH)		98.0%	36.6%	15.9%	70.0%	28.9%	41.0%	97.3%
%H (TV HH)			37.4%	16.2%	71.4%	29.4%	41.8%	
C1	994	948	347	162	661	264	397	904
%V	26.7%	26.6%	27.8%	26.7%	26.1%	27.5%	25.3%	27.9%
%H (All HH)		95.4%	34.9%	16.3%	66.5%	26.6%	39.9%	90.9%
%H (TV HH)			36.6%	17.1%	69.7%	27.8%	41.9%	
C2	814	791	276	153	578	237	341	718
%V	21.8%	22.2%	22.1%	25.2%	22.8%	24.7%	21.7%	22.2%
%H (All HH)		97.2%	33.9%	18.8%	71.0%	29.1%	41.9%	88.2%
%H (TV HH)			34.9%	19.3%	73.1%	30.0%	43.1%	
D	646	607	212	106	406	145	261	529
%V	17.3%	17.0%	17.0%	17.5%	16.0%	15.1%	16.6%	16.3%
%H (All HH)		94.0%	32.8%	16.4%	62.8%	22.4%	40.4%	81.9%
%H (TV HH)			34.9%	17.5%	66.9%	23.9%	43.0%	
E	410	376	97	48	281	64	217	249
%V	11.0%	10.5%	7.8%	7.9%	11.1%	6.7%	13.8%	7.7%
%H (All HH)		91.7%	23.7%	11.7%	68.5%	15.6%	52.9%	60.7%
%H (TV HH)			25.8%	12.8%	74.7%	17.0%	57.7%	

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

Jan - Dec 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	3727	3568	1247	606	2531	961	1570	3240
%V (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Under 25	145	127	32	18	77	21	56	141
%V	3.9%	3.6%	2.6%	3.0%	3.0%	2.2%	3.6%	4.4%
%H (All HH)		87.6%	22.1%	12.4%	53.1%	14.5%	38.6%	97.2%
%H (TV HH)			25.2%	14.2%	60.6%	16.5%	44.1%	
25 - 34	560	507	171	79	300	112	188	539
%V	15.0%	14.2%	13.7%	13.0%	11.9%	11.7%	12.0%	16.6%
%H (All HH)		90.5%	30.5%	14.1%	53.6%	20.0%	33.6%	96.3%
%H (TV HH)			33.7%	15.6%	59.2%	22.1%	37.1%	
35 - 44	611	572	230	100	359	159	200	591
%V	16.4%	16.0%	18.4%	16.5%	14.2%	16.5%	12.7%	18.2%
%H (All HH)		93.6%	37.6%	16.4%	58.8%	26.0%	32.7%	96.7%
%H (TV HH)			40.2%	17.5%	62.8%	27.8%	35.0%	
45 - 54	700	680	292	134	462	221	241	666
%V	18.8%	19.1%	23.4%	22.1%	18.3%	23.0%	15.4%	20.6%
%H (All HH)		97.1%	41.7%	19.1%	66.0%	31.6%	34.4%	95.1%
%H (TV HH)			42.9%	19.7%	67.9%	32.5%	35.4%	
55 - 64	647	628	233	132	462	200	262	595
%V	17.4%	17.6%	18.7%	21.8%	18.3%	20.8%	16.7%	18.4%
%H (All HH)		97.1%	36.0%	20.4%	71.4%	30.9%	40.5%	92.0%
%H (TV HH)			37.1%	21.0%	73.6%	31.8%	41.7%	
65 +	1065	1055	289	143	870	248	622	709
%V	28.6%	29.6%	23.2%	23.6%	34.4%	25.8%	39.6%	21.9%
%H (All HH)		99.1%	27.1%	13.4%	81.7%	23.3%	58.4%	66.6%
%H (TV HH)			27.4%	13.6%	82.5%	23.5%	59.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
1	1117	1045	254	127	804	181	622	767
%V	30.0%	29.3%	20.4%	21.0%	31.8%	18.8%	39.6%	23.7%
%H (All HH)		93.6%	22.7%	11.4%	72.0%	16.2%	55.7%	68.7%
%H (TV HH)			24.3%	12.2%	76.9%	17.3%	59.5%	
2	1220	1189	425	198	868	340	528	1109
%V	32.7%	33.3%	34.1%	32.7%	34.3%	35.4%	33.6%	34.2%
%H (All HH)		97.5%	34.8%	16.2%	71.1%	27.9%	43.3%	90.9%
%H (TV HH)			35.7%	16.7%	73.0%	28.6%	44.4%	
3	576	551	228	110	365	179	186	561
%V	15.5%	15.4%	18.3%	18.2%	14.4%	18.6%	11.8%	17.3%
%H (All HH)		95.7%	39.6%	19.1%	63.4%	31.1%	32.3%	97.4%
%H (TV HH)			41.4%	20.0%	66.2%	32.5%	33.8%	
4	535	514	223	112	335	176	159	528
%V	14.4%	14.4%	17.9%	18.5%	13.2%	18.3%	10.1%	16.3%
%H (All HH)		96.1%	41.7%	20.9%	62.6%	32.9%	29.7%	98.7%
%H (TV HH)			43.4%	21.8%	65.2%	34.2%	30.9%	
5+	279	270	117	59	160	85	74	275
%V	7.5%	7.6%	9.4%	9.7%	6.3%	8.8%	4.7%	8.5%
%H (All HH)		96.8%	41.9%	21.1%	57.3%	30.5%	26.5%	98.6%
%H (TV HH)			43.3%	21.9%	59.3%	31.5%	27.4%	
Average HH size	2.40	2.41	2.66	2.68	2.31	2.68	2.09	2.56

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
Jan - Dec 2019
BBC Midlands
Household level data
Table 3.4: 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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Without	2735	2622	849	428	1940	677	1264	2269
%V	73.4%	73.5%	68.1%	70.6%	76.6%	70.4%	80.5%	70.0%
%H (All HH)		95.9%	31.0%	15.6%	70.9%	24.8%	46.2%	83.0%
%H (TV HH)			32.4%	16.3%	74.0%	25.8%	48.2%	
With	992	946	398	178	590	284	306	971
%V	26.6%	26.5%	31.9%	29.4%	23.3%	29.6%	19.5%	30.0%
%H (All HH)		95.4%	40.1%	17.9%	59.5%	28.6%	30.8%	97.9%
%H (TV HH)			42.1%	18.8%	62.4%	30.0%	32.3%	
0 - 3	363	341	131	62	210	89	121	353
%V	9.7%	9.6%	10.5%	10.2%	8.3%	9.3%	7.7%	10.9%
%H (All HH)		93.9%	36.1%	17.1%	57.9%	24.5%	33.3%	97.2%
%H (TV HH)			38.4%	18.2%	61.6%	26.1%	35.5%	
4 - 9	526	502	214	92	310	146	164	516
%V	14.1%	14.1%	17.2%	15.2%	12.2%	15.2%	10.4%	15.9%
%H (All HH)		95.4%	40.7%	17.5%	58.9%	27.8%	31.2%	98.1%
%H (TV HH)			42.6%	18.3%	61.8%	29.1%	32.7%	
10 - 15	488	470	207	91	298	157	142	479
%V	13.1%	13.2%	16.6%	15.0%	11.8%	16.3%	9.0%	14.8%
%H (All HH)		96.3%	42.4%	18.6%	61.1%	32.2%	29.1%	98.2%
%H (TV HH)			44.0%	19.4%	63.4%	33.4%	30.2%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
1	1543	1543	421	204	989	194	795	1242
%V	41.4%	43.2%	33.8%	33.7%	39.1%	20.2%	50.6%	38.3%
%H (All HH)		100.0%	27.3%	13.2%	64.1%	12.6%	51.5%	80.5%
%H (TV HH)			27.3%	13.2%	64.1%	12.6%	51.5%	
2	1144	1144	419	219	839	352	487	1023
%V	30.7%	32.1%	33.6%	36.1%	33.1%	36.6%	31.0%	31.6%
%H (All HH)		100.0%	36.6%	19.1%	73.3%	30.8%	42.6%	89.4%
%H (TV HH)			36.6%	19.1%	73.3%	30.8%	42.6%	
3	520	520	234	106	406	225	181	497
%V	14.0%	14.6%	18.8%	17.5%	16.0%	23.4%	11.5%	15.3%
%H (All HH)		100.0%	45.0%	20.4%	78.1%	43.3%	34.8%	95.6%
%H (TV HH)			45.0%	20.4%	78.1%	43.3%	34.8%	
4	236	236	106	55	194	121	73	231
%V	6.3%	6.6%	8.5%	9.1%	7.7%	12.6%	4.6%	7.1%
%H (All HH)		100.0%	44.9%	23.3%	82.2%	51.3%	30.9%	97.9%
%H (TV HH)			44.9%	23.3%	82.2%	51.3%	30.9%	
5+	124	124	67	23	104	69	34	123
%V	3.3%	3.5%	5.4%	3.8%	4.1%	7.2%	2.2%	3.8%
%H (All HH)		100.0%	54.0%	18.5%	83.9%	55.6%	27.4%	99.2%
%H (TV HH)			54.0%	18.5%	83.9%	55.6%	27.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Under 20"	305	305	95	58	266	117	148	264
%V	8.2%	8.5%	7.6%	9.6%	10.5%	12.2%	9.4%	8.1%
%H (All HH)		100.0%	31.1%	19.0%	87.2%	38.4%	48.5%	86.6%
%H (TV HH)			31.1%	19.0%	87.2%	38.4%	48.5%	
20" - 29"	918	918	302	167	752	312	440	789
%V	24.6%	25.7%	24.2%	27.6%	29.7%	32.5%	28.0%	24.4%
%H (All HH)		100.0%	32.9%	18.2%	81.9%	34.0%	47.9%	85.9%
%H (TV HH)			32.9%	18.2%	81.9%	34.0%	47.9%	
30" - 39"	1704	1704	627	292	1257	515	742	1481
%V	45.7%	47.8%	50.3%	48.2%	49.7%	53.6%	47.3%	45.7%
%H (All HH)		100.0%	36.8%	17.1%	73.8%	30.2%	43.5%	86.9%
%H (TV HH)			36.8%	17.1%	73.8%	30.2%	43.5%	
40" - 49"	1754	1754	684	325	1236	551	685	1621
%V	47.1%	49.2%	54.9%	53.6%	48.8%	57.3%	43.6%	50.0%
%H (All HH)		100.0%	39.0%	18.5%	70.5%	31.4%	39.1%	92.4%
%H (TV HH)			39.0%	18.5%	70.5%	31.4%	39.1%	
50" - 59"	723	723	343	132	463	244	219	706
%V	19.4%	20.3%	27.5%	21.8%	18.3%	25.4%	13.9%	21.8%
%H (All HH)		100.0%	47.4%	18.3%	64.0%	33.7%	30.3%	97.6%
%H (TV HH)			47.4%	18.3%	64.0%	33.7%	30.3%	
60"+	86	86	43	17	55	35	21	85
%V	2.3%	2.4%	3.4%	2.8%	2.2%	3.6%	1.3%	2.6%
%H (All HH)		100.0%	50.0%	19.8%	64.0%	40.7%	24.4%	98.8%
%H (TV HH)			50.0%	19.8%	64.0%	40.7%	24.4%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Main living room	3532	3532	1238	602	2511	955	1556	3084
%V	94.8%	99.0%	99.3%	99.3%	99.2%	99.4%	99.1%	95.2%
%H (All HH)		100.0%	35.1%	17.0%	71.1%	27.0%	44.1%	87.3%
%H (TV HH)			35.1%	17.0%	71.1%	27.0%	44.1%	
Kitchen	376	376	160	59	319	160	159	348
%V	10.1%	10.5%	12.8%	9.7%	12.6%	16.6%	10.1%	10.7%
%H (All HH)		100.0%	42.6%	15.7%	84.8%	42.6%	42.3%	92.6%
%H (TV HH)			42.6%	15.7%	84.8%	42.6%	42.3%	
Adult's bedroom	1560	1560	644	319	1193	615	578	1447
%V	41.9%	43.7%	51.6%	52.6%	47.1%	64.0%	36.8%	44.7%
%H (All HH)		100.0%	41.3%	20.4%	76.5%	39.4%	37.1%	92.8%
%H (TV HH)			41.3%	20.4%	76.5%	39.4%	37.1%	
Child's bedroom	290	290	142	61	203	126	77	287
%V	7.8%	8.1%	11.4%	10.1%	8.0%	13.1%	4.9%	8.9%
%H (All HH)		100.0%	49.0%	21.0%	70.0%	43.4%	26.6%	99.0%
%H (TV HH)			49.0%	21.0%	70.0%	43.4%	26.6%	
Other bedroom	180	180	79	43	154	95	60	174
%V	4.8%	5.0%	6.3%	7.1%	6.1%	9.9%	3.8%	5.4%
%H (All HH)		100.0%	43.9%	23.9%	85.6%	52.8%	33.3%	96.7%
%H (TV HH)			43.9%	23.9%	85.6%	52.8%	33.3%	
Second living/dining room	369	369	163	60	287	143	144	344
%V	9.9%	10.3%	13.1%	9.9%	11.3%	14.9%	9.2%	10.6%
%H (All HH)		100.0%	44.2%	16.3%	77.8%	38.8%	39.0%	93.2%
%H (TV HH)			44.2%	16.3%	77.8%	38.8%	39.0%	
Study/office	59	59	31	9	42	23	19	59
%V	1.6%	1.7%	2.5%	1.5%	1.7%	2.4%	1.2%	1.8%
%H (All HH)		100.0%	52.5%	15.3%	71.2%	39.0%	32.2%	100.0%
%H (TV HH)			52.5%	15.3%	71.2%	39.0%	32.2%	
TV room	24	24	16	3	20	14	5	23
%V	0.6%	0.7%	1.3%	0.5%	0.8%	1.5%	0.3%	0.7%
%H (All HH)		100.0%	66.7%	12.5%	83.3%	58.3%	20.8%	95.8%
%H (TV HH)			66.7%	12.5%	83.3%	58.3%	20.8%	
Conservatory	87	87	39	20	71	42	29	81
%V	2.3%	2.4%	3.1%	3.3%	2.8%	4.4%	1.8%	2.5%
%H (All HH)		100.0%	44.8%	23.0%	81.6%	48.3%	33.3%	93.1%
%H (TV HH)			44.8%	23.0%	81.6%	48.3%	33.3%	
Attic or loft room	5	5	3	2	3	2	0	5
%V	0.1%	0.1%	0.2%	0.3%	0.1%	0.2%	0.0%	0.2%
%H (All HH)		100.0%	60.0%	40.0%	60.0%	40.0%	0.0%	100.0%
%H (TV HH)			60.0%	40.0%	60.0%	40.0%	0.0%	
No specific location	4	4	1	1	3	1	2	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H (All HH)		100.0%	25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	75.0%	25.0%	50.0%	
Other	39	39	18	7	32	17	15	39
%V	1.0%	1.1%	1.4%	1.2%	1.3%	1.8%	1.0%	1.2%
%H (All HH)		100.0%	46.2%	17.9%	82.1%	43.6%	38.5%	100.0%
%H (TV HH)			46.2%	17.9%	82.1%	43.6%	38.5%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

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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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Any DSAT provider	1247	1247	1247	20	639	639	0	1180
%V	33.5%	34.9%	100.0%	3.3%	25.2%	66.5%	0.0%	36.4%
%H (All HH)			100.0%	1.6%	51.2%	51.2%	0.0%	94.6%
%H (TV HH)			100.0%	1.6%	51.2%	51.2%	0.0%	
Sky with subscription	1028	1028	1028	8	526	526	0	983
%V	27.6%	28.8%	82.4%	1.3%	20.8%	54.7%	0.0%	30.3%
%H (All HH)			100.0%	0.8%	51.2%	51.2%	0.0%	95.6%
%H (TV HH)			100.0%	0.8%	51.2%	51.2%	0.0%	
Sky without subscription	56	56	56	2	31	31	0	52
%V	1.5%	1.6%	4.5%	0.3%	1.2%	3.2%	0.0%	1.6%
%H (All HH)			100.0%	3.6%	55.4%	55.4%	0.0%	92.9%
%H (TV HH)			100.0%	3.6%	55.4%	55.4%	0.0%	
Freesat	135	135	135	6	79	79	0	124
%V	3.6%	3.8%	10.8%	1.0%	3.1%	8.2%	0.0%	3.8%
%H (All HH)			100.0%	4.4%	58.5%	58.5%	0.0%	91.9%
%H (TV HH)			100.0%	4.4%	58.5%	58.5%	0.0%	
Other satellite provider	87	87	87	6	36	36	0	80
%V	2.3%	2.4%	7.0%	1.0%	1.4%	3.7%	0.0%	2.5%
%H (All HH)			100.0%	6.9%	41.4%	41.4%	0.0%	92.0%
%H (TV HH)			100.0%	6.9%	41.4%	41.4%	0.0%	
DCAB	606	606	20	606	332	332	0	576
%V	16.3%	17.0%	1.6%	100.0%	13.1%	34.5%	0.0%	17.8%
%H (All HH)			3.3%	100.0%	54.8%	54.8%	0.0%	95.0%
%H (TV HH)			3.3%	100.0%	54.8%	54.8%	0.0%	
DTT	2531	2531	639	332	2531	961	1570	2133
%V	67.9%	70.9%	51.2%	54.8%	100.0%	100.0%	100.0%	65.8%
%H (All HH)		100.0%	25.2%	13.1%	100.0%	38.0%	62.0%	84.3%
%H (TV HH)			25.2%	13.1%	100.0%	38.0%	62.0%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
PVR	2166	2166	1120	577	1379	897	482	2031
%V	58.1%	60.7%	89.8%	95.2%	54.5%	93.3%	30.7%	62.7%
%H (All HH)		100.0%	51.7%	26.6%	63.7%	41.4%	22.3%	93.8%
%H (TV HH)			51.7%	26.6%	63.7%	41.4%	22.3%	
DVDR	35	35	15	4	29	12	17	30
%V	0.9%	1.0%	1.2%	0.7%	1.1%	1.2%	1.1%	0.9%
%H (All HH)		100.0%	42.9%	11.4%	82.9%	34.3%	48.6%	85.7%
%H (TV HH)			42.9%	11.4%	82.9%	34.3%	48.6%	
VCR	6	6	2	1	6	3	3	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	100.0%	50.0%	50.0%	83.3%
%H (TV HH)			33.3%	16.7%	100.0%	50.0%	50.0%	
Any recorder	2180	2180	1121	577	1392	898	494	2042
%V	58.5%	61.1%	89.9%	95.2%	55.0%	93.4%	31.5%	63.0%
%H (All HH)		100.0%	51.4%	26.5%	63.9%	41.2%	22.7%	93.7%
%H (TV HH)			51.4%	26.5%	63.9%	41.2%	22.7%	
Receives HDTV (via STB or built-in reception)	2546	2546	1050	541	1831	857	974	2370
%V	68.3%	71.4%	84.2%	89.3%	72.3%	89.2%	62.0%	73.1%
%H (All HH)		100.0%	41.2%	21.2%	71.9%	33.7%	38.3%	93.1%
%H (TV HH)			41.2%	21.2%	71.9%	33.7%	38.3%	
DVD/Blu-ray player or recorder	1926	1926	714	358	1378	587	791	1743
%V	51.7%	54.0%	57.3%	59.1%	54.4%	61.1%	50.4%	53.8%
%H (All HH)		100.0%	37.1%	18.6%	71.5%	30.5%	41.1%	90.5%
%H (TV HH)			37.1%	18.6%	71.5%	30.5%	41.1%	

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

Jan - Dec 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	3727	3568	1247	606	2531	961	1570	3240
%H (All HH)		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%
%H (TV HH)			34.9%	17.0%	70.9%	26.9%	44.0%	
Has broadband internet	3240	3116	1180	576	2133	911	1222	3240
%V	86.9%	87.3%	94.6%	95.0%	84.3%	94.8%	77.8%	100.0%
%H (All HH)		96.2%	36.4%	17.8%	65.8%	28.1%	37.7%	100.0%
%H (TV HH)			37.9%	18.5%	68.5%	29.2%	39.2%	
Number of computers (PCs and laptops)								
0	756	698	162	66	547	107	440	297
%V	20.3%	19.6%	13.0%	10.9%	21.6%	11.1%	28.0%	9.2%
%H (All HH)		92.3%	21.4%	8.7%	72.4%	14.2%	58.2%	39.3%
%H (TV HH)			23.2%	9.5%	78.4%	15.3%	63.0%	
1	1088	1041	356	164	720	248	473	1065
%V	29.2%	29.2%	28.5%	27.1%	28.4%	25.8%	30.1%	32.9%
%H (All HH)		95.7%	32.7%	15.1%	66.2%	22.8%	43.5%	97.9%
%H (TV HH)			34.2%	15.8%	69.2%	23.8%	45.4%	
2	862	833	311	165	585	257	328	857
%V	23.1%	23.3%	24.9%	27.2%	23.1%	26.7%	20.9%	26.5%
%H (All HH)		96.6%	36.1%	19.1%	67.9%	29.8%	38.1%	99.4%
%H (TV HH)			37.3%	19.8%	70.2%	30.9%	39.4%	
3	444	432	170	100	295	148	147	444
%V	11.9%	12.1%	13.6%	16.5%	11.7%	15.4%	9.4%	13.7%
%H (All HH)		97.3%	38.3%	22.5%	66.4%	33.3%	33.1%	100.0%
%H (TV HH)			39.4%	23.1%	68.3%	34.3%	34.0%	
4	257	254	115	48	169	85	84	257
%V	6.9%	7.1%	9.2%	7.9%	6.7%	8.8%	5.4%	7.9%
%H (All HH)		98.8%	44.7%	18.7%	65.8%	33.1%	32.7%	100.0%
%H (TV HH)			45.3%	18.9%	66.5%	33.5%	33.1%	
5+	319	311	134	63	215	117	99	319
%V	8.6%	8.7%	10.7%	10.4%	8.5%	12.2%	6.3%	9.8%
%H (All HH)		97.5%	42.0%	19.7%	67.4%	36.7%	31.0%	100.0%
%H (TV HH)			43.1%	20.3%	69.1%	37.6%	31.8%	

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

Jan - Dec 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	7015	2755	1296	5223	2430	2793	6376
%H		39.3%	18.5%	74.5%	34.6%	39.8%	90.9%
Under 20"	368	113	73	320	143	177	320
%V	5.2%	4.1%	5.6%	6.1%	5.9%	6.3%	5.0%
%H		30.7%	19.8%	87.0%	38.9%	48.1%	87.0%
20" - 29"	1181	412	224	981	443	538	1034
%V	16.8%	15.0%	17.3%	18.8%	18.2%	19.3%	16.2%
%H		34.9%	19.0%	83.1%	37.5%	45.6%	87.6%
30" - 39"	2200	850	391	1651	740	911	1957
%V	31.4%	30.9%	30.2%	31.6%	30.5%	32.6%	30.7%
%H		38.6%	17.8%	75.0%	33.6%	41.4%	89.0%
40" - 49"	2110	861	408	1503	723	780	1967
%V	30.1%	31.3%	31.5%	28.8%	29.8%	27.9%	30.9%
%H		40.8%	19.3%	71.2%	34.3%	37.0%	93.2%
50" - 59"	812	389	149	524	281	242	794
%V	11.6%	14.1%	11.5%	10.0%	11.6%	8.7%	12.5%
%H		47.9%	18.3%	64.5%	34.6%	29.8%	97.8%
60"+	91	45	19	58	37	21	89
%V	1.3%	1.6%	1.5%	1.1%	1.5%	0.8%	1.4%
%H		49.5%	20.9%	63.7%	40.7%	23.1%	97.8%
Don't know	254	85	33	185	61	124	215
%V	3.6%	3.1%	2.5%	3.5%	2.5%	4.4%	3.4%
%H		33.5%	13.0%	72.8%	24.0%	48.8%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	7015	2755	1296	5223	2430	2793	6376
%H		39.3%	18.5%	74.5%	34.6%	39.8%	90.9%
Main living room	3553	1248	606	2525	962	1562	3103
%V	50.6%	45.3%	46.8%	48.3%	39.6%	55.9%	48.7%
%H		35.1%	17.1%	71.1%	27.1%	44.0%	87.3%
Kitchen	379	161	59	322	160	161	351
%V	5.4%	5.8%	4.6%	6.2%	6.6%	5.8%	5.5%
%H		42.5%	15.6%	85.0%	42.2%	42.5%	92.6%
Adult's bedroom	1898	790	402	1462	778	684	1777
%V	27.1%	28.7%	31.0%	28.0%	32.0%	24.5%	27.9%
%H		41.6%	21.2%	77.0%	41.0%	36.0%	93.6%
Child's bedroom	382	187	79	271	167	104	379
%V	5.4%	6.8%	6.1%	5.2%	6.9%	3.7%	5.9%
%H		49.0%	20.7%	70.9%	43.7%	27.2%	99.2%
Other bedroom	210	95	50	181	115	66	204
%V	3.0%	3.4%	3.9%	3.5%	4.7%	2.4%	3.2%
%H		45.2%	23.8%	86.2%	54.8%	31.4%	97.1%
Second living/dining room	375	167	61	293	148	145	350
%V	5.3%	6.1%	4.7%	5.6%	6.1%	5.2%	5.5%
%H		44.5%	16.3%	78.1%	39.5%	38.7%	93.3%
Study/office	59	31	9	42	23	19	59
%V	0.8%	1.1%	0.7%	0.8%	0.9%	0.7%	0.9%
%H		52.5%	15.3%	71.2%	39.0%	32.2%	100.0%
TV room	24	16	3	20	14	5	23
%V	0.3%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		66.7%	12.5%	83.3%	58.3%	20.8%	95.8%
Conservatory	87	39	20	71	42	29	81
%V	1.2%	1.4%	1.5%	1.4%	1.7%	1.0%	1.3%
%H		44.8%	23.0%	81.6%	48.3%	33.3%	93.1%
Attic or loft room	7	4	2	3	2	0	7
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		57.1%	28.6%	42.9%	28.6%	0.0%	100.0%
No specific location	4	1	1	3	1	2	4
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
Other	40	19	7	32	17	15	39
%V	0.6%	0.7%	0.5%	0.6%	0.7%	0.5%	0.6%
%H		47.5%	17.5%	80.0%	42.5%	37.5%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	7015	2755	1296	5223	2430	2793	6376
%H		39.3%	18.5%	74.5%	34.6%	39.8%	90.9%
PVR	3041	1698	822	1823	1276	547	2886
%V	43.3%	61.6%	63.4%	34.9%	52.5%	19.6%	45.3%
%H		55.8%	27.0%	59.9%	42.0%	18.0%	94.9%
DVDR	35	15	4	29	12	17	30
%V	0.5%	0.5%	0.3%	0.6%	0.5%	0.6%	0.5%
%H		42.9%	11.4%	82.9%	34.3%	48.6%	85.7%
VCR	6	2	1	6	3	3	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	100.0%	50.0%	50.0%	83.3%
Any recorder	3059	1702	823	1840	1279	561	2900
%V	43.6%	61.8%	63.5%	35.2%	52.6%	20.1%	45.5%
%H		55.6%	26.9%	60.2%	41.8%	18.3%	94.8%

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	7015	2755	1296	5223	2430	2793	6376
%H		39.3%	18.5%	74.5%	34.6%	39.8%	90.9%
Receives HDTV (via STB or built-in reception)	3986	1796	853	2885	1513	1372	3769
%V	56.8%	65.2%	65.8%	55.2%	62.3%	49.1%	59.1%
%H		45.1%	21.4%	72.4%	38.0%	34.4%	94.6%
DVD/Blu-ray player or recorder	2652	1032	519	1919	889	1029	2443
%V	37.8%	37.5%	40.0%	36.7%	36.6%	36.8%	38.3%
%H		38.9%	19.6%	72.4%	33.5%	38.8%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3568	1247	606	2531	961	1570	3116
%H		34.9%	17.0%	70.9%	26.9%	44.0%	87.3%
Under 20"	20	3	1	18	3	14	12
%V	0.6%	0.2%	0.2%	0.7%	0.3%	0.9%	0.4%
%H		15.0%	5.0%	90.0%	15.0%	70.0%	60.0%
20" - 29"	208	30	29	168	24	144	137
%V	5.8%	2.4%	4.8%	6.6%	2.5%	9.2%	4.4%
%H		14.4%	13.9%	80.8%	11.5%	69.2%	65.9%
30" - 39"	973	269	148	730	214	516	775
%V	27.3%	21.6%	24.4%	28.8%	22.3%	32.9%	24.9%
%H		27.6%	15.2%	75.0%	22.0%	53.0%	79.7%
40" - 49"	1498	553	277	1056	443	613	1368
%V	42.0%	44.3%	45.7%	41.7%	46.1%	39.0%	43.9%
%H		36.9%	18.5%	70.5%	29.6%	40.9%	91.3%
50" - 59"	659	314	121	420	223	197	643
%V	18.5%	25.2%	20.0%	16.6%	23.2%	12.5%	20.6%
%H		47.6%	18.4%	63.7%	33.8%	29.9%	97.6%
60"+	78	39	15	48	29	19	76
%V	2.2%	3.1%	2.5%	1.9%	3.0%	1.2%	2.4%
%H		50.0%	19.2%	61.5%	37.2%	24.4%	97.4%
Don't know	133	40	15	92	24	68	105
%V	3.7%	3.2%	2.5%	3.6%	2.5%	4.3%	3.4%
%H		30.1%	11.3%	69.2%	18.0%	51.1%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3568	1247	606	2531	961	1570	3116
%H		34.9%	17.0%	70.9%	26.9%	44.0%	87.3%
PVR	2129	1108	569	1347	883	465	1996
%V	59.7%	88.9%	93.9%	53.2%	91.9%	29.6%	64.1%
%H		52.0%	26.7%	63.3%	41.5%	21.8%	93.8%
DVDR	31	13	3	24	9	15	27
%V	0.9%	1.0%	0.5%	0.9%	0.9%	1.0%	0.9%
%H		41.9%	9.7%	77.4%	29.0%	48.4%	87.1%
VCR	4	1	1	4	2	2	4
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	2142	1110	569	1359	883	476	2006
%V	60.0%	89.0%	93.9%	53.7%	91.9%	30.3%	64.4%
%H		51.8%	26.6%	63.4%	41.2%	22.2%	93.7%

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	3568	1247	606	2531	961	1570	3116
%H		34.9%	17.0%	70.9%	26.9%	44.0%	87.3%
Receives HDTV (via STB or built-in reception)	2488	1027	533	1782	836	945	2318
%V	69.7%	82.4%	88.0%	70.4%	87.0%	60.2%	74.4%
%H		41.3%	21.4%	71.6%	33.6%	38.0%	93.2%
DVD/Blu-ray player or recorder	1689	606	311	1211	496	715	1513
%V	47.3%	48.6%	51.3%	47.8%	51.6%	45.5%	48.6%
%H		35.9%	18.4%	71.7%	29.4%	42.3%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

Table 3.18: 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	3447	1508	690	2692	1469	1223	3260
%H		43.7%	20.0%	78.1%	42.6%	35.5%	94.6%
Under 20"	348	110	72	303	140	163	309
%V	10.1%	7.3%	10.4%	11.3%	9.5%	13.3%	9.5%
%H		31.6%	20.7%	87.1%	40.2%	46.8%	88.8%
20" - 29"	973	382	195	813	419	394	897
%V	28.2%	25.3%	28.3%	30.2%	28.5%	32.2%	27.5%
%H		39.3%	20.0%	83.6%	43.1%	40.5%	92.2%
30" - 39"	1227	581	243	921	526	395	1182
%V	35.6%	38.5%	35.2%	34.2%	35.8%	32.3%	36.3%
%H		47.4%	19.8%	75.1%	42.9%	32.2%	96.3%
40" - 49"	612	308	131	448	280	167	599
%V	17.8%	20.4%	19.0%	16.6%	19.1%	13.7%	18.4%
%H		50.3%	21.4%	73.2%	45.8%	27.3%	97.9%
50" - 59"	153	75	28	104	58	46	151
%V	4.4%	5.0%	4.1%	3.9%	3.9%	3.8%	4.6%
%H		49.0%	18.3%	68.0%	37.9%	30.1%	98.7%
60"+	13	7	4	10	8	2	13
%V	0.4%	0.5%	0.6%	0.4%	0.5%	0.2%	0.4%
%H		53.8%	30.8%	76.9%	61.5%	15.4%	100.0%
Don't know	121	45	18	93	37	56	110
%V	3.5%	3.0%	2.6%	3.5%	2.5%	4.6%	3.4%
%H		37.2%	14.9%	76.9%	30.6%	46.3%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3447	1508	690	2692	1469	1223	3260
%H		43.7%	20.0%	78.1%	42.6%	35.5%	94.6%
PVR	912	590	253	476	393	83	890
%V	26.5%	39.1%	36.7%	17.7%	26.8%	6.8%	27.3%
%H		64.7%	27.7%	52.2%	43.1%	9.1%	97.6%
DVDR	4	2	1	4	3	1	3
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	25.0%	100.0%	75.0%	25.0%	75.0%
VCR	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	917	592	254	481	395	85	894
%V	26.6%	39.3%	36.8%	17.9%	26.9%	7.0%	27.4%
%H		64.6%	27.7%	52.5%	43.1%	9.3%	97.5%

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	3447	1508	690	2692	1469	1223	3260
%H		43.7%	20.0%	78.1%	42.6%	35.5%	94.6%
Receives HDTV (via STB or built-in reception)	1498	768	320	1103	677	427	1450
%V	43.5%	50.9%	46.4%	41.0%	46.1%	34.9%	44.5%
%H		51.3%	21.4%	73.6%	45.2%	28.5%	96.8%
DVD/Blu-ray player or recorder	963	426	209	708	394	314	931
%V	27.9%	28.2%	30.3%	26.3%	26.8%	25.7%	28.6%
%H		44.2%	21.7%	73.5%	40.9%	32.6%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	8953	8604	3321	1623	5850	2572	3278	8286
%H		96.1%	37.1%	18.1%	65.3%	28.7%	36.6%	92.5%
Total Children	1760	1680	704	319	1039	502	537	1721
%V	19.7%	19.5%	21.2%	19.7%	17.8%	19.5%	16.4%	20.8%
%H		95.5%	40.0%	18.1%	59.0%	28.5%	30.5%	97.8%
0 - 3	411	387	150	69	235	99	137	400
%V	4.6%	4.5%	4.5%	4.3%	4.0%	3.8%	4.2%	4.8%
%H		94.2%	36.5%	16.8%	57.2%	24.1%	33.3%	97.3%
4 - 15	1349	1293	554	250	804	403	401	1321
%V	15.1%	15.0%	16.7%	15.4%	13.7%	15.7%	12.2%	15.9%
%H		95.8%	41.1%	18.5%	59.6%	29.9%	29.7%	97.9%
4 - 9	693	660	279	121	405	190	215	677
%V	7.7%	7.7%	8.4%	7.5%	6.9%	7.4%	6.6%	8.2%
%H		95.2%	40.3%	17.5%	58.4%	27.4%	31.0%	97.7%
10 - 15	656	632	275	129	399	213	186	644
%V	7.3%	7.3%	8.3%	7.9%	6.8%	8.3%	5.7%	7.8%
%H		96.3%	41.9%	19.7%	60.8%	32.5%	28.4%	98.2%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	8953	8604	3321	1623	5850	2572	3278	8286
%H		96.1%	37.1%	18.1%	65.3%	28.7%	36.6%	92.5%
Total Adults (16+)	7193	6924	2617	1303	4811	2070	2741	6566
%V	80.3%	80.5%	78.8%	80.3%	82.2%	80.5%	83.6%	79.2%
%H		96.3%	36.4%	18.1%	66.9%	28.8%	38.1%	91.3%
16 - 19	368	359	153	70	239	116	123	367
%V	4.1%	4.2%	4.6%	4.3%	4.1%	4.5%	3.8%	4.4%
%H		97.6%	41.6%	19.0%	64.9%	31.5%	33.4%	99.7%
20 - 24	582	533	195	120	331	163	168	574
%V	6.5%	6.2%	5.9%	7.4%	5.7%	6.3%	5.1%	6.9%
%H		91.6%	33.5%	20.6%	56.9%	28.0%	28.9%	98.6%
25 - 34	1187	1109	407	216	675	299	376	1153
%V	13.3%	12.9%	12.3%	13.3%	11.5%	11.6%	11.5%	13.9%
%H		93.4%	34.3%	18.2%	56.9%	25.2%	31.7%	97.1%
35 - 44	1093	1029	427	187	639	294	346	1065
%V	12.2%	12.0%	12.9%	11.5%	10.9%	11.4%	10.6%	12.9%
%H		94.1%	39.1%	17.1%	58.5%	26.9%	31.7%	97.4%
45 - 54	1219	1191	527	248	807	410	396	1174
%V	13.6%	13.8%	15.9%	15.3%	13.8%	15.9%	12.1%	14.2%
%H		97.7%	43.2%	20.3%	66.2%	33.6%	32.5%	96.3%
55 - 64	1090	1064	415	224	783	359	424	1026
%V	12.2%	12.4%	12.5%	13.8%	13.4%	14.0%	12.9%	12.4%
%H		97.6%	38.1%	20.6%	71.8%	32.9%	38.9%	94.1%
65+	1654	1640	494	240	1336	429	907	1206
%V	18.5%	19.1%	14.9%	14.8%	22.8%	16.7%	27.7%	14.6%
%H		99.2%	29.9%	14.5%	80.8%	25.9%	54.8%	72.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	7193	6924	2617	1303	4811	2070	2741	6566
%H		96.3%	36.4%	18.1%	66.9%	28.8%	38.1%	91.3%
AB	1766	1733	681	293	1231	545	687	1735
%V	24.6%	25.0%	26.0%	22.5%	25.6%	26.3%	25.1%	26.4%
%H		98.1%	38.6%	16.6%	69.7%	30.9%	38.9%	98.2%
C1	1966	1878	737	369	1281	594	687	1856
%V	27.3%	27.1%	28.2%	28.3%	26.6%	28.7%	25.1%	28.3%
%H		95.5%	37.5%	18.8%	65.2%	30.2%	34.9%	94.4%
C2	1635	1600	595	337	1151	522	629	1494
%V	22.7%	23.1%	22.7%	25.9%	23.9%	25.2%	22.9%	22.8%
%H		97.9%	36.4%	20.6%	70.4%	31.9%	38.5%	91.4%
D	1249	1176	453	225	757	310	447	1103
%V	17.4%	17.0%	17.3%	17.3%	15.7%	15.0%	16.3%	16.8%
%H		94.2%	36.3%	18.0%	60.6%	24.8%	35.8%	88.3%
E	577	537	150	78	390	99	291	378
%V	8.0%	7.8%	5.7%	6.0%	8.1%	4.8%	10.6%	5.8%
%H		93.1%	26.0%	13.5%	67.6%	17.2%	50.4%	65.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	7193	6924	2617	1303	4811	2070	2741	6566
%H		96.3%	36.4%	18.1%	66.9%	28.8%	38.1%	91.3%
Working full time	3451	3338	1360	702	2196	1074	1122	3378
%V	48.0%	48.2%	52.0%	53.9%	45.6%	51.9%	40.9%	51.4%
%H		96.7%	39.4%	20.3%	63.6%	31.1%	32.5%	97.9%
Working part time	656	640	272	130	446	222	224	639
%V	9.1%	9.2%	10.4%	10.0%	9.3%	10.7%	8.2%	9.7%
%H		97.6%	41.5%	19.8%	68.0%	33.8%	34.1%	97.4%
Not working	3087	2947	984	471	2168	774	1394	2549
%V	42.9%	42.6%	37.6%	36.1%	45.1%	37.4%	50.9%	38.8%
%H		95.5%	31.9%	15.3%	70.2%	25.1%	45.2%	82.6%
Houseperson	3727	3568	1247	606	2531	961	1570	3240
%V	51.8%	51.5%	47.6%	46.5%	52.6%	46.4%	57.3%	49.3%
%H		95.7%	33.5%	16.3%	67.9%	25.8%	42.1%	86.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3551	3394	1295	652	2330	1036	1294	3268
%H		95.6%	36.5%	18.4%	65.6%	29.2%	36.4%	92.0%
16 - 19	179	173	80	33	117	63	55	179
%V	5.0%	5.1%	6.2%	5.1%	5.0%	6.1%	4.3%	5.5%
%H		96.6%	44.7%	18.4%	65.4%	35.2%	30.7%	100.0%
20 - 24	312	285	106	60	177	90	87	308
%V	8.8%	8.4%	8.2%	9.2%	7.6%	8.7%	6.7%	9.4%
%H		91.3%	34.0%	19.2%	56.7%	28.8%	27.9%	98.7%
25 - 34	613	568	205	122	337	153	183	596
%V	17.3%	16.7%	15.8%	18.7%	14.5%	14.8%	14.1%	18.2%
%H		92.7%	33.4%	19.9%	55.0%	25.0%	29.9%	97.2%
35 - 44	539	500	198	91	308	135	173	523
%V	15.2%	14.7%	15.3%	14.0%	13.2%	13.0%	13.4%	16.0%
%H		92.8%	36.7%	16.9%	57.1%	25.0%	32.1%	97.0%
45 - 54	596	579	253	119	392	198	193	571
%V	16.8%	17.1%	19.5%	18.3%	16.8%	19.1%	14.9%	17.5%
%H		97.1%	42.4%	20.0%	65.8%	33.2%	32.4%	95.8%
55 - 64	546	531	211	109	390	181	209	511
%V	15.4%	15.6%	16.3%	16.7%	16.7%	17.5%	16.2%	15.6%
%H		97.3%	38.6%	20.0%	71.4%	33.2%	38.3%	93.6%
65+	765	758	242	119	610	215	395	581
%V	21.5%	22.3%	18.7%	18.3%	26.2%	20.8%	30.5%	17.8%
%H		99.1%	31.6%	15.6%	79.7%	28.1%	51.6%	75.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3551	3394	1295	652	2330	1036	1294	3268
%H		95.6%	36.5%	18.4%	65.6%	29.2%	36.4%	92.0%
AB	896	878	345	144	627	279	348	879
%V	25.2%	25.9%	26.6%	22.1%	26.9%	26.9%	26.9%	26.9%
%H		98.0%	38.5%	16.1%	70.0%	31.1%	38.8%	98.1%
C1	919	869	353	178	578	289	288	880
%V	25.9%	25.6%	27.3%	27.3%	24.8%	27.9%	22.3%	26.9%
%H		94.6%	38.4%	19.4%	62.9%	31.4%	31.3%	95.8%
C2	874	851	319	180	604	276	328	788
%V	24.6%	25.1%	24.6%	27.6%	25.9%	26.6%	25.3%	24.1%
%H		97.4%	36.5%	20.6%	69.1%	31.6%	37.5%	90.2%
D	623	580	221	113	366	151	215	562
%V	17.5%	17.1%	17.1%	17.3%	15.7%	14.6%	16.6%	17.2%
%H		93.1%	35.5%	18.1%	58.7%	24.2%	34.5%	90.2%
E	239	216	57	36	156	41	115	160
%V	6.7%	6.4%	4.4%	5.5%	6.7%	4.0%	8.9%	4.9%
%H		90.4%	23.8%	15.1%	65.3%	17.2%	48.1%	66.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3551	3394	1295	652	2330	1036	1294	3268
%H		95.6%	36.5%	18.4%	65.6%	29.2%	36.4%	92.0%
Working full time	2110	2031	825	423	1332	654	678	2064
%V	59.4%	59.8%	63.7%	64.9%	57.2%	63.1%	52.4%	63.2%
%H		96.3%	39.1%	20.0%	63.1%	31.0%	32.1%	97.8%
Working part time	145	138	61	28	93	46	47	140
%V	4.1%	4.1%	4.7%	4.3%	4.0%	4.4%	3.6%	4.3%
%H		95.2%	42.1%	19.3%	64.1%	31.7%	32.4%	96.6%
Not working	1296	1226	409	201	905	336	569	1065
%V	36.5%	36.1%	31.6%	30.8%	38.8%	32.4%	44.0%	32.6%
%H		94.6%	31.6%	15.5%	69.8%	25.9%	43.9%	82.2%
Houseperson	804	730	207	111	509	152	357	630
%V	22.6%	21.5%	16.0%	17.0%	21.8%	14.7%	27.6%	19.3%
%H		90.8%	25.7%	13.8%	63.3%	18.9%	44.4%	78.4%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3642	3530	1322	651	2481	1034	1447	3298
%H		96.9%	36.3%	17.9%	68.1%	28.4%	39.7%	90.6%
16 - 19	189	185	73	37	122	54	68	188
%V	5.2%	5.2%	5.5%	5.7%	4.9%	5.2%	4.7%	5.7%
%H		97.9%	38.6%	19.6%	64.6%	28.6%	36.0%	99.5%
20 - 24	271	248	89	60	154	72	82	266
%V	7.4%	7.0%	6.7%	9.2%	6.2%	7.0%	5.7%	8.1%
%H		91.5%	32.8%	22.1%	56.8%	26.6%	30.3%	98.2%
25 - 34	574	541	202	94	338	145	193	557
%V	15.8%	15.3%	15.3%	14.4%	13.6%	14.0%	13.3%	16.9%
%H		94.3%	35.2%	16.4%	58.9%	25.3%	33.6%	97.0%
35 - 44	554	529	229	96	331	158	173	543
%V	15.2%	15.0%	17.3%	14.7%	13.3%	15.3%	12.0%	16.5%
%H		95.5%	41.3%	17.3%	59.7%	28.5%	31.2%	98.0%
45 - 54	623	611	273	130	415	212	203	603
%V	17.1%	17.3%	20.7%	20.0%	16.7%	20.5%	14.0%	18.3%
%H		98.1%	43.8%	20.9%	66.6%	34.0%	32.6%	96.8%
55 - 64	544	533	204	114	393	178	215	515
%V	14.9%	15.1%	15.4%	17.5%	15.8%	17.2%	14.9%	15.6%
%H		98.0%	37.5%	21.0%	72.2%	32.7%	39.5%	94.7%
65+	889	883	251	120	727	214	512	625
%V	24.4%	25.0%	19.0%	18.4%	29.3%	20.7%	35.4%	19.0%
%H		99.3%	28.2%	13.5%	81.8%	24.1%	57.6%	70.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3642	3530	1322	651	2481	1034	1447	3298
%H		96.9%	36.3%	17.9%	68.1%	28.4%	39.7%	90.6%
AB	871	855	336	149	605	266	339	856
%V	23.9%	24.2%	25.4%	22.9%	24.4%	25.7%	23.4%	26.0%
%H		98.2%	38.6%	17.1%	69.5%	30.5%	38.9%	98.3%
C1	1047	1009	384	191	703	305	398	976
%V	28.7%	28.6%	29.0%	29.3%	28.3%	29.5%	27.5%	29.6%
%H		96.4%	36.7%	18.2%	67.1%	29.1%	38.0%	93.2%
C2	761	749	276	157	548	246	302	706
%V	20.9%	21.2%	20.9%	24.1%	22.1%	23.8%	20.9%	21.4%
%H		98.4%	36.3%	20.6%	72.0%	32.3%	39.7%	92.8%
D	626	596	233	112	391	159	232	541
%V	17.2%	16.9%	17.6%	17.2%	15.8%	15.4%	16.0%	16.4%
%H		95.2%	37.2%	17.9%	62.5%	25.4%	37.1%	86.4%
E	338	322	93	42	234	59	176	218
%V	9.3%	9.1%	7.0%	6.5%	9.4%	5.7%	12.2%	6.6%
%H		95.3%	27.5%	12.4%	69.2%	17.5%	52.1%	64.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	3642	3530	1322	651	2481	1034	1447	3298
%H		96.9%	36.3%	17.9%	68.1%	28.4%	39.7%	90.6%
Working full time	1341	1307	535	279	864	420	444	1315
%V	36.8%	37.0%	40.5%	42.9%	34.8%	40.6%	30.7%	39.9%
%H		97.5%	39.9%	20.8%	64.4%	31.3%	33.1%	98.1%
Working part time	511	502	211	103	354	176	178	499
%V	14.0%	14.2%	16.0%	15.8%	14.3%	17.0%	12.3%	15.1%
%H		98.2%	41.3%	20.2%	69.3%	34.4%	34.8%	97.7%
Not working	1791	1721	575	270	1263	438	825	1484
%V	49.2%	48.8%	43.5%	41.5%	50.9%	42.4%	57.0%	45.0%
%H		96.1%	32.1%	15.1%	70.5%	24.5%	46.1%	82.9%
Houseperson	2924	2838	1040	495	2022	809	1213	2611
%V	80.3%	80.4%	78.7%	76.0%	81.5%	78.2%	83.8%	79.2%
%H		97.1%	35.6%	16.9%	69.2%	27.7%	41.5%	89.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC East

Household level data

Table 4.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
AB	532	509	216	54	357	138	219	516
%V	26.4%	26.3%	26.8%	23.9%	27.5%	28.6%	26.8%	28.3%
%H (All HH)		95.7%	40.6%	10.2%	67.1%	25.9%	41.2%	97.0%
%H (TV HH)			42.4%	10.6%	70.1%	27.1%	43.0%	
C1	614	593	252	79	397	158	238	572
%V	30.5%	30.6%	31.3%	35.0%	30.5%	32.8%	29.1%	31.4%
%H (All HH)		96.6%	41.0%	12.9%	64.7%	25.7%	38.8%	93.2%
%H (TV HH)			42.5%	13.3%	66.9%	26.6%	40.1%	
C2	428	414	183	45	278	109	169	385
%V	21.2%	21.4%	22.7%	19.9%	21.4%	22.6%	20.7%	21.1%
%H (All HH)		96.7%	42.8%	10.5%	65.0%	25.5%	39.5%	90.0%
%H (TV HH)			44.2%	10.9%	67.1%	26.3%	40.8%	
D	290	275	110	37	160	50	109	246
%V	14.4%	14.2%	13.6%	16.4%	12.3%	10.4%	13.3%	13.5%
%H (All HH)		94.8%	37.9%	12.8%	55.2%	17.2%	37.6%	84.8%
%H (TV HH)			40.0%	13.5%	58.2%	18.2%	39.6%	
E	152	145	45	11	108	26	83	103
%V	7.5%	7.5%	5.6%	4.9%	8.3%	5.4%	10.1%	5.7%
%H (All HH)		95.4%	29.6%	7.2%	71.1%	17.1%	54.6%	67.8%
%H (TV HH)			31.0%	7.6%	74.5%	17.9%	57.2%	

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

DATA PERIOD: ANNUAL
Jan - Dec 2019
BBC East
Household level data
Table 4.2: 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	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Under 25	62	52	18	7	28	9	19	60
%V	3.1%	2.7%	2.2%	3.1%	2.2%	1.9%	2.3%	3.3%
%H (All HH)		83.9%	29.0%	11.3%	45.2%	14.5%	30.6%	96.8%
%H (TV HH)			34.6%	13.5%	53.8%	17.3%	36.5%	
25 - 34	292	268	106	28	134	41	93	288
%V	14.5%	13.8%	13.2%	12.4%	10.3%	8.5%	11.4%	15.8%
%H (All HH)		91.8%	36.3%	9.6%	45.9%	14.0%	31.8%	98.6%
%H (TV HH)			39.6%	10.4%	50.0%	15.3%	34.7%	
35 - 44	317	299	137	38	168	70	98	316
%V	15.7%	15.4%	17.0%	16.8%	12.9%	14.5%	12.0%	17.3%
%H (All HH)		94.3%	43.2%	12.0%	53.0%	22.1%	30.9%	99.7%
%H (TV HH)			45.8%	12.7%	56.2%	23.4%	32.8%	
45 - 54	384	375	171	58	255	116	139	374
%V	19.0%	19.4%	21.2%	25.7%	19.6%	24.1%	17.0%	20.5%
%H (All HH)		97.7%	44.5%	15.1%	66.4%	30.2%	36.2%	97.4%
%H (TV HH)			45.6%	15.5%	68.0%	30.9%	37.1%	
55 - 64	350	342	170	36	229	100	129	338
%V	17.4%	17.7%	21.1%	15.9%	17.6%	20.7%	15.8%	18.6%
%H (All HH)		97.7%	48.6%	10.3%	65.4%	28.6%	36.9%	96.6%
%H (TV HH)			49.7%	10.5%	67.0%	29.2%	37.7%	
65 +	611	600	203	58	486	146	340	446
%V	30.3%	31.0%	25.2%	25.7%	37.4%	30.3%	41.6%	24.5%
%H (All HH)		98.2%	33.2%	9.5%	79.5%	23.9%	55.6%	73.0%
%H (TV HH)			33.8%	9.7%	81.0%	24.3%	56.7%	

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

Jan - Dec 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	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
1	574	541	148	44	414	86	328	419
%V	28.5%	27.9%	18.4%	19.5%	31.8%	17.8%	40.1%	23.0%
%H (All HH)		94.3%	25.8%	7.7%	72.1%	15.0%	57.1%	73.0%
%H (TV HH)			27.4%	8.1%	76.5%	15.9%	60.6%	
2	723	700	324	71	481	201	280	689
%V	35.9%	36.2%	40.2%	31.4%	37.0%	41.7%	34.2%	37.8%
%H (All HH)		96.8%	44.8%	9.8%	66.5%	27.8%	38.7%	95.3%
%H (TV HH)			46.3%	10.1%	68.7%	28.7%	40.0%	
3	313	300	140	47	185	91	94	307
%V	15.5%	15.5%	17.4%	20.8%	14.2%	18.9%	11.5%	16.8%
%H (All HH)		95.8%	44.7%	15.0%	59.1%	29.1%	30.0%	98.1%
%H (TV HH)			46.7%	15.7%	61.7%	30.3%	31.3%	
4	291	284	135	44	164	75	89	291
%V	14.4%	14.7%	16.7%	19.5%	12.6%	15.6%	10.9%	16.0%
%H (All HH)		97.6%	46.4%	15.1%	56.4%	25.8%	30.6%	100.0%
%H (TV HH)			47.5%	15.5%	57.7%	26.4%	31.3%	
5+	115	112	58	20	56	29	27	115
%V	5.7%	5.8%	7.2%	8.8%	4.3%	6.0%	3.3%	6.3%
%H (All HH)		97.4%	50.4%	17.4%	48.7%	25.2%	23.5%	100.0%
%H (TV HH)			51.8%	17.9%	50.0%	25.9%	24.1%	
Average HH size	2.35	2.36	2.57	2.70	2.22	2.52	2.04	2.47

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
Jan - Dec 2019
BBC East
Household level data
Table 4.4: 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	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Without	1492	1430	562	154	1015	353	662	1299
%V	74.0%	73.9%	69.7%	68.1%	78.1%	73.2%	80.9%	71.3%
%H (All HH)		95.8%	37.7%	10.3%	68.0%	23.7%	44.4%	87.1%
%H (TV HH)			39.3%	10.8%	71.0%	24.7%	46.3%	
With	524	506	244	72	285	128	156	523
%V	26.0%	26.1%	30.3%	31.9%	21.9%	26.6%	19.1%	28.7%
%H (All HH)		96.6%	46.6%	13.7%	54.4%	24.4%	29.8%	99.8%
%H (TV HH)			48.2%	14.2%	56.3%	25.3%	30.8%	
0 - 3	196	186	88	17	95	36	59	195
%V	9.7%	9.6%	10.9%	7.5%	7.3%	7.5%	7.2%	10.7%
%H (All HH)		94.9%	44.9%	8.7%	48.5%	18.4%	30.1%	99.5%
%H (TV HH)			47.3%	9.1%	51.1%	19.4%	31.7%	
4 - 9	276	265	131	37	142	63	79	275
%V	13.7%	13.7%	16.3%	16.4%	10.9%	13.1%	9.7%	15.1%
%H (All HH)		96.0%	47.5%	13.4%	51.4%	22.8%	28.6%	99.6%
%H (TV HH)			49.4%	14.0%	53.6%	23.8%	29.8%	
10 - 15	250	247	120	40	147	72	76	250
%V	12.4%	12.8%	14.9%	17.7%	11.3%	14.9%	9.3%	13.7%
%H (All HH)		98.8%	48.0%	16.0%	58.8%	28.8%	30.4%	100.0%
%H (TV HH)			48.6%	16.2%	59.5%	29.1%	30.8%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
1	804	804	256	90	478	86	392	694
%V	39.9%	41.5%	31.8%	39.8%	36.8%	17.8%	47.9%	38.1%
%H (All HH)		100.0%	31.8%	11.2%	59.5%	10.7%	48.8%	86.3%
%H (TV HH)			31.8%	11.2%	59.5%	10.7%	48.8%	
2	622	622	271	63	443	178	265	555
%V	30.9%	32.1%	33.6%	27.9%	34.1%	36.9%	32.4%	30.5%
%H (All HH)		100.0%	43.6%	10.1%	71.2%	28.6%	42.6%	89.2%
%H (TV HH)			43.6%	10.1%	71.2%	28.6%	42.6%	
3	307	307	170	41	224	127	97	299
%V	15.2%	15.9%	21.1%	18.1%	17.2%	26.3%	11.9%	16.4%
%H (All HH)		100.0%	55.4%	13.4%	73.0%	41.4%	31.6%	97.4%
%H (TV HH)			55.4%	13.4%	73.0%	41.4%	31.6%	
4	130	130	66	19	95	52	43	127
%V	6.4%	6.7%	8.2%	8.4%	7.3%	10.8%	5.3%	7.0%
%H (All HH)		100.0%	50.8%	14.6%	73.1%	40.0%	33.1%	97.7%
%H (TV HH)			50.8%	14.6%	73.1%	40.0%	33.1%	
5+	75	75	41	13	60	39	21	74
%V	3.7%	3.9%	5.1%	5.8%	4.6%	8.1%	2.6%	4.1%
%H (All HH)		100.0%	54.7%	17.3%	80.0%	52.0%	28.0%	98.7%
%H (TV HH)			54.7%	17.3%	80.0%	52.0%	28.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	2016	1936	806	226	1300	482	818	1822
%V (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Under 20"	272	272	111	26	229	98	131	241
%V	13.5%	14.0%	13.8%	11.5%	17.6%	20.3%	16.0%	13.2%
%H (All HH)		100.0%	40.8%	9.6%	84.2%	36.0%	48.2%	88.6%
%H (TV HH)			40.8%	9.6%	84.2%	36.0%	48.2%	
20" - 29"	537	537	225	60	420	181	240	475
%V	26.6%	27.7%	27.9%	26.5%	32.3%	37.6%	29.3%	26.1%
%H (All HH)		100.0%	41.9%	11.2%	78.2%	33.7%	44.7%	88.5%
%H (TV HH)			41.9%	11.2%	78.2%	33.7%	44.7%	
30" - 39"	904	904	371	109	639	239	399	809
%V	44.8%	46.7%	46.0%	48.2%	49.2%	49.6%	48.8%	44.4%
%H (All HH)		100.0%	41.0%	12.1%	70.7%	26.4%	44.1%	89.5%
%H (TV HH)			41.0%	12.1%	70.7%	26.4%	44.1%	
40" - 49"	930	930	432	122	617	270	347	891
%V	46.1%	48.0%	53.6%	54.0%	47.5%	56.0%	42.4%	48.9%
%H (All HH)		100.0%	46.5%	13.1%	66.3%	29.0%	37.3%	95.8%
%H (TV HH)			46.5%	13.1%	66.3%	29.0%	37.3%	
50" - 59"	410	410	227	49	239	131	108	401
%V	20.3%	21.2%	28.2%	21.7%	18.4%	27.2%	13.2%	22.0%
%H (All HH)		100.0%	55.4%	12.0%	58.3%	32.0%	26.3%	97.8%
%H (TV HH)			55.4%	12.0%	58.3%	32.0%	26.3%	
60"+	66	66	39	9	42	26	16	65
%V	3.3%	3.4%	4.8%	4.0%	3.2%	5.4%	2.0%	3.6%
%H (All HH)		100.0%	59.1%	13.6%	63.6%	39.4%	24.2%	98.5%
%H (TV HH)			59.1%	13.6%	63.6%	39.4%	24.2%	

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

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Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1936	806	226	1300	482	818	1822
%V (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Main living room	1914	1914	803	223	1286	481	805	1730
%V	94.9%	98.9%	99.6%	98.7%	98.9%	99.8%	98.4%	95.0%
%H (All HH)		100.0%	42.0%	11.7%	67.2%	25.1%	42.1%	90.4%
%H (TV HH)			42.0%	11.7%	67.2%	25.1%	42.1%	
Kitchen	250	250	116	28	214	110	104	232
%V	12.4%	12.9%	14.4%	12.4%	16.5%	22.8%	12.7%	12.7%
%H (All HH)		100.0%	46.4%	11.2%	85.6%	44.0%	41.6%	92.8%
%H (TV HH)			46.4%	11.2%	85.6%	44.0%	41.6%	
Adult's bedroom	850	850	420	106	617	308	309	798
%V	42.2%	43.9%	52.1%	46.9%	47.5%	63.9%	37.8%	43.8%
%H (All HH)		100.0%	49.4%	12.5%	72.6%	36.2%	36.4%	93.9%
%H (TV HH)			49.4%	12.5%	72.6%	36.2%	36.4%	
Child's bedroom	162	162	91	25	90	54	36	160
%V	8.0%	8.4%	11.3%	11.1%	6.9%	11.2%	4.4%	8.8%
%H (All HH)		100.0%	56.2%	15.4%	55.6%	33.3%	22.2%	98.8%
%H (TV HH)			56.2%	15.4%	55.6%	33.3%	22.2%	
Other bedroom	88	88	50	9	74	44	30	85
%V	4.4%	4.5%	6.2%	4.0%	5.7%	9.1%	3.7%	4.7%
%H (All HH)		100.0%	56.8%	10.2%	84.1%	50.0%	34.1%	96.6%
%H (TV HH)			56.8%	10.2%	84.1%	50.0%	34.1%	
Second living/dining room	179	179	85	22	137	66	71	172
%V	8.9%	9.2%	10.5%	9.7%	10.5%	13.7%	8.7%	9.4%
%H (All HH)		100.0%	47.5%	12.3%	76.5%	36.9%	39.7%	96.1%
%H (TV HH)			47.5%	12.3%	76.5%	36.9%	39.7%	
Study/office	36	36	18	5	28	14	14	36
%V	1.8%	1.9%	2.2%	2.2%	2.2%	2.9%	1.7%	2.0%
%H (All HH)		100.0%	50.0%	13.9%	77.8%	38.9%	38.9%	100.0%
%H (TV HH)			50.0%	13.9%	77.8%	38.9%	38.9%	
TV room	24	24	12	3	16	6	9	24
%V	1.2%	1.2%	1.5%	1.3%	1.2%	1.2%	1.1%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	66.7%	25.0%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	66.7%	25.0%	37.5%	
Conservatory	54	54	32	7	42	25	16	50
%V	2.7%	2.8%	4.0%	3.1%	3.2%	5.2%	2.0%	2.7%
%H (All HH)		100.0%	59.3%	13.0%	77.8%	46.3%	29.6%	92.6%
%H (TV HH)			59.3%	13.0%	77.8%	46.3%	29.6%	
Attic or loft room	2	2	1	0	1	0	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	50.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	30	30	19	6	25	20	5	29
%V	1.5%	1.5%	2.4%	2.7%	1.9%	4.1%	0.6%	1.6%
%H (All HH)		100.0%	63.3%	20.0%	83.3%	66.7%	16.7%	96.7%
%H (TV HH)			63.3%	20.0%	83.3%	66.7%	16.7%	

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

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Table 4.8: 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	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Any DSAT provider	806	806	806	12	400	400	0	765
%V	40.0%	41.6%	100.0%	5.3%	30.8%	83.0%	0.0%	42.0%
%H (All HH)			100.0%	1.5%	49.6%	49.6%	0.0%	94.9%
%H (TV HH)			100.0%	1.5%	49.6%	49.6%	0.0%	
Sky with subscription	663	663	663	5	325	325	0	637
%V	32.9%	34.2%	82.3%	2.2%	25.0%	67.4%	0.0%	35.0%
%H (All HH)			100.0%	0.8%	49.0%	49.0%	0.0%	96.1%
%H (TV HH)			100.0%	0.8%	49.0%	49.0%	0.0%	
Sky without subscription	23	23	23	0	12	12	0	19
%V	1.1%	1.2%	2.9%	0.0%	0.9%	2.5%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	52.2%	52.2%	0.0%	82.6%
%H (TV HH)			100.0%	0.0%	52.2%	52.2%	0.0%	
Freesat	101	101	101	3	57	57	0	89
%V	5.0%	5.2%	12.5%	1.3%	4.4%	11.8%	0.0%	4.9%
%H (All HH)			100.0%	3.0%	56.4%	56.4%	0.0%	88.1%
%H (TV HH)			100.0%	3.0%	56.4%	56.4%	0.0%	
Other satellite provider	55	55	55	4	26	26	0	53
%V	2.7%	2.8%	6.8%	1.8%	2.0%	5.4%	0.0%	2.9%
%H (All HH)			100.0%	7.3%	47.3%	47.3%	0.0%	96.4%
%H (TV HH)			100.0%	7.3%	47.3%	47.3%	0.0%	
DCAB	226	226	12	226	91	91	0	219
%V	11.2%	11.7%	1.5%	100.0%	7.0%	18.9%	0.0%	12.0%
%H (All HH)			5.3%	100.0%	40.3%	40.3%	0.0%	96.9%
%H (TV HH)			5.3%	100.0%	40.3%	40.3%	0.0%	
DTT	1300	1300	400	91	1300	482	818	1140
%V	64.5%	67.1%	49.6%	40.3%	100.0%	100.0%	100.0%	62.6%
%H (All HH)		100.0%	30.8%	7.0%	100.0%	37.1%	62.9%	87.7%
%H (TV HH)			30.8%	7.0%	100.0%	37.1%	62.9%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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Table 4.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1936	806	226	1300	482	818	1822
%H (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
PVR	1208	1208	736	216	715	447	268	1149
%V	59.9%	62.4%	91.3%	95.6%	55.0%	92.7%	32.8%	63.1%
%H (All HH)		100.0%	60.9%	17.9%	59.2%	37.0%	22.2%	95.1%
%H (TV HH)			60.9%	17.9%	59.2%	37.0%	22.2%	
DVDR	19	19	11	2	13	7	6	16
%V	0.9%	1.0%	1.4%	0.9%	1.0%	1.5%	0.7%	0.9%
%H (All HH)		100.0%	57.9%	10.5%	68.4%	36.8%	31.6%	84.2%
%H (TV HH)			57.9%	10.5%	68.4%	36.8%	31.6%	
VCR	15	15	9	1	15	9	6	12
%V	0.7%	0.8%	1.1%	0.4%	1.2%	1.9%	0.7%	0.7%
%H (All HH)		100.0%	60.0%	6.7%	100.0%	60.0%	40.0%	80.0%
%H (TV HH)			60.0%	6.7%	100.0%	60.0%	40.0%	
Any recorder	1221	1221	739	216	726	450	276	1158
%V	60.6%	63.1%	91.7%	95.6%	55.8%	93.4%	33.7%	63.6%
%H (All HH)		100.0%	60.5%	17.7%	59.5%	36.9%	22.6%	94.8%
%H (TV HH)			60.5%	17.7%	59.5%	36.9%	22.6%	
Receives HDTV (via STB or built-in reception)	1513	1513	718	203	1053	450	603	1414
%V	75.0%	78.2%	89.1%	89.8%	81.0%	93.4%	73.7%	77.6%
%H (All HH)		100.0%	47.5%	13.4%	69.6%	29.7%	39.9%	93.5%
%H (TV HH)			47.5%	13.4%	69.6%	29.7%	39.9%	
DVD/Blu-ray player or recorder	1232	1232	534	142	845	336	509	1139
%V	61.1%	63.6%	66.3%	62.8%	65.0%	69.7%	62.2%	62.5%
%H (All HH)		100.0%	43.3%	11.5%	68.6%	27.3%	41.3%	92.5%
%H (TV HH)			43.3%	11.5%	68.6%	27.3%	41.3%	

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

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Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2016	1936	806	226	1300	482	818	1822
%V (All HH)		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%
%H (TV HH)			41.6%	11.7%	67.1%	24.9%	42.3%	
Has broadband internet	1822	1749	765	219	1140	459	681	1822
%V	90.4%	90.3%	94.9%	96.9%	87.7%	95.2%	83.3%	100.0%
%H (All HH)		96.0%	42.0%	12.0%	62.6%	25.2%	37.4%	100.0%
%H (TV HH)			43.7%	12.5%	65.2%	26.2%	38.9%	
Number of computers (PCs and laptops)								
0	298	284	82	16	207	37	170	115
%V	14.8%	14.7%	10.2%	7.1%	15.9%	7.7%	20.8%	6.3%
%H (All HH)		95.3%	27.5%	5.4%	69.5%	12.4%	57.0%	38.6%
%H (TV HH)			28.9%	5.6%	72.9%	13.0%	59.9%	
1	489	461	180	47	312	99	213	479
%V	24.3%	23.8%	22.3%	20.8%	24.0%	20.5%	26.0%	26.3%
%H (All HH)		94.3%	36.8%	9.6%	63.8%	20.2%	43.6%	98.0%
%H (TV HH)			39.0%	10.2%	67.7%	21.5%	46.2%	
2	508	492	213	59	333	133	200	508
%V	25.2%	25.4%	26.4%	26.1%	25.6%	27.6%	24.4%	27.9%
%H (All HH)		96.9%	41.9%	11.6%	65.6%	26.2%	39.4%	100.0%
%H (TV HH)			43.3%	12.0%	67.7%	27.0%	40.7%	
3	324	311	142	42	195	82	113	324
%V	16.1%	16.1%	17.6%	18.6%	15.0%	17.0%	13.8%	17.8%
%H (All HH)		96.0%	43.8%	13.0%	60.2%	25.3%	34.9%	100.0%
%H (TV HH)			45.7%	13.5%	62.7%	26.4%	36.3%	
4	187	183	99	19	117	62	55	187
%V	9.3%	9.5%	12.3%	8.4%	9.0%	12.9%	6.7%	10.3%
%H (All HH)		97.9%	52.9%	10.2%	62.6%	33.2%	29.4%	100.0%
%H (TV HH)			54.1%	10.4%	63.9%	33.9%	30.1%	
5+	209	206	91	43	135	68	67	209
%V	10.4%	10.6%	11.3%	19.0%	10.4%	14.1%	8.2%	11.5%
%H (All HH)		98.6%	43.5%	20.6%	64.6%	32.5%	32.1%	100.0%
%H (TV HH)			44.2%	20.9%	65.5%	33.0%	32.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3882	1795	482	2737	1238	1500	3604
%H		46.2%	12.4%	70.5%	31.9%	38.6%	92.8%
Under 20"	333	139	33	280	125	155	300
%V	8.6%	7.7%	6.8%	10.2%	10.1%	10.3%	8.3%
%H		41.7%	9.9%	84.1%	37.5%	46.5%	90.1%
20" - 29"	693	300	77	550	246	304	620
%V	17.9%	16.7%	16.0%	20.1%	19.9%	20.3%	17.2%
%H		43.3%	11.1%	79.4%	35.5%	43.9%	89.5%
30" - 39"	1140	495	142	805	329	475	1029
%V	29.4%	27.6%	29.5%	29.4%	26.6%	31.7%	28.6%
%H		43.4%	12.5%	70.6%	28.9%	41.7%	90.3%
40" - 49"	1143	546	154	756	346	409	1102
%V	29.4%	30.4%	32.0%	27.6%	27.9%	27.3%	30.6%
%H		47.8%	13.5%	66.1%	30.3%	35.8%	96.4%
50" - 59"	458	257	58	265	147	117	448
%V	11.8%	14.3%	12.0%	9.7%	11.9%	7.8%	12.4%
%H		56.1%	12.7%	57.9%	32.1%	25.5%	97.8%
60"+	72	44	10	46	30	16	71
%V	1.9%	2.5%	2.1%	1.7%	2.4%	1.1%	2.0%
%H		61.1%	13.9%	63.9%	41.7%	22.2%	98.6%
Don't know	43	15	8	36	14	22	33
%V	1.1%	0.8%	1.7%	1.3%	1.1%	1.5%	0.9%
%H		34.9%	18.6%	83.7%	32.6%	51.2%	76.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC East
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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	3882	1795	482	2737	1238	1500	3604
%H		46.2%	12.4%	70.5%	31.9%	38.6%	92.8%
Main living room	1921	806	224	1292	484	808	1734
%V	49.5%	44.9%	46.5%	47.2%	39.1%	53.9%	48.1%
%H		42.0%	11.7%	67.3%	25.2%	42.1%	90.3%
Kitchen	250	116	28	215	110	105	233
%V	6.4%	6.5%	5.8%	7.9%	8.9%	7.0%	6.5%
%H		46.4%	11.2%	86.0%	44.0%	42.0%	93.2%
Adult's bedroom	1051	518	139	765	384	381	993
%V	27.1%	28.9%	28.8%	28.0%	31.0%	25.4%	27.6%
%H		49.3%	13.2%	72.8%	36.5%	36.3%	94.5%
Child's bedroom	221	125	36	123	74	49	219
%V	5.7%	7.0%	7.5%	4.5%	6.0%	3.3%	6.1%
%H		56.6%	16.3%	55.7%	33.5%	22.2%	99.1%
Other bedroom	103	59	10	85	51	34	100
%V	2.7%	3.3%	2.1%	3.1%	4.1%	2.3%	2.8%
%H		57.3%	9.7%	82.5%	49.5%	33.0%	97.1%
Second living/dining room	184	87	23	142	69	73	177
%V	4.7%	4.8%	4.8%	5.2%	5.6%	4.9%	4.9%
%H		47.3%	12.5%	77.2%	37.5%	39.7%	96.2%
Study/office	38	18	5	30	15	15	38
%V	1.0%	1.0%	1.0%	1.1%	1.2%	1.0%	1.1%
%H		47.4%	13.2%	78.9%	39.5%	39.5%	100.0%
TV room	25	13	3	16	6	9	25
%V	0.6%	0.7%	0.6%	0.6%	0.5%	0.6%	0.7%
%H		52.0%	12.0%	64.0%	24.0%	36.0%	100.0%
Conservatory	54	32	7	42	25	16	50
%V	1.4%	1.8%	1.5%	1.5%	2.0%	1.1%	1.4%
%H		59.3%	13.0%	77.8%	46.3%	29.6%	92.6%
Attic or loft room	2	1	0	1	0	1	2
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
No specific location	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%
Other	32	19	7	25	20	5	31
%V	0.8%	1.1%	1.5%	0.9%	1.6%	0.3%	0.9%
%H		59.4%	21.9%	78.1%	62.5%	15.6%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3882	1795	482	2737	1238	1500	3604
%H		46.2%	12.4%	70.5%	31.9%	38.6%	92.8%
PVR	1767	1152	323	997	682	315	1700
%V	45.5%	64.2%	67.0%	36.4%	55.1%	21.0%	47.2%
%H		65.2%	18.3%	56.4%	38.6%	17.8%	96.2%
DVDR	21	12	2	15	7	8	17
%V	0.5%	0.7%	0.4%	0.5%	0.6%	0.5%	0.5%
%H		57.1%	9.5%	71.4%	33.3%	38.1%	81.0%
VCR	16	10	1	15	9	6	12
%V	0.4%	0.6%	0.2%	0.5%	0.7%	0.4%	0.3%
%H		62.5%	6.3%	93.8%	56.3%	37.5%	75.0%
Any recorder	1784	1158	324	1013	688	325	1713
%V	46.0%	64.5%	67.2%	37.0%	55.6%	21.7%	47.5%
%H		64.9%	18.2%	56.8%	38.6%	18.2%	96.0%

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	3882	1795	482	2737	1238	1500	3604
%H		46.2%	12.4%	70.5%	31.9%	38.6%	92.8%
Receives HDTV (via STB or built-in reception)	2479	1278	345	1763	877	886	2343
%V	63.9%	71.2%	71.6%	64.4%	70.8%	59.1%	65.0%
%H		51.6%	13.9%	71.1%	35.4%	35.7%	94.5%
DVD/Blu-ray player or recorder	1727	787	213	1194	522	671	1617
%V	44.5%	43.8%	44.2%	43.6%	42.2%	44.7%	44.9%
%H		45.6%	12.3%	69.1%	30.2%	38.9%	93.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1934	805	226	1297	481	816	1748
%H		41.6%	11.7%	67.1%	24.9%	42.2%	90.4%
Under 20"	19	1	4	13	1	13	14
%V	1.0%	0.1%	1.8%	1.0%	0.2%	1.6%	0.8%
%H		5.3%	21.1%	68.4%	5.3%	68.4%	73.7%
20" - 29"	157	39	13	124	26	98	116
%V	8.1%	4.8%	5.8%	9.6%	5.4%	12.0%	6.6%
%H		24.8%	8.3%	79.0%	16.6%	62.4%	73.9%
30" - 39"	522	170	51	373	95	278	436
%V	27.0%	21.1%	22.6%	28.8%	19.8%	34.1%	24.9%
%H		32.6%	9.8%	71.5%	18.2%	53.3%	83.5%
40" - 49"	782	345	105	515	211	305	745
%V	40.4%	42.9%	46.5%	39.7%	43.9%	37.4%	42.6%
%H		44.1%	13.4%	65.9%	27.0%	39.0%	95.3%
50" - 59"	376	209	43	220	123	97	367
%V	19.4%	26.0%	19.0%	17.0%	25.6%	11.9%	21.0%
%H		55.6%	11.4%	58.5%	32.7%	25.8%	97.6%
60"+	58	35	6	34	20	14	57
%V	3.0%	4.3%	2.7%	2.6%	4.2%	1.7%	3.3%
%H		60.3%	10.3%	58.6%	34.5%	24.1%	98.3%
Don't know	19	5	4	16	5	11	14
%V	1.0%	0.6%	1.8%	1.2%	1.0%	1.3%	0.8%
%H		26.3%	21.1%	84.2%	26.3%	57.9%	73.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1934	805	226	1297	481	816	1748
%H		41.6%	11.7%	67.1%	24.9%	42.2%	90.4%
PVR	1184	728	213	693	439	253	1126
%V	61.2%	90.4%	94.2%	53.4%	91.3%	31.0%	64.4%
%H		61.5%	18.0%	58.5%	37.1%	21.4%	95.1%
DVDR	17	9	2	12	6	6	14
%V	0.9%	1.1%	0.9%	0.9%	1.2%	0.7%	0.8%
%H		52.9%	11.8%	70.6%	35.3%	35.3%	82.4%
VCR	11	6	1	10	6	5	8
%V	0.6%	0.7%	0.4%	0.8%	1.2%	0.6%	0.5%
%H		54.5%	9.1%	90.9%	54.5%	45.5%	72.7%
Any recorder	1196	730	214	704	442	262	1134
%V	61.8%	90.7%	94.7%	54.3%	91.9%	32.1%	64.9%
%H		61.0%	17.9%	58.9%	37.0%	21.9%	94.8%

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	1934	805	226	1297	481	816	1748
%H		41.6%	11.7%	67.1%	24.9%	42.2%	90.4%
Receives HDTV (via STB or built-in reception)	1486	710	200	1027	441	587	1388
%V	76.8%	88.2%	88.5%	79.2%	91.7%	71.9%	79.4%
%H		47.8%	13.5%	69.1%	29.7%	39.5%	93.4%
DVD/Blu-ray player or recorder	1082	465	121	740	288	453	996
%V	55.9%	57.8%	53.5%	57.1%	59.9%	55.5%	57.0%
%H		43.0%	11.2%	68.4%	26.6%	41.9%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

Table 4.18: 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	1949	990	256	1440	757	683	1857
%H		50.8%	13.1%	73.9%	38.8%	35.0%	95.3%
Under 20"	314	137	29	267	124	143	286
%V	16.1%	13.8%	11.3%	18.5%	16.4%	20.9%	15.4%
%H		43.6%	9.2%	85.0%	39.5%	45.5%	91.1%
20" - 29"	535	260	64	425	219	206	505
%V	27.4%	26.3%	25.0%	29.5%	28.9%	30.2%	27.2%
%H		48.6%	12.0%	79.4%	40.9%	38.5%	94.4%
30" - 39"	618	325	91	431	234	197	593
%V	31.7%	32.8%	35.5%	29.9%	30.9%	28.8%	31.9%
%H		52.6%	14.7%	69.7%	37.9%	31.9%	96.0%
40" - 49"	361	201	49	240	136	104	358
%V	18.5%	20.3%	19.1%	16.7%	18.0%	15.2%	19.3%
%H		55.7%	13.6%	66.5%	37.7%	28.8%	99.2%
50" - 59"	82	48	15	45	24	20	81
%V	4.2%	4.8%	5.9%	3.1%	3.2%	2.9%	4.4%
%H		58.5%	18.3%	54.9%	29.3%	24.4%	98.8%
60"+	14	8	3	12	10	2	14
%V	0.7%	0.8%	1.2%	0.8%	1.3%	0.3%	0.8%
%H		57.1%	21.4%	85.7%	71.4%	14.3%	100.0%
Don't know	23	10	4	20	9	11	19
%V	1.2%	1.0%	1.6%	1.4%	1.2%	1.6%	1.0%
%H		43.5%	17.4%	87.0%	39.1%	47.8%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1949	990	256	1440	757	683	1857
%H		50.8%	13.1%	73.9%	38.8%	35.0%	95.3%
PVR	583	425	110	305	243	61	575
%V	29.9%	42.9%	43.0%	21.2%	32.1%	8.9%	31.0%
%H		72.9%	18.9%	52.3%	41.7%	10.5%	98.6%
DVDR	4	3	0	3	1	1	3
%V	0.2%	0.3%	0.0%	0.2%	0.1%	0.1%	0.2%
%H		75.0%	0.0%	75.0%	25.0%	25.0%	75.0%
VCR	5	4	1	5	4	1	4
%V	0.3%	0.4%	0.4%	0.3%	0.5%	0.1%	0.2%
%H		80.0%	20.0%	100.0%	80.0%	20.0%	80.0%
Any recorder	588	427	110	309	246	63	579
%V	30.2%	43.1%	43.0%	21.5%	32.5%	9.2%	31.2%
%H		72.6%	18.7%	52.6%	41.8%	10.7%	98.5%

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	1949	990	256	1440	757	683	1857
%H		50.8%	13.1%	73.9%	38.8%	35.0%	95.3%
Receives HDTV (via STB or built-in reception)	993	568	145	735	436	299	954
%V	50.9%	57.4%	56.6%	51.0%	57.6%	43.8%	51.4%
%H		57.2%	14.6%	74.0%	43.9%	30.1%	96.1%
DVD/Blu-ray player or recorder	645	321	93	454	235	219	621
%V	33.1%	32.4%	36.3%	31.5%	31.0%	32.1%	33.4%
%H		49.8%	14.4%	70.4%	36.4%	34.0%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4743	4575	2070	609	2884	1213	1671	4502
%H		96.5%	43.6%	12.8%	60.8%	25.6%	35.2%	94.9%
Total Children	925	897	434	124	492	220	273	922
%V	19.5%	19.6%	21.0%	20.4%	17.1%	18.1%	16.3%	20.5%
%H		97.0%	46.9%	13.4%	53.2%	23.8%	29.5%	99.7%
0 - 3	225	214	103	20	111	42	69	224
%V	4.7%	4.7%	5.0%	3.3%	3.8%	3.5%	4.1%	5.0%
%H		95.1%	45.8%	8.9%	49.3%	18.7%	30.7%	99.6%
4 - 15	700	683	331	104	381	177	204	698
%V	14.8%	14.9%	16.0%	17.1%	13.2%	14.6%	12.2%	15.5%
%H		97.6%	47.3%	14.9%	54.4%	25.3%	29.1%	99.7%
4 - 9	358	345	171	46	180	80	99	357
%V	7.5%	7.5%	8.3%	7.6%	6.2%	6.6%	5.9%	7.9%
%H		96.4%	47.8%	12.8%	50.3%	22.3%	27.7%	99.7%
10 - 15	342	338	160	58	201	97	104	341
%V	7.2%	7.4%	7.7%	9.5%	7.0%	8.0%	6.2%	7.6%
%H		98.8%	46.8%	17.0%	58.8%	28.4%	30.4%	99.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4743	4575	2070	609	2884	1213	1671	4502
%H		96.5%	43.6%	12.8%	60.8%	25.6%	35.2%	94.9%
Total Adults (16+)	3818	3678	1636	485	2392	994	1399	3579
%V	80.5%	80.4%	79.0%	79.6%	82.9%	81.9%	83.7%	79.5%
%H		96.3%	42.8%	12.7%	62.7%	26.0%	36.6%	93.7%
16 - 19	181	176	86	43	103	57	46	178
%V	3.8%	3.8%	4.2%	7.1%	3.6%	4.7%	2.8%	4.0%
%H		97.2%	47.5%	23.8%	56.9%	31.5%	25.4%	98.3%
20 - 24	244	216	91	37	131	64	67	242
%V	5.1%	4.7%	4.4%	6.1%	4.5%	5.3%	4.0%	5.4%
%H		88.5%	37.3%	15.2%	53.7%	26.2%	27.5%	99.2%
25 - 34	596	558	222	72	282	94	189	590
%V	12.6%	12.2%	10.7%	11.8%	9.8%	7.7%	11.3%	13.1%
%H		93.6%	37.2%	12.1%	47.3%	15.8%	31.7%	99.0%
35 - 44	589	557	271	68	311	133	178	585
%V	12.4%	12.2%	13.1%	11.2%	10.8%	11.0%	10.7%	13.0%
%H		94.6%	46.0%	11.5%	52.8%	22.6%	30.2%	99.3%
45 - 54	665	651	311	107	430	209	221	654
%V	14.0%	14.2%	15.0%	17.6%	14.9%	17.2%	13.2%	14.5%
%H		97.9%	46.8%	16.1%	64.7%	31.4%	33.2%	98.3%
55 - 64	611	601	306	62	406	182	224	595
%V	12.9%	13.1%	14.8%	10.2%	14.1%	15.0%	13.4%	13.2%
%H		98.4%	50.1%	10.1%	66.4%	29.8%	36.7%	97.4%
65+	933	919	348	97	728	254	474	735
%V	19.7%	20.1%	16.8%	15.9%	25.2%	20.9%	28.4%	16.3%
%H		98.5%	37.3%	10.4%	78.0%	27.2%	50.8%	78.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.23: 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+)	3818	3678	1636	485	2392	994	1399	3579
%H		96.3%	42.8%	12.7%	62.7%	26.0%	36.6%	93.7%
AB	1030	992	435	117	686	285	401	1011
%V	27.0%	27.0%	26.6%	24.1%	28.7%	28.7%	28.7%	28.2%
%H		96.3%	42.2%	11.4%	66.6%	27.7%	38.9%	98.2%
C1	1165	1128	521	171	730	337	393	1114
%V	30.5%	30.7%	31.8%	35.3%	30.5%	33.9%	28.1%	31.1%
%H		96.8%	44.7%	14.7%	62.7%	28.9%	33.7%	95.6%
C2	859	837	389	94	550	227	323	797
%V	22.5%	22.8%	23.8%	19.4%	23.0%	22.8%	23.1%	22.3%
%H		97.4%	45.3%	10.9%	64.0%	26.4%	37.6%	92.8%
D	562	529	225	85	284	104	180	507
%V	14.7%	14.4%	13.8%	17.5%	11.9%	10.5%	12.9%	14.2%
%H		94.1%	40.0%	15.1%	50.5%	18.5%	32.0%	90.2%
E	203	193	66	18	142	41	101	150
%V	5.3%	5.2%	4.0%	3.7%	5.9%	4.1%	7.2%	4.2%
%H		95.1%	32.5%	8.9%	70.0%	20.2%	49.8%	73.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC East
Individual level data
Table 4.24: 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+)	3818	3678	1636	485	2392	994	1399	3579
%H		96.3%	42.8%	12.7%	62.7%	26.0%	36.6%	93.7%
Working full time	1865	1795	844	231	1081	468	613	1844
%V	48.8%	48.8%	51.6%	47.6%	45.2%	47.1%	43.8%	51.5%
%H		96.2%	45.3%	12.4%	58.0%	25.1%	32.9%	98.9%
Working part time	439	423	192	60	274	123	151	432
%V	11.5%	11.5%	11.7%	12.4%	11.5%	12.4%	10.8%	12.1%
%H		96.4%	43.7%	13.7%	62.4%	28.0%	34.4%	98.4%
Not working	1515	1460	599	194	1037	402	635	1304
%V	39.7%	39.7%	36.6%	40.0%	43.4%	40.4%	45.4%	36.4%
%H		96.4%	39.5%	12.8%	68.4%	26.5%	41.9%	86.1%
Houseperson	2016	1936	806	226	1300	482	818	1822
%V	52.8%	52.6%	49.3%	46.6%	54.3%	48.5%	58.5%	50.9%
%H		96.0%	40.0%	11.2%	64.5%	23.9%	40.6%	90.4%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC East

Individual level data

Table 4.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1870	1794	820	241	1145	496	649	1771
%H		95.9%	43.9%	12.9%	61.2%	26.5%	34.7%	94.7%
16 - 19	100	99	48	24	54	29	24	97
%V	5.3%	5.5%	5.9%	10.0%	4.7%	5.8%	3.7%	5.5%
%H		99.0%	48.0%	24.0%	54.0%	29.0%	24.0%	97.0%
20 - 24	112	99	39	21	56	31	26	112
%V	6.0%	5.5%	4.8%	8.7%	4.9%	6.3%	4.0%	6.3%
%H		88.4%	34.8%	18.8%	50.0%	27.7%	23.2%	100.0%
25 - 34	295	273	107	37	138	44	94	292
%V	15.8%	15.2%	13.0%	15.4%	12.1%	8.9%	14.5%	16.5%
%H		92.5%	36.3%	12.5%	46.8%	14.9%	31.9%	99.0%
35 - 44	300	281	136	32	155	64	91	298
%V	16.0%	15.7%	16.6%	13.3%	13.5%	12.9%	14.0%	16.8%
%H		93.7%	45.3%	10.7%	51.7%	21.3%	30.3%	99.3%
45 - 54	322	315	147	53	205	99	106	315
%V	17.2%	17.6%	17.9%	22.0%	17.9%	20.0%	16.3%	17.8%
%H		97.8%	45.7%	16.5%	63.7%	30.7%	32.9%	97.8%
55 - 64	303	299	156	28	204	92	113	293
%V	16.2%	16.7%	19.0%	11.6%	17.8%	18.5%	17.4%	16.5%
%H		98.7%	51.5%	9.2%	67.3%	30.4%	37.3%	96.7%
65+	439	428	186	45	332	137	195	363
%V	23.5%	23.9%	22.7%	18.7%	29.0%	27.6%	30.0%	20.5%
%H		97.5%	42.4%	10.3%	75.6%	31.2%	44.4%	82.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1870	1794	820	241	1145	496	649	1771
%H		95.9%	43.9%	12.9%	61.2%	26.5%	34.7%	94.7%
AB	529	507	225	60	350	149	201	521
%V	28.3%	28.3%	27.4%	24.9%	30.6%	30.0%	31.0%	29.4%
%H		95.8%	42.5%	11.3%	66.2%	28.2%	38.0%	98.5%
C1	542	526	257	84	326	163	163	524
%V	29.0%	29.3%	31.3%	34.9%	28.5%	32.9%	25.1%	29.6%
%H		97.0%	47.4%	15.5%	60.1%	30.1%	30.1%	96.7%
C2	448	433	200	49	284	117	168	411
%V	24.0%	24.1%	24.4%	20.3%	24.8%	23.6%	25.9%	23.2%
%H		96.7%	44.6%	10.9%	63.4%	26.1%	37.5%	91.7%
D	266	250	107	41	128	49	79	247
%V	14.2%	13.9%	13.0%	17.0%	11.2%	9.9%	12.2%	13.9%
%H		94.0%	40.2%	15.4%	48.1%	18.4%	29.7%	92.9%
E	85	78	29	7	56	17	38	67
%V	4.5%	4.3%	3.5%	2.9%	4.9%	3.4%	5.9%	3.8%
%H		91.8%	34.1%	8.2%	65.9%	20.0%	44.7%	78.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1870	1794	820	241	1145	496	649	1771
%H		95.9%	43.9%	12.9%	61.2%	26.5%	34.7%	94.7%
Working full time	1132	1084	510	146	650	285	365	1116
%V	60.5%	60.4%	62.2%	60.6%	56.8%	57.5%	56.2%	63.0%
%H		95.8%	45.1%	12.9%	57.4%	25.2%	32.2%	98.6%
Working part time	95	91	36	13	58	26	32	93
%V	5.1%	5.1%	4.4%	5.4%	5.1%	5.2%	4.9%	5.3%
%H		95.8%	37.9%	13.7%	61.1%	27.4%	33.7%	97.9%
Not working	642	619	274	82	436	185	251	562
%V	34.3%	34.5%	33.4%	34.0%	38.1%	37.3%	38.7%	31.7%
%H		96.4%	42.7%	12.8%	67.9%	28.8%	39.1%	87.5%
Houseperson	413	380	149	36	261	89	172	350
%V	22.1%	21.2%	18.2%	14.9%	22.8%	17.9%	26.5%	19.8%
%H		92.0%	36.1%	8.7%	63.2%	21.5%	41.6%	84.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1884	816	244	1247	498	749	1809
%H		96.7%	41.9%	12.5%	64.0%	25.6%	38.4%	92.9%
16 - 19	81	78	38	19	50	28	22	81
%V	4.2%	4.1%	4.7%	7.8%	4.0%	5.6%	2.9%	4.5%
%H		96.3%	46.9%	23.5%	61.7%	34.6%	27.2%	100.0%
20 - 24	132	116	52	15	75	34	41	131
%V	6.8%	6.2%	6.4%	6.1%	6.0%	6.8%	5.5%	7.2%
%H		87.9%	39.4%	11.4%	56.8%	25.8%	31.1%	99.2%
25 - 34	301	285	115	35	144	49	95	298
%V	15.5%	15.1%	14.1%	14.3%	11.5%	9.8%	12.7%	16.5%
%H		94.7%	38.2%	11.6%	47.8%	16.3%	31.6%	99.0%
35 - 44	289	276	135	36	157	69	87	287
%V	14.8%	14.6%	16.5%	14.8%	12.6%	13.9%	11.6%	15.9%
%H		95.5%	46.7%	12.5%	54.3%	23.9%	30.1%	99.3%
45 - 54	343	336	164	54	225	110	115	338
%V	17.6%	17.8%	20.1%	22.1%	18.0%	22.1%	15.4%	18.7%
%H		98.0%	47.8%	15.7%	65.6%	32.1%	33.5%	98.5%
55 - 64	307	301	150	33	202	91	111	302
%V	15.8%	16.0%	18.4%	13.5%	16.2%	18.3%	14.8%	16.7%
%H		98.0%	48.9%	10.7%	65.8%	29.6%	36.2%	98.4%
65+	495	491	163	52	396	117	278	372
%V	25.4%	26.1%	20.0%	21.3%	31.8%	23.5%	37.1%	20.6%
%H		99.2%	32.9%	10.5%	80.0%	23.6%	56.2%	75.2%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1884	816	244	1247	498	749	1809
%H		96.7%	41.9%	12.5%	64.0%	25.6%	38.4%	92.9%
AB	501	485	210	57	335	136	200	490
%V	25.7%	25.7%	25.7%	23.4%	26.9%	27.3%	26.7%	27.1%
%H		96.8%	41.9%	11.4%	66.9%	27.1%	39.9%	97.8%
C1	623	602	264	88	404	174	230	590
%V	32.0%	32.0%	32.4%	36.1%	32.4%	34.9%	30.7%	32.6%
%H		96.6%	42.4%	14.1%	64.8%	27.9%	36.9%	94.7%
C2	411	403	189	44	266	110	156	386
%V	21.1%	21.4%	23.2%	18.0%	21.3%	22.1%	20.8%	21.3%
%H		98.1%	46.0%	10.7%	64.7%	26.8%	38.0%	93.9%
D	295	279	117	44	156	54	102	260
%V	15.1%	14.8%	14.3%	18.0%	12.5%	10.8%	13.6%	14.4%
%H		94.6%	39.7%	14.9%	52.9%	18.3%	34.6%	88.1%
E	118	115	37	11	87	24	63	83
%V	6.1%	6.1%	4.5%	4.5%	7.0%	4.8%	8.4%	4.6%
%H		97.5%	31.4%	9.3%	73.7%	20.3%	53.4%	70.3%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1884	816	244	1247	498	749	1809
%H		96.7%	41.9%	12.5%	64.0%	25.6%	38.4%	92.9%
Working full time	732	711	335	85	431	183	247	727
%V	37.6%	37.7%	41.1%	34.8%	34.6%	36.7%	33.0%	40.2%
%H		97.1%	45.8%	11.6%	58.9%	25.0%	33.7%	99.3%
Working part time	343	332	156	47	216	98	118	339
%V	17.6%	17.6%	19.1%	19.3%	17.3%	19.7%	15.8%	18.7%
%H		96.8%	45.5%	13.7%	63.0%	28.6%	34.4%	98.8%
Not working	872	841	325	112	600	217	384	743
%V	44.8%	44.6%	39.8%	45.9%	48.1%	43.6%	51.3%	41.1%
%H		96.4%	37.3%	12.8%	68.8%	24.9%	44.0%	85.2%
Houseperson	1603	1556	657	190	1039	393	646	1472
%V	82.3%	82.6%	80.5%	77.9%	83.3%	78.9%	86.2%	81.4%
%H		97.1%	41.0%	11.9%	64.8%	24.5%	40.3%	91.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
AB	308	292	98	33	206	59	147	302
%V	28.7%	29.0%	30.9%	22.6%	31.4%	33.1%	30.8%	31.5%
%H (All HH)		94.8%	31.8%	10.7%	66.9%	19.2%	47.7%	98.1%
%H (TV HH)			33.6%	11.3%	70.5%	20.2%	50.3%	
C1	363	335	104	58	209	56	153	328
%V	33.9%	33.3%	32.8%	39.7%	31.9%	31.5%	32.0%	34.2%
%H (All HH)		92.3%	28.7%	16.0%	57.6%	15.4%	42.1%	90.4%
%H (TV HH)			31.0%	17.3%	62.4%	16.7%	45.7%	
C2	199	193	68	29	122	39	83	182
%V	18.6%	19.2%	21.5%	19.9%	18.6%	21.9%	17.4%	19.0%
%H (All HH)		97.0%	34.2%	14.6%	61.3%	19.6%	41.7%	91.5%
%H (TV HH)			35.2%	15.0%	63.2%	20.2%	43.0%	
D	140	126	35	17	82	19	63	108
%V	13.1%	12.5%	11.0%	11.6%	12.5%	10.7%	13.2%	11.3%
%H (All HH)		90.0%	25.0%	12.1%	58.6%	13.6%	45.0%	77.1%
%H (TV HH)			27.8%	13.5%	65.1%	15.1%	50.0%	
E	63	60	12	10	36	4	32	40
%V	5.9%	6.0%	3.8%	6.8%	5.5%	2.2%	6.7%	4.2%
%H (All HH)		95.2%	19.0%	15.9%	57.1%	6.3%	50.8%	63.5%
%H (TV HH)			20.0%	16.7%	60.0%	6.7%	53.3%	

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

Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Under 25	39	27	5	2	12	2	11	37
%V	3.6%	2.7%	1.6%	1.4%	1.8%	1.1%	2.3%	3.9%
%H (All HH)		69.2%	12.8%	5.1%	30.8%	5.1%	28.2%	94.9%
%H (TV HH)			18.5%	7.4%	44.4%	7.4%	40.7%	
25 - 34	148	129	31	20	63	14	50	143
%V	13.8%	12.8%	9.8%	13.7%	9.6%	7.9%	10.5%	14.9%
%H (All HH)		87.2%	20.9%	13.5%	42.6%	9.5%	33.8%	96.6%
%H (TV HH)			24.0%	15.5%	48.8%	10.9%	38.8%	
35 - 44	162	149	55	21	79	21	58	157
%V	15.1%	14.8%	17.4%	14.4%	12.0%	11.8%	12.1%	16.4%
%H (All HH)		92.0%	34.0%	13.0%	48.8%	13.0%	35.8%	96.9%
%H (TV HH)			36.9%	14.1%	53.0%	14.1%	38.9%	
45 - 54	205	197	66	34	133	45	88	200
%V	19.1%	19.6%	20.8%	23.3%	20.3%	25.3%	18.4%	20.8%
%H (All HH)		96.1%	32.2%	16.6%	64.9%	22.0%	42.9%	97.6%
%H (TV HH)			33.5%	17.3%	67.5%	22.8%	44.7%	
55 - 64	209	202	67	35	133	38	96	194
%V	19.5%	20.1%	21.1%	24.0%	20.3%	21.3%	20.1%	20.2%
%H (All HH)		96.7%	32.1%	16.7%	63.6%	18.2%	45.9%	92.8%
%H (TV HH)			33.2%	17.3%	65.8%	18.8%	47.5%	
65 +	308	301	93	33	235	59	176	229
%V	28.7%	29.9%	29.3%	22.6%	35.8%	33.1%	36.8%	23.9%
%H (All HH)		97.7%	30.2%	10.7%	76.3%	19.2%	57.1%	74.4%
%H (TV HH)			30.9%	11.0%	78.1%	19.6%	58.5%	

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
Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
1	329	298	66	33	216	37	179	244
%V	30.7%	29.6%	20.8%	22.6%	32.9%	20.8%	37.4%	25.4%
%H (All HH)		90.6%	20.1%	10.0%	65.7%	11.2%	54.4%	74.2%
%H (TV HH)			22.1%	11.1%	72.5%	12.4%	60.1%	
2	379	366	121	53	239	67	173	359
%V	35.4%	36.4%	38.2%	36.3%	36.4%	37.6%	36.2%	37.4%
%H (All HH)		96.6%	31.9%	14.0%	63.1%	17.7%	45.6%	94.7%
%H (TV HH)			33.1%	14.5%	65.3%	18.3%	47.3%	
3	173	161	54	30	102	38	63	168
%V	16.1%	16.0%	17.0%	20.5%	15.5%	21.3%	13.2%	17.5%
%H (All HH)		93.1%	31.2%	17.3%	59.0%	22.0%	36.4%	97.1%
%H (TV HH)			33.5%	18.6%	63.4%	23.6%	39.1%	
4	140	134	55	25	73	29	44	138
%V	13.1%	13.3%	17.4%	17.1%	11.1%	16.3%	9.2%	14.4%
%H (All HH)		95.7%	39.3%	17.9%	52.1%	20.7%	31.4%	98.6%
%H (TV HH)			41.0%	18.7%	54.5%	21.6%	32.8%	
5+	52	46	21	4	26	8	18	51
%V	4.9%	4.6%	6.6%	2.7%	4.0%	4.5%	3.8%	5.3%
%H (All HH)		88.5%	40.4%	7.7%	50.0%	15.4%	34.6%	98.1%
%H (TV HH)			45.7%	8.7%	56.5%	17.4%	39.1%	
Average HH size	2.28	2.29	2.53	2.42	2.18	2.49	2.07	2.39

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

Jan - Dec 2019

BBC West

Household level data

Table 5.4: 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Without	811	760	230	111	518	139	379	704
%V	75.7%	75.5%	72.6%	76.0%	79.0%	78.1%	79.3%	73.3%
%H (All HH)		93.7%	28.4%	13.7%	63.9%	17.1%	46.7%	86.8%
%H (TV HH)			30.3%	14.6%	68.2%	18.3%	49.9%	
With	261	246	87	36	138	39	99	256
%V	24.3%	24.5%	27.4%	24.7%	21.0%	21.9%	20.7%	26.7%
%H (All HH)		94.3%	33.3%	13.8%	52.9%	14.9%	37.9%	98.1%
%H (TV HH)			35.4%	14.6%	56.1%	15.9%	40.2%	
0 - 3	88	81	20	13	44	10	34	86
%V	8.2%	8.1%	6.3%	8.9%	6.7%	5.6%	7.1%	9.0%
%H (All HH)		92.0%	22.7%	14.8%	50.0%	11.4%	38.6%	97.7%
%H (TV HH)			24.7%	16.0%	54.3%	12.3%	42.0%	
4 - 9	132	126	46	17	69	15	54	130
%V	12.3%	12.5%	14.5%	11.6%	10.5%	8.4%	11.3%	13.5%
%H (All HH)		95.5%	34.8%	12.9%	52.3%	11.4%	40.9%	98.5%
%H (TV HH)			36.5%	13.5%	54.8%	11.9%	42.9%	
10 - 15	118	111	46	16	66	22	44	117
%V	11.0%	11.0%	14.5%	11.0%	10.1%	12.4%	9.2%	12.2%
%H (All HH)		94.1%	39.0%	13.6%	55.9%	18.6%	37.3%	99.2%
%H (TV HH)			41.4%	14.4%	59.5%	19.8%	39.6%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
1	439	439	92	52	267	22	245	375
%V	41.0%	43.6%	29.0%	35.6%	40.7%	12.4%	51.3%	39.1%
%H (All HH)		100.0%	21.0%	11.8%	60.8%	5.0%	55.8%	85.4%
%H (TV HH)			21.0%	11.8%	60.8%	5.0%	55.8%	
2	334	334	125	55	210	69	141	302
%V	31.2%	33.2%	39.4%	37.7%	32.0%	38.8%	29.5%	31.5%
%H (All HH)		100.0%	37.4%	16.5%	62.9%	20.7%	42.2%	90.4%
%H (TV HH)			37.4%	16.5%	62.9%	20.7%	42.2%	
3	141	141	53	22	112	47	65	137
%V	13.2%	14.0%	16.7%	15.1%	17.1%	26.4%	13.6%	14.3%
%H (All HH)		100.0%	37.6%	15.6%	79.4%	33.3%	46.1%	97.2%
%H (TV HH)			37.6%	15.6%	79.4%	33.3%	46.1%	
4	61	61	32	7	45	24	21	61
%V	5.7%	6.1%	10.1%	4.8%	6.9%	13.5%	4.4%	6.4%
%H (All HH)		100.0%	52.5%	11.5%	73.8%	39.3%	34.4%	100.0%
%H (TV HH)			52.5%	11.5%	73.8%	39.3%	34.4%	
5+	31	31	16	11	21	16	5	31
%V	2.9%	3.1%	5.0%	7.5%	3.2%	9.0%	1.0%	3.2%
%H (All HH)		100.0%	51.6%	35.5%	67.7%	51.6%	16.1%	100.0%
%H (TV HH)			51.6%	35.5%	67.7%	51.6%	16.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Under 20"	84	84	28	7	70	23	47	68
%V	7.8%	8.3%	8.8%	4.8%	10.7%	12.9%	9.8%	7.1%
%H (All HH)		100.0%	33.3%	8.3%	83.3%	27.4%	56.0%	81.0%
%H (TV HH)			33.3%	8.3%	83.3%	27.4%	56.0%	
20" - 29"	265	265	83	40	203	67	136	240
%V	24.7%	26.3%	26.2%	27.4%	30.9%	37.6%	28.5%	25.0%
%H (All HH)		100.0%	31.3%	15.1%	76.6%	25.3%	51.3%	90.6%
%H (TV HH)			31.3%	15.1%	76.6%	25.3%	51.3%	
30" - 39"	453	453	144	67	307	86	221	398
%V	42.3%	45.0%	45.4%	45.9%	46.8%	48.3%	46.2%	41.5%
%H (All HH)		100.0%	31.8%	14.8%	67.8%	19.0%	48.8%	87.9%
%H (TV HH)			31.8%	14.8%	67.8%	19.0%	48.8%	
40" - 49"	432	432	172	77	264	100	164	414
%V	40.3%	42.9%	54.3%	52.7%	40.2%	56.2%	34.3%	43.1%
%H (All HH)		100.0%	39.8%	17.8%	61.1%	23.1%	38.0%	95.8%
%H (TV HH)			39.8%	17.8%	61.1%	23.1%	38.0%	
50" - 59"	176	176	73	29	100	37	64	173
%V	16.4%	17.5%	23.0%	19.9%	15.2%	20.8%	13.4%	18.0%
%H (All HH)		100.0%	41.5%	16.5%	56.8%	21.0%	36.4%	98.3%
%H (TV HH)			41.5%	16.5%	56.8%	21.0%	36.4%	
60"+	18	18	9	4	9	5	4	18
%V	1.7%	1.8%	2.8%	2.7%	1.4%	2.8%	0.8%	1.9%
%H (All HH)		100.0%	50.0%	22.2%	50.0%	27.8%	22.2%	100.0%
%H (TV HH)			50.0%	22.2%	50.0%	27.8%	22.2%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Main living room	996	996	316	146	652	178	473	898
%V	92.9%	99.0%	99.7%	100.0%	99.4%	100.0%	99.0%	93.5%
%H (All HH)		100.0%	31.7%	14.7%	65.5%	17.9%	47.5%	90.2%
%H (TV HH)			31.7%	14.7%	65.5%	17.9%	47.5%	
Kitchen	114	114	49	17	96	47	50	106
%V	10.6%	11.3%	15.5%	11.6%	14.6%	26.4%	10.5%	11.0%
%H (All HH)		100.0%	43.0%	14.9%	84.2%	41.2%	43.9%	93.0%
%H (TV HH)			43.0%	14.9%	84.2%	41.2%	43.9%	
Adult's bedroom	431	431	172	78	293	123	170	404
%V	40.2%	42.8%	54.3%	53.4%	44.7%	69.1%	35.6%	42.1%
%H (All HH)		100.0%	39.9%	18.1%	68.0%	28.5%	39.4%	93.7%
%H (TV HH)			39.9%	18.1%	68.0%	28.5%	39.4%	
Child's bedroom	61	61	27	9	37	16	22	61
%V	5.7%	6.1%	8.5%	6.2%	5.6%	9.0%	4.6%	6.4%
%H (All HH)		100.0%	44.3%	14.8%	60.7%	26.2%	36.1%	100.0%
%H (TV HH)			44.3%	14.8%	60.7%	26.2%	36.1%	
Other bedroom	58	58	24	14	44	23	21	56
%V	5.4%	5.8%	7.6%	9.6%	6.7%	12.9%	4.4%	5.8%
%H (All HH)		100.0%	41.4%	24.1%	75.9%	39.7%	36.2%	96.6%
%H (TV HH)			41.4%	24.1%	75.9%	39.7%	36.2%	
Second living/dining room	99	99	40	13	70	27	43	95
%V	9.2%	9.8%	12.6%	8.9%	10.7%	15.2%	9.0%	9.9%
%H (All HH)		100.0%	40.4%	13.1%	70.7%	27.3%	43.4%	96.0%
%H (TV HH)			40.4%	13.1%	70.7%	27.3%	43.4%	
Study/office	17	17	8	1	13	6	8	17
%V	1.6%	1.7%	2.5%	0.7%	2.0%	3.4%	1.7%	1.8%
%H (All HH)		100.0%	47.1%	5.9%	76.5%	35.3%	47.1%	100.0%
%H (TV HH)			47.1%	5.9%	76.5%	35.3%	47.1%	
TV room	8	8	2	1	7	3	4	8
%V	0.7%	0.8%	0.6%	0.7%	1.1%	1.7%	0.8%	0.8%
%H (All HH)		100.0%	25.0%	12.5%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			25.0%	12.5%	87.5%	37.5%	50.0%	
Conservatory	21	21	11	4	18	11	7	21
%V	2.0%	2.1%	3.5%	2.7%	2.7%	6.2%	1.5%	2.2%
%H (All HH)		100.0%	52.4%	19.0%	85.7%	52.4%	33.3%	100.0%
%H (TV HH)			52.4%	19.0%	85.7%	52.4%	33.3%	
Attic or loft room	3	3	1	0	3	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
No specific location	3	3	0	0	1	0	1	3
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.2%	0.3%
%H (All HH)		100.0%	0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
%H (TV HH)			0.0%	0.0%	33.3%	0.0%	33.3%	
Other	6	6	5	2	5	5	0	6
%V	0.6%	0.6%	1.6%	1.4%	0.8%	2.8%	0.0%	0.6%
%H (All HH)		100.0%	83.3%	33.3%	83.3%	83.3%	0.0%	100.0%
%H (TV HH)			83.3%	33.3%	83.3%	83.3%	0.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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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	1072	1006	317	146	656	178	478	960
%V (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Any DSAT provider	317	317	317	4	121	121	0	300
%V	29.6%	31.5%	100.0%	2.7%	18.4%	68.0%	0.0%	31.3%
%H (All HH)			100.0%	1.3%	38.2%	38.2%	0.0%	94.6%
%H (TV HH)			100.0%	1.3%	38.2%	38.2%	0.0%	
Sky with subscription	267	267	267	2	98	98	0	252
%V	24.9%	26.5%	84.2%	1.4%	14.9%	55.1%	0.0%	26.3%
%H (All HH)			100.0%	0.7%	36.7%	36.7%	0.0%	94.4%
%H (TV HH)			100.0%	0.7%	36.7%	36.7%	0.0%	
Sky without subscription	9	9	9	0	4	4	0	8
%V	0.8%	0.9%	2.8%	0.0%	0.6%	2.2%	0.0%	0.8%
%H (All HH)			100.0%	0.0%	44.4%	44.4%	0.0%	88.9%
%H (TV HH)			100.0%	0.0%	44.4%	44.4%	0.0%	
Freesat	35	35	35	1	19	19	0	35
%V	3.3%	3.5%	11.0%	0.7%	2.9%	10.7%	0.0%	3.6%
%H (All HH)			100.0%	2.9%	54.3%	54.3%	0.0%	100.0%
%H (TV HH)			100.0%	2.9%	54.3%	54.3%	0.0%	
Other satellite provider	11	11	11	1	4	4	0	11
%V	1.0%	1.1%	3.5%	0.7%	0.6%	2.2%	0.0%	1.1%
%H (All HH)			100.0%	9.1%	36.4%	36.4%	0.0%	100.0%
%H (TV HH)			100.0%	9.1%	36.4%	36.4%	0.0%	
DCAB	146	146	4	146	60	60	0	142
%V	13.6%	14.5%	1.3%	100.0%	9.1%	33.7%	0.0%	14.8%
%H (All HH)			2.7%	100.0%	41.1%	41.1%	0.0%	97.3%
%H (TV HH)			2.7%	100.0%	41.1%	41.1%	0.0%	
DTT	656	656	121	60	656	178	478	576
%V	61.2%	65.2%	38.2%	41.1%	100.0%	100.0%	100.0%	60.0%
%H (All HH)		100.0%	18.4%	9.1%	100.0%	27.1%	72.9%	87.8%
%H (TV HH)			18.4%	9.1%	100.0%	27.1%	72.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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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	1072	1006	317	146	656	178	478	960
%H (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
PVR	640	640	296	145	370	169	201	608
%V	59.7%	63.6%	93.4%	99.3%	56.4%	94.9%	42.1%	63.3%
%H (All HH)		100.0%	46.3%	22.7%	57.8%	26.4%	31.4%	95.0%
%H (TV HH)			46.3%	22.7%	57.8%	26.4%	31.4%	
DVDR	14	14	4	1	12	2	10	13
%V	1.3%	1.4%	1.3%	0.7%	1.8%	1.1%	2.1%	1.4%
%H (All HH)		100.0%	28.6%	7.1%	85.7%	14.3%	71.4%	92.9%
%H (TV HH)			28.6%	7.1%	85.7%	14.3%	71.4%	
VCR	3	3	1	0	3	1	2	1
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.6%	0.4%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	652	652	298	145	381	170	211	619
%V	60.8%	64.8%	94.0%	99.3%	58.1%	95.5%	44.1%	64.5%
%H (All HH)		100.0%	45.7%	22.2%	58.4%	26.1%	32.4%	94.9%
%H (TV HH)			45.7%	22.2%	58.4%	26.1%	32.4%	
Receives HDTV (via STB or built-in reception)	733	733	290	128	481	163	318	694
%V	68.4%	72.9%	91.5%	87.7%	73.3%	91.6%	66.5%	72.3%
%H (All HH)		100.0%	39.6%	17.5%	65.6%	22.2%	43.4%	94.7%
%H (TV HH)			39.6%	17.5%	65.6%	22.2%	43.4%	
DVD/Blu-ray player or recorder	649	649	213	101	442	140	302	607
%V	60.5%	64.5%	67.2%	69.2%	67.4%	78.7%	63.2%	63.2%
%H (All HH)		100.0%	32.8%	15.6%	68.1%	21.6%	46.5%	93.5%
%H (TV HH)			32.8%	15.6%	68.1%	21.6%	46.5%	

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

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Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1072	1006	317	146	656	178	478	960
%V (All HH)		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%
%H (TV HH)			31.5%	14.5%	65.2%	17.7%	47.5%	
Has broadband internet	960	906	300	142	576	174	402	960
%V	89.6%	90.1%	94.6%	97.3%	87.8%	97.8%	84.1%	100.0%
%H (All HH)		94.4%	31.3%	14.8%	60.0%	18.1%	41.9%	100.0%
%H (TV HH)			33.1%	15.7%	63.6%	19.2%	44.4%	
Number of computers (PCs and laptops)								
0	155	140	28	12	104	10	94	47
%V	14.5%	13.9%	8.8%	8.2%	15.9%	5.6%	19.7%	4.9%
%H (All HH)		90.3%	18.1%	7.7%	67.1%	6.5%	60.6%	30.3%
%H (TV HH)			20.0%	8.6%	74.3%	7.1%	67.1%	
1	250	233	69	37	146	37	109	246
%V	23.3%	23.2%	21.8%	25.3%	22.3%	20.8%	22.8%	25.6%
%H (All HH)		93.2%	27.6%	14.8%	58.4%	14.8%	43.6%	98.4%
%H (TV HH)			29.6%	15.9%	62.7%	15.9%	46.8%	
2	283	266	83	34	173	45	129	283
%V	26.4%	26.4%	26.2%	23.3%	26.4%	25.3%	27.0%	29.5%
%H (All HH)		94.0%	29.3%	12.0%	61.1%	15.9%	45.6%	100.0%
%H (TV HH)			31.2%	12.8%	65.0%	16.9%	48.5%	
3	172	162	60	28	101	39	62	172
%V	16.0%	16.1%	18.9%	19.2%	15.4%	21.9%	13.0%	17.9%
%H (All HH)		94.2%	34.9%	16.3%	58.7%	22.7%	36.0%	100.0%
%H (TV HH)			37.0%	17.3%	62.3%	24.1%	38.3%	
4	107	106	39	18	68	25	43	107
%V	10.0%	10.5%	12.3%	12.3%	10.4%	14.0%	9.0%	11.1%
%H (All HH)		99.1%	36.4%	16.8%	63.6%	23.4%	40.2%	100.0%
%H (TV HH)			36.8%	17.0%	64.2%	23.6%	40.6%	
5+	106	98	37	16	64	23	41	106
%V	9.9%	9.7%	11.7%	11.0%	9.8%	12.9%	8.6%	11.0%
%H (All HH)		92.5%	34.9%	15.1%	60.4%	21.7%	38.7%	100.0%
%H (TV HH)			37.8%	16.3%	65.3%	23.5%	41.8%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.11: 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	1944	712	313	1325	485	839	1804
%H		36.6%	16.1%	68.2%	24.9%	43.2%	92.8%
Under 20"	101	34	8	84	27	57	85
%V	5.2%	4.8%	2.6%	6.3%	5.6%	6.8%	4.7%
%H		33.7%	7.9%	83.2%	26.7%	56.4%	84.2%
20" - 29"	332	110	52	259	96	163	307
%V	17.1%	15.4%	16.6%	19.5%	19.8%	19.4%	17.0%
%H		33.1%	15.7%	78.0%	28.9%	49.1%	92.5%
30" - 39"	553	183	92	373	118	256	497
%V	28.4%	25.7%	29.4%	28.2%	24.3%	30.5%	27.5%
%H		33.1%	16.6%	67.5%	21.3%	46.3%	89.9%
40" - 49"	510	211	95	308	126	181	490
%V	26.2%	29.6%	30.4%	23.2%	26.0%	21.6%	27.2%
%H		41.4%	18.6%	60.4%	24.7%	35.5%	96.1%
50" - 59"	198	81	31	114	42	72	195
%V	10.2%	11.4%	9.9%	8.6%	8.7%	8.6%	10.8%
%H		40.9%	15.7%	57.6%	21.2%	36.4%	98.5%
60"+	19	9	5	9	5	4	19
%V	1.0%	1.3%	1.6%	0.7%	1.0%	0.5%	1.1%
%H		47.4%	26.3%	47.4%	26.3%	21.1%	100.0%
Don't know	231	84	32	177	71	106	212
%V	11.9%	11.8%	10.2%	13.4%	14.6%	12.6%	11.8%
%H		36.4%	13.9%	76.6%	30.7%	45.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1944	712	313	1325	485	839	1804
%H		36.6%	16.1%	68.2%	24.9%	43.2%	92.8%
Main living room	1000	318	146	654	180	474	902
%V	51.4%	44.7%	46.6%	49.4%	37.1%	56.5%	50.0%
%H		31.8%	14.6%	65.4%	18.0%	47.4%	90.2%
Kitchen	115	49	17	97	47	51	107
%V	5.9%	6.9%	5.4%	7.3%	9.7%	6.1%	5.9%
%H		42.6%	14.8%	84.3%	40.9%	44.3%	93.0%
Adult's bedroom	514	211	96	350	154	196	487
%V	26.4%	29.6%	30.7%	26.4%	31.8%	23.4%	27.0%
%H		41.1%	18.7%	68.1%	30.0%	38.1%	94.7%
Child's bedroom	81	37	13	50	22	28	81
%V	4.2%	5.2%	4.2%	3.8%	4.5%	3.3%	4.5%
%H		45.7%	16.0%	61.7%	27.2%	34.6%	100.0%
Other bedroom	73	30	20	54	30	24	71
%V	3.8%	4.2%	6.4%	4.1%	6.2%	2.9%	3.9%
%H		41.1%	27.4%	74.0%	41.1%	32.9%	97.3%
Second living/dining room	99	40	13	71	28	43	96
%V	5.1%	5.6%	4.2%	5.4%	5.8%	5.1%	5.3%
%H		40.4%	13.1%	71.7%	28.3%	43.4%	97.0%
Study/office	18	9	1	14	6	8	18
%V	0.9%	1.3%	0.3%	1.1%	1.2%	1.0%	1.0%
%H		50.0%	5.6%	77.8%	33.3%	44.4%	100.0%
TV room	8	2	1	8	3	5	8
%V	0.4%	0.3%	0.3%	0.6%	0.6%	0.6%	0.4%
%H		25.0%	12.5%	100.0%	37.5%	62.5%	100.0%
Conservatory	21	11	4	18	11	7	21
%V	1.1%	1.5%	1.3%	1.4%	2.3%	0.8%	1.2%
%H		52.4%	19.0%	85.7%	52.4%	33.3%	100.0%
Attic or loft room	3	1	0	3	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
No specific location	3	0	0	1	0	1	3
%V	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%
%H		0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
Other	6	5	2	5	5	0	6
%V	0.3%	0.7%	0.6%	0.4%	1.0%	0.0%	0.3%
%H		83.3%	33.3%	83.3%	83.3%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1944	712	313	1325	485	839	1804
%H		36.6%	16.1%	68.2%	24.9%	43.2%	92.8%
PVR	881	464	198	451	226	225	845
%V	45.3%	65.2%	63.3%	34.0%	46.6%	26.8%	46.8%
%H		52.7%	22.5%	51.2%	25.7%	25.5%	95.9%
DVDR	15	4	1	13	2	11	14
%V	0.8%	0.6%	0.3%	1.0%	0.4%	1.3%	0.8%
%H		26.7%	6.7%	86.7%	13.3%	73.3%	93.3%
VCR	3	1	0	3	1	2	1
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	33.3%
Any recorder	895	467	198	464	228	236	857
%V	46.0%	65.6%	63.3%	35.0%	47.0%	28.1%	47.5%
%H		52.2%	22.1%	51.8%	25.5%	26.4%	95.8%

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	1944	712	313	1325	485	839	1804
%H		36.6%	16.1%	68.2%	24.9%	43.2%	92.8%
Receives HDTV (via STB or built-in reception)	1117	503	184	726	286	440	1071
%V	57.5%	70.6%	58.8%	54.8%	59.0%	52.4%	59.4%
%H		45.0%	16.5%	65.0%	25.6%	39.4%	95.9%
DVD/Blu-ray player or recorder	898	306	152	618	221	397	852
%V	46.2%	43.0%	48.6%	46.6%	45.6%	47.3%	47.2%
%H		34.1%	16.9%	68.8%	24.6%	44.2%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1006	317	146	656	178	478	906
%H		31.5%	14.5%	65.2%	17.7%	47.5%	90.1%
Under 20"	11	0	0	10	0	10	5
%V	1.1%	0.0%	0.0%	1.5%	0.0%	2.1%	0.6%
%H		0.0%	0.0%	90.9%	0.0%	90.9%	45.5%
20" - 29"	70	11	8	56	9	47	58
%V	7.0%	3.5%	5.5%	8.5%	5.1%	9.8%	6.4%
%H		15.7%	11.4%	80.0%	12.9%	67.1%	82.9%
30" - 39"	282	62	36	200	36	164	231
%V	28.0%	19.6%	24.7%	30.5%	20.2%	34.3%	25.5%
%H		22.0%	12.8%	70.9%	12.8%	58.2%	81.9%
40" - 49"	379	143	64	232	82	150	361
%V	37.7%	45.1%	43.8%	35.4%	46.1%	31.4%	39.8%
%H		37.7%	16.9%	61.2%	21.6%	39.6%	95.3%
50" - 59"	162	64	26	91	31	60	160
%V	16.1%	20.2%	17.8%	13.9%	17.4%	12.6%	17.7%
%H		39.5%	16.0%	56.2%	19.1%	37.0%	98.8%
60"+	17	8	4	9	5	4	17
%V	1.7%	2.5%	2.7%	1.4%	2.8%	0.8%	1.9%
%H		47.1%	23.5%	52.9%	29.4%	23.5%	100.0%
Don't know	85	27	8	58	16	42	75
%V	8.4%	8.5%	5.5%	8.8%	9.0%	8.8%	8.3%
%H		31.8%	9.4%	68.2%	18.8%	49.4%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1006	317	146	656	178	478	906
%H		31.5%	14.5%	65.2%	17.7%	47.5%	90.1%
PVR	633	293	145	363	166	196	601
%V	62.9%	92.4%	99.3%	55.3%	93.3%	41.0%	66.3%
%H		46.3%	22.9%	57.3%	26.2%	31.0%	94.9%
DVDR	12	4	1	11	2	8	11
%V	1.2%	1.3%	0.7%	1.7%	1.1%	1.7%	1.2%
%H		33.3%	8.3%	91.7%	16.7%	66.7%	91.7%
VCR	2	1	0	2	1	2	1
%V	0.2%	0.3%	0.0%	0.3%	0.6%	0.4%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%
Any recorder	643	295	145	372	167	205	610
%V	63.9%	93.1%	99.3%	56.7%	93.8%	42.9%	67.3%
%H		45.9%	22.6%	57.9%	26.0%	31.9%	94.9%

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	1006	317	146	656	178	478	906
%H		31.5%	14.5%	65.2%	17.7%	47.5%	90.1%
Receives HDTV (via STB or built-in reception)	723	285	127	472	157	315	686
%V	71.9%	89.9%	87.0%	72.0%	88.2%	65.9%	75.7%
%H		39.4%	17.6%	65.3%	21.7%	43.6%	94.9%
DVD/Blu-ray player or recorder	563	180	86	382	115	267	525
%V	56.0%	56.8%	58.9%	58.2%	64.6%	55.9%	57.9%
%H		32.0%	15.3%	67.9%	20.4%	47.4%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	938	395	167	669	307	362	898
%H		42.1%	17.8%	71.3%	32.7%	38.6%	95.7%
Under 20"	90	34	8	74	27	47	80
%V	9.6%	8.6%	4.8%	11.1%	8.8%	13.0%	8.9%
%H		37.8%	8.9%	82.2%	30.0%	52.2%	88.9%
20" - 29"	262	99	43	203	87	116	249
%V	27.9%	25.1%	25.7%	30.3%	28.3%	32.0%	27.7%
%H		37.8%	16.4%	77.5%	33.2%	44.3%	95.0%
30" - 39"	271	120	56	174	82	92	266
%V	28.9%	30.4%	33.5%	26.0%	26.7%	25.4%	29.6%
%H		44.3%	20.7%	64.2%	30.3%	33.9%	98.2%
40" - 49"	131	68	31	75	44	31	129
%V	14.0%	17.2%	18.6%	11.2%	14.3%	8.6%	14.4%
%H		51.9%	23.7%	57.3%	33.6%	23.7%	98.5%
50" - 59"	36	17	5	23	10	12	35
%V	3.8%	4.3%	3.0%	3.4%	3.3%	3.3%	3.9%
%H		47.2%	13.9%	63.9%	27.8%	33.3%	97.2%
60"+	2	1	1	1	1	0	2
%V	0.2%	0.3%	0.6%	0.1%	0.3%	0.0%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
Don't know	146	56	23	120	56	64	137
%V	15.6%	14.2%	13.8%	17.9%	18.2%	17.7%	15.3%
%H		38.4%	15.8%	82.2%	38.4%	43.8%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	938	395	167	669	307	362	898
%H		42.1%	17.8%	71.3%	32.7%	38.6%	95.7%
PVR	248	171	53	89	60	29	244
%V	26.4%	43.3%	31.7%	13.3%	19.5%	8.0%	27.2%
%H		69.0%	21.4%	35.9%	24.2%	11.7%	98.4%
DVDR	3	0	0	3	0	3	3
%V	0.3%	0.0%	0.0%	0.4%	0.0%	0.8%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	251	171	53	92	60	31	247
%V	26.8%	43.3%	31.7%	13.8%	19.5%	8.6%	27.5%
%H		68.1%	21.1%	36.7%	23.9%	12.4%	98.4%

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	938	395	167	669	307	362	898
%H		42.1%	17.8%	71.3%	32.7%	38.6%	95.7%
Receives HDTV (via STB or built-in reception)	394	218	56	254	129	125	385
%V	42.0%	55.2%	33.5%	38.0%	42.0%	34.5%	42.9%
%H		55.3%	14.2%	64.5%	32.7%	31.7%	97.7%
DVD/Blu-ray player or recorder	335	126	66	236	106	130	327
%V	35.7%	31.9%	39.5%	35.3%	34.5%	35.9%	36.4%
%H		37.6%	19.7%	70.4%	31.6%	38.8%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2443	2298	801	355	1432	442	990	2294
%H		94.1%	32.8%	14.5%	58.6%	18.1%	40.5%	93.9%
Total Children	433	410	149	59	225	61	164	425
%V	17.7%	17.8%	18.6%	16.6%	15.7%	13.8%	16.6%	18.5%
%H		94.7%	34.4%	13.6%	52.0%	14.1%	37.9%	98.2%
0 - 3	100	93	25	16	50	13	37	98
%V	4.1%	4.0%	3.1%	4.5%	3.5%	2.9%	3.7%	4.3%
%H		93.0%	25.0%	16.0%	50.0%	13.0%	37.0%	98.0%
4 - 15	333	317	124	44	175	47	128	328
%V	13.6%	13.8%	15.5%	12.4%	12.2%	10.6%	12.9%	14.3%
%H		95.2%	37.2%	13.2%	52.6%	14.1%	38.4%	98.5%
4 - 9	177	169	64	22	90	21	69	174
%V	7.2%	7.4%	8.0%	6.2%	6.3%	4.8%	7.0%	7.6%
%H		95.5%	36.2%	12.4%	50.8%	11.9%	39.0%	98.3%
10 - 15	156	148	61	21	85	26	59	154
%V	6.4%	6.4%	7.6%	5.9%	5.9%	5.9%	6.0%	6.7%
%H		94.9%	39.1%	13.5%	54.5%	16.7%	37.8%	98.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2443	2298	801	355	1432	442	990	2294
%H		94.1%	32.8%	14.5%	58.6%	18.1%	40.5%	93.9%
Total Adults (16+)	2010	1888	652	295	1207	382	826	1869
%V	82.3%	82.2%	81.4%	83.1%	84.3%	86.4%	83.4%	81.5%
%H		93.9%	32.4%	14.7%	60.0%	19.0%	41.1%	93.0%
16 - 19	90	84	31	17	51	20	30	88
%V	3.7%	3.7%	3.9%	4.8%	3.6%	4.5%	3.0%	3.8%
%H		93.3%	34.4%	18.9%	56.7%	22.2%	33.3%	97.8%
20 - 24	155	128	42	21	71	28	43	151
%V	6.3%	5.6%	5.2%	5.9%	5.0%	6.3%	4.3%	6.6%
%H		82.6%	27.1%	13.5%	45.8%	18.1%	27.7%	97.4%
25 - 34	301	263	79	41	139	41	98	293
%V	12.3%	11.4%	9.9%	11.5%	9.7%	9.3%	9.9%	12.8%
%H		87.4%	26.2%	13.6%	46.2%	13.6%	32.6%	97.3%
35 - 44	296	277	99	43	143	39	104	285
%V	12.1%	12.1%	12.4%	12.1%	10.0%	8.8%	10.5%	12.4%
%H		93.6%	33.4%	14.5%	48.3%	13.2%	35.1%	96.3%
45 - 54	360	348	130	58	236	86	150	353
%V	14.7%	15.1%	16.2%	16.3%	16.5%	19.5%	15.2%	15.4%
%H		96.7%	36.1%	16.1%	65.6%	23.9%	41.7%	98.1%
55 - 64	338	329	115	58	220	68	152	321
%V	13.8%	14.3%	14.4%	16.3%	15.4%	15.4%	15.4%	14.0%
%H		97.3%	34.0%	17.2%	65.1%	20.1%	45.0%	95.0%
65+	470	461	156	58	347	99	249	376
%V	19.2%	20.1%	19.5%	16.3%	24.2%	22.4%	25.2%	16.4%
%H		98.1%	33.2%	12.3%	73.8%	21.1%	53.0%	80.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC West
Individual level data
Table 5.23: 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+)	2010	1888	652	295	1207	382	826	1869
%H		93.9%	32.4%	14.7%	60.0%	19.0%	41.1%	93.0%
AB	611	581	213	76	410	138	272	604
%V	30.4%	30.8%	32.7%	25.8%	34.0%	36.1%	32.9%	32.3%
%H		95.1%	34.9%	12.4%	67.1%	22.6%	44.5%	98.9%
C1	662	612	199	107	365	102	263	621
%V	32.9%	32.4%	30.5%	36.3%	30.2%	26.7%	31.8%	33.2%
%H		92.4%	30.1%	16.2%	55.1%	15.4%	39.7%	93.8%
C2	398	388	152	60	247	93	153	373
%V	19.8%	20.6%	23.3%	20.3%	20.5%	24.3%	18.5%	20.0%
%H		97.5%	38.2%	15.1%	62.1%	23.4%	38.4%	93.7%
D	252	224	67	37	139	40	98	209
%V	12.5%	11.9%	10.3%	12.5%	11.5%	10.5%	11.9%	11.2%
%H		88.9%	26.6%	14.7%	55.2%	15.9%	38.9%	82.9%
E	87	83	21	15	46	7	38	62
%V	4.3%	4.4%	3.2%	5.1%	3.8%	1.8%	4.6%	3.3%
%H		95.4%	24.1%	17.2%	52.9%	8.0%	43.7%	71.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2010	1888	652	295	1207	382	826	1869
%H		93.9%	32.4%	14.7%	60.0%	19.0%	41.1%	93.0%
Working full time	1000	934	335	155	555	182	373	974
%V	49.8%	49.5%	51.4%	52.5%	46.0%	47.6%	45.2%	52.1%
%H		93.4%	33.5%	15.5%	55.5%	18.2%	37.3%	97.4%
Working part time	219	208	70	30	142	46	96	209
%V	10.9%	11.0%	10.7%	10.2%	11.8%	12.0%	11.6%	11.2%
%H		95.0%	32.0%	13.7%	64.8%	21.0%	43.8%	95.4%
Not working	791	746	247	111	510	154	356	686
%V	39.4%	39.5%	37.9%	37.6%	42.3%	40.3%	43.1%	36.7%
%H		94.3%	31.2%	14.0%	64.5%	19.5%	45.0%	86.7%
Houseperson	1072	1006	317	146	656	178	478	960
%V	53.3%	53.3%	48.6%	49.5%	54.3%	46.6%	57.9%	51.4%
%H		93.8%	29.6%	13.6%	61.2%	16.6%	44.6%	89.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	985	924	327	140	580	189	392	921
%H		93.8%	33.2%	14.2%	58.9%	19.2%	39.8%	93.5%
16 - 19	49	46	16	7	29	10	19	48
%V	5.0%	5.0%	4.9%	5.0%	5.0%	5.3%	4.8%	5.2%
%H		93.9%	32.7%	14.3%	59.2%	20.4%	38.8%	98.0%
20 - 24	75	61	22	10	30	13	17	75
%V	7.6%	6.6%	6.7%	7.1%	5.2%	6.9%	4.3%	8.1%
%H		81.3%	29.3%	13.3%	40.0%	17.3%	22.7%	100.0%
25 - 34	149	128	40	17	71	23	49	144
%V	15.1%	13.9%	12.2%	12.1%	12.2%	12.2%	12.5%	15.6%
%H		85.9%	26.8%	11.4%	47.7%	15.4%	32.9%	96.6%
35 - 44	146	137	45	24	65	17	48	140
%V	14.8%	14.8%	13.8%	17.1%	11.2%	9.0%	12.2%	15.2%
%H		93.8%	30.8%	16.4%	44.5%	11.6%	32.9%	95.9%
45 - 54	170	165	63	28	112	41	70	166
%V	17.3%	17.9%	19.3%	20.0%	19.3%	21.7%	17.9%	18.0%
%H		97.1%	37.1%	16.5%	65.9%	24.1%	41.2%	97.6%
55 - 64	165	160	55	25	108	31	76	156
%V	16.8%	17.3%	16.8%	17.9%	18.6%	16.4%	19.4%	16.9%
%H		97.0%	33.3%	15.2%	65.5%	18.8%	46.1%	94.5%
65+	230	227	86	30	165	53	113	193
%V	23.4%	24.6%	26.3%	21.4%	28.4%	28.0%	28.8%	21.0%
%H		98.7%	37.4%	13.0%	71.7%	23.0%	49.1%	83.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	985	924	327	140	580	189	392	921
%H		93.8%	33.2%	14.2%	58.9%	19.2%	39.8%	93.5%
AB	306	292	109	41	206	73	133	302
%V	31.1%	31.6%	33.3%	29.3%	35.5%	38.6%	33.9%	32.8%
%H		95.4%	35.6%	13.4%	67.3%	23.9%	43.5%	98.7%
C1	307	284	97	45	162	46	116	292
%V	31.2%	30.7%	29.7%	32.1%	27.9%	24.3%	29.6%	31.7%
%H		92.5%	31.6%	14.7%	52.8%	15.0%	37.8%	95.1%
C2	212	206	80	34	130	50	81	197
%V	21.5%	22.3%	24.5%	24.3%	22.4%	26.5%	20.7%	21.4%
%H		97.2%	37.7%	16.0%	61.3%	23.6%	38.2%	92.9%
D	118	101	31	15	59	16	43	101
%V	12.0%	10.9%	9.5%	10.7%	10.2%	8.5%	11.0%	11.0%
%H		85.6%	26.3%	12.7%	50.0%	13.6%	36.4%	85.6%
E	43	41	10	6	23	4	19	30
%V	4.4%	4.4%	3.1%	4.3%	4.0%	2.1%	4.8%	3.3%
%H		95.3%	23.3%	14.0%	53.5%	9.3%	44.2%	69.8%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	985	924	327	140	580	189	392	921
%H		93.8%	33.2%	14.2%	58.9%	19.2%	39.8%	93.5%
Working full time	582	544	197	88	326	108	218	566
%V	59.1%	58.9%	60.2%	62.9%	56.2%	57.1%	55.6%	61.5%
%H		93.5%	33.8%	15.1%	56.0%	18.6%	37.5%	97.3%
Working part time	44	42	16	5	27	10	18	38
%V	4.5%	4.5%	4.9%	3.6%	4.7%	5.3%	4.6%	4.1%
%H		95.5%	36.4%	11.4%	61.4%	22.7%	40.9%	86.4%
Not working	358	338	114	47	227	71	156	316
%V	36.3%	36.6%	34.9%	33.6%	39.1%	37.6%	39.8%	34.3%
%H		94.4%	31.8%	13.1%	63.4%	19.8%	43.6%	88.3%
Houseperson	206	183	50	20	116	22	94	169
%V	20.9%	19.8%	15.3%	14.3%	20.0%	11.6%	24.0%	18.3%
%H		88.8%	24.3%	9.7%	56.3%	10.7%	45.6%	82.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1025	964	325	155	627	193	434	948
%H		94.0%	31.7%	15.1%	61.2%	18.8%	42.3%	92.5%
16 - 19	41	38	15	10	22	10	12	40
%V	4.0%	3.9%	4.6%	6.5%	3.5%	5.2%	2.8%	4.2%
%H		92.7%	36.6%	24.4%	53.7%	24.4%	29.3%	97.6%
20 - 24	80	66	20	11	41	15	26	76
%V	7.8%	6.8%	6.2%	7.1%	6.5%	7.8%	6.0%	8.0%
%H		82.5%	25.0%	13.8%	51.3%	18.8%	32.5%	95.0%
25 - 34	152	134	39	24	68	18	50	149
%V	14.8%	13.9%	12.0%	15.5%	10.8%	9.3%	11.5%	15.7%
%H		88.2%	25.7%	15.8%	44.7%	11.8%	32.9%	98.0%
35 - 44	150	139	54	19	78	22	56	145
%V	14.6%	14.4%	16.6%	12.3%	12.4%	11.4%	12.9%	15.3%
%H		92.7%	36.0%	12.7%	52.0%	14.7%	37.3%	96.7%
45 - 54	190	183	67	30	124	44	79	187
%V	18.5%	19.0%	20.6%	19.4%	19.8%	22.8%	18.2%	19.7%
%H		96.3%	35.3%	15.8%	65.3%	23.2%	41.6%	98.4%
55 - 64	173	169	60	33	112	37	76	166
%V	16.9%	17.5%	18.5%	21.3%	17.9%	19.2%	17.5%	17.5%
%H		97.7%	34.7%	19.1%	64.7%	21.4%	43.9%	96.0%
65+	240	234	70	28	182	46	136	183
%V	23.4%	24.3%	21.5%	18.1%	29.0%	23.8%	31.3%	19.3%
%H		97.5%	29.2%	11.7%	75.8%	19.2%	56.7%	76.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1025	964	325	155	627	193	434	948
%H		94.0%	31.7%	15.1%	61.2%	18.8%	42.3%	92.5%
AB	305	289	104	36	204	65	139	303
%V	29.8%	30.0%	32.0%	23.2%	32.5%	33.7%	32.0%	32.0%
%H		94.8%	34.1%	11.8%	66.9%	21.3%	45.6%	99.3%
C1	356	328	102	63	203	56	148	328
%V	34.7%	34.0%	31.4%	40.6%	32.4%	29.0%	34.1%	34.6%
%H		92.1%	28.7%	17.7%	57.0%	15.7%	41.6%	92.1%
C2	186	181	72	26	117	44	73	176
%V	18.1%	18.8%	22.2%	16.8%	18.7%	22.8%	16.8%	18.6%
%H		97.3%	38.7%	14.0%	62.9%	23.7%	39.2%	94.6%
D	134	124	36	22	80	25	55	109
%V	13.1%	12.9%	11.1%	14.2%	12.8%	13.0%	12.7%	11.5%
%H		92.5%	26.9%	16.4%	59.7%	18.7%	41.0%	81.3%
E	43	42	11	9	23	3	19	32
%V	4.2%	4.4%	3.4%	5.8%	3.7%	1.6%	4.4%	3.4%
%H		97.7%	25.6%	20.9%	53.5%	7.0%	44.2%	74.4%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1025	964	325	155	627	193	434	948
%H		94.0%	31.7%	15.1%	61.2%	18.8%	42.3%	92.5%
Working full time	418	390	137	67	229	73	155	408
%V	40.8%	40.5%	42.2%	43.2%	36.5%	37.8%	35.7%	43.0%
%H		93.3%	32.8%	16.0%	54.8%	17.5%	37.1%	97.6%
Working part time	175	166	54	25	115	36	78	170
%V	17.1%	17.2%	16.6%	16.1%	18.3%	18.7%	18.0%	17.9%
%H		94.9%	30.9%	14.3%	65.7%	20.6%	44.6%	97.1%
Not working	433	408	134	63	284	83	200	370
%V	42.2%	42.3%	41.2%	40.6%	45.3%	43.0%	46.1%	39.0%
%H		94.2%	30.9%	14.5%	65.6%	19.2%	46.2%	85.5%
Houseperson	866	823	267	127	539	156	384	791
%V	84.5%	85.4%	82.2%	81.9%	86.0%	80.8%	88.5%	83.4%
%H		95.0%	30.8%	14.7%	62.2%	18.0%	44.3%	91.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
AB	257	252	115	15	177	64	113	246
%V	28.7%	28.8%	31.9%	23.4%	28.5%	30.3%	27.6%	31.3%
%H (All HH)		98.1%	44.7%	5.8%	68.9%	24.9%	44.0%	95.7%
%H (TV HH)			45.6%	6.0%	70.2%	25.4%	44.8%	
C1	261	255	111	20	170	64	106	237
%V	29.1%	29.1%	30.7%	31.3%	27.4%	30.3%	25.9%	30.2%
%H (All HH)		97.7%	42.5%	7.7%	65.1%	24.5%	40.6%	90.8%
%H (TV HH)			43.5%	7.8%	66.7%	25.1%	41.6%	
C2	201	198	75	20	150	50	99	174
%V	22.4%	22.6%	20.8%	31.3%	24.2%	23.7%	24.1%	22.1%
%H (All HH)		98.5%	37.3%	10.0%	74.6%	24.9%	49.3%	86.6%
%H (TV HH)			37.9%	10.1%	75.8%	25.3%	50.0%	
D	111	107	37	7	77	20	57	87
%V	12.4%	12.2%	10.2%	10.9%	12.4%	9.5%	13.9%	11.1%
%H (All HH)		96.4%	33.3%	6.3%	69.4%	18.0%	51.4%	78.4%
%H (TV HH)			34.6%	6.5%	72.0%	18.7%	53.3%	
E	66	63	23	2	47	12	36	42
%V	7.4%	7.2%	6.4%	3.1%	7.6%	5.7%	8.8%	5.3%
%H (All HH)		95.5%	34.8%	3.0%	71.2%	18.2%	54.5%	63.6%
%H (TV HH)			36.5%	3.2%	74.6%	19.0%	57.1%	

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
Jan - Dec 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	897	875	361	64	621	211	410	786
%V (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Under 25	41	37	5	8	23	7	15	41
%V	4.6%	4.2%	1.4%	12.5%	3.7%	3.3%	3.7%	5.2%
%H (All HH)		90.2%	12.2%	19.5%	56.1%	17.1%	36.6%	100.0%
%H (TV HH)			13.5%	21.6%	62.2%	18.9%	40.5%	
25 - 34	105	101	44	9	54	17	37	102
%V	11.7%	11.5%	12.2%	14.1%	8.7%	8.1%	9.0%	13.0%
%H (All HH)		96.2%	41.9%	8.6%	51.4%	16.2%	35.2%	97.1%
%H (TV HH)			43.6%	8.9%	53.5%	16.8%	36.6%	
35 - 44	116	115	45	12	71	25	46	116
%V	12.9%	13.1%	12.5%	18.8%	11.4%	11.8%	11.2%	14.8%
%H (All HH)		99.1%	38.8%	10.3%	61.2%	21.6%	39.7%	100.0%
%H (TV HH)			39.1%	10.4%	61.7%	21.7%	40.0%	
45 - 54	143	137	68	12	89	36	53	139
%V	15.9%	15.7%	18.8%	18.8%	14.3%	17.1%	12.9%	17.7%
%H (All HH)		95.8%	47.6%	8.4%	62.2%	25.2%	37.1%	97.2%
%H (TV HH)			49.6%	8.8%	65.0%	26.3%	38.7%	
55 - 64	154	152	72	9	113	44	69	147
%V	17.2%	17.4%	19.9%	14.1%	18.2%	20.9%	16.8%	18.7%
%H (All HH)		98.7%	46.8%	5.8%	73.4%	28.6%	44.8%	95.5%
%H (TV HH)			47.4%	5.9%	74.3%	28.9%	45.4%	
65 +	338	333	128	14	271	81	189	241
%V	37.7%	38.1%	35.5%	21.9%	43.6%	38.4%	46.1%	30.7%
%H (All HH)		98.5%	37.9%	4.1%	80.2%	24.0%	55.9%	71.3%
%H (TV HH)			38.4%	4.2%	81.4%	24.3%	56.8%	

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
Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
1	279	265	79	12	216	50	166	192
%V	31.1%	30.3%	21.9%	18.8%	34.8%	23.7%	40.5%	24.4%
%H (All HH)		95.0%	28.3%	4.3%	77.4%	17.9%	59.5%	68.8%
%H (TV HH)			29.8%	4.5%	81.5%	18.9%	62.6%	
2	339	335	157	19	234	92	142	317
%V	37.8%	38.3%	43.5%	29.7%	37.7%	43.6%	34.6%	40.3%
%H (All HH)		98.8%	46.3%	5.6%	69.0%	27.1%	41.9%	93.5%
%H (TV HH)			46.9%	5.7%	69.9%	27.5%	42.4%	
3	118	116	56	13	73	32	41	117
%V	13.2%	13.3%	15.5%	20.3%	11.8%	15.2%	10.0%	14.9%
%H (All HH)		98.3%	47.5%	11.0%	61.9%	27.1%	34.7%	99.2%
%H (TV HH)			48.3%	11.2%	62.9%	27.6%	35.3%	
4	111	111	52	11	67	27	41	111
%V	12.4%	12.7%	14.4%	17.2%	10.8%	12.8%	10.0%	14.1%
%H (All HH)		100.0%	46.8%	9.9%	60.4%	24.3%	36.9%	100.0%
%H (TV HH)			46.8%	9.9%	60.4%	24.3%	36.9%	
5+	49	48	17	8	30	10	20	49
%V	5.5%	5.5%	4.7%	12.5%	4.8%	4.7%	4.9%	6.2%
%H (All HH)		98.0%	34.7%	16.3%	61.2%	20.4%	40.8%	100.0%
%H (TV HH)			35.4%	16.7%	62.5%	20.8%	41.7%	
Average HH size	2.27	2.27	2.38	2.85	2.16	2.35	2.06	2.41

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
Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Without	691	673	276	40	497	166	331	581
%V	77.0%	76.9%	76.5%	62.5%	80.0%	78.7%	80.7%	73.9%
%H (All HH)		97.4%	39.9%	5.8%	71.9%	24.0%	47.9%	84.1%
%H (TV HH)			41.0%	5.9%	73.8%	24.7%	49.2%	
With	206	202	85	24	124	45	79	205
%V	23.0%	23.1%	23.5%	37.5%	20.0%	21.3%	19.3%	26.1%
%H (All HH)		98.1%	41.3%	11.7%	60.2%	21.8%	38.3%	99.5%
%H (TV HH)			42.1%	11.9%	61.4%	22.3%	39.1%	
0 - 3	73	71	27	9	44	15	29	73
%V	8.1%	8.1%	7.5%	14.1%	7.1%	7.1%	7.1%	9.3%
%H (All HH)		97.3%	37.0%	12.3%	60.3%	20.5%	39.7%	100.0%
%H (TV HH)			38.0%	12.7%	62.0%	21.1%	40.8%	
4 - 9	104	104	45	11	64	25	39	104
%V	11.6%	11.9%	12.5%	17.2%	10.3%	11.8%	9.5%	13.2%
%H (All HH)		100.0%	43.3%	10.6%	61.5%	24.0%	37.5%	100.0%
%H (TV HH)			43.3%	10.6%	61.5%	24.0%	37.5%	
10 - 15	93	92	38	13	53	17	36	92
%V	10.4%	10.5%	10.5%	20.3%	8.5%	8.1%	8.8%	11.7%
%H (All HH)		98.9%	40.9%	14.0%	57.0%	18.3%	38.7%	98.9%
%H (TV HH)			41.3%	14.1%	57.6%	18.5%	39.1%	

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
Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
1	377	377	123	31	241	44	197	315
%V	42.0%	43.1%	34.1%	48.4%	38.8%	20.9%	48.0%	40.1%
%H (All HH)		100.0%	32.6%	8.2%	63.9%	11.7%	52.3%	83.6%
%H (TV HH)			32.6%	8.2%	63.9%	11.7%	52.3%	
2	292	292	124	17	218	78	140	256
%V	32.6%	33.4%	34.3%	26.6%	35.1%	37.0%	34.1%	32.6%
%H (All HH)		100.0%	42.5%	5.8%	74.7%	26.7%	47.9%	87.7%
%H (TV HH)			42.5%	5.8%	74.7%	26.7%	47.9%	
3	135	135	75	12	107	60	47	130
%V	15.1%	15.4%	20.8%	18.8%	17.2%	28.4%	11.5%	16.5%
%H (All HH)		100.0%	55.6%	8.9%	79.3%	44.4%	34.8%	96.3%
%H (TV HH)			55.6%	8.9%	79.3%	44.4%	34.8%	
4	44	44	26	3	33	18	15	43
%V	4.9%	5.0%	7.2%	4.7%	5.3%	8.5%	3.7%	5.5%
%H (All HH)		100.0%	59.1%	6.8%	75.0%	40.9%	34.1%	97.7%
%H (TV HH)			59.1%	6.8%	75.0%	40.9%	34.1%	
5+	27	27	14	1	22	11	11	26
%V	3.0%	3.1%	3.9%	1.6%	3.5%	5.2%	2.7%	3.3%
%H (All HH)		100.0%	51.9%	3.7%	81.5%	40.7%	40.7%	96.3%
%H (TV HH)			51.9%	3.7%	81.5%	40.7%	40.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	897	875	361	64	621	211	410	786
%V (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Under 20"	112	112	49	8	94	40	54	96
%V	12.5%	12.8%	13.6%	12.5%	15.1%	19.0%	13.2%	12.2%
%H (All HH)		100.0%	43.8%	7.1%	83.9%	35.7%	48.2%	85.7%
%H (TV HH)			43.8%	7.1%	83.9%	35.7%	48.2%	
20" - 29"	250	250	98	11	205	71	134	216
%V	27.9%	28.6%	27.1%	17.2%	33.0%	33.6%	32.7%	27.5%
%H (All HH)		100.0%	39.2%	4.4%	82.0%	28.4%	53.6%	86.4%
%H (TV HH)			39.2%	4.4%	82.0%	28.4%	53.6%	
30" - 39"	426	426	167	29	321	106	216	378
%V	47.5%	48.7%	46.3%	45.3%	51.7%	50.2%	52.7%	48.1%
%H (All HH)		100.0%	39.2%	6.8%	75.4%	24.9%	50.7%	88.7%
%H (TV HH)			39.2%	6.8%	75.4%	24.9%	50.7%	
40" - 49"	413	413	202	37	279	123	156	377
%V	46.0%	47.2%	56.0%	57.8%	44.9%	58.3%	38.0%	48.0%
%H (All HH)		100.0%	48.9%	9.0%	67.6%	29.8%	37.8%	91.3%
%H (TV HH)			48.9%	9.0%	67.6%	29.8%	37.8%	
50" - 59"	181	181	98	14	110	51	59	173
%V	20.2%	20.7%	27.1%	21.9%	17.7%	24.2%	14.4%	22.0%
%H (All HH)		100.0%	54.1%	7.7%	60.8%	28.2%	32.6%	95.6%
%H (TV HH)			54.1%	7.7%	60.8%	28.2%	32.6%	
60"+	25	25	17	0	16	9	7	25
%V	2.8%	2.9%	4.7%	0.0%	2.6%	4.3%	1.7%	3.2%
%H (All HH)		100.0%	68.0%	0.0%	64.0%	36.0%	28.0%	100.0%
%H (TV HH)			68.0%	0.0%	64.0%	36.0%	28.0%	

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

Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Main living room	862	862	359	63	611	208	403	759
%V	96.1%	98.5%	99.4%	98.4%	98.4%	98.6%	98.3%	96.6%
%H (All HH)		100.0%	41.6%	7.3%	70.9%	24.1%	46.8%	88.1%
%H (TV HH)			41.6%	7.3%	70.9%	24.1%	46.8%	
Kitchen	113	113	61	7	96	51	45	102
%V	12.6%	12.9%	16.9%	10.9%	15.5%	24.2%	11.0%	13.0%
%H (All HH)		100.0%	54.0%	6.2%	85.0%	45.1%	39.8%	90.3%
%H (TV HH)			54.0%	6.2%	85.0%	45.1%	39.8%	
Adult's bedroom	378	378	182	29	294	136	158	346
%V	42.1%	43.2%	50.4%	45.3%	47.3%	64.5%	38.5%	44.0%
%H (All HH)		100.0%	48.1%	7.7%	77.8%	36.0%	41.8%	91.5%
%H (TV HH)			48.1%	7.7%	77.8%	36.0%	41.8%	
Child's bedroom	73	73	33	9	44	19	25	71
%V	8.1%	8.3%	9.1%	14.1%	7.1%	9.0%	6.1%	9.0%
%H (All HH)		100.0%	45.2%	12.3%	60.3%	26.0%	34.2%	97.3%
%H (TV HH)			45.2%	12.3%	60.3%	26.0%	34.2%	
Other bedroom	43	43	23	1	35	15	20	41
%V	4.8%	4.9%	6.4%	1.6%	5.6%	7.1%	4.9%	5.2%
%H (All HH)		100.0%	53.5%	2.3%	81.4%	34.9%	46.5%	95.3%
%H (TV HH)			53.5%	2.3%	81.4%	34.9%	46.5%	
Second living/dining room	73	73	36	2	61	26	34	68
%V	8.1%	8.3%	10.0%	3.1%	9.8%	12.3%	8.3%	8.7%
%H (All HH)		100.0%	49.3%	2.7%	83.6%	35.6%	46.6%	93.2%
%H (TV HH)			49.3%	2.7%	83.6%	35.6%	46.6%	
Study/office	14	14	8	1	12	6	5	13
%V	1.6%	1.6%	2.2%	1.6%	1.9%	2.8%	1.2%	1.7%
%H (All HH)		100.0%	57.1%	7.1%	85.7%	42.9%	35.7%	92.9%
%H (TV HH)			57.1%	7.1%	85.7%	42.9%	35.7%	
TV room	5	5	4	0	4	3	1	5
%V	0.6%	0.6%	1.1%	0.0%	0.6%	1.4%	0.2%	0.6%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	80.0%	60.0%	20.0%	
Conservatory	16	16	8	1	14	6	7	15
%V	1.8%	1.8%	2.2%	1.6%	2.3%	2.8%	1.7%	1.9%
%H (All HH)		100.0%	50.0%	6.3%	87.5%	37.5%	43.8%	93.8%
%H (TV HH)			50.0%	6.3%	87.5%	37.5%	43.8%	
Attic or loft room	3	3	1	0	3	0	3	3
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.0%	0.7%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	0.0%	100.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.2%	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%	
Other	11	11	5	0	10	4	6	11
%V	1.2%	1.3%	1.4%	0.0%	1.6%	1.9%	1.5%	1.4%
%H (All HH)		100.0%	45.5%	0.0%	90.9%	36.4%	54.5%	100.0%
%H (TV HH)			45.5%	0.0%	90.9%	36.4%	54.5%	

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

Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Any DSAT provider	361	361	361	1	185	185	0	331
%V	40.2%	41.3%	100.0%	1.6%	29.8%	87.7%	0.0%	42.1%
%H (All HH)			100.0%	0.3%	51.2%	51.2%	0.0%	91.7%
%H (TV HH)			100.0%	0.3%	51.2%	51.2%	0.0%	
Sky with subscription	267	267	267	1	141	141	0	246
%V	29.8%	30.5%	74.0%	1.6%	22.7%	66.8%	0.0%	31.3%
%H (All HH)			100.0%	0.4%	52.8%	52.8%	0.0%	92.1%
%H (TV HH)			100.0%	0.4%	52.8%	52.8%	0.0%	
Sky without subscription	14	14	14	0	8	8	0	12
%V	1.6%	1.6%	3.9%	0.0%	1.3%	3.8%	0.0%	1.5%
%H (All HH)			100.0%	0.0%	57.1%	57.1%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	57.1%	57.1%	0.0%	
Freesat	78	78	78	0	36	36	0	71
%V	8.7%	8.9%	21.6%	0.0%	5.8%	17.1%	0.0%	9.0%
%H (All HH)			100.0%	0.0%	46.2%	46.2%	0.0%	91.0%
%H (TV HH)			100.0%	0.0%	46.2%	46.2%	0.0%	
Other satellite provider	21	21	21	0	8	8	0	19
%V	2.3%	2.4%	5.8%	0.0%	1.3%	3.8%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	38.1%	38.1%	0.0%	90.5%
%H (TV HH)			100.0%	0.0%	38.1%	38.1%	0.0%	
DCAB	64	64	1	64	25	25	0	61
%V	7.1%	7.3%	0.3%	100.0%	4.0%	11.8%	0.0%	7.8%
%H (All HH)			1.6%	100.0%	39.1%	39.1%	0.0%	95.3%
%H (TV HH)			1.6%	100.0%	39.1%	39.1%	0.0%	
DTT	621	621	185	25	621	211	410	533
%V	69.2%	71.0%	51.2%	39.1%	100.0%	100.0%	100.0%	67.8%
%H (All HH)		100.0%	29.8%	4.0%	100.0%	34.0%	66.0%	85.8%
%H (TV HH)			29.8%	4.0%	100.0%	34.0%	66.0%	

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

Jan - Dec 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	897	875	361	64	621	211	410	786
%H (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
PVR	554	554	316	61	370	194	176	502
%V	61.8%	63.3%	87.5%	95.3%	59.6%	91.9%	42.9%	63.9%
%H (All HH)		100.0%	57.0%	11.0%	66.8%	35.0%	31.8%	90.6%
%H (TV HH)			57.0%	11.0%	66.8%	35.0%	31.8%	
DVDR	4	4	1	0	4	1	3	4
%V	0.4%	0.5%	0.3%	0.0%	0.6%	0.5%	0.7%	0.5%
%H (All HH)		100.0%	25.0%	0.0%	100.0%	25.0%	75.0%	100.0%
%H (TV HH)			25.0%	0.0%	100.0%	25.0%	75.0%	
VCR	7	7	4	0	5	2	3	4
%V	0.8%	0.8%	1.1%	0.0%	0.8%	0.9%	0.7%	0.5%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	28.6%	42.9%	57.1%
%H (TV HH)			57.1%	0.0%	71.4%	28.6%	42.9%	
Any recorder	559	559	317	61	375	194	180	505
%V	62.3%	63.9%	87.8%	95.3%	60.4%	91.9%	43.9%	64.2%
%H (All HH)		100.0%	56.7%	10.9%	67.1%	34.7%	32.2%	90.3%
%H (TV HH)			56.7%	10.9%	67.1%	34.7%	32.2%	
Receives HDTV (via STB or built-in reception)	661	661	318	59	476	191	285	607
%V	73.7%	75.5%	88.1%	92.2%	76.7%	90.5%	69.5%	77.2%
%H (All HH)		100.0%	48.1%	8.9%	72.0%	28.9%	43.1%	91.8%
%H (TV HH)			48.1%	8.9%	72.0%	28.9%	43.1%	
DVD/Blu-ray player or recorder	659	659	278	49	477	170	307	594
%V	73.5%	75.3%	77.0%	76.6%	76.8%	80.6%	74.9%	75.6%
%H (All HH)		100.0%	42.2%	7.4%	72.4%	25.8%	46.6%	90.1%
%H (TV HH)			42.2%	7.4%	72.4%	25.8%	46.6%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	897	875	361	64	621	211	410	786
%V (All HH)		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%
%H (TV HH)			41.3%	7.3%	71.0%	24.1%	46.9%	
Has broadband internet	786	771	331	61	533	192	341	786
%V	87.6%	88.1%	91.7%	95.3%	85.8%	91.0%	83.2%	100.0%
%H (All HH)		98.1%	42.1%	7.8%	67.8%	24.4%	43.4%	100.0%
%H (TV HH)			42.9%	7.9%	69.1%	24.9%	44.2%	
Number of computers (PCs and laptops)								
0	144	136	44	6	109	26	83	41
%V	16.1%	15.5%	12.2%	9.4%	17.6%	12.3%	20.2%	5.2%
%H (All HH)		94.4%	30.6%	4.2%	75.7%	18.1%	57.6%	28.5%
%H (TV HH)			32.4%	4.4%	80.1%	19.1%	61.0%	
1	212	208	81	13	157	51	106	204
%V	23.6%	23.8%	22.4%	20.3%	25.3%	24.2%	25.9%	26.0%
%H (All HH)		98.1%	38.2%	6.1%	74.1%	24.1%	50.0%	96.2%
%H (TV HH)			38.9%	6.3%	75.5%	24.5%	51.0%	
2	226	219	94	16	155	59	96	226
%V	25.2%	25.0%	26.0%	25.0%	25.0%	28.0%	23.4%	28.8%
%H (All HH)		96.9%	41.6%	7.1%	68.6%	26.1%	42.5%	100.0%
%H (TV HH)			42.9%	7.3%	70.8%	26.9%	43.8%	
3	128	127	58	9	83	30	53	128
%V	14.3%	14.5%	16.1%	14.1%	13.4%	14.2%	12.9%	16.3%
%H (All HH)		99.2%	45.3%	7.0%	64.8%	23.4%	41.4%	100.0%
%H (TV HH)			45.7%	7.1%	65.4%	23.6%	41.7%	
4	86	86	41	8	52	17	35	86
%V	9.6%	9.8%	11.4%	12.5%	8.4%	8.1%	8.5%	10.9%
%H (All HH)		100.0%	47.7%	9.3%	60.5%	19.8%	40.7%	100.0%
%H (TV HH)			47.7%	9.3%	60.5%	19.8%	40.7%	
5+	101	100	44	12	65	28	37	101
%V	11.3%	11.4%	12.2%	18.8%	10.5%	13.3%	9.0%	12.8%
%H (All HH)		99.0%	43.6%	11.9%	64.4%	27.7%	36.6%	100.0%
%H (TV HH)			44.0%	12.0%	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

Jan - Dec 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	1685	769	120	1248	506	741	1528
%H		45.6%	7.1%	74.1%	30.0%	44.0%	90.7%
Under 20"	134	58	9	114	48	66	115
%V	8.0%	7.5%	7.5%	9.1%	9.5%	8.9%	7.5%
%H		43.3%	6.7%	85.1%	35.8%	49.3%	85.8%
20" - 29"	313	128	15	257	95	162	277
%V	18.6%	16.6%	12.5%	20.6%	18.8%	21.9%	18.1%
%H		40.9%	4.8%	82.1%	30.4%	51.8%	88.5%
30" - 39"	521	213	36	399	141	259	467
%V	30.9%	27.7%	30.0%	32.0%	27.9%	35.0%	30.6%
%H		40.9%	6.9%	76.6%	27.1%	49.7%	89.6%
40" - 49"	485	239	43	336	154	182	446
%V	28.8%	31.1%	35.8%	26.9%	30.4%	24.6%	29.2%
%H		49.3%	8.9%	69.3%	31.8%	37.5%	92.0%
50" - 59"	196	105	16	118	55	63	188
%V	11.6%	13.7%	13.3%	9.5%	10.9%	8.5%	12.3%
%H		53.6%	8.2%	60.2%	28.1%	32.1%	95.9%
60"+	26	18	0	17	10	7	26
%V	1.5%	2.3%	0.0%	1.4%	2.0%	0.9%	1.7%
%H		69.2%	0.0%	65.4%	38.5%	26.9%	100.0%
Don't know	10	7	0	6	3	3	10
%V	0.6%	0.9%	0.0%	0.5%	0.6%	0.4%	0.7%
%H		70.0%	0.0%	60.0%	30.0%	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
Jan - Dec 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	1685	769	120	1248	506	741	1528
%H		45.6%	7.1%	74.1%	30.0%	44.0%	90.7%
Main living room	863	360	63	612	209	403	760
%V	51.2%	46.8%	52.5%	49.0%	41.3%	54.4%	49.7%
%H		41.7%	7.3%	70.9%	24.2%	46.7%	88.1%
Kitchen	114	61	7	96	51	46	103
%V	6.8%	7.9%	5.8%	7.7%	10.1%	6.2%	6.7%
%H		53.5%	6.1%	84.2%	44.7%	40.4%	90.4%
Adult's bedroom	434	215	33	331	157	174	401
%V	25.8%	28.0%	27.5%	26.5%	31.0%	23.5%	26.2%
%H		49.5%	7.6%	76.3%	36.2%	40.1%	92.4%
Child's bedroom	98	45	12	61	26	35	97
%V	5.8%	5.9%	10.0%	4.9%	5.1%	4.7%	6.3%
%H		45.9%	12.2%	62.2%	26.5%	35.7%	99.0%
Other bedroom	50	27	1	40	17	23	49
%V	3.0%	3.5%	0.8%	3.2%	3.4%	3.1%	3.2%
%H		54.0%	2.0%	80.0%	34.0%	46.0%	98.0%
Second living/dining room	74	37	2	63	27	35	70
%V	4.4%	4.8%	1.7%	5.0%	5.3%	4.7%	4.6%
%H		50.0%	2.7%	85.1%	36.5%	47.3%	94.6%
Study/office	14	8	1	12	7	5	14
%V	0.8%	1.0%	0.8%	1.0%	1.4%	0.7%	0.9%
%H		57.1%	7.1%	85.7%	50.0%	35.7%	100.0%
TV room	5	4	0	4	3	1	5
%V	0.3%	0.5%	0.0%	0.3%	0.6%	0.1%	0.3%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	100.0%
Conservatory	16	8	1	14	6	7	15
%V	0.9%	1.0%	0.8%	1.1%	1.2%	0.9%	1.0%
%H		50.0%	6.3%	87.5%	37.5%	43.8%	93.8%
Attic or loft room	3	1	0	3	0	3	3
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		33.3%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	12	5	0	11	4	7	12
%V	0.7%	0.7%	0.0%	0.9%	0.8%	0.9%	0.8%
%H		41.7%	0.0%	91.7%	33.3%	58.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1685	769	120	1248	506	741	1528
%H		45.6%	7.1%	74.1%	30.0%	44.0%	90.7%
PVR	755	483	78	469	275	194	698
%V	44.8%	62.8%	65.0%	37.6%	54.3%	26.2%	45.7%
%H		64.0%	10.3%	62.1%	36.4%	25.7%	92.5%
DVDR	4	1	0	4	1	4	4
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.5%	0.3%
%H		25.0%	0.0%	100.0%	25.0%	100.0%	100.0%
VCR	7	4	0	5	2	3	4
%V	0.4%	0.5%	0.0%	0.4%	0.4%	0.4%	0.3%
%H		57.1%	0.0%	71.4%	28.6%	42.9%	57.1%
Any recorder	765	486	78	478	277	201	706
%V	45.4%	63.2%	65.0%	38.3%	54.7%	27.1%	46.2%
%H		63.5%	10.2%	62.5%	36.2%	26.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	1685	769	120	1248	506	741	1528
%H		45.6%	7.1%	74.1%	30.0%	44.0%	90.7%
Receives HDTV (via STB or built-in reception)	1017	538	85	732	338	395	947
%V	60.4%	70.0%	70.8%	58.7%	66.8%	53.3%	62.0%
%H		52.9%	8.4%	72.0%	33.2%	38.8%	93.1%
DVD/Blu-ray player or recorder	933	418	68	679	262	417	858
%V	55.4%	54.4%	56.7%	54.4%	51.8%	56.3%	56.2%
%H		44.8%	7.3%	72.8%	28.1%	44.7%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	875	361	64	621	211	410	771
%H		41.3%	7.3%	71.0%	24.1%	46.9%	88.1%
Under 20"	8	2	0	7	1	6	8
%V	0.9%	0.6%	0.0%	1.1%	0.5%	1.5%	1.0%
%H		25.0%	0.0%	87.5%	12.5%	75.0%	100.0%
20" - 29"	60	13	1	53	9	44	40
%V	6.9%	3.6%	1.6%	8.5%	4.3%	10.7%	5.2%
%H		21.7%	1.7%	88.3%	15.0%	73.3%	66.7%
30" - 39"	263	73	17	207	45	163	221
%V	30.1%	20.2%	26.6%	33.3%	21.3%	39.8%	28.7%
%H		27.8%	6.5%	78.7%	17.1%	62.0%	84.0%
40" - 49"	348	163	33	234	98	136	315
%V	39.8%	45.2%	51.6%	37.7%	46.4%	33.2%	40.9%
%H		46.8%	9.5%	67.2%	28.2%	39.1%	90.5%
50" - 59"	168	92	13	103	49	54	161
%V	19.2%	25.5%	20.3%	16.6%	23.2%	13.2%	20.9%
%H		54.8%	7.7%	61.3%	29.2%	32.1%	95.8%
60"+	23	16	0	14	8	5	23
%V	2.6%	4.4%	0.0%	2.3%	3.8%	1.2%	3.0%
%H		69.6%	0.0%	60.9%	34.8%	21.7%	100.0%
Don't know	5	2	0	3	1	2	4
%V	0.6%	0.6%	0.0%	0.5%	0.5%	0.5%	0.5%
%H		40.0%	0.0%	60.0%	20.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	875	361	64	621	211	410	771
%H		41.3%	7.3%	71.0%	24.1%	46.9%	88.1%
PVR	540	310	61	357	188	169	489
%V	61.7%	85.9%	95.3%	57.5%	89.1%	41.2%	63.4%
%H		57.4%	11.3%	66.1%	34.8%	31.3%	90.6%
DVDR	2	0	0	2	0	2	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	5	2	0	3	0	3	2
%V	0.6%	0.6%	0.0%	0.5%	0.0%	0.7%	0.3%
%H		40.0%	0.0%	60.0%	0.0%	60.0%	40.0%
Any recorder	547	311	61	362	188	174	494
%V	62.5%	86.1%	95.3%	58.3%	89.1%	42.4%	64.1%
%H		56.9%	11.2%	66.2%	34.4%	31.8%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	875	361	64	621	211	410	771
%H		41.3%	7.3%	71.0%	24.1%	46.9%	88.1%
Receives HDTV (via STB or built-in reception)	648	310	58	467	186	281	594
%V	74.1%	85.9%	90.6%	75.2%	88.2%	68.5%	77.0%
%H		47.8%	9.0%	72.1%	28.7%	43.4%	91.7%
DVD/Blu-ray player or recorder	598	253	45	428	150	277	537
%V	68.3%	70.1%	70.3%	68.9%	71.1%	67.6%	69.6%
%H		42.3%	7.5%	71.6%	25.1%	46.3%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	810	408	55	626	296	331	758
%H		50.4%	6.8%	77.3%	36.5%	40.9%	93.6%
Under 20"	125	56	9	107	47	60	107
%V	15.4%	13.7%	16.4%	17.1%	15.9%	18.1%	14.1%
%H		44.8%	7.2%	85.6%	37.6%	48.0%	85.6%
20" - 29"	253	115	14	204	87	117	238
%V	31.2%	28.2%	25.5%	32.6%	29.4%	35.3%	31.4%
%H		45.5%	5.5%	80.6%	34.4%	46.2%	94.1%
30" - 39"	258	140	19	192	96	96	246
%V	31.9%	34.3%	34.5%	30.7%	32.4%	29.0%	32.5%
%H		54.3%	7.4%	74.4%	37.2%	37.2%	95.3%
40" - 49"	137	77	10	102	56	46	131
%V	16.9%	18.9%	18.2%	16.3%	18.9%	13.9%	17.3%
%H		56.2%	7.3%	74.5%	40.9%	33.6%	95.6%
50" - 59"	28	13	3	15	6	9	28
%V	3.5%	3.2%	5.5%	2.4%	2.0%	2.7%	3.7%
%H		46.4%	10.7%	53.6%	21.4%	32.1%	100.0%
60"+	3	2	0	3	2	1	3
%V	0.4%	0.5%	0.0%	0.5%	0.7%	0.3%	0.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Don't know	6	5	0	4	2	1	6
%V	0.7%	1.2%	0.0%	0.6%	0.7%	0.3%	0.8%
%H		83.3%	0.0%	66.7%	33.3%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	810	408	55	626	296	331	758
%H		50.4%	6.8%	77.3%	36.5%	40.9%	93.6%
PVR	215	173	17	112	87	25	210
%V	26.5%	42.4%	30.9%	17.9%	29.4%	7.6%	27.7%
%H		80.5%	7.9%	52.1%	40.5%	11.6%	97.7%
DVDR	3	1	0	3	1	2	3
%V	0.4%	0.2%	0.0%	0.5%	0.3%	0.6%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
VCR	2	2	0	2	2	0	2
%V	0.2%	0.5%	0.0%	0.3%	0.7%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	218	175	17	115	89	26	212
%V	26.9%	42.9%	30.9%	18.4%	30.1%	7.9%	28.0%
%H		80.3%	7.8%	52.8%	40.8%	11.9%	97.2%

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	810	408	55	626	296	331	758
%H		50.4%	6.8%	77.3%	36.5%	40.9%	93.6%
Receives HDTV (via STB or built-in reception)	369	228	27	265	151	114	353
%V	45.6%	55.9%	49.1%	42.3%	51.0%	34.4%	46.6%
%H		61.8%	7.3%	71.8%	40.9%	30.9%	95.7%
DVD/Blu-ray player or recorder	335	165	22	251	112	140	321
%V	41.4%	40.4%	40.0%	40.1%	37.8%	42.3%	42.3%
%H		49.3%	6.6%	74.9%	33.4%	41.8%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South West

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	2027	1987	858	183	1339	495	844	1892
%H		98.0%	42.3%	9.0%	66.1%	24.4%	41.6%	93.3%
Total Children	354	347	143	42	213	75	138	354
%V	17.5%	17.5%	16.7%	23.0%	15.9%	15.2%	16.4%	18.7%
%H		98.0%	40.4%	11.9%	60.2%	21.2%	39.0%	100.0%
0 - 3	83	80	30	9	50	16	34	83
%V	4.1%	4.0%	3.5%	4.9%	3.7%	3.2%	4.0%	4.4%
%H		96.4%	36.1%	10.8%	60.2%	19.3%	41.0%	100.0%
4 - 15	271	266	112	33	163	59	104	271
%V	13.4%	13.4%	13.1%	18.0%	12.2%	11.9%	12.3%	14.3%
%H		98.2%	41.3%	12.2%	60.1%	21.8%	38.4%	100.0%
4 - 9	146	146	65	17	90	36	54	146
%V	7.2%	7.3%	7.6%	9.3%	6.7%	7.3%	6.4%	7.7%
%H		100.0%	44.5%	11.6%	61.6%	24.7%	37.0%	100.0%
10 - 15	126	121	47	16	73	23	50	125
%V	6.2%	6.1%	5.5%	8.7%	5.5%	4.6%	5.9%	6.6%
%H		96.0%	37.3%	12.7%	57.9%	18.3%	39.7%	99.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	2027	1987	858	183	1339	495	844	1892
%H		98.0%	42.3%	9.0%	66.1%	24.4%	41.6%	93.3%
Total Adults (16+)	1673	1640	716	141	1126	420	706	1538
%V	82.5%	82.5%	83.4%	77.0%	84.1%	84.8%	83.6%	81.3%
%H		98.0%	42.8%	8.4%	67.3%	25.1%	42.2%	91.9%
16 - 19	76	72	30	8	47	17	30	76
%V	3.7%	3.6%	3.5%	4.4%	3.5%	3.4%	3.6%	4.0%
%H		94.7%	39.5%	10.5%	61.8%	22.4%	39.5%	100.0%
20 - 24	127	122	32	30	78	33	45	127
%V	6.3%	6.1%	3.7%	16.4%	5.8%	6.7%	5.3%	6.7%
%H		96.1%	25.2%	23.6%	61.4%	26.0%	35.4%	100.0%
25 - 34	224	219	95	24	110	40	70	220
%V	11.1%	11.0%	11.1%	13.1%	8.2%	8.1%	8.3%	11.6%
%H		97.8%	42.4%	10.7%	49.1%	17.9%	31.3%	98.2%
35 - 44	223	220	98	18	133	45	88	223
%V	11.0%	11.1%	11.4%	9.8%	9.9%	9.1%	10.4%	11.8%
%H		98.7%	43.9%	8.1%	59.6%	20.2%	39.5%	100.0%
45 - 54	254	246	128	23	163	74	90	249
%V	12.5%	12.4%	14.9%	12.6%	12.2%	14.9%	10.7%	13.2%
%H		96.9%	50.4%	9.1%	64.2%	29.1%	35.4%	98.0%
55 - 64	258	256	122	17	187	74	113	249
%V	12.7%	12.9%	14.2%	9.3%	14.0%	14.9%	13.4%	13.2%
%H		99.2%	47.3%	6.6%	72.5%	28.7%	43.8%	96.5%
65+	512	506	211	21	408	136	272	395
%V	25.3%	25.5%	24.6%	11.5%	30.5%	27.5%	32.2%	20.9%
%H		98.8%	41.2%	4.1%	79.7%	26.6%	53.1%	77.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	1673	1640	716	141	1126	420	706	1538
%H		98.0%	42.8%	8.4%	67.3%	25.1%	42.2%	91.9%
AB	503	489	229	33	341	129	212	489
%V	30.1%	29.8%	32.0%	23.4%	30.3%	30.7%	30.0%	31.8%
%H		97.2%	45.5%	6.6%	67.8%	25.6%	42.1%	97.2%
C1	510	503	227	58	322	141	181	484
%V	30.5%	30.7%	31.7%	41.1%	28.6%	33.6%	25.6%	31.5%
%H		98.6%	44.5%	11.4%	63.1%	27.6%	35.5%	94.9%
C2	378	375	152	34	275	97	179	342
%V	22.6%	22.9%	21.2%	24.1%	24.4%	23.1%	25.4%	22.2%
%H		99.2%	40.2%	9.0%	72.8%	25.7%	47.4%	90.5%
D	193	189	73	14	128	38	90	164
%V	11.5%	11.5%	10.2%	9.9%	11.4%	9.0%	12.7%	10.7%
%H		97.9%	37.8%	7.3%	66.3%	19.7%	46.6%	85.0%
E	88	84	35	3	61	16	45	60
%V	5.3%	5.1%	4.9%	2.1%	5.4%	3.8%	6.4%	3.9%
%H		95.5%	39.8%	3.4%	69.3%	18.2%	51.1%	68.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Individual level data
Table 6.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1673	1640	716	141	1126	420	706	1538
%H		98.0%	42.8%	8.4%	67.3%	25.1%	42.2%	91.9%
Working full time	684	671	320	59	418	164	254	676
%V	40.9%	40.9%	44.7%	41.8%	37.1%	39.0%	36.0%	44.0%
%H		98.1%	46.8%	8.6%	61.1%	24.0%	37.1%	98.8%
Working part time	204	197	86	22	131	54	77	197
%V	12.2%	12.0%	12.0%	15.6%	11.6%	12.9%	10.9%	12.8%
%H		96.6%	42.2%	10.8%	64.2%	26.5%	37.7%	96.6%
Not working	785	772	309	60	578	202	376	666
%V	46.9%	47.1%	43.2%	42.6%	51.3%	48.1%	53.3%	43.3%
%H		98.3%	39.4%	7.6%	73.6%	25.7%	47.9%	84.8%
Houseperson	897	875	361	64	621	211	410	786
%V	53.6%	53.4%	50.4%	45.4%	55.2%	50.2%	58.1%	51.1%
%H		97.5%	40.2%	7.1%	69.2%	23.5%	45.7%	87.6%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	805	786	347	67	542	208	334	756
%H		97.6%	43.1%	8.3%	67.3%	25.8%	41.5%	93.9%
16 - 19	42	40	17	2	30	12	18	41
%V	5.2%	5.1%	4.9%	3.0%	5.5%	5.8%	5.4%	5.4%
%H		95.2%	40.5%	4.8%	71.4%	28.6%	42.9%	97.6%
20 - 24	60	57	16	14	38	16	23	60
%V	7.5%	7.3%	4.6%	20.9%	7.0%	7.7%	6.9%	7.9%
%H		95.0%	26.7%	23.3%	63.3%	26.7%	38.3%	100.0%
25 - 34	110	109	46	15	56	23	33	109
%V	13.7%	13.9%	13.3%	22.4%	10.3%	11.1%	9.9%	14.4%
%H		99.1%	41.8%	13.6%	50.9%	20.9%	30.0%	99.1%
35 - 44	113	111	51	8	64	20	44	113
%V	14.0%	14.1%	14.7%	11.9%	11.8%	9.6%	13.2%	14.9%
%H		98.2%	45.1%	7.1%	56.6%	17.7%	38.9%	100.0%
45 - 54	126	120	60	11	81	35	46	123
%V	15.7%	15.3%	17.3%	16.4%	14.9%	16.8%	13.8%	16.3%
%H		95.2%	47.6%	8.7%	64.3%	27.8%	36.5%	97.6%
55 - 64	121	119	53	8	88	33	55	117
%V	15.0%	15.1%	15.3%	11.9%	16.2%	15.9%	16.5%	15.5%
%H		98.3%	43.8%	6.6%	72.7%	27.3%	45.5%	96.7%
65+	233	230	104	9	185	69	116	192
%V	28.9%	29.3%	30.0%	13.4%	34.1%	33.2%	34.7%	25.4%
%H		98.7%	44.6%	3.9%	79.4%	29.6%	49.8%	82.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	805	786	347	67	542	208	334	756
%H		97.6%	43.1%	8.3%	67.3%	25.8%	41.5%	93.9%
AB	242	235	112	15	163	63	99	238
%V	30.1%	29.9%	32.3%	22.4%	30.1%	30.3%	29.6%	31.5%
%H		97.1%	46.3%	6.2%	67.4%	26.0%	40.9%	98.3%
C1	244	240	111	28	156	73	83	237
%V	30.3%	30.5%	32.0%	41.8%	28.8%	35.1%	24.9%	31.3%
%H		98.4%	45.5%	11.5%	63.9%	29.9%	34.0%	97.1%
C2	203	201	81	17	149	52	97	186
%V	25.2%	25.6%	23.3%	25.4%	27.5%	25.0%	29.0%	24.6%
%H		99.0%	39.9%	8.4%	73.4%	25.6%	47.8%	91.6%
D	83	79	30	7	51	14	37	72
%V	10.3%	10.1%	8.6%	10.4%	9.4%	6.7%	11.1%	9.5%
%H		95.2%	36.1%	8.4%	61.4%	16.9%	44.6%	86.7%
E	33	32	13	0	24	5	19	23
%V	4.1%	4.1%	3.7%	0.0%	4.4%	2.4%	5.7%	3.0%
%H		97.0%	39.4%	0.0%	72.7%	15.2%	57.6%	69.7%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	805	786	347	67	542	208	334	756
%H		97.6%	43.1%	8.3%	67.3%	25.8%	41.5%	93.9%
Working full time	435	426	201	40	266	105	161	431
%V	54.0%	54.2%	57.9%	59.7%	49.1%	50.5%	48.2%	57.0%
%H		97.9%	46.2%	9.2%	61.1%	24.1%	37.0%	99.1%
Working part time	39	36	15	2	27	9	18	36
%V	4.8%	4.6%	4.3%	3.0%	5.0%	4.3%	5.4%	4.8%
%H		92.3%	38.5%	5.1%	69.2%	23.1%	46.2%	92.3%
Not working	332	324	132	25	249	93	156	289
%V	41.2%	41.2%	38.0%	37.3%	45.9%	44.7%	46.7%	38.2%
%H		97.6%	39.8%	7.5%	75.0%	28.0%	47.0%	87.0%
Houseperson	174	162	59	11	126	41	85	146
%V	21.6%	20.6%	17.0%	16.4%	23.2%	19.7%	25.4%	19.3%
%H		93.1%	33.9%	6.3%	72.4%	23.6%	48.9%	83.9%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	867	854	369	74	584	212	372	782
%H		98.5%	42.6%	8.5%	67.4%	24.5%	42.9%	90.2%
16 - 19	34	32	13	6	17	6	11	34
%V	3.9%	3.7%	3.5%	8.1%	2.9%	2.8%	3.0%	4.3%
%H		94.1%	38.2%	17.6%	50.0%	17.6%	32.4%	100.0%
20 - 24	66	65	16	16	40	18	22	66
%V	7.6%	7.6%	4.3%	21.6%	6.8%	8.5%	5.9%	8.4%
%H		98.5%	24.2%	24.2%	60.6%	27.3%	33.3%	100.0%
25 - 34	113	109	49	9	54	17	37	111
%V	13.0%	12.8%	13.3%	12.2%	9.2%	8.0%	9.9%	14.2%
%H		96.5%	43.4%	8.0%	47.8%	15.0%	32.7%	98.2%
35 - 44	110	109	47	10	69	25	44	110
%V	12.7%	12.8%	12.7%	13.5%	11.8%	11.8%	11.8%	14.1%
%H		99.1%	42.7%	9.1%	62.7%	22.7%	40.0%	100.0%
45 - 54	128	126	68	12	82	39	44	126
%V	14.8%	14.8%	18.4%	16.2%	14.0%	18.4%	11.8%	16.1%
%H		98.4%	53.1%	9.4%	64.1%	30.5%	34.4%	98.4%
55 - 64	136	136	69	9	99	41	58	132
%V	15.7%	15.9%	18.7%	12.2%	17.0%	19.3%	15.6%	16.9%
%H		100.0%	50.7%	6.6%	72.8%	30.1%	42.6%	97.1%
65+	279	276	107	13	223	68	156	203
%V	32.2%	32.3%	29.0%	17.6%	38.2%	32.1%	41.9%	26.0%
%H		98.9%	38.4%	4.7%	79.9%	24.4%	55.9%	72.8%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	867	854	369	74	584	212	372	782
%H		98.5%	42.6%	8.5%	67.4%	24.5%	42.9%	90.2%
AB	261	253	117	18	178	65	113	251
%V	30.1%	29.6%	31.7%	24.3%	30.5%	30.7%	30.4%	32.1%
%H		96.9%	44.8%	6.9%	68.2%	24.9%	43.3%	96.2%
C1	266	263	116	29	166	68	98	247
%V	30.7%	30.8%	31.4%	39.2%	28.4%	32.1%	26.3%	31.6%
%H		98.9%	43.6%	10.9%	62.4%	25.6%	36.8%	92.9%
C2	175	174	71	17	126	44	82	156
%V	20.2%	20.4%	19.2%	23.0%	21.6%	20.8%	22.0%	19.9%
%H		99.4%	40.6%	9.7%	72.0%	25.1%	46.9%	89.1%
D	110	110	44	7	76	24	53	92
%V	12.7%	12.9%	11.9%	9.5%	13.0%	11.3%	14.2%	11.8%
%H		100.0%	40.0%	6.4%	69.1%	21.8%	48.2%	83.6%
E	55	53	22	3	37	11	26	37
%V	6.3%	6.2%	6.0%	4.1%	6.3%	5.2%	7.0%	4.7%
%H		96.4%	40.0%	5.5%	67.3%	20.0%	47.3%	67.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	867	854	369	74	584	212	372	782
%H		98.5%	42.6%	8.5%	67.4%	24.5%	42.9%	90.2%
Working full time	249	245	120	19	151	59	93	245
%V	28.7%	28.7%	32.5%	25.7%	25.9%	27.8%	25.0%	31.3%
%H		98.4%	48.2%	7.6%	60.6%	23.7%	37.3%	98.4%
Working part time	165	161	72	20	104	45	59	161
%V	19.0%	18.9%	19.5%	27.0%	17.8%	21.2%	15.9%	20.6%
%H		97.6%	43.6%	12.1%	63.0%	27.3%	35.8%	97.6%
Not working	453	447	177	34	329	109	220	377
%V	52.2%	52.3%	48.0%	45.9%	56.3%	51.4%	59.1%	48.2%
%H		98.7%	39.1%	7.5%	72.6%	24.1%	48.6%	83.2%
Houseperson	723	713	302	53	495	170	326	640
%V	83.4%	83.5%	81.8%	71.6%	84.8%	80.2%	87.6%	81.8%
%H		98.6%	41.8%	7.3%	68.5%	23.5%	45.1%	88.5%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jan - Dec 2019
BBC South
Household level data
Table 7.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
AB	634	610	228	85	387	116	272	613
%V	29.3%	29.4%	31.0%	30.2%	28.9%	31.9%	27.9%	31.7%
%H (All HH)		96.2%	36.0%	13.4%	61.0%	18.3%	42.9%	96.7%
%H (TV HH)			37.4%	13.9%	63.4%	19.0%	44.6%	
C1	724	700	241	109	449	118	331	657
%V	33.5%	33.8%	32.7%	38.8%	33.5%	32.4%	33.9%	34.0%
%H (All HH)		96.7%	33.3%	15.1%	62.0%	16.3%	45.7%	90.7%
%H (TV HH)			34.4%	15.6%	64.1%	16.9%	47.3%	
C2	411	402	157	54	245	69	176	362
%V	19.0%	19.4%	21.3%	19.2%	18.3%	19.0%	18.0%	18.7%
%H (All HH)		97.8%	38.2%	13.1%	59.6%	16.8%	42.8%	88.1%
%H (TV HH)			39.1%	13.4%	60.9%	17.2%	43.8%	
D	252	236	81	24	162	47	115	205
%V	11.7%	11.4%	11.0%	8.5%	12.1%	12.9%	11.8%	10.6%
%H (All HH)		93.7%	32.1%	9.5%	64.3%	18.7%	45.6%	81.3%
%H (TV HH)			34.3%	10.2%	68.6%	19.9%	48.7%	
E	142	127	29	9	96	14	82	96
%V	6.6%	6.1%	3.9%	3.2%	7.2%	3.8%	8.4%	5.0%
%H (All HH)		89.4%	20.4%	6.3%	67.6%	9.9%	57.7%	67.6%
%H (TV HH)			22.8%	7.1%	75.6%	11.0%	64.6%	

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

Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
Under 25	61	49	13	4	20	2	18	60
%V	2.8%	2.4%	1.8%	1.4%	1.5%	0.5%	1.8%	3.1%
%H (All HH)		80.3%	21.3%	6.6%	32.8%	3.3%	29.5%	98.4%
%H (TV HH)			26.5%	8.2%	40.8%	4.1%	36.7%	
25 - 34	285	260	71	41	134	26	108	278
%V	13.2%	12.5%	9.6%	14.6%	10.0%	7.1%	11.1%	14.4%
%H (All HH)		91.2%	24.9%	14.4%	47.0%	9.1%	37.9%	97.5%
%H (TV HH)			27.3%	15.8%	51.5%	10.0%	41.5%	
35 - 44	348	328	134	57	173	53	121	341
%V	16.1%	15.8%	18.2%	20.3%	12.9%	14.6%	12.4%	17.6%
%H (All HH)		94.3%	38.5%	16.4%	49.7%	15.2%	34.8%	98.0%
%H (TV HH)			40.9%	17.4%	52.7%	16.2%	36.9%	
45 - 54	389	380	165	68	217	80	138	383
%V	18.0%	18.3%	22.4%	24.2%	16.2%	22.0%	14.1%	19.8%
%H (All HH)		97.7%	42.4%	17.5%	55.8%	20.6%	35.5%	98.5%
%H (TV HH)			43.4%	17.9%	57.1%	21.1%	36.3%	
55 - 64	391	385	159	51	259	86	173	373
%V	18.1%	18.6%	21.6%	18.1%	19.3%	23.6%	17.7%	19.3%
%H (All HH)		98.5%	40.7%	13.0%	66.2%	22.0%	44.2%	95.4%
%H (TV HH)			41.3%	13.2%	67.3%	22.3%	44.9%	
65 +	688	673	193	60	537	117	419	498
%V	31.8%	32.4%	26.2%	21.4%	40.1%	32.1%	42.9%	25.7%
%H (All HH)		97.8%	28.1%	8.7%	78.1%	17.0%	60.9%	72.4%
%H (TV HH)			28.7%	8.9%	79.8%	17.4%	62.3%	

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
Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
1	636	593	136	54	459	68	391	452
%V	29.4%	28.6%	18.5%	19.2%	34.3%	18.7%	40.1%	23.4%
%H (All HH)		93.2%	21.4%	8.5%	72.2%	10.7%	61.5%	71.1%
%H (TV HH)			22.9%	9.1%	77.4%	11.5%	65.9%	
2	767	737	272	96	489	143	346	732
%V	35.5%	35.5%	37.0%	34.2%	36.5%	39.3%	35.5%	37.8%
%H (All HH)		96.1%	35.5%	12.5%	63.8%	18.6%	45.1%	95.4%
%H (TV HH)			36.9%	13.0%	66.4%	19.4%	46.9%	
3	325	316	134	50	185	70	115	318
%V	15.0%	15.2%	18.2%	17.8%	13.8%	19.2%	11.8%	16.4%
%H (All HH)		97.2%	41.2%	15.4%	56.9%	21.5%	35.4%	97.8%
%H (TV HH)			42.4%	15.8%	58.5%	22.2%	36.4%	
4	315	308	138	59	146	56	90	314
%V	14.6%	14.9%	18.8%	21.0%	10.9%	15.4%	9.2%	16.2%
%H (All HH)		97.8%	43.8%	18.7%	46.3%	17.8%	28.6%	99.7%
%H (TV HH)			44.8%	19.2%	47.4%	18.2%	29.2%	
5+	119	119	55	21	61	26	35	118
%V	5.5%	5.7%	7.5%	7.5%	4.6%	7.1%	3.6%	6.1%
%H (All HH)		100.0%	46.2%	17.6%	51.3%	21.8%	29.4%	99.2%
%H (TV HH)			46.2%	17.6%	51.3%	21.8%	29.4%	
Average HH size	2.33	2.36	2.62	2.67	2.16	2.54	2.02	2.46

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

Jan - Dec 2019

BBC South

Household level data

Table 7.4: 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
Without	1620	1545	518	187	1076	274	802	1398
%V	74.9%	74.5%	70.4%	66.5%	80.3%	75.3%	82.2%	72.3%
%H (All HH)		95.4%	32.0%	11.5%	66.4%	16.9%	49.5%	86.3%
%H (TV HH)			33.5%	12.1%	69.6%	17.7%	51.9%	
With	543	529	218	93	264	90	174	536
%V	25.1%	25.5%	29.6%	33.1%	19.7%	24.7%	17.8%	27.7%
%H (All HH)		97.4%	40.1%	17.1%	48.6%	16.6%	32.0%	98.7%
%H (TV HH)			41.2%	17.6%	49.9%	17.0%	32.9%	
0 - 3	174	170	61	24	77	20	57	172
%V	8.0%	8.2%	8.3%	8.5%	5.7%	5.5%	5.8%	8.9%
%H (All HH)		97.7%	35.1%	13.8%	44.3%	11.5%	32.8%	98.9%
%H (TV HH)			35.9%	14.1%	45.3%	11.8%	33.5%	
4 - 9	296	290	115	51	147	45	102	290
%V	13.7%	14.0%	15.6%	18.1%	11.0%	12.4%	10.5%	15.0%
%H (All HH)		98.0%	38.9%	17.2%	49.7%	15.2%	34.5%	98.0%
%H (TV HH)			39.7%	17.6%	50.7%	15.5%	35.2%	
10 - 15	266	262	120	55	126	49	77	264
%V	12.3%	12.6%	16.3%	19.6%	9.4%	13.5%	7.9%	13.7%
%H (All HH)		98.5%	45.1%	20.7%	47.4%	18.4%	28.9%	99.2%
%H (TV HH)			45.8%	21.0%	48.1%	18.7%	29.4%	

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

Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
1	915	915	218	113	569	45	524	760
%V	42.3%	44.1%	29.6%	40.2%	42.5%	12.4%	53.7%	39.3%
%H (All HH)		100.0%	23.8%	12.3%	62.2%	4.9%	57.3%	83.1%
%H (TV HH)			23.8%	12.3%	62.2%	4.9%	57.3%	
2	698	698	273	100	462	151	311	645
%V	32.3%	33.7%	37.1%	35.6%	34.5%	41.5%	31.9%	33.4%
%H (All HH)		100.0%	39.1%	14.3%	66.2%	21.6%	44.6%	92.4%
%H (TV HH)			39.1%	14.3%	66.2%	21.6%	44.6%	
3	278	278	135	41	178	87	91	271
%V	12.9%	13.4%	18.3%	14.6%	13.3%	23.9%	9.3%	14.0%
%H (All HH)		100.0%	48.6%	14.7%	64.0%	31.3%	32.7%	97.5%
%H (TV HH)			48.6%	14.7%	64.0%	31.3%	32.7%	
4	127	127	70	19	89	51	38	125
%V	5.9%	6.1%	9.5%	6.8%	6.6%	14.0%	3.9%	6.5%
%H (All HH)		100.0%	55.1%	15.0%	70.1%	40.2%	29.9%	98.4%
%H (TV HH)			55.1%	15.0%	70.1%	40.2%	29.9%	
5+	56	56	39	8	42	30	12	56
%V	2.6%	2.7%	5.3%	2.8%	3.1%	8.2%	1.2%	2.9%
%H (All HH)		100.0%	69.6%	14.3%	75.0%	53.6%	21.4%	100.0%
%H (TV HH)			69.6%	14.3%	75.0%	53.6%	21.4%	

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
Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
Under 20"	162	162	74	15	132	60	72	147
%V	7.5%	7.8%	10.1%	5.3%	9.9%	16.5%	7.4%	7.6%
%H (All HH)		100.0%	45.7%	9.3%	81.5%	37.0%	44.4%	90.7%
%H (TV HH)			45.7%	9.3%	81.5%	37.0%	44.4%	
20" - 29"	542	542	217	72	392	141	250	480
%V	25.1%	26.1%	29.5%	25.6%	29.3%	38.7%	25.6%	24.8%
%H (All HH)		100.0%	40.0%	13.3%	72.3%	26.0%	46.1%	88.6%
%H (TV HH)			40.0%	13.3%	72.3%	26.0%	46.1%	
30" - 39"	998	998	348	150	678	207	470	894
%V	46.1%	48.1%	47.3%	53.4%	50.6%	56.9%	48.2%	46.2%
%H (All HH)		100.0%	34.9%	15.0%	67.9%	20.7%	47.1%	89.6%
%H (TV HH)			34.9%	15.0%	67.9%	20.7%	47.1%	
40" - 49"	966	966	401	155	589	222	367	910
%V	44.7%	46.6%	54.5%	55.2%	44.0%	61.0%	37.6%	47.1%
%H (All HH)		100.0%	41.5%	16.0%	61.0%	23.0%	38.0%	94.2%
%H (TV HH)			41.5%	16.0%	61.0%	23.0%	38.0%	
50" - 59"	365	365	175	45	210	85	125	355
%V	16.9%	17.6%	23.8%	16.0%	15.7%	23.4%	12.8%	18.4%
%H (All HH)		100.0%	47.9%	12.3%	57.5%	23.3%	34.2%	97.3%
%H (TV HH)			47.9%	12.3%	57.5%	23.3%	34.2%	
60"+	63	63	41	7	29	17	12	60
%V	2.9%	3.0%	5.6%	2.5%	2.2%	4.7%	1.2%	3.1%
%H (All HH)		100.0%	65.1%	11.1%	46.0%	27.0%	19.0%	95.2%
%H (TV HH)			65.1%	11.1%	46.0%	27.0%	19.0%	

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

Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
Main living room	2051	2051	731	278	1326	364	963	1839
%V	94.8%	98.9%	99.3%	98.9%	99.0%	100.0%	98.7%	95.1%
%H (All HH)		100.0%	35.6%	13.6%	64.7%	17.7%	47.0%	89.7%
%H (TV HH)			35.6%	13.6%	64.7%	17.7%	47.0%	
Kitchen	215	215	120	19	162	84	78	202
%V	9.9%	10.4%	16.3%	6.8%	12.1%	23.1%	8.0%	10.4%
%H (All HH)		100.0%	55.8%	8.8%	75.3%	39.1%	36.3%	94.0%
%H (TV HH)			55.8%	8.8%	75.3%	39.1%	36.3%	
Adult's bedroom	886	886	396	128	587	248	339	835
%V	41.0%	42.7%	53.8%	45.6%	43.8%	68.1%	34.7%	43.2%
%H (All HH)		100.0%	44.7%	14.4%	66.3%	28.0%	38.3%	94.2%
%H (TV HH)			44.7%	14.4%	66.3%	28.0%	38.3%	
Child's bedroom	139	139	74	25	74	43	30	139
%V	6.4%	6.7%	10.1%	8.9%	5.5%	11.8%	3.1%	7.2%
%H (All HH)		100.0%	53.2%	18.0%	53.2%	30.9%	21.6%	100.0%
%H (TV HH)			53.2%	18.0%	53.2%	30.9%	21.6%	
Other bedroom	122	122	69	15	84	45	38	120
%V	5.6%	5.9%	9.4%	5.3%	6.3%	12.4%	3.9%	6.2%
%H (All HH)		100.0%	56.6%	12.3%	68.9%	36.9%	31.1%	98.4%
%H (TV HH)			56.6%	12.3%	68.9%	36.9%	31.1%	
Second living/dining room	195	195	92	30	131	57	74	189
%V	9.0%	9.4%	12.5%	10.7%	9.8%	15.7%	7.6%	9.8%
%H (All HH)		100.0%	47.2%	15.4%	67.2%	29.2%	37.9%	96.9%
%H (TV HH)			47.2%	15.4%	67.2%	29.2%	37.9%	
Study/office	54	54	27	5	46	24	22	53
%V	2.5%	2.6%	3.7%	1.8%	3.4%	6.6%	2.3%	2.7%
%H (All HH)		100.0%	50.0%	9.3%	85.2%	44.4%	40.7%	98.1%
%H (TV HH)			50.0%	9.3%	85.2%	44.4%	40.7%	
TV room	14	14	8	2	10	4	5	14
%V	0.6%	0.7%	1.1%	0.7%	0.7%	1.1%	0.5%	0.7%
%H (All HH)		100.0%	57.1%	14.3%	71.4%	28.6%	35.7%	100.0%
%H (TV HH)			57.1%	14.3%	71.4%	28.6%	35.7%	
Conservatory	41	41	17	9	31	15	15	39
%V	1.9%	2.0%	2.3%	3.2%	2.3%	4.1%	1.5%	2.0%
%H (All HH)		100.0%	41.5%	22.0%	75.6%	36.6%	36.6%	95.1%
%H (TV HH)			41.5%	22.0%	75.6%	36.6%	36.6%	
Attic or loft room	4	4	3	0	4	3	1	4
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.8%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	100.0%	75.0%	25.0%	
No specific location	6	6	4	1	5	4	1	6
%V	0.3%	0.3%	0.5%	0.4%	0.4%	1.1%	0.1%	0.3%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	66.7%	16.7%	
Other	22	22	13	3	14	8	6	22
%V	1.0%	1.1%	1.8%	1.1%	1.0%	2.2%	0.6%	1.1%
%H (All HH)		100.0%	59.1%	13.6%	63.6%	36.4%	27.3%	100.0%
%H (TV HH)			59.1%	13.6%	63.6%	36.4%	27.3%	

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

Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
Any DSAT provider	736	736	736	15	297	297	0	699
%V	34.0%	35.5%	100.0%	5.3%	22.2%	81.6%	0.0%	36.1%
%H (All HH)			100.0%	2.0%	40.4%	40.4%	0.0%	95.0%
%H (TV HH)			100.0%	2.0%	40.4%	40.4%	0.0%	
Sky with subscription	601	601	601	8	233	233	0	570
%V	27.8%	29.0%	81.7%	2.8%	17.4%	64.0%	0.0%	29.5%
%H (All HH)			100.0%	1.3%	38.8%	38.8%	0.0%	94.8%
%H (TV HH)			100.0%	1.3%	38.8%	38.8%	0.0%	
Sky without subscription	17	17	17	1	7	7	0	17
%V	0.8%	0.8%	2.3%	0.4%	0.5%	1.9%	0.0%	0.9%
%H (All HH)			100.0%	5.9%	41.2%	41.2%	0.0%	100.0%
%H (TV HH)			100.0%	5.9%	41.2%	41.2%	0.0%	
Freesat	98	98	98	2	47	47	0	94
%V	4.5%	4.7%	13.3%	0.7%	3.5%	12.9%	0.0%	4.9%
%H (All HH)			100.0%	2.0%	48.0%	48.0%	0.0%	95.9%
%H (TV HH)			100.0%	2.0%	48.0%	48.0%	0.0%	
Other satellite provider	48	48	48	4	24	24	0	47
%V	2.2%	2.3%	6.5%	1.4%	1.8%	6.6%	0.0%	2.4%
%H (All HH)			100.0%	8.3%	50.0%	50.0%	0.0%	97.9%
%H (TV HH)			100.0%	8.3%	50.0%	50.0%	0.0%	
DCAB	281	281	15	281	74	74	0	276
%V	13.0%	13.5%	2.0%	100.0%	5.5%	20.3%	0.0%	14.3%
%H (All HH)			5.3%	100.0%	26.3%	26.3%	0.0%	98.2%
%H (TV HH)			5.3%	100.0%	26.3%	26.3%	0.0%	
DTT	1340	1340	297	74	1340	364	976	1152
%V	62.0%	64.6%	40.4%	26.3%	100.0%	100.0%	100.0%	59.6%
%H (All HH)		100.0%	22.2%	5.5%	100.0%	27.2%	72.8%	86.0%
%H (TV HH)			22.2%	5.5%	100.0%	27.2%	72.8%	

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

Jan - Dec 2019

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2163	2074	736	281	1340	364	976	1934
%H (All HH)		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (TV HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
PVR	1250	1250	653	269	673	333	340	1196
%V	57.8%	60.3%	88.7%	95.7%	50.2%	91.5%	34.8%	61.8%
%H (All HH)		100.0%	52.2%	21.5%	53.8%	26.6%	27.2%	95.7%
%H (TV HH)			52.2%	21.5%	53.8%	26.6%	27.2%	
DVDR	42	42	23	5	27	11	16	35
%V	1.9%	2.0%	3.1%	1.8%	2.0%	3.0%	1.6%	1.8%
%H (All HH)		100.0%	54.8%	11.9%	64.3%	26.2%	38.1%	83.3%
%H (TV HH)			54.8%	11.9%	64.3%	26.2%	38.1%	
VCR	12	12	2	0	10	0	10	9
%V	0.6%	0.6%	0.3%	0.0%	0.7%	0.0%	1.0%	0.5%
%H (All HH)		100.0%	16.7%	0.0%	83.3%	0.0%	83.3%	75.0%
%H (TV HH)			16.7%	0.0%	83.3%	0.0%	83.3%	
Any recorder	1264	1264	654	269	686	334	353	1205
%V	58.4%	60.9%	88.9%	95.7%	51.2%	91.8%	36.2%	62.3%
%H (All HH)		100.0%	51.7%	21.3%	54.3%	26.4%	27.9%	95.3%
%H (TV HH)			51.7%	21.3%	54.3%	26.4%	27.9%	
Receives HDTV (via STB or built-in reception)	1572	1572	634	258	1033	340	694	1477
%V	72.7%	75.8%	86.1%	91.8%	77.1%	93.4%	71.1%	76.4%
%H (All HH)		100.0%	40.3%	16.4%	65.7%	21.6%	44.1%	94.0%
%H (TV HH)			40.3%	16.4%	65.7%	21.6%	44.1%	
DVD/Blu-ray player or recorder	1245	1245	458	171	821	255	566	1154
%V	57.6%	60.0%	62.2%	60.9%	61.3%	70.1%	58.0%	59.7%
%H (All HH)		100.0%	36.8%	13.7%	65.9%	20.5%	45.5%	92.7%
%H (TV HH)			36.8%	13.7%	65.9%	20.5%	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

Jan - Dec 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	2163	2074	736	281	1340	364	976	1934
%V		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%
%H (All HH)			35.5%	13.5%	64.6%	17.6%	47.1%	
%H (TV HH)								
Has broadband internet	1934	1857	699	276	1152	348	803	1934
%V	89.4%	89.5%	95.0%	98.2%	86.0%	95.6%	82.3%	100.0%
%H (All HH)		96.0%	36.1%	14.3%	59.6%	18.0%	41.5%	100.0%
%H (TV HH)			37.6%	14.9%	62.0%	18.7%	43.2%	
Number of computers (PCs and laptops)								
0	314	283	56	13	224	17	208	99
%V	14.5%	13.6%	7.6%	4.6%	16.7%	4.7%	21.3%	5.1%
%H (All HH)		90.1%	17.8%	4.1%	71.3%	5.4%	66.2%	31.5%
%H (TV HH)			19.8%	4.6%	79.2%	6.0%	73.5%	
1	541	518	160	74	328	68	261	531
%V	25.0%	25.0%	21.7%	26.3%	24.5%	18.7%	26.7%	27.5%
%H (All HH)		95.7%	29.6%	13.7%	60.6%	12.6%	48.2%	98.2%
%H (TV HH)			30.9%	14.3%	63.3%	13.1%	50.4%	
2	529	514	187	72	331	99	232	528
%V	24.5%	24.8%	25.4%	25.6%	24.7%	27.2%	23.8%	27.3%
%H (All HH)		97.2%	35.3%	13.6%	62.6%	18.7%	43.9%	99.8%
%H (TV HH)			36.4%	14.0%	64.4%	19.3%	45.1%	
3	363	353	136	56	224	75	149	361
%V	16.8%	17.0%	18.5%	19.9%	16.7%	20.6%	15.3%	18.7%
%H (All HH)		97.2%	37.5%	15.4%	61.7%	20.7%	41.0%	99.4%
%H (TV HH)			38.5%	15.9%	63.5%	21.2%	42.2%	
4	203	195	98	27	118	52	65	203
%V	9.4%	9.4%	13.3%	9.6%	8.8%	14.3%	6.7%	10.5%
%H (All HH)		96.1%	48.3%	13.3%	58.1%	25.6%	32.0%	100.0%
%H (TV HH)			50.3%	13.8%	60.5%	26.7%	33.3%	
5+	213	211	100	39	114	53	61	213
%V	9.8%	10.2%	13.6%	13.9%	8.5%	14.6%	6.3%	11.0%
%H (All HH)		99.1%	46.9%	18.3%	53.5%	24.9%	28.6%	100.0%
%H (TV HH)			47.4%	18.5%	54.0%	25.1%	28.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3963	1667	555	2616	981	1634	3669
%H		42.1%	14.0%	66.0%	24.8%	41.2%	92.6%
Under 20"	194	91	16	161	75	85	177
%V	4.9%	5.5%	2.9%	6.2%	7.6%	5.2%	4.8%
%H		46.9%	8.2%	83.0%	38.7%	43.8%	91.2%
20" - 29"	672	264	94	498	186	312	602
%V	17.0%	15.8%	16.9%	19.0%	19.0%	19.1%	16.4%
%H		39.3%	14.0%	74.1%	27.7%	46.4%	89.6%
30" - 39"	1245	457	192	845	277	568	1133
%V	31.4%	27.4%	34.6%	32.3%	28.2%	34.8%	30.9%
%H		36.7%	15.4%	67.9%	22.2%	45.6%	91.0%
40" - 49"	1166	526	180	706	295	411	1108
%V	29.4%	31.6%	32.4%	27.0%	30.1%	25.2%	30.2%
%H		45.1%	15.4%	60.5%	25.3%	35.2%	95.0%
50" - 59"	411	208	47	236	101	135	399
%V	10.4%	12.5%	8.5%	9.0%	10.3%	8.3%	10.9%
%H		50.6%	11.4%	57.4%	24.6%	32.8%	97.1%
60"+	74	49	8	34	21	13	71
%V	1.9%	2.9%	1.4%	1.3%	2.1%	0.8%	1.9%
%H		66.2%	10.8%	45.9%	28.4%	17.6%	95.9%
Don't know	202	72	18	136	27	110	180
%V	5.1%	4.3%	3.2%	5.2%	2.8%	6.7%	4.9%
%H		35.6%	8.9%	67.3%	13.4%	54.5%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC South
Set level data
Table 7.12: 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	3963	1667	555	2616	981	1634	3669
%H		42.1%	14.0%	66.0%	24.8%	41.2%	92.6%
Main living room	2065	737	278	1337	367	970	1851
%V	52.1%	44.2%	50.1%	51.1%	37.4%	59.4%	50.4%
%H		35.7%	13.5%	64.7%	17.8%	47.0%	89.6%
Kitchen	216	120	20	163	85	78	204
%V	5.5%	7.2%	3.6%	6.2%	8.7%	4.8%	5.6%
%H		55.6%	9.3%	75.5%	39.4%	36.1%	94.4%
Adult's bedroom	1026	471	155	681	303	378	972
%V	25.9%	28.3%	27.9%	26.0%	30.9%	23.1%	26.5%
%H		45.9%	15.1%	66.4%	29.5%	36.8%	94.7%
Child's bedroom	177	97	34	96	59	37	177
%V	4.5%	5.8%	6.1%	3.7%	6.0%	2.3%	4.8%
%H		54.8%	19.2%	54.2%	33.3%	20.9%	100.0%
Other bedroom	135	74	17	94	50	44	132
%V	3.4%	4.4%	3.1%	3.6%	5.1%	2.7%	3.6%
%H		54.8%	12.6%	69.6%	37.0%	32.6%	97.8%
Second living/dining room	199	93	31	134	58	76	193
%V	5.0%	5.6%	5.6%	5.1%	5.9%	4.7%	5.3%
%H		46.7%	15.6%	67.3%	29.1%	38.2%	97.0%
Study/office	55	28	5	47	25	22	54
%V	1.4%	1.7%	0.9%	1.8%	2.5%	1.3%	1.5%
%H		50.9%	9.1%	85.5%	45.5%	40.0%	98.2%
TV room	14	8	2	10	4	5	14
%V	0.4%	0.5%	0.4%	0.4%	0.4%	0.3%	0.4%
%H		57.1%	14.3%	71.4%	28.6%	35.7%	100.0%
Conservatory	41	17	9	31	15	15	39
%V	1.0%	1.0%	1.6%	1.2%	1.5%	0.9%	1.1%
%H		41.5%	22.0%	75.6%	36.6%	36.6%	95.1%
Attic or loft room	4	3	0	4	3	1	4
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.1%	0.1%
%H		75.0%	0.0%	100.0%	75.0%	25.0%	100.0%
No specific location	6	4	1	5	4	1	6
%V	0.2%	0.2%	0.2%	0.2%	0.4%	0.1%	0.2%
%H		66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
Other	24	16	3	15	9	6	24
%V	0.6%	1.0%	0.5%	0.6%	0.9%	0.4%	0.7%
%H		66.7%	12.5%	62.5%	37.5%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3963	1667	555	2616	981	1634	3669
%H		42.1%	14.0%	66.0%	24.8%	41.2%	92.6%
PVR	1830	1066	406	872	493	379	1771
%V	46.2%	63.9%	73.2%	33.3%	50.3%	23.2%	48.3%
%H		58.3%	22.2%	47.7%	26.9%	20.7%	96.8%
DVDR	47	25	7	30	11	19	40
%V	1.2%	1.5%	1.3%	1.1%	1.1%	1.2%	1.1%
%H		53.2%	14.9%	63.8%	23.4%	40.4%	85.1%
VCR	13	2	0	12	0	12	11
%V	0.3%	0.1%	0.0%	0.5%	0.0%	0.7%	0.3%
%H		15.4%	0.0%	92.3%	0.0%	92.3%	84.6%
Any recorder	1850	1069	408	891	496	395	1786
%V	46.7%	64.1%	73.5%	34.1%	50.6%	24.2%	48.7%
%H		57.8%	22.1%	48.2%	26.8%	21.4%	96.5%

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	3963	1667	555	2616	981	1634	3669
%H		42.1%	14.0%	66.0%	24.8%	41.2%	92.6%
Receives HDTV (via STB or built-in reception)	2445	1147	383	1578	636	943	2329
%V	61.7%	68.8%	69.0%	60.3%	64.8%	57.7%	63.5%
%H		46.9%	15.7%	64.5%	26.0%	38.6%	95.3%
DVD/Blu-ray player or recorder	1722	699	248	1140	424	716	1618
%V	43.5%	41.9%	44.7%	43.6%	43.2%	43.8%	44.1%
%H		40.6%	14.4%	66.2%	24.6%	41.6%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.15: 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	2073	736	281	1340	364	976	1856
%H		35.5%	13.6%	64.6%	17.6%	47.1%	89.5%
Under 20"	12	1	1	10	0	10	8
%V	0.6%	0.1%	0.4%	0.7%	0.0%	1.0%	0.4%
%H		8.3%	8.3%	83.3%	0.0%	83.3%	66.7%
20" - 29"	125	25	7	102	12	90	93
%V	6.0%	3.4%	2.5%	7.6%	3.3%	9.2%	5.0%
%H		20.0%	5.6%	81.6%	9.6%	72.0%	74.4%
30" - 39"	601	153	76	430	78	352	504
%V	29.0%	20.8%	27.0%	32.1%	21.4%	36.1%	27.2%
%H		25.5%	12.6%	71.5%	13.0%	58.6%	83.9%
40" - 49"	818	326	135	496	173	323	764
%V	39.5%	44.3%	48.0%	37.0%	47.5%	33.1%	41.2%
%H		39.9%	16.5%	60.6%	21.1%	39.5%	93.4%
50" - 59"	333	155	44	191	76	116	325
%V	16.1%	21.1%	15.7%	14.3%	20.9%	11.9%	17.5%
%H		46.5%	13.2%	57.4%	22.8%	34.8%	97.6%
60"+	61	40	7	27	16	11	58
%V	2.9%	5.4%	2.5%	2.0%	4.4%	1.1%	3.1%
%H		65.6%	11.5%	44.3%	26.2%	18.0%	95.1%
Don't know	124	36	10	84	9	75	104
%V	6.0%	4.9%	3.6%	6.3%	2.5%	7.7%	5.6%
%H		29.0%	8.1%	67.7%	7.3%	60.5%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2073	736	281	1340	364	976	1856
%H		35.5%	13.6%	64.6%	17.6%	47.1%	89.5%
PVR	1231	647	267	656	328	328	1178
%V	59.4%	87.9%	95.0%	49.0%	90.1%	33.6%	63.5%
%H		52.6%	21.7%	53.3%	26.6%	26.6%	95.7%
DVDR	37	20	5	22	8	14	30
%V	1.8%	2.7%	1.8%	1.6%	2.2%	1.4%	1.6%
%H		54.1%	13.5%	59.5%	21.6%	37.8%	81.1%
VCR	10	2	0	9	0	9	8
%V	0.5%	0.3%	0.0%	0.7%	0.0%	0.9%	0.4%
%H		20.0%	0.0%	90.0%	0.0%	90.0%	80.0%
Any recorder	1243	647	267	668	328	340	1185
%V	60.0%	87.9%	95.0%	49.9%	90.1%	34.8%	63.8%
%H		52.1%	21.5%	53.7%	26.4%	27.4%	95.3%

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	2073	736	281	1340	364	976	1856
%H		35.5%	13.6%	64.6%	17.6%	47.1%	89.5%
Receives HDTV (via STB or built-in reception)	1547	621	257	1012	330	682	1455
%V	74.6%	84.4%	91.5%	75.5%	90.7%	69.9%	78.4%
%H		40.1%	16.6%	65.4%	21.3%	44.1%	94.1%
DVD/Blu-ray player or recorder	1102	396	148	725	215	510	1016
%V	53.2%	53.8%	52.7%	54.1%	59.1%	52.3%	54.7%
%H		35.9%	13.4%	65.8%	19.5%	46.3%	92.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.18: 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	1889	931	274	1276	618	658	1813
%H		49.3%	14.5%	67.5%	32.7%	34.8%	96.0%
Under 20"	182	89	15	151	75	76	168
%V	9.6%	9.6%	5.5%	11.8%	12.1%	11.6%	9.3%
%H		48.9%	8.2%	83.0%	41.2%	41.8%	92.3%
20" - 29"	546	239	86	396	174	222	509
%V	28.9%	25.7%	31.4%	31.0%	28.2%	33.7%	28.1%
%H		43.8%	15.8%	72.5%	31.9%	40.7%	93.2%
30" - 39"	644	305	116	415	199	216	629
%V	34.1%	32.8%	42.3%	32.5%	32.2%	32.8%	34.7%
%H		47.4%	18.0%	64.4%	30.9%	33.5%	97.7%
40" - 49"	348	200	45	210	122	89	344
%V	18.4%	21.5%	16.4%	16.5%	19.7%	13.5%	19.0%
%H		57.5%	12.9%	60.3%	35.1%	25.6%	98.9%
50" - 59"	78	53	3	45	25	19	74
%V	4.1%	5.7%	1.1%	3.5%	4.0%	2.9%	4.1%
%H		67.9%	3.8%	57.7%	32.1%	24.4%	94.9%
60"+	13	9	1	7	5	1	13
%V	0.7%	1.0%	0.4%	0.5%	0.8%	0.2%	0.7%
%H		69.2%	7.7%	53.8%	38.5%	7.7%	100.0%
Don't know	78	36	8	52	17	35	76
%V	4.1%	3.9%	2.9%	4.1%	2.8%	5.3%	4.2%
%H		46.2%	10.3%	66.7%	21.8%	44.9%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

Table 7.19: 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	1889	931	274	1276	618	658	1813
%H		49.3%	14.5%	67.5%	32.7%	34.8%	96.0%
PVR	599	419	139	216	166	51	592
%V	31.7%	45.0%	50.7%	16.9%	26.9%	7.8%	32.7%
%H		69.9%	23.2%	36.1%	27.7%	8.5%	98.8%
DVDR	10	6	1	8	3	4	10
%V	0.5%	0.6%	0.4%	0.6%	0.5%	0.6%	0.6%
%H		60.0%	10.0%	80.0%	30.0%	40.0%	100.0%
VCR	3	0	0	3	0	3	3
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	607	422	141	224	169	55	601
%V	32.1%	45.3%	51.5%	17.6%	27.3%	8.4%	33.1%
%H		69.5%	23.2%	36.9%	27.8%	9.1%	99.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1889	931	274	1276	618	658	1813
%H		49.3%	14.5%	67.5%	32.7%	34.8%	96.0%
Receives HDTV (via STB or built-in reception)	898	526	126	566	306	261	874
%V	47.5%	56.5%	46.0%	44.4%	49.5%	39.7%	48.2%
%H		58.6%	14.0%	63.0%	34.1%	29.1%	97.3%
DVD/Blu-ray player or recorder	621	303	99	414	209	206	602
%V	32.9%	32.5%	36.1%	32.4%	33.8%	31.3%	33.2%
%H		48.8%	15.9%	66.7%	33.7%	33.2%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5043	4886	1930	749	2890	922	1968	4755
%H		96.9%	38.3%	14.9%	57.3%	18.3%	39.0%	94.3%
Total Children	948	931	391	170	449	150	299	937
%V	18.8%	19.1%	20.3%	22.7%	15.5%	16.3%	15.2%	19.7%
%H		98.2%	41.2%	17.9%	47.4%	15.8%	31.5%	98.8%
0 - 3	205	201	75	29	93	25	68	203
%V	4.1%	4.1%	3.9%	3.9%	3.2%	2.7%	3.5%	4.3%
%H		98.0%	36.6%	14.1%	45.4%	12.2%	33.2%	99.0%
4 - 15	743	730	316	141	356	125	231	734
%V	14.7%	14.9%	16.4%	18.8%	12.3%	13.6%	11.7%	15.4%
%H		98.3%	42.5%	19.0%	47.9%	16.8%	31.1%	98.8%
4 - 9	389	380	158	65	190	61	128	382
%V	7.7%	7.8%	8.2%	8.7%	6.6%	6.6%	6.5%	8.0%
%H		97.7%	40.6%	16.7%	48.8%	15.7%	32.9%	98.2%
10 - 15	354	350	158	76	167	64	103	351
%V	7.0%	7.2%	8.2%	10.1%	5.8%	6.9%	5.2%	7.4%
%H		98.9%	44.6%	21.5%	47.2%	18.1%	29.1%	99.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Individual level data

Table 7.22: 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	5043	4886	1930	749	2890	922	1968	4755
%H		96.9%	38.3%	14.9%	57.3%	18.3%	39.0%	94.3%
Total Adults (16+)	4095	3955	1539	579	2441	772	1669	3818
%V	81.2%	80.9%	79.7%	77.3%	84.5%	83.7%	84.8%	80.3%
%H		96.6%	37.6%	14.1%	59.6%	18.9%	40.8%	93.2%
16 - 19	175	173	87	30	96	43	53	174
%V	3.5%	3.5%	4.5%	4.0%	3.3%	4.7%	2.7%	3.7%
%H		98.9%	49.7%	17.1%	54.9%	24.6%	30.3%	99.4%
20 - 24	262	238	95	32	121	52	69	260
%V	5.2%	4.9%	4.9%	4.3%	4.2%	5.6%	3.5%	5.5%
%H		90.8%	36.3%	12.2%	46.2%	19.8%	26.3%	99.2%
25 - 34	577	535	166	85	278	63	215	565
%V	11.4%	10.9%	8.6%	11.3%	9.6%	6.8%	10.9%	11.9%
%H		92.7%	28.8%	14.7%	48.2%	10.9%	37.3%	97.9%
35 - 44	668	632	254	117	326	100	226	656
%V	13.2%	12.9%	13.2%	15.6%	11.3%	10.8%	11.5%	13.8%
%H		94.6%	38.0%	17.5%	48.8%	15.0%	33.8%	98.2%
45 - 54	705	692	320	124	386	154	232	696
%V	14.0%	14.2%	16.6%	16.6%	13.4%	16.7%	11.8%	14.6%
%H		98.2%	45.4%	17.6%	54.8%	21.8%	32.9%	98.7%
55 - 64	669	662	291	86	441	157	284	645
%V	13.3%	13.5%	15.1%	11.5%	15.3%	17.0%	14.4%	13.6%
%H		99.0%	43.5%	12.9%	65.9%	23.5%	42.5%	96.4%
65+	1038	1022	325	105	792	203	590	823
%V	20.6%	20.9%	16.8%	14.0%	27.4%	22.0%	30.0%	17.3%
%H		98.5%	31.3%	10.1%	76.3%	19.6%	56.8%	79.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	4095	3955	1539	579	2441	772	1669	3818
%H		96.6%	37.6%	14.1%	59.6%	18.9%	40.8%	93.2%
AB	1282	1241	493	182	775	257	518	1254
%V	31.3%	31.4%	32.0%	31.4%	31.7%	33.3%	31.0%	32.8%
%H		96.8%	38.5%	14.2%	60.5%	20.0%	40.4%	97.8%
C1	1377	1340	514	219	808	257	551	1297
%V	33.6%	33.9%	33.4%	37.8%	33.1%	33.3%	33.0%	34.0%
%H		97.3%	37.3%	15.9%	58.7%	18.7%	40.0%	94.2%
C2	810	792	331	122	459	147	311	745
%V	19.8%	20.0%	21.5%	21.1%	18.8%	19.0%	18.6%	19.5%
%H		97.8%	40.9%	15.1%	56.7%	18.1%	38.4%	92.0%
D	441	413	162	45	271	90	182	386
%V	10.8%	10.4%	10.5%	7.8%	11.1%	11.7%	10.9%	10.1%
%H		93.7%	36.7%	10.2%	61.5%	20.4%	41.3%	87.5%
E	185	169	39	10	127	20	107	137
%V	4.5%	4.3%	2.5%	1.7%	5.2%	2.6%	6.4%	3.6%
%H		91.4%	21.1%	5.4%	68.6%	10.8%	57.8%	74.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	4095	3955	1539	579	2441	772	1669	3818
%H		96.6%	37.6%	14.1%	59.6%	18.9%	40.8%	93.2%
Working full time	2027	1952	813	334	1090	373	717	1993
%V	49.5%	49.4%	52.8%	57.7%	44.7%	48.3%	43.0%	52.2%
%H		96.3%	40.1%	16.5%	53.8%	18.4%	35.4%	98.3%
Working part time	468	455	180	68	274	93	181	463
%V	11.4%	11.5%	11.7%	11.7%	11.2%	12.0%	10.8%	12.1%
%H		97.2%	38.5%	14.5%	58.5%	19.9%	38.7%	98.9%
Not working	1600	1547	545	177	1076	306	771	1362
%V	39.1%	39.1%	35.4%	30.6%	44.1%	39.6%	46.2%	35.7%
%H		96.7%	34.1%	11.1%	67.3%	19.1%	48.2%	85.1%
Houseperson	2163	2074	736	281	1340	364	976	1934
%V	52.8%	52.4%	47.8%	48.5%	54.9%	47.2%	58.5%	50.7%
%H		95.9%	34.0%	13.0%	62.0%	16.8%	45.1%	89.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2016	1933	770	304	1160	393	767	1904
%H		95.9%	38.2%	15.1%	57.5%	19.5%	38.0%	94.4%
16 - 19	93	91	48	15	52	28	25	91
%V	4.6%	4.7%	6.2%	4.9%	4.5%	7.1%	3.3%	4.8%
%H		97.8%	51.6%	16.1%	55.9%	30.1%	26.9%	97.8%
20 - 24	145	131	56	19	64	30	34	144
%V	7.2%	6.8%	7.3%	6.3%	5.5%	7.6%	4.4%	7.6%
%H		90.3%	38.6%	13.1%	44.1%	20.7%	23.4%	99.3%
25 - 34	301	276	90	43	140	33	106	295
%V	14.9%	14.3%	11.7%	14.1%	12.1%	8.4%	13.8%	15.5%
%H		91.7%	29.9%	14.3%	46.5%	11.0%	35.2%	98.0%
35 - 44	327	308	111	61	164	47	117	322
%V	16.2%	15.9%	14.4%	20.1%	14.1%	12.0%	15.3%	16.9%
%H		94.2%	33.9%	18.7%	50.2%	14.4%	35.8%	98.5%
45 - 54	347	341	161	63	182	75	107	341
%V	17.2%	17.6%	20.9%	20.7%	15.7%	19.1%	14.0%	17.9%
%H		98.3%	46.4%	18.2%	52.4%	21.6%	30.8%	98.3%
55 - 64	320	316	139	45	208	75	133	309
%V	15.9%	16.3%	18.1%	14.8%	17.9%	19.1%	17.3%	16.2%
%H		98.8%	43.4%	14.1%	65.0%	23.4%	41.6%	96.6%
65+	482	469	164	59	350	105	245	402
%V	23.9%	24.3%	21.3%	19.4%	30.2%	26.7%	31.9%	21.1%
%H		97.3%	34.0%	12.2%	72.6%	21.8%	50.8%	83.4%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2016	1933	770	304	1160	393	767	1904
%H		95.9%	38.2%	15.1%	57.5%	19.5%	38.0%	94.4%
AB	642	619	246	97	383	133	250	633
%V	31.8%	32.0%	31.9%	31.9%	33.0%	33.8%	32.6%	33.2%
%H		96.4%	38.3%	15.1%	59.7%	20.7%	38.9%	98.6%
C1	653	632	256	111	361	128	233	634
%V	32.4%	32.7%	33.2%	36.5%	31.1%	32.6%	30.4%	33.3%
%H		96.8%	39.2%	17.0%	55.3%	19.6%	35.7%	97.1%
C2	434	424	181	70	238	81	157	401
%V	21.5%	21.9%	23.5%	23.0%	20.5%	20.6%	20.5%	21.1%
%H		97.7%	41.7%	16.1%	54.8%	18.7%	36.2%	92.4%
D	201	183	74	22	116	42	74	179
%V	10.0%	9.5%	9.6%	7.2%	10.0%	10.7%	9.6%	9.4%
%H		91.0%	36.8%	10.9%	57.7%	20.9%	36.8%	89.1%
E	85	75	13	5	61	8	53	55
%V	4.2%	3.9%	1.7%	1.6%	5.3%	2.0%	6.9%	2.9%
%H		88.2%	15.3%	5.9%	71.8%	9.4%	62.4%	64.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2016	1933	770	304	1160	393	767	1904
%H		95.9%	38.2%	15.1%	57.5%	19.5%	38.0%	94.4%
Working full time	1246	1198	502	213	659	231	428	1227
%V	61.8%	62.0%	65.2%	70.1%	56.8%	58.8%	55.8%	64.4%
%H		96.1%	40.3%	17.1%	52.9%	18.5%	34.3%	98.5%
Working part time	93	90	33	7	61	19	43	91
%V	4.6%	4.7%	4.3%	2.3%	5.3%	4.8%	5.6%	4.8%
%H		96.8%	35.5%	7.5%	65.6%	20.4%	46.2%	97.8%
Not working	677	644	235	84	440	143	296	585
%V	33.6%	33.3%	30.5%	27.6%	37.9%	36.4%	38.6%	30.7%
%H		95.1%	34.7%	12.4%	65.0%	21.1%	43.7%	86.4%
Houseperson	457	419	135	69	273	81	192	385
%V	22.7%	21.7%	17.5%	22.7%	23.5%	20.6%	25.0%	20.2%
%H		91.7%	29.5%	15.1%	59.7%	17.7%	42.0%	84.2%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2079	2022	768	275	1281	379	902	1914
%H		97.3%	36.9%	13.2%	61.6%	18.2%	43.4%	92.1%
16 - 19	83	83	39	15	44	16	28	83
%V	4.0%	4.1%	5.1%	5.5%	3.4%	4.2%	3.1%	4.3%
%H		100.0%	47.0%	18.1%	53.0%	19.3%	33.7%	100.0%
20 - 24	117	107	38	14	57	22	35	116
%V	5.6%	5.3%	4.9%	5.1%	4.4%	5.8%	3.9%	6.1%
%H		91.5%	32.5%	12.0%	48.7%	18.8%	29.9%	99.1%
25 - 34	275	259	76	42	138	29	109	270
%V	13.2%	12.8%	9.9%	15.3%	10.8%	7.7%	12.1%	14.1%
%H		94.2%	27.6%	15.3%	50.2%	10.5%	39.6%	98.2%
35 - 44	341	324	143	56	162	53	110	334
%V	16.4%	16.0%	18.6%	20.4%	12.6%	14.0%	12.2%	17.5%
%H		95.0%	41.9%	16.4%	47.5%	15.5%	32.3%	97.9%
45 - 54	357	351	159	61	204	79	124	355
%V	17.2%	17.4%	20.7%	22.2%	15.9%	20.8%	13.7%	18.5%
%H		98.3%	44.5%	17.1%	57.1%	22.1%	34.7%	99.4%
55 - 64	349	345	152	41	233	83	151	336
%V	16.8%	17.1%	19.8%	14.9%	18.2%	21.9%	16.7%	17.6%
%H		98.9%	43.6%	11.7%	66.8%	23.8%	43.3%	96.3%
65+	556	553	161	46	442	97	345	421
%V	26.7%	27.3%	21.0%	16.7%	34.5%	25.6%	38.2%	22.0%
%H		99.5%	29.0%	8.3%	79.5%	17.4%	62.1%	75.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2079	2022	768	275	1281	379	902	1914
%H		97.3%	36.9%	13.2%	61.6%	18.2%	43.4%	92.1%
AB	639	622	247	85	392	125	267	621
%V	30.7%	30.8%	32.2%	30.9%	30.6%	33.0%	29.6%	32.4%
%H		97.3%	38.7%	13.3%	61.3%	19.6%	41.8%	97.2%
C1	724	707	258	109	447	129	318	663
%V	34.8%	35.0%	33.6%	39.6%	34.9%	34.0%	35.3%	34.6%
%H		97.7%	35.6%	15.1%	61.7%	17.8%	43.9%	91.6%
C2	376	368	149	52	221	66	154	344
%V	18.1%	18.2%	19.4%	18.9%	17.3%	17.4%	17.1%	18.0%
%H		97.9%	39.6%	13.8%	58.8%	17.6%	41.0%	91.5%
D	240	230	88	23	155	48	108	206
%V	11.5%	11.4%	11.5%	8.4%	12.1%	12.7%	12.0%	10.8%
%H		95.8%	36.7%	9.6%	64.6%	20.0%	45.0%	85.8%
E	100	94	26	5	66	12	54	81
%V	4.8%	4.6%	3.4%	1.8%	5.2%	3.2%	6.0%	4.2%
%H		94.0%	26.0%	5.0%	66.0%	12.0%	54.0%	81.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2079	2022	768	275	1281	379	902	1914
%H		97.3%	36.9%	13.2%	61.6%	18.2%	43.4%	92.1%
Working full time	781	754	311	120	432	143	289	766
%V	37.6%	37.3%	40.5%	43.6%	33.7%	37.7%	32.0%	40.0%
%H		96.5%	39.8%	15.4%	55.3%	18.3%	37.0%	98.1%
Working part time	375	365	147	61	213	74	139	371
%V	18.0%	18.1%	19.1%	22.2%	16.6%	19.5%	15.4%	19.4%
%H		97.3%	39.2%	16.3%	56.8%	19.7%	37.1%	98.9%
Not working	923	903	310	93	637	162	474	777
%V	44.4%	44.7%	40.4%	33.8%	49.7%	42.7%	52.5%	40.6%
%H		97.8%	33.6%	10.1%	69.0%	17.6%	51.4%	84.2%
Houseperson	1706	1655	601	212	1067	282	784	1549
%V	82.1%	81.8%	78.3%	77.1%	83.3%	74.4%	86.9%	80.9%
%H		97.0%	35.2%	12.4%	62.5%	16.5%	46.0%	90.8%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
AB	510	499	206	68	366	155	212	490
%V	19.2%	19.5%	22.0%	22.4%	18.9%	22.0%	17.2%	21.6%
%H (All HH)		97.8%	40.4%	13.3%	71.8%	30.4%	41.6%	96.1%
%H (TV HH)			41.3%	13.6%	73.3%	31.1%	42.5%	
C1	746	712	271	102	527	208	319	687
%V	28.1%	27.9%	29.0%	33.7%	27.2%	29.6%	25.8%	30.2%
%H (All HH)		95.4%	36.3%	13.7%	70.6%	27.9%	42.8%	92.1%
%H (TV HH)			38.1%	14.3%	74.0%	29.2%	44.8%	
C2	586	574	238	57	441	182	259	504
%V	22.0%	22.5%	25.5%	18.8%	22.7%	25.9%	21.0%	22.2%
%H (All HH)		98.0%	40.6%	9.7%	75.3%	31.1%	44.2%	86.0%
%H (TV HH)			41.5%	9.9%	76.8%	31.7%	45.1%	
D	463	434	154	46	328	109	220	388
%V	17.4%	17.0%	16.5%	15.2%	16.9%	15.5%	17.8%	17.1%
%H (All HH)		93.7%	33.3%	9.9%	70.8%	23.5%	47.5%	83.8%
%H (TV HH)			35.5%	10.6%	75.6%	25.1%	50.7%	
E	354	337	67	29	276	50	226	205
%V	13.3%	13.2%	7.2%	9.6%	14.2%	7.1%	18.3%	9.0%
%H (All HH)		95.2%	18.9%	8.2%	78.0%	14.1%	63.8%	57.9%
%H (TV HH)			19.9%	8.6%	81.9%	14.8%	67.1%	

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
Jan - Dec 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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Under 25	113	92	17	12	57	12	46	111
%V	4.2%	3.6%	1.8%	4.0%	2.9%	1.7%	3.7%	4.9%
%H (All HH)		81.4%	15.0%	10.6%	50.4%	10.6%	40.7%	98.2%
%H (TV HH)			18.5%	13.0%	62.0%	13.0%	50.0%	
25 - 34	424	388	146	55	252	98	155	413
%V	15.9%	15.2%	15.6%	18.2%	13.0%	13.9%	12.5%	18.2%
%H (All HH)		91.5%	34.4%	13.0%	59.4%	23.1%	36.6%	97.4%
%H (TV HH)			37.6%	14.2%	64.9%	25.3%	39.9%	
35 - 44	408	387	168	58	263	126	137	397
%V	15.3%	15.1%	18.0%	19.1%	13.6%	17.9%	11.1%	17.5%
%H (All HH)		94.9%	41.2%	14.2%	64.5%	30.9%	33.6%	97.3%
%H (TV HH)			43.4%	15.0%	68.0%	32.6%	35.4%	
45 - 54	480	470	209	79	339	163	176	457
%V	18.1%	18.4%	22.4%	26.1%	17.5%	23.2%	14.2%	20.1%
%H (All HH)		97.9%	43.5%	16.5%	70.6%	34.0%	36.7%	95.2%
%H (TV HH)			44.5%	16.8%	72.1%	34.7%	37.4%	
55 - 64	440	435	175	39	349	131	218	401
%V	16.5%	17.0%	18.7%	12.9%	18.0%	18.6%	17.6%	17.6%
%H (All HH)		98.9%	39.8%	8.9%	79.3%	29.8%	49.5%	91.1%
%H (TV HH)			40.2%	9.0%	80.2%	30.1%	50.1%	
65 +	794	783	221	60	679	175	505	494
%V	29.9%	30.6%	23.6%	19.8%	35.0%	24.9%	40.9%	21.7%
%H (All HH)		98.6%	27.8%	7.6%	85.5%	22.0%	63.6%	62.2%
%H (TV HH)			28.2%	7.7%	86.7%	22.3%	64.5%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Jan - Dec 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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
1	827	778	189	59	640	129	511	540
%V	31.1%	30.4%	20.2%	19.5%	33.0%	18.3%	41.3%	23.8%
%H (All HH)		94.1%	22.9%	7.1%	77.4%	15.6%	61.8%	65.3%
%H (TV HH)			24.3%	7.6%	82.3%	16.6%	65.7%	
2	978	953	392	110	729	301	427	892
%V	36.8%	37.3%	41.9%	36.3%	37.6%	42.8%	34.5%	39.2%
%H (All HH)		97.4%	40.1%	11.2%	74.5%	30.8%	43.7%	91.2%
%H (TV HH)			41.1%	11.5%	76.5%	31.6%	44.8%	
3	361	350	149	59	234	106	128	352
%V	13.6%	13.7%	15.9%	19.5%	12.1%	15.1%	10.4%	15.5%
%H (All HH)		97.0%	41.3%	16.3%	64.8%	29.4%	35.5%	97.5%
%H (TV HH)			42.6%	16.9%	66.9%	30.3%	36.6%	
4	325	314	129	53	227	108	118	325
%V	12.2%	12.3%	13.8%	17.5%	11.7%	15.4%	9.5%	14.3%
%H (All HH)		96.6%	39.7%	16.3%	69.8%	33.2%	36.3%	100.0%
%H (TV HH)			41.1%	16.9%	72.3%	34.4%	37.6%	
5+	168	160	76	22	110	58	52	165
%V	6.3%	6.3%	8.1%	7.3%	5.7%	8.3%	4.2%	7.3%
%H (All HH)		95.2%	45.2%	13.1%	65.5%	34.5%	31.0%	98.2%
%H (TV HH)			47.5%	13.8%	68.8%	36.3%	32.5%	
Average HH size	2.29	2.30	2.52	2.60	2.22	2.56	2.03	2.46

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

Jan - Dec 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.4: 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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Without	1988	1902	661	206	1500	508	992	1609
%V	74.8%	74.4%	70.7%	68.0%	77.3%	72.3%	80.3%	70.8%
%H (All HH)		95.7%	33.2%	10.4%	75.5%	25.6%	49.9%	80.9%
%H (TV HH)			34.8%	10.8%	78.9%	26.7%	52.2%	
With	671	654	274	97	440	195	244	664
%V	25.2%	25.6%	29.3%	32.0%	22.7%	27.7%	19.7%	29.2%
%H (All HH)		97.5%	40.8%	14.5%	65.6%	29.1%	36.4%	99.0%
%H (TV HH)			41.9%	14.8%	67.3%	29.8%	37.3%	
0 - 3	241	234	93	31	147	59	88	238
%V	9.1%	9.2%	9.9%	10.2%	7.6%	8.4%	7.1%	10.5%
%H (All HH)		97.1%	38.6%	12.9%	61.0%	24.5%	36.5%	98.8%
%H (TV HH)			39.7%	13.2%	62.8%	25.2%	37.6%	
4 - 9	351	340	140	51	231	104	127	346
%V	13.2%	13.3%	15.0%	16.8%	11.9%	14.8%	10.3%	15.2%
%H (All HH)		96.9%	39.9%	14.5%	65.8%	29.6%	36.2%	98.6%
%H (TV HH)			41.2%	15.0%	67.9%	30.6%	37.4%	
10 - 15	337	330	148	52	225	106	119	334
%V	12.7%	12.9%	15.8%	17.2%	11.6%	15.1%	9.6%	14.7%
%H (All HH)		97.9%	43.9%	15.4%	66.8%	31.5%	35.3%	99.1%
%H (TV HH)			44.8%	15.8%	68.2%	32.1%	36.1%	

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

Jan - Dec 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
1	1055	1055	274	99	747	138	610	824
%V	39.7%	41.3%	29.3%	32.7%	38.5%	19.6%	49.4%	36.3%
%H (All HH)		100.0%	26.0%	9.4%	70.8%	13.1%	57.8%	78.1%
%H (TV HH)			26.0%	9.4%	70.8%	13.1%	57.8%	
2	815	815	321	111	627	254	372	702
%V	30.7%	31.9%	34.3%	36.6%	32.3%	36.1%	30.1%	30.9%
%H (All HH)		100.0%	39.4%	13.6%	76.9%	31.2%	45.6%	86.1%
%H (TV HH)			39.4%	13.6%	76.9%	31.2%	45.6%	
3	420	420	200	59	352	189	163	401
%V	15.8%	16.4%	21.4%	19.5%	18.1%	26.9%	13.2%	17.6%
%H (All HH)		100.0%	47.6%	14.0%	83.8%	45.0%	38.8%	95.5%
%H (TV HH)			47.6%	14.0%	83.8%	45.0%	38.8%	
4	175	175	80	24	142	71	71	167
%V	6.6%	6.8%	8.6%	7.9%	7.3%	10.1%	5.7%	7.3%
%H (All HH)		100.0%	45.7%	13.7%	81.1%	40.6%	40.6%	95.4%
%H (TV HH)			45.7%	13.7%	81.1%	40.6%	40.6%	
5+	92	92	60	10	72	51	21	92
%V	3.5%	3.6%	6.4%	3.3%	3.7%	7.3%	1.7%	4.0%
%H (All HH)		100.0%	65.2%	10.9%	78.3%	55.4%	22.8%	100.0%
%H (TV HH)			65.2%	10.9%	78.3%	55.4%	22.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Under 20"	200	200	74	26	170	71	99	165
%V	7.5%	7.8%	7.9%	8.6%	8.8%	10.1%	8.0%	7.3%
%H (All HH)		100.0%	37.0%	13.0%	85.0%	35.5%	49.5%	82.5%
%H (TV HH)			37.0%	13.0%	85.0%	35.5%	49.5%	
20" - 29"	622	622	232	75	530	222	308	536
%V	23.4%	24.3%	24.8%	24.8%	27.3%	31.6%	24.9%	23.6%
%H (All HH)		100.0%	37.3%	12.1%	85.2%	35.7%	49.5%	86.2%
%H (TV HH)			37.3%	12.1%	85.2%	35.7%	49.5%	
30" - 39"	1079	1079	401	141	838	321	517	956
%V	40.6%	42.2%	42.9%	46.5%	43.2%	45.7%	41.8%	42.1%
%H (All HH)		100.0%	37.2%	13.1%	77.7%	29.7%	47.9%	88.6%
%H (TV HH)			37.2%	13.1%	77.7%	29.7%	47.9%	
40" - 49"	1251	1251	516	181	913	391	522	1123
%V	47.0%	48.9%	55.2%	59.7%	47.1%	55.6%	42.2%	49.4%
%H (All HH)		100.0%	41.2%	14.5%	73.0%	31.3%	41.7%	89.8%
%H (TV HH)			41.2%	14.5%	73.0%	31.3%	41.7%	
50" - 59"	559	559	285	68	391	198	193	534
%V	21.0%	21.9%	30.5%	22.4%	20.2%	28.2%	15.6%	23.5%
%H (All HH)		100.0%	51.0%	12.2%	69.9%	35.4%	34.5%	95.5%
%H (TV HH)			51.0%	12.2%	69.9%	35.4%	34.5%	
60"+	78	78	42	13	46	25	20	76
%V	2.9%	3.1%	4.5%	4.3%	2.4%	3.6%	1.6%	3.3%
%H (All HH)		100.0%	53.8%	16.7%	59.0%	32.1%	25.6%	97.4%
%H (TV HH)			53.8%	16.7%	59.0%	32.1%	25.6%	

Base: BBC Yorkshire and Lincolnshire - Households (000s)
%V = percentage of vertical total
%H (ALL HH) = percentage of horizontal total - All HH
%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Main living room	2528	2528	933	301	1920	703	1218	2162
%V	95.1%	98.9%	99.8%	99.3%	99.0%	100.0%	98.5%	95.1%
%H (All HH)		100.0%	36.9%	11.9%	75.9%	27.8%	48.2%	85.5%
%H (TV HH)			36.9%	11.9%	75.9%	27.8%	48.2%	
Kitchen	272	272	114	31	241	114	128	240
%V	10.2%	10.6%	12.2%	10.2%	12.4%	16.2%	10.4%	10.6%
%H (All HH)		100.0%	41.9%	11.4%	88.6%	41.9%	47.1%	88.2%
%H (TV HH)			41.9%	11.4%	88.6%	41.9%	47.1%	
Adult's bedroom	1137	1137	522	150	905	447	458	1044
%V	42.8%	44.5%	55.8%	49.5%	46.6%	63.6%	37.1%	45.9%
%H (All HH)		100.0%	45.9%	13.2%	79.6%	39.3%	40.3%	91.8%
%H (TV HH)			45.9%	13.2%	79.6%	39.3%	40.3%	
Child's bedroom	238	238	125	32	180	102	78	237
%V	9.0%	9.3%	13.4%	10.6%	9.3%	14.5%	6.3%	10.4%
%H (All HH)		100.0%	52.5%	13.4%	75.6%	42.9%	32.8%	99.6%
%H (TV HH)			52.5%	13.4%	75.6%	42.9%	32.8%	
Other bedroom	167	167	82	25	133	74	59	161
%V	6.3%	6.5%	8.8%	8.3%	6.9%	10.5%	4.8%	7.1%
%H (All HH)		100.0%	49.1%	15.0%	79.6%	44.3%	35.3%	96.4%
%H (TV HH)			49.1%	15.0%	79.6%	44.3%	35.3%	
Second living/dining room	279	279	119	42	220	104	116	252
%V	10.5%	10.9%	12.7%	13.9%	11.3%	14.8%	9.4%	11.1%
%H (All HH)		100.0%	42.7%	15.1%	78.9%	37.3%	41.6%	90.3%
%H (TV HH)			42.7%	15.1%	78.9%	37.3%	41.6%	
Study/office	40	40	17	4	30	10	19	40
%V	1.5%	1.6%	1.8%	1.3%	1.5%	1.4%	1.5%	1.8%
%H (All HH)		100.0%	42.5%	10.0%	75.0%	25.0%	47.5%	100.0%
%H (TV HH)			42.5%	10.0%	75.0%	25.0%	47.5%	
TV room	5	5	2	0	4	1	3	5
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	60.0%	
Conservatory	79	79	35	11	69	36	33	74
%V	3.0%	3.1%	3.7%	3.6%	3.6%	5.1%	2.7%	3.3%
%H (All HH)		100.0%	44.3%	13.9%	87.3%	45.6%	41.8%	93.7%
%H (TV HH)			44.3%	13.9%	87.3%	45.6%	41.8%	
Attic or loft room	10	10	6	2	9	5	3	10
%V	0.4%	0.4%	0.6%	0.7%	0.5%	0.7%	0.2%	0.4%
%H (All HH)		100.0%	60.0%	20.0%	90.0%	50.0%	30.0%	100.0%
%H (TV HH)			60.0%	20.0%	90.0%	50.0%	30.0%	
No specific location	7	7	3	0	7	3	3	6
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	42.9%	42.9%	85.7%
%H (TV HH)			42.9%	0.0%	100.0%	42.9%	42.9%	
Other	34	34	17	4	29	17	12	31
%V	1.3%	1.3%	1.8%	1.3%	1.5%	2.4%	1.0%	1.4%
%H (All HH)		100.0%	50.0%	11.8%	85.3%	50.0%	35.3%	91.2%
%H (TV HH)			50.0%	11.8%	85.3%	50.0%	35.3%	

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

%V = percentage of vertical total

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

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

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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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Any DSAT provider	935	935	935	13	547	547	0	890
%V	35.2%	36.6%	100.0%	4.3%	28.2%	77.8%	0.0%	39.2%
%H (All HH)			100.0%	1.4%	58.5%	58.5%	0.0%	95.2%
%H (TV HH)			100.0%	1.4%	58.5%	58.5%	0.0%	
Sky with subcription	808	808	808	4	477	477	0	774
%V	30.4%	31.6%	86.4%	1.3%	24.6%	67.9%	0.0%	34.1%
%H (All HH)			100.0%	0.5%	59.0%	59.0%	0.0%	95.8%
%H (TV HH)			100.0%	0.5%	59.0%	59.0%	0.0%	
Sky without subscription	41	41	41	1	19	19	0	38
%V	1.5%	1.6%	4.4%	0.3%	1.0%	2.7%	0.0%	1.7%
%H (All HH)			100.0%	2.4%	46.3%	46.3%	0.0%	92.7%
%H (TV HH)			100.0%	2.4%	46.3%	46.3%	0.0%	
Freesat	78	78	78	4	47	47	0	73
%V	2.9%	3.1%	8.3%	1.3%	2.4%	6.7%	0.0%	3.2%
%H (All HH)			100.0%	5.1%	60.3%	60.3%	0.0%	93.6%
%H (TV HH)			100.0%	5.1%	60.3%	60.3%	0.0%	
Other satellite provider	57	57	57	6	27	27	0	54
%V	2.1%	2.2%	6.1%	2.0%	1.4%	3.8%	0.0%	2.4%
%H (All HH)			100.0%	10.5%	47.4%	47.4%	0.0%	94.7%
%H (TV HH)			100.0%	10.5%	47.4%	47.4%	0.0%	
DCAB	303	303	13	303	164	164	0	290
%V	11.4%	11.9%	1.4%	100.0%	8.5%	23.3%	0.0%	12.8%
%H (All HH)			4.3%	100.0%	54.1%	54.1%	0.0%	95.7%
%H (TV HH)			4.3%	100.0%	54.1%	54.1%	0.0%	
DTT	1940	1940	547	164	1940	703	1236	1599
%V	73.0%	75.9%	58.5%	54.1%	100.0%	100.0%	100.0%	70.3%
%H (All HH)		100.0%	28.2%	8.5%	100.0%	36.2%	63.7%	82.4%
%H (TV HH)			28.2%	8.5%	100.0%	36.2%	63.7%	

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

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BBC Yorkshire and Lincolnshire

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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	2659	2556	935	303	1940	703	1236	2273
%H (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
PVR	1434	1434	836	283	967	640	327	1351
%V	53.9%	56.1%	89.4%	93.4%	49.8%	91.0%	26.5%	59.4%
%H (All HH)		100.0%	58.3%	19.7%	67.4%	44.6%	22.8%	94.2%
%H (TV HH)			58.3%	19.7%	67.4%	44.6%	22.8%	
DVDR	12	12	6	1	11	5	6	10
%V	0.5%	0.5%	0.6%	0.3%	0.6%	0.7%	0.5%	0.4%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	41.7%	50.0%	83.3%
%H (TV HH)			50.0%	8.3%	91.7%	41.7%	50.0%	
VCR	14	14	2	3	11	3	9	8
%V	0.5%	0.5%	0.2%	1.0%	0.6%	0.4%	0.7%	0.4%
%H (All HH)		100.0%	14.3%	21.4%	78.6%	21.4%	64.3%	57.1%
%H (TV HH)			14.3%	21.4%	78.6%	21.4%	64.3%	
Any recorder	1444	1444	836	283	977	640	336	1356
%V	54.3%	56.5%	89.4%	93.4%	50.4%	91.0%	27.2%	59.7%
%H (All HH)		100.0%	57.9%	19.6%	67.7%	44.3%	23.3%	93.9%
%H (TV HH)			57.9%	19.6%	67.7%	44.3%	23.3%	
Receives HDTV (via STB or built-in reception)	1729	1729	768	271	1300	600	700	1596
%V	65.0%	67.6%	82.1%	89.4%	67.0%	85.3%	56.6%	70.2%
%H (All HH)		100.0%	44.4%	15.7%	75.2%	34.7%	40.5%	92.3%
%H (TV HH)			44.4%	15.7%	75.2%	34.7%	40.5%	
DVD/Blu-ray player or recorder	1508	1508	587	187	1178	480	698	1345
%V	56.7%	59.0%	62.8%	61.7%	60.7%	68.3%	56.5%	59.2%
%H (All HH)		100.0%	38.9%	12.4%	78.1%	31.8%	46.3%	89.2%
%H (TV HH)			38.9%	12.4%	78.1%	31.8%	46.3%	

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

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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	2659	2556	935	303	1940	703	1236	2273
%V (All HH)		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%
%H (TV HH)			36.6%	11.9%	75.9%	27.5%	48.4%	
Has broadband internet	2273	2186	890	290	1599	671	927	2273
%V	85.5%	85.5%	95.2%	95.7%	82.4%	95.4%	75.0%	100.0%
%H (All HH)		96.2%	39.2%	12.8%	70.3%	29.5%	40.8%	100.0%
%H (TV HH)			40.7%	13.3%	73.1%	30.7%	42.4%	
Number of computers (PCs and laptops)								
0	614	575	109	36	482	70	411	241
%V	23.1%	22.5%	11.7%	11.9%	24.8%	10.0%	33.3%	10.6%
%H (All HH)		93.6%	17.8%	5.9%	78.5%	11.4%	66.9%	39.3%
%H (TV HH)			19.0%	6.3%	83.8%	12.2%	71.5%	
1	740	705	267	80	528	195	333	729
%V	27.8%	27.6%	28.6%	26.4%	27.2%	27.7%	26.9%	32.1%
%H (All HH)		95.3%	36.1%	10.8%	71.4%	26.4%	45.0%	98.5%
%H (TV HH)			37.9%	11.3%	74.9%	27.7%	47.2%	
2	595	583	237	82	431	186	245	594
%V	22.4%	22.8%	25.3%	27.1%	22.2%	26.5%	19.8%	26.1%
%H (All HH)		98.0%	39.8%	13.8%	72.4%	31.3%	41.2%	99.8%
%H (TV HH)			40.7%	14.1%	73.9%	31.9%	42.0%	
3	347	342	164	47	243	125	118	346
%V	13.1%	13.4%	17.5%	15.5%	12.5%	17.8%	9.5%	15.2%
%H (All HH)		98.6%	47.3%	13.5%	70.0%	36.0%	34.0%	99.7%
%H (TV HH)			48.0%	13.7%	71.1%	36.5%	34.5%	
4	188	183	85	31	130	66	64	188
%V	7.1%	7.2%	9.1%	10.2%	6.7%	9.4%	5.2%	8.3%
%H (All HH)		97.3%	45.2%	16.5%	69.1%	35.1%	34.0%	100.0%
%H (TV HH)			46.4%	16.9%	71.0%	36.1%	35.0%	
5+	175	167	74	28	126	61	65	175
%V	6.6%	6.5%	7.9%	9.2%	6.5%	8.7%	5.3%	7.7%
%H (All HH)		95.4%	42.3%	16.0%	72.0%	34.9%	37.1%	100.0%
%H (TV HH)			44.3%	16.8%	75.4%	36.5%	38.9%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	5145	2163	649	4014	1775	2239	4600
%H		42.0%	12.6%	78.0%	34.5%	43.5%	89.4%
Under 20"	239	88	34	206	90	116	202
%V	4.6%	4.1%	5.2%	5.1%	5.1%	5.2%	4.4%
%H		36.8%	14.2%	86.2%	37.7%	48.5%	84.5%
20" - 29"	805	301	91	688	289	399	696
%V	15.6%	13.9%	14.0%	17.1%	16.3%	17.8%	15.1%
%H		37.4%	11.3%	85.5%	35.9%	49.6%	86.5%
30" - 39"	1376	551	178	1067	441	626	1239
%V	26.7%	25.5%	27.4%	26.6%	24.8%	28.0%	26.9%
%H		40.0%	12.9%	77.5%	32.0%	45.5%	90.0%
40" - 49"	1507	654	228	1107	509	598	1368
%V	29.3%	30.2%	35.1%	27.6%	28.7%	26.7%	29.7%
%H		43.4%	15.1%	73.5%	33.8%	39.7%	90.8%
50" - 59"	632	325	77	442	224	218	604
%V	12.3%	15.0%	11.9%	11.0%	12.6%	9.7%	13.1%
%H		51.4%	12.2%	69.9%	35.4%	34.5%	95.6%
60"+	83	44	15	47	27	20	81
%V	1.6%	2.0%	2.3%	1.2%	1.5%	0.9%	1.8%
%H		53.0%	18.1%	56.6%	32.5%	24.1%	97.6%
Don't know	502	199	25	456	196	260	409
%V	9.8%	9.2%	3.9%	11.4%	11.0%	11.6%	8.9%
%H		39.6%	5.0%	90.8%	39.0%	51.8%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	5145	2163	649	4014	1775	2239	4600
%H		42.0%	12.6%	78.0%	34.5%	43.5%	89.4%
Main living room	2540	938	303	1930	707	1223	2172
%V	49.4%	43.4%	46.7%	48.1%	39.8%	54.6%	47.2%
%H		36.9%	11.9%	76.0%	27.8%	48.1%	85.5%
Kitchen	272	114	31	241	114	128	240
%V	5.3%	5.3%	4.8%	6.0%	6.4%	5.7%	5.2%
%H		41.9%	11.4%	88.6%	41.9%	47.1%	88.2%
Adult's bedroom	1350	635	184	1066	546	521	1248
%V	26.2%	29.4%	28.4%	26.6%	30.8%	23.3%	27.1%
%H		47.0%	13.6%	79.0%	40.4%	38.6%	92.4%
Child's bedroom	316	164	42	238	133	105	313
%V	6.1%	7.6%	6.5%	5.9%	7.5%	4.7%	6.8%
%H		51.9%	13.3%	75.3%	42.1%	33.2%	99.1%
Other bedroom	206	109	26	165	95	70	200
%V	4.0%	5.0%	4.0%	4.1%	5.4%	3.1%	4.3%
%H		52.9%	12.6%	80.1%	46.1%	34.0%	97.1%
Second living/dining room	285	123	42	225	107	118	258
%V	5.5%	5.7%	6.5%	5.6%	6.0%	5.3%	5.6%
%H		43.2%	14.7%	78.9%	37.5%	41.4%	90.5%
Study/office	41	17	4	30	10	20	41
%V	0.8%	0.8%	0.6%	0.7%	0.6%	0.9%	0.9%
%H		41.5%	9.8%	73.2%	24.4%	48.8%	100.0%
TV room	5	2	0	4	1	3	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	100.0%
Conservatory	79	35	11	69	36	33	74
%V	1.5%	1.6%	1.7%	1.7%	2.0%	1.5%	1.6%
%H		44.3%	13.9%	87.3%	45.6%	41.8%	93.7%
Attic or loft room	10	6	2	9	5	3	10
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		60.0%	20.0%	90.0%	50.0%	30.0%	100.0%
No specific location	7	4	0	7	4	3	7
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.2%
%H		57.1%	0.0%	100.0%	57.1%	42.9%	100.0%
Other	34	17	5	30	18	12	32
%V	0.7%	0.8%	0.8%	0.7%	1.0%	0.5%	0.7%
%H		50.0%	14.7%	88.2%	52.9%	35.3%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5145	2163	649	4014	1775	2239	4600
%H		42.0%	12.6%	78.0%	34.5%	43.5%	89.4%
PVR	2065	1308	400	1291	913	378	1965
%V	40.1%	60.5%	61.6%	32.2%	51.4%	16.9%	42.7%
%H		63.3%	19.4%	62.5%	44.2%	18.3%	95.2%
DVDR	13	6	1	11	6	6	11
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.2%
%H		46.2%	7.7%	84.6%	46.2%	46.2%	84.6%
VCR	14	2	3	11	3	9	8
%V	0.3%	0.1%	0.5%	0.3%	0.2%	0.4%	0.2%
%H		14.3%	21.4%	78.6%	21.4%	64.3%	57.1%
Any recorder	2076	1309	400	1302	914	388	1971
%V	40.3%	60.5%	61.6%	32.4%	51.5%	17.3%	42.8%
%H		63.1%	19.3%	62.7%	44.0%	18.7%	94.9%

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	5145	2163	649	4014	1775	2239	4600
%H		42.0%	12.6%	78.0%	34.5%	43.5%	89.4%
Receives HDTV (via STB or built-in reception)	2928	1426	436	2214	1126	1088	2751
%V	56.9%	65.9%	67.2%	55.2%	63.4%	48.6%	59.8%
%H		48.7%	14.9%	75.6%	38.5%	37.2%	94.0%
DVD/Blu-ray player or recorder	1986	815	267	1557	690	867	1801
%V	38.6%	37.7%	41.1%	38.8%	38.9%	38.7%	39.2%
%H		41.0%	13.4%	78.4%	34.7%	43.7%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2553	935	303	1938	703	1235	2183
%H		36.6%	11.9%	75.9%	27.5%	48.4%	85.5%
Under 20"	13	2	1	12	2	10	8
%V	0.5%	0.2%	0.3%	0.6%	0.3%	0.8%	0.4%
%H		15.4%	7.7%	92.3%	15.4%	76.9%	61.5%
20" - 29"	122	21	4	109	17	92	87
%V	4.8%	2.2%	1.3%	5.6%	2.4%	7.4%	4.0%
%H		17.2%	3.3%	89.3%	13.9%	75.4%	71.3%
30" - 39"	558	145	68	440	111	329	448
%V	21.9%	15.5%	22.4%	22.7%	15.8%	26.6%	20.5%
%H		26.0%	12.2%	78.9%	19.9%	59.0%	80.3%
40" - 49"	1041	408	149	764	311	453	919
%V	40.8%	43.6%	49.2%	39.4%	44.2%	36.7%	42.1%
%H		39.2%	14.3%	73.4%	29.9%	43.5%	88.3%
50" - 59"	504	256	57	353	174	178	480
%V	19.7%	27.4%	18.8%	18.2%	24.8%	14.4%	22.0%
%H		50.8%	11.3%	70.0%	34.5%	35.3%	95.2%
60"+	69	34	13	41	22	19	67
%V	2.7%	3.6%	4.3%	2.1%	3.1%	1.5%	3.1%
%H		49.3%	18.8%	59.4%	31.9%	27.5%	97.1%
Don't know	246	69	11	219	65	154	175
%V	9.6%	7.4%	3.6%	11.3%	9.2%	12.5%	8.0%
%H		28.0%	4.5%	89.0%	26.4%	62.6%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2553	935	303	1938	703	1235	2183
%H		36.6%	11.9%	75.9%	27.5%	48.4%	85.5%
PVR	1400	823	279	935	624	310	1324
%V	54.8%	88.0%	92.1%	48.2%	88.8%	25.1%	60.7%
%H		58.8%	19.9%	66.8%	44.6%	22.1%	94.6%
DVDR	10	4	1	9	4	6	8
%V	0.4%	0.4%	0.3%	0.5%	0.6%	0.5%	0.4%
%H		40.0%	10.0%	90.0%	40.0%	60.0%	80.0%
VCR	10	2	2	9	3	6	5
%V	0.4%	0.2%	0.7%	0.5%	0.4%	0.5%	0.2%
%H		20.0%	20.0%	90.0%	30.0%	60.0%	50.0%
Any recorder	1409	823	279	943	625	318	1328
%V	55.2%	88.0%	92.1%	48.7%	88.9%	25.7%	60.8%
%H		58.4%	19.8%	66.9%	44.4%	22.6%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2553	935	303	1938	703	1235	2183
%H		36.6%	11.9%	75.9%	27.5%	48.4%	85.5%
Receives HDTV (via STB or built-in reception)	1682	745	267	1259	578	681	1561
%V	65.9%	79.7%	88.1%	65.0%	82.2%	55.1%	71.5%
%H		44.3%	15.9%	74.9%	34.4%	40.5%	92.8%
DVD/Blu-ray player or recorder	1325	500	156	1042	409	633	1173
%V	51.9%	53.5%	51.5%	53.8%	58.2%	51.3%	53.7%
%H		37.7%	11.8%	78.6%	30.9%	47.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2592	1228	346	2076	1072	1004	2417
%H		47.4%	13.3%	80.1%	41.4%	38.7%	93.2%
Under 20"	226	86	33	195	88	107	194
%V	8.7%	7.0%	9.5%	9.4%	8.2%	10.7%	8.0%
%H		38.1%	14.6%	86.3%	38.9%	47.3%	85.8%
20" - 29"	683	280	87	579	272	307	608
%V	26.4%	22.8%	25.1%	27.9%	25.4%	30.6%	25.2%
%H		41.0%	12.7%	84.8%	39.8%	44.9%	89.0%
30" - 39"	818	406	110	627	330	298	791
%V	31.6%	33.1%	31.8%	30.2%	30.8%	29.7%	32.7%
%H		49.6%	13.4%	76.7%	40.3%	36.4%	96.7%
40" - 49"	466	247	79	343	197	145	450
%V	18.0%	20.1%	22.8%	16.5%	18.4%	14.4%	18.6%
%H		53.0%	17.0%	73.6%	42.3%	31.1%	96.6%
50" - 59"	129	69	20	89	50	40	124
%V	5.0%	5.6%	5.8%	4.3%	4.7%	4.0%	5.1%
%H		53.5%	15.5%	69.0%	38.8%	31.0%	96.1%
60"+	15	10	2	7	5	2	14
%V	0.6%	0.8%	0.6%	0.3%	0.5%	0.2%	0.6%
%H		66.7%	13.3%	46.7%	33.3%	13.3%	93.3%
Don't know	256	130	15	237	131	106	235
%V	9.9%	10.6%	4.3%	11.4%	12.2%	10.6%	9.7%
%H		50.8%	5.9%	92.6%	51.2%	41.4%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2592	1228	346	2076	1072	1004	2417
%H		47.4%	13.3%	80.1%	41.4%	38.7%	93.2%
PVR	665	485	121	356	289	67	642
%V	25.7%	39.5%	35.0%	17.1%	27.0%	6.7%	26.6%
%H		72.9%	18.2%	53.5%	43.5%	10.1%	96.5%
DVDR	3	3	0	2	2	0	3
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
VCR	3	0	1	2	0	2	3
%V	0.1%	0.0%	0.3%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	33.3%	66.7%	0.0%	66.7%	100.0%
Any recorder	668	485	121	359	289	69	644
%V	25.8%	39.5%	35.0%	17.3%	27.0%	6.9%	26.6%
%H		72.6%	18.1%	53.7%	43.3%	10.3%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2592	1228	346	2076	1072	1004	2417
%H		47.4%	13.3%	80.1%	41.4%	38.7%	93.2%
Receives HDTV (via STB or built-in reception)	1246	681	169	955	548	407	1191
%V	48.1%	55.5%	48.8%	46.0%	51.1%	40.5%	49.3%
%H		54.7%	13.6%	76.6%	44.0%	32.7%	95.6%
DVD/Blu-ray player or recorder	661	314	112	515	281	234	628
%V	25.5%	25.6%	32.4%	24.8%	26.2%	23.3%	26.0%
%H		47.5%	16.9%	77.9%	42.5%	35.4%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	6097	5871	2353	787	4306	1799	2507	5591
%H		96.3%	38.6%	12.9%	70.6%	29.5%	41.1%	91.7%
Total Children	1197	1167	487	172	778	346	433	1183
%V	19.6%	19.9%	20.7%	21.9%	18.1%	19.2%	17.3%	21.2%
%H		97.5%	40.7%	14.4%	65.0%	28.9%	36.2%	98.8%
0 - 3	289	281	106	39	180	68	111	286
%V	4.7%	4.8%	4.5%	5.0%	4.2%	3.8%	4.4%	5.1%
%H		97.2%	36.7%	13.5%	62.3%	23.5%	38.4%	99.0%
4 - 15	908	886	381	133	598	277	321	896
%V	14.9%	15.1%	16.2%	16.9%	13.9%	15.4%	12.8%	16.0%
%H		97.6%	42.0%	14.6%	65.9%	30.5%	35.4%	98.7%
4 - 9	454	439	182	65	296	137	160	446
%V	7.4%	7.5%	7.7%	8.3%	6.9%	7.6%	6.4%	8.0%
%H		96.7%	40.1%	14.3%	65.2%	30.2%	35.2%	98.2%
10 - 15	454	447	199	68	302	141	162	451
%V	7.4%	7.6%	8.5%	8.6%	7.0%	7.8%	6.5%	8.1%
%H		98.5%	43.8%	15.0%	66.5%	31.1%	35.7%	99.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	6097	5871	2353	787	4306	1799	2507	5591
%H		96.3%	38.6%	12.9%	70.6%	29.5%	41.1%	91.7%
Total Adults (16+)	4900	4704	1866	614	3528	1453	2075	4409
%V	80.4%	80.1%	79.3%	78.0%	81.9%	80.8%	82.8%	78.9%
%H		96.0%	38.1%	12.5%	72.0%	29.7%	42.3%	90.0%
16 - 19	227	208	95	40	148	86	62	224
%V	3.7%	3.5%	4.0%	5.1%	3.4%	4.8%	2.5%	4.0%
%H		91.6%	41.9%	17.6%	65.2%	37.9%	27.3%	98.7%
20 - 24	400	349	111	55	247	96	151	395
%V	6.6%	5.9%	4.7%	7.0%	5.7%	5.3%	6.0%	7.1%
%H		87.3%	27.8%	13.8%	61.8%	24.0%	37.8%	98.8%
25 - 34	806	752	304	106	499	214	285	790
%V	13.2%	12.8%	12.9%	13.5%	11.6%	11.9%	11.4%	14.1%
%H		93.3%	37.7%	13.2%	61.9%	26.6%	35.4%	98.0%
35 - 44	732	699	312	104	488	238	250	716
%V	12.0%	11.9%	13.3%	13.2%	11.3%	13.2%	10.0%	12.8%
%H		95.5%	42.6%	14.2%	66.7%	32.5%	34.2%	97.8%
45 - 54	805	790	359	134	565	280	284	773
%V	13.2%	13.5%	15.3%	17.0%	13.1%	15.6%	11.3%	13.8%
%H		98.1%	44.6%	16.6%	70.2%	34.8%	35.3%	96.0%
55 - 64	756	746	327	74	587	249	339	707
%V	12.4%	12.7%	13.9%	9.4%	13.6%	13.8%	13.5%	12.6%
%H		98.7%	43.3%	9.8%	77.6%	32.9%	44.8%	93.5%
65+	1173	1160	358	102	994	290	704	804
%V	19.2%	19.8%	15.2%	13.0%	23.1%	16.1%	28.1%	14.4%
%H		98.9%	30.5%	8.7%	84.7%	24.7%	60.0%	68.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)		4900	4704	1866	614	3528	1453	2075	4409
	%H		96.0%	38.1%	12.5%	72.0%	29.7%	42.3%	90.0%
AB		1000	977	427	137	722	331	391	974
	%V	20.4%	20.8%	22.9%	22.3%	20.5%	22.8%	18.8%	22.1%
	%H		97.7%	42.7%	13.7%	72.2%	33.1%	39.1%	97.4%
C1		1436	1353	527	212	999	427	572	1356
	%V	29.3%	28.8%	28.2%	34.5%	28.3%	29.4%	27.6%	30.8%
	%H		94.2%	36.7%	14.8%	69.6%	29.7%	39.8%	94.4%
C2		1130	1114	491	125	840	384	455	1019
	%V	23.1%	23.7%	26.3%	20.4%	23.8%	26.4%	21.9%	23.1%
	%H		98.6%	43.5%	11.1%	74.3%	34.0%	40.3%	90.2%
D		862	812	321	93	605	233	372	761
	%V	17.6%	17.3%	17.2%	15.1%	17.1%	16.0%	17.9%	17.3%
	%H		94.2%	37.2%	10.8%	70.2%	27.0%	43.2%	88.3%
E		472	448	100	46	362	78	284	298
	%V	9.6%	9.5%	5.4%	7.5%	10.3%	5.4%	13.7%	6.8%
	%H		94.9%	21.2%	9.7%	76.7%	16.5%	60.2%	63.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	4900	4704	1866	614	3528	1453	2075	4409
%H		96.0%	38.1%	12.5%	72.0%	29.7%	42.3%	90.0%
Working full time	2205	2127	969	321	1496	734	761	2153
%V	45.0%	45.2%	51.9%	52.3%	42.4%	50.5%	36.7%	48.8%
%H		96.5%	43.9%	14.6%	67.8%	33.3%	34.5%	97.6%
Working part time	486	474	194	75	346	154	192	474
%V	9.9%	10.1%	10.4%	12.2%	9.8%	10.6%	9.3%	10.8%
%H		97.5%	39.9%	15.4%	71.2%	31.7%	39.5%	97.5%
Not working	2208	2104	704	219	1686	565	1122	1782
%V	45.1%	44.7%	37.7%	35.7%	47.8%	38.9%	54.1%	40.4%
%H		95.3%	31.9%	9.9%	76.4%	25.6%	50.8%	80.7%
Houseperson	2659	2556	935	303	1940	703	1236	2273
%V	54.3%	54.3%	50.1%	49.3%	55.0%	48.4%	59.6%	51.6%
%H		96.1%	35.2%	11.4%	73.0%	26.4%	46.5%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2395	2282	922	295	1694	709	985	2179
%H		95.3%	38.5%	12.3%	70.7%	29.6%	41.1%	91.0%
16 - 19	118	105	51	19	73	45	28	115
%V	4.9%	4.6%	5.5%	6.4%	4.3%	6.3%	2.8%	5.3%
%H		89.0%	43.2%	16.1%	61.9%	38.1%	23.7%	97.5%
20 - 24	204	175	53	29	121	47	73	201
%V	8.5%	7.7%	5.7%	9.8%	7.1%	6.6%	7.4%	9.2%
%H		85.8%	26.0%	14.2%	59.3%	23.0%	35.8%	98.5%
25 - 34	388	360	145	54	235	104	131	382
%V	16.2%	15.8%	15.7%	18.3%	13.9%	14.7%	13.3%	17.5%
%H		92.8%	37.4%	13.9%	60.6%	26.8%	33.8%	98.5%
35 - 44	362	342	148	48	244	117	127	348
%V	15.1%	15.0%	16.1%	16.3%	14.4%	16.5%	12.9%	16.0%
%H		94.5%	40.9%	13.3%	67.4%	32.3%	35.1%	96.1%
45 - 54	410	399	181	65	280	134	145	394
%V	17.1%	17.5%	19.6%	22.0%	16.5%	18.9%	14.7%	18.1%
%H		97.3%	44.1%	15.9%	68.3%	32.7%	35.4%	96.1%
55 - 64	368	363	162	34	285	120	164	342
%V	15.4%	15.9%	17.6%	11.5%	16.8%	16.9%	16.6%	15.7%
%H		98.6%	44.0%	9.2%	77.4%	32.6%	44.6%	92.9%
65+	546	539	181	47	456	140	315	398
%V	22.8%	23.6%	19.6%	15.9%	26.9%	19.7%	32.0%	18.3%
%H		98.7%	33.2%	8.6%	83.5%	25.6%	57.7%	72.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2395	2282	922	295	1694	709	985	2179
%H		95.3%	38.5%	12.3%	70.7%	29.6%	41.1%	91.0%
AB	495	486	207	69	356	160	195	486
%V	20.7%	21.3%	22.5%	23.4%	21.0%	22.6%	19.8%	22.3%
%H		98.2%	41.8%	13.9%	71.9%	32.3%	39.4%	98.2%
C1	689	634	254	97	463	201	262	660
%V	28.8%	27.8%	27.5%	32.9%	27.3%	28.3%	26.6%	30.3%
%H		92.0%	36.9%	14.1%	67.2%	29.2%	38.0%	95.8%
C2	614	600	270	66	447	209	238	553
%V	25.6%	26.3%	29.3%	22.4%	26.4%	29.5%	24.2%	25.4%
%H		97.7%	44.0%	10.7%	72.8%	34.0%	38.8%	90.1%
D	402	375	150	45	278	110	168	360
%V	16.8%	16.4%	16.3%	15.3%	16.4%	15.5%	17.1%	16.5%
%H		93.3%	37.3%	11.2%	69.2%	27.4%	41.8%	89.6%
E	194	186	41	17	150	29	121	121
%V	8.1%	8.2%	4.4%	5.8%	8.9%	4.1%	12.3%	5.6%
%H		95.9%	21.1%	8.8%	77.3%	14.9%	62.4%	62.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2395	2282	922	295	1694	709	985	2179
%H		95.3%	38.5%	12.3%	70.7%	29.6%	41.1%	91.0%
Working full time	1347	1293	590	188	900	441	460	1313
%V	56.2%	56.7%	64.0%	63.7%	53.1%	62.2%	46.7%	60.3%
%H		96.0%	43.8%	14.0%	66.8%	32.7%	34.1%	97.5%
Working part time	114	108	35	19	82	31	51	108
%V	4.8%	4.7%	3.8%	6.4%	4.8%	4.4%	5.2%	5.0%
%H		94.7%	30.7%	16.7%	71.9%	27.2%	44.7%	94.7%
Not working	935	882	297	88	711	237	474	758
%V	39.0%	38.7%	32.2%	29.8%	42.0%	33.4%	48.1%	34.8%
%H		94.3%	31.8%	9.4%	76.0%	25.3%	50.7%	81.1%
Houseperson	638	594	191	54	449	130	319	507
%V	26.6%	26.0%	20.7%	18.3%	26.5%	18.3%	32.4%	23.3%
%H		93.1%	29.9%	8.5%	70.4%	20.4%	50.0%	79.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2505	2422	945	319	1834	744	1090	2229
%H		96.7%	37.7%	12.7%	73.2%	29.7%	43.5%	89.0%
16 - 19	109	104	44	21	75	41	34	108
%V	4.4%	4.3%	4.7%	6.6%	4.1%	5.5%	3.1%	4.8%
%H		95.4%	40.4%	19.3%	68.8%	37.6%	31.2%	99.1%
20 - 24	196	175	57	26	126	48	78	194
%V	7.8%	7.2%	6.0%	8.2%	6.9%	6.5%	7.2%	8.7%
%H		89.3%	29.1%	13.3%	64.3%	24.5%	39.8%	99.0%
25 - 34	418	391	159	52	264	110	154	408
%V	16.7%	16.1%	16.8%	16.3%	14.4%	14.8%	14.1%	18.3%
%H		93.5%	38.0%	12.4%	63.2%	26.3%	36.8%	97.6%
35 - 44	370	358	164	56	244	121	123	367
%V	14.8%	14.8%	17.4%	17.6%	13.3%	16.3%	11.3%	16.5%
%H		96.8%	44.3%	15.1%	65.9%	32.7%	33.2%	99.2%
45 - 54	396	391	178	69	285	146	139	380
%V	15.8%	16.1%	18.8%	21.6%	15.5%	19.6%	12.8%	17.0%
%H		98.7%	44.9%	17.4%	72.0%	36.9%	35.1%	96.0%
55 - 64	388	383	165	40	303	128	174	366
%V	15.5%	15.8%	17.5%	12.5%	16.5%	17.2%	16.0%	16.4%
%H		98.7%	42.5%	10.3%	78.1%	33.0%	44.8%	94.3%
65+	627	621	177	56	539	150	389	406
%V	25.0%	25.6%	18.7%	17.6%	29.4%	20.2%	35.7%	18.2%
%H		99.0%	28.2%	8.9%	86.0%	23.9%	62.0%	64.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2505	2422	945	319	1834	744	1090	2229
%H		96.7%	37.7%	12.7%	73.2%	29.7%	43.5%	89.0%
AB	504	490	220	68	367	171	196	489
%V	20.1%	20.2%	23.3%	21.3%	20.0%	23.0%	18.0%	21.9%
%H		97.2%	43.7%	13.5%	72.8%	33.9%	38.9%	97.0%
C1	747	718	273	115	536	226	311	696
%V	29.8%	29.6%	28.9%	36.1%	29.2%	30.4%	28.5%	31.2%
%H		96.1%	36.5%	15.4%	71.8%	30.3%	41.6%	93.2%
C2	516	514	221	59	392	175	217	467
%V	20.6%	21.2%	23.4%	18.5%	21.4%	23.5%	19.9%	21.0%
%H		99.6%	42.8%	11.4%	76.0%	33.9%	42.1%	90.5%
D	460	437	171	48	327	123	204	401
%V	18.4%	18.0%	18.1%	15.0%	17.8%	16.5%	18.7%	18.0%
%H		95.0%	37.2%	10.4%	71.1%	26.7%	44.3%	87.2%
E	278	262	60	29	212	49	163	177
%V	11.1%	10.8%	6.3%	9.1%	11.6%	6.6%	15.0%	7.9%
%H		94.2%	21.6%	10.4%	76.3%	17.6%	58.6%	63.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2505	2422	945	319	1834	744	1090	2229
%H		96.7%	37.7%	12.7%	73.2%	29.7%	43.5%	89.0%
Working full time	859	835	379	132	595	294	302	840
%V	34.3%	34.5%	40.1%	41.4%	32.4%	39.5%	27.7%	37.7%
%H		97.2%	44.1%	15.4%	69.3%	34.2%	35.2%	97.8%
Working part time	372	366	159	56	264	123	141	366
%V	14.9%	15.1%	16.8%	17.6%	14.4%	16.5%	12.9%	16.4%
%H		98.4%	42.7%	15.1%	71.0%	33.1%	37.9%	98.4%
Not working	1274	1222	407	131	975	328	648	1024
%V	50.9%	50.5%	43.1%	41.1%	53.2%	44.1%	59.4%	45.9%
%H		95.9%	31.9%	10.3%	76.5%	25.7%	50.9%	80.4%
Houseperson	2022	1962	744	249	1491	573	918	1767
%V	80.7%	81.0%	78.7%	78.1%	81.3%	77.0%	84.2%	79.3%
%H		97.0%	36.8%	12.3%	73.7%	28.3%	45.4%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
AB	341	337	147	46	222	87	135	327
%V	22.2%	22.4%	25.7%	22.0%	21.4%	23.6%	20.2%	25.0%
%H (All HH)		98.8%	43.1%	13.5%	65.1%	25.5%	39.6%	95.9%
%H (TV HH)			43.6%	13.6%	65.9%	25.8%	40.1%	
C1	408	399	150	69	272	105	168	372
%V	26.5%	26.5%	26.2%	33.0%	26.3%	28.5%	25.2%	28.4%
%H (All HH)		97.8%	36.8%	16.9%	66.7%	25.7%	41.2%	91.2%
%H (TV HH)			37.6%	17.3%	68.2%	26.3%	42.1%	
C2	332	324	133	45	214	78	136	281
%V	21.6%	21.5%	23.2%	21.5%	20.7%	21.1%	20.4%	21.5%
%H (All HH)		97.6%	40.1%	13.6%	64.5%	23.5%	41.0%	84.6%
%H (TV HH)			41.0%	13.9%	66.0%	24.1%	42.0%	
D	258	253	84	31	181	59	122	210
%V	16.8%	16.8%	14.7%	14.8%	17.5%	16.0%	18.3%	16.1%
%H (All HH)		98.1%	32.6%	12.0%	70.2%	22.9%	47.3%	81.4%
%H (TV HH)			33.2%	12.3%	71.5%	23.3%	48.2%	
E	199	194	60	19	146	40	107	119
%V	12.9%	12.9%	10.5%	9.1%	14.1%	10.8%	16.0%	9.1%
%H (All HH)		97.5%	30.2%	9.5%	73.4%	20.1%	53.8%	59.8%
%H (TV HH)			30.9%	9.8%	75.3%	20.6%	55.2%	

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

Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Under 25	50	45	12	9	30	12	18	49
%V	3.3%	3.0%	2.1%	4.3%	2.9%	3.3%	2.7%	3.7%
%H (All HH)		90.0%	24.0%	18.0%	60.0%	24.0%	36.0%	98.0%
%H (TV HH)			26.7%	20.0%	66.7%	26.7%	40.0%	
25 - 34	210	200	86	22	110	41	68	200
%V	13.7%	13.3%	15.0%	10.5%	10.6%	11.1%	10.2%	15.3%
%H (All HH)		95.2%	41.0%	10.5%	52.4%	19.5%	32.4%	95.2%
%H (TV HH)			43.0%	11.0%	55.0%	20.5%	34.0%	
35 - 44	214	207	88	41	112	50	62	209
%V	13.9%	13.7%	15.4%	19.6%	10.8%	13.6%	9.3%	16.0%
%H (All HH)		96.7%	41.1%	19.2%	52.3%	23.4%	29.0%	97.7%
%H (TV HH)			42.5%	19.8%	54.1%	24.2%	30.0%	
45 - 54	280	275	118	44	183	79	105	269
%V	18.2%	18.3%	20.6%	21.1%	17.7%	21.4%	15.7%	20.6%
%H (All HH)		98.2%	42.1%	15.7%	65.4%	28.2%	37.5%	96.1%
%H (TV HH)			42.9%	16.0%	66.5%	28.7%	38.2%	
55 - 64	305	304	122	42	226	91	135	277
%V	19.8%	20.2%	21.3%	20.1%	21.8%	24.7%	20.2%	21.2%
%H (All HH)		99.7%	40.0%	13.8%	74.1%	29.8%	44.3%	90.8%
%H (TV HH)			40.1%	13.8%	74.3%	29.9%	44.4%	
65 +	479	476	147	51	375	97	278	304
%V	31.1%	31.6%	25.7%	24.4%	36.2%	26.3%	41.7%	23.2%
%H (All HH)		99.4%	30.7%	10.6%	78.3%	20.3%	58.0%	63.5%
%H (TV HH)			30.9%	10.7%	78.8%	20.4%	58.4%	

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
Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
1	501	487	121	45	370	64	306	321
%V	32.6%	32.3%	21.1%	21.5%	35.7%	17.3%	45.9%	24.5%
%H (All HH)		97.2%	24.2%	9.0%	73.9%	12.8%	61.1%	64.1%
%H (TV HH)			24.8%	9.2%	76.0%	13.1%	62.8%	
2	553	543	226	77	383	158	225	513
%V	36.0%	36.1%	39.4%	36.8%	37.0%	42.8%	33.7%	39.2%
%H (All HH)		98.2%	40.9%	13.9%	69.3%	28.6%	40.7%	92.8%
%H (TV HH)			41.6%	14.2%	70.5%	29.1%	41.4%	
3	239	236	107	39	143	72	71	232
%V	15.5%	15.7%	18.7%	18.7%	13.8%	19.5%	10.6%	17.7%
%H (All HH)		98.7%	44.8%	16.3%	59.8%	30.1%	29.7%	97.1%
%H (TV HH)			45.3%	16.5%	60.6%	30.5%	30.1%	
4	169	166	83	29	97	49	48	168
%V	11.0%	11.0%	14.5%	13.9%	9.4%	13.3%	7.2%	12.8%
%H (All HH)		98.2%	49.1%	17.2%	57.4%	29.0%	28.4%	99.4%
%H (TV HH)			50.0%	17.5%	58.4%	29.5%	28.9%	
5+	76	75	36	19	42	26	16	74
%V	4.9%	5.0%	6.3%	9.1%	4.1%	7.0%	2.4%	5.7%
%H (All HH)		98.7%	47.4%	25.0%	55.3%	34.2%	21.1%	97.4%
%H (TV HH)			48.0%	25.3%	56.0%	34.7%	21.3%	
Average HH size	2.22	2.23	2.48	2.56	2.11	2.54	1.87	2.38

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
Jan - Dec 2019
BBC North East & Cumbria
Household level data
Table 9.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Without	1181	1155	404	151	842	271	571	956
%V	76.8%	76.7%	70.5%	72.2%	81.4%	73.4%	85.6%	73.1%
%H (All HH)		97.8%	34.2%	12.8%	71.3%	22.9%	48.3%	80.9%
%H (TV HH)			35.0%	13.1%	72.9%	23.5%	49.4%	
With	356	351	169	58	193	98	95	352
%V	23.1%	23.3%	29.5%	27.8%	18.6%	26.6%	14.2%	26.9%
%H (All HH)		98.6%	47.5%	16.3%	54.2%	27.5%	26.7%	98.9%
%H (TV HH)			48.1%	16.5%	55.0%	27.9%	27.1%	
0 - 3	117	114	51	14	60	25	36	115
%V	7.6%	7.6%	8.9%	6.7%	5.8%	6.8%	5.4%	8.8%
%H (All HH)		97.4%	43.6%	12.0%	51.3%	21.4%	30.8%	98.3%
%H (TV HH)			44.7%	12.3%	52.6%	21.9%	31.6%	
4 - 9	180	179	89	30	101	55	46	177
%V	11.7%	11.9%	15.5%	14.4%	9.8%	14.9%	6.9%	13.5%
%H (All HH)		99.4%	49.4%	16.7%	56.1%	30.6%	25.6%	98.3%
%H (TV HH)			49.7%	16.8%	56.4%	30.7%	25.7%	
10 - 15	174	172	88	31	89	49	40	172
%V	11.3%	11.4%	15.4%	14.8%	8.6%	13.3%	6.0%	13.1%
%H (All HH)		98.9%	50.6%	17.8%	51.1%	28.2%	23.0%	98.9%
%H (TV HH)			51.2%	18.0%	51.7%	28.5%	23.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
1	574	574	152	59	382	53	328	424
%V	37.3%	38.1%	26.5%	28.2%	36.9%	14.4%	49.2%	32.4%
%H (All HH)		100.0%	26.5%	10.3%	66.6%	9.2%	57.1%	73.9%
%H (TV HH)			26.5%	10.3%	66.6%	9.2%	57.1%	
2	518	518	224	71	350	145	205	461
%V	33.7%	34.4%	39.1%	34.0%	33.8%	39.3%	30.7%	35.2%
%H (All HH)		100.0%	43.2%	13.7%	67.6%	28.0%	39.6%	89.0%
%H (TV HH)			43.2%	13.7%	67.6%	28.0%	39.6%	
3	260	260	117	46	190	98	92	245
%V	16.9%	17.3%	20.4%	22.0%	18.4%	26.6%	13.8%	18.7%
%H (All HH)		100.0%	45.0%	17.7%	73.1%	37.7%	35.4%	94.2%
%H (TV HH)			45.0%	17.7%	73.1%	37.7%	35.4%	
4	99	99	53	20	69	44	25	97
%V	6.4%	6.6%	9.2%	9.6%	6.7%	11.9%	3.7%	7.4%
%H (All HH)		100.0%	53.5%	20.2%	69.7%	44.4%	25.3%	98.0%
%H (TV HH)			53.5%	20.2%	69.7%	44.4%	25.3%	
5+	55	55	27	13	45	29	16	55
%V	3.6%	3.7%	4.7%	6.2%	4.3%	7.9%	2.4%	4.2%
%H (All HH)		100.0%	49.1%	23.6%	81.8%	52.7%	29.1%	100.0%
%H (TV HH)			49.1%	23.6%	81.8%	52.7%	29.1%	

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

Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Under 20"	129	129	52	18	106	48	58	107
%V	8.4%	8.6%	9.1%	8.6%	10.2%	13.0%	8.7%	8.2%
%H (All HH)		100.0%	40.3%	14.0%	82.2%	37.2%	45.0%	82.9%
%H (TV HH)			40.3%	14.0%	82.2%	37.2%	45.0%	
20" - 29"	355	355	132	55	279	114	165	311
%V	23.1%	23.6%	23.0%	26.3%	27.0%	30.9%	24.7%	23.8%
%H (All HH)		100.0%	37.2%	15.5%	78.6%	32.1%	46.5%	87.6%
%H (TV HH)			37.2%	15.5%	78.6%	32.1%	46.5%	
30" - 39"	719	719	270	99	524	193	331	612
%V	46.7%	47.7%	47.1%	47.4%	50.6%	52.3%	49.6%	46.8%
%H (All HH)		100.0%	37.6%	13.8%	72.9%	26.8%	46.0%	85.1%
%H (TV HH)			37.6%	13.8%	72.9%	26.8%	46.0%	
40" - 49"	781	781	323	122	526	216	310	690
%V	50.8%	51.9%	56.4%	58.4%	50.8%	58.5%	46.5%	52.8%
%H (All HH)		100.0%	41.4%	15.6%	67.3%	27.7%	39.7%	88.3%
%H (TV HH)			41.4%	15.6%	67.3%	27.7%	39.7%	
50" - 59"	382	382	187	65	236	126	110	365
%V	24.8%	25.4%	32.6%	31.1%	22.8%	34.1%	16.5%	27.9%
%H (All HH)		100.0%	49.0%	17.0%	61.8%	33.0%	28.8%	95.5%
%H (TV HH)			49.0%	17.0%	61.8%	33.0%	28.8%	
60"+	67	67	38	10	40	23	18	64
%V	4.4%	4.4%	6.6%	4.8%	3.9%	6.2%	2.7%	4.9%
%H (All HH)		100.0%	56.7%	14.9%	59.7%	34.3%	26.9%	95.5%
%H (TV HH)			56.7%	14.9%	59.7%	34.3%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Main living room	1483	1483	563	208	1022	364	658	1264
%V	96.4%	98.5%	98.3%	99.5%	98.7%	98.6%	98.7%	96.6%
%H (All HH)		100.0%	38.0%	14.0%	68.9%	24.5%	44.4%	85.2%
%H (TV HH)			38.0%	14.0%	68.9%	24.5%	44.4%	
Kitchen	174	174	80	26	138	73	64	158
%V	11.3%	11.6%	14.0%	12.4%	13.3%	19.8%	9.6%	12.1%
%H (All HH)		100.0%	46.0%	14.9%	79.3%	42.0%	36.8%	90.8%
%H (TV HH)			46.0%	14.9%	79.3%	42.0%	36.8%	
Adult's bedroom	698	698	319	114	495	246	250	640
%V	45.4%	46.3%	55.7%	54.5%	47.8%	66.7%	37.5%	48.9%
%H (All HH)		100.0%	45.7%	16.3%	70.9%	35.2%	35.8%	91.7%
%H (TV HH)			45.7%	16.3%	70.9%	35.2%	35.8%	
Child's bedroom	157	157	85	31	90	54	36	156
%V	10.2%	10.4%	14.8%	14.8%	8.7%	14.6%	5.4%	11.9%
%H (All HH)		100.0%	54.1%	19.7%	57.3%	34.4%	22.9%	99.4%
%H (TV HH)			54.1%	19.7%	57.3%	34.4%	22.9%	
Other bedroom	173	173	82	30	133	71	62	164
%V	11.2%	11.5%	14.3%	14.4%	12.9%	19.2%	9.3%	12.5%
%H (All HH)		100.0%	47.4%	17.3%	76.9%	41.0%	35.8%	94.8%
%H (TV HH)			47.4%	17.3%	76.9%	41.0%	35.8%	
Second living/dining room	138	138	64	23	97	49	48	127
%V	9.0%	9.2%	11.2%	11.0%	9.4%	13.3%	7.2%	9.7%
%H (All HH)		100.0%	46.4%	16.7%	70.3%	35.5%	34.8%	92.0%
%H (TV HH)			46.4%	16.7%	70.3%	35.5%	34.8%	
Study/office	24	24	10	5	19	11	8	24
%V	1.6%	1.6%	1.7%	2.4%	1.8%	3.0%	1.2%	1.8%
%H (All HH)		100.0%	41.7%	20.8%	79.2%	45.8%	33.3%	100.0%
%H (TV HH)			41.7%	20.8%	79.2%	45.8%	33.3%	
TV room	6	6	3	1	4	2	2	6
%V	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%	0.3%	0.5%
%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%	
Conservatory	38	38	16	10	34	21	13	38
%V	2.5%	2.5%	2.8%	4.8%	3.3%	5.7%	1.9%	2.9%
%H (All HH)		100.0%	42.1%	26.3%	89.5%	55.3%	34.2%	100.0%
%H (TV HH)			42.1%	26.3%	89.5%	55.3%	34.2%	
Attic or loft room	2	2	1	2	1	1	0	2
%V	0.1%	0.1%	0.2%	1.0%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	100.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	100.0%	50.0%	50.0%	0.0%	
No specific location	3	3	1	0	1	0	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.1%	0.0%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	33.3%	0.0%	33.3%	66.7%
%H (TV HH)			33.3%	0.0%	33.3%	0.0%	33.3%	
Other	10	10	6	1	6	4	3	10
%V	0.7%	0.7%	1.0%	0.5%	0.6%	1.1%	0.4%	0.8%
%H (All HH)		100.0%	60.0%	10.0%	60.0%	40.0%	30.0%	100.0%
%H (TV HH)			60.0%	10.0%	60.0%	40.0%	30.0%	

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

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BBC North East & Cumbria

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Any DSAT provider	573	573	573	8	267	267	0	531
%V	37.3%	38.0%	100.0%	3.8%	25.8%	72.4%	0.0%	40.6%
%H (All HH)			100.0%	1.4%	46.6%	46.6%	0.0%	92.7%
%H (TV HH)			100.0%	1.4%	46.6%	46.6%	0.0%	
Sky with subscription	480	480	480	5	226	226	0	445
%V	31.2%	31.9%	83.8%	2.4%	21.8%	61.2%	0.0%	34.0%
%H (All HH)			100.0%	1.0%	47.1%	47.1%	0.0%	92.7%
%H (TV HH)			100.0%	1.0%	47.1%	47.1%	0.0%	
Sky without subscription	29	29	29	1	12	12	0	25
%V	1.9%	1.9%	5.1%	0.5%	1.2%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	3.4%	41.4%	41.4%	0.0%	86.2%
%H (TV HH)			100.0%	3.4%	41.4%	41.4%	0.0%	
Freesat	60	60	60	1	28	28	0	57
%V	3.9%	4.0%	10.5%	0.5%	2.7%	7.6%	0.0%	4.4%
%H (All HH)			100.0%	1.7%	46.7%	46.7%	0.0%	95.0%
%H (TV HH)			100.0%	1.7%	46.7%	46.7%	0.0%	
Other satellite provider	27	27	27	1	12	12	0	25
%V	1.8%	1.8%	4.7%	0.5%	1.2%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	3.7%	44.4%	44.4%	0.0%	92.6%
%H (TV HH)			100.0%	3.7%	44.4%	44.4%	0.0%	
DCAB	209	209	8	209	106	106	0	199
%V	13.6%	13.9%	1.4%	100.0%	10.2%	28.7%	0.0%	15.2%
%H (All HH)			3.8%	100.0%	50.7%	50.7%	0.0%	95.2%
%H (TV HH)			3.8%	100.0%	50.7%	50.7%	0.0%	
DTT	1035	1035	267	106	1035	369	667	846
%V	67.3%	68.7%	46.6%	50.7%	100.0%	100.0%	100.0%	64.7%
%H (All HH)		100.0%	25.8%	10.2%	100.0%	35.7%	64.4%	81.7%
%H (TV HH)			25.8%	10.2%	100.0%	35.7%	64.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1538	1506	573	209	1035	369	667	1308
%H (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
PVR	917	917	532	203	540	352	188	838
%V	59.6%	60.9%	92.8%	97.1%	52.2%	95.4%	28.2%	64.1%
%H (All HH)		100.0%	58.0%	22.1%	58.9%	38.4%	20.5%	91.4%
%H (TV HH)			58.0%	22.1%	58.9%	38.4%	20.5%	
DVDR	14	14	5	2	13	5	8	12
%V	0.9%	0.9%	0.9%	1.0%	1.3%	1.4%	1.2%	0.9%
%H (All HH)		100.0%	35.7%	14.3%	92.9%	35.7%	57.1%	85.7%
%H (TV HH)			35.7%	14.3%	92.9%	35.7%	57.1%	
VCR	3	3	1	0	2	0	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.0%	0.3%	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	926	926	532	203	550	353	197	847
%V	60.2%	61.5%	92.8%	97.1%	53.1%	95.7%	29.5%	64.8%
%H (All HH)		100.0%	57.5%	21.9%	59.4%	38.1%	21.3%	91.5%
%H (TV HH)			57.5%	21.9%	59.4%	38.1%	21.3%	
Receives HDTV (via STB or built-in reception)	1100	1100	494	196	758	341	417	998
%V	71.5%	73.0%	86.2%	93.8%	73.2%	92.4%	62.5%	76.3%
%H (All HH)		100.0%	44.9%	17.8%	68.9%	31.0%	37.9%	90.7%
%H (TV HH)			44.9%	17.8%	68.9%	31.0%	37.9%	
DVD/Blu-ray player or recorder	894	894	337	134	637	243	394	780
%V	58.1%	59.4%	58.8%	64.1%	61.5%	65.9%	59.1%	59.6%
%H (All HH)		100.0%	37.7%	15.0%	71.3%	27.2%	44.1%	87.2%
%H (TV HH)			37.7%	15.0%	71.3%	27.2%	44.1%	

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

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BBC North East & Cumbria

Household level data

Table 9.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1538	1506	573	209	1035	369	667	1308
%V (All HH)		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%
%H (TV HH)			38.0%	13.9%	68.7%	24.5%	44.3%	
Has broadband internet	1308	1282	531	199	846	349	497	1308
%V	85.0%	85.1%	92.7%	95.2%	81.7%	94.6%	74.5%	100.0%
%H (All HH)		98.0%	40.6%	15.2%	64.7%	26.7%	38.0%	100.0%
%H (TV HH)			41.4%	15.5%	66.0%	27.2%	38.8%	
Number of computers (PCs and laptops)								
0	354	342	94	21	257	44	215	136
%V	23.0%	22.7%	16.4%	10.0%	24.8%	11.9%	32.2%	10.4%
%H (All HH)		96.6%	26.6%	5.9%	72.6%	12.4%	60.7%	38.4%
%V			27.5%	6.1%	75.1%	12.9%	62.9%	
1	404	396	138	45	270	73	197	393
%V	26.3%	26.3%	24.1%	21.5%	26.1%	19.8%	29.5%	30.0%
%H (All HH)		98.0%	34.2%	11.1%	66.8%	18.1%	48.8%	97.3%
%V			34.8%	11.4%	68.2%	18.4%	49.7%	
2	346	342	142	55	228	99	129	346
%V	22.5%	22.7%	24.8%	26.3%	22.0%	26.8%	19.3%	26.5%
%H (All HH)		98.8%	41.0%	15.9%	65.9%	28.6%	37.3%	100.0%
%H (TV HH)			41.5%	16.1%	66.7%	28.9%	37.7%	
3	200	196	88	36	136	69	67	200
%V	13.0%	13.0%	15.4%	17.2%	13.1%	18.7%	10.0%	15.3%
%H (All HH)		98.0%	44.0%	18.0%	68.0%	34.5%	33.5%	100.0%
%H (TV HH)			44.9%	18.4%	69.4%	35.2%	34.2%	
4	114	113	54	22	72	40	32	114
%V	7.4%	7.5%	9.4%	10.5%	7.0%	10.8%	4.8%	8.7%
%H (All HH)		99.1%	47.4%	19.3%	63.2%	35.1%	28.1%	100.0%
%H (TV HH)			47.8%	19.5%	63.7%	35.4%	28.3%	
5+	119	117	57	29	72	45	28	119
%V	7.7%	7.8%	9.9%	13.9%	7.0%	12.2%	4.2%	9.1%
%H (All HH)		98.3%	47.9%	24.4%	60.5%	37.8%	23.5%	100.0%
%H (TV HH)			48.7%	24.8%	61.5%	38.5%	23.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3083	1315	487	2168	971	1197	2766
%H		42.7%	15.8%	70.3%	31.5%	38.8%	89.7%
Under 20"	156	64	22	127	59	68	133
%V	5.1%	4.9%	4.5%	5.9%	6.1%	5.7%	4.8%
%H		41.0%	14.1%	81.4%	37.8%	43.6%	85.3%
20" - 29"	446	173	69	349	147	202	393
%V	14.5%	13.2%	14.2%	16.1%	15.1%	16.9%	14.2%
%H		38.8%	15.5%	78.3%	33.0%	45.3%	88.1%
30" - 39"	914	367	132	666	271	396	798
%V	29.6%	27.9%	27.1%	30.7%	27.9%	33.1%	28.9%
%H		40.2%	14.4%	72.9%	29.6%	43.3%	87.3%
40" - 49"	982	431	155	663	296	367	886
%V	31.9%	32.8%	31.8%	30.6%	30.5%	30.7%	32.0%
%H		43.9%	15.8%	67.5%	30.1%	37.4%	90.2%
50" - 59"	441	219	77	274	151	123	423
%V	14.3%	16.7%	15.8%	12.6%	15.6%	10.3%	15.3%
%H		49.7%	17.5%	62.1%	34.2%	27.9%	95.9%
60"+	76	43	13	46	28	18	72
%V	2.5%	3.3%	2.7%	2.1%	2.9%	1.5%	2.6%
%H		56.6%	17.1%	60.5%	36.8%	23.7%	94.7%
Don't know	69	19	19	43	19	24	62
%V	2.2%	1.4%	3.9%	2.0%	2.0%	2.0%	2.2%
%H		27.5%	27.5%	62.3%	27.5%	34.8%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3083	1315	487	2168	971	1197	2766
%H		42.7%	15.8%	70.3%	31.5%	38.8%	89.7%
Main living room	1491	567	209	1030	368	662	1272
%V	48.4%	43.1%	42.9%	47.5%	37.9%	55.3%	46.0%
%H		38.0%	14.0%	69.1%	24.7%	44.4%	85.3%
Kitchen	175	81	26	139	74	64	159
%V	5.7%	6.2%	5.3%	6.4%	7.6%	5.3%	5.7%
%H		46.3%	14.9%	79.4%	42.3%	36.6%	90.9%
Adult's bedroom	777	356	130	557	282	275	718
%V	25.2%	27.1%	26.7%	25.7%	29.0%	23.0%	26.0%
%H		45.8%	16.7%	71.7%	36.3%	35.4%	92.4%
Child's bedroom	203	111	40	116	70	46	201
%V	6.6%	8.4%	8.2%	5.4%	7.2%	3.8%	7.3%
%H		54.7%	19.7%	57.1%	34.5%	22.7%	99.0%
Other bedroom	211	98	40	162	86	76	203
%V	6.8%	7.5%	8.2%	7.5%	8.9%	6.3%	7.3%
%H		46.4%	19.0%	76.8%	40.8%	36.0%	96.2%
Second living/dining room	141	66	23	99	50	49	130
%V	4.6%	5.0%	4.7%	4.6%	5.1%	4.1%	4.7%
%H		46.8%	16.3%	70.2%	35.5%	34.8%	92.2%
Study/office	24	10	5	19	11	8	24
%V	0.8%	0.8%	1.0%	0.9%	1.1%	0.7%	0.9%
%H		41.7%	20.8%	79.2%	45.8%	33.3%	100.0%
TV room	6	3	1	4	2	2	6
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	16.7%	66.7%	33.3%	33.3%	100.0%
Conservatory	38	16	10	34	21	13	38
%V	1.2%	1.2%	2.1%	1.6%	2.2%	1.1%	1.4%
%H		42.1%	26.3%	89.5%	55.3%	34.2%	100.0%
Attic or loft room	2	1	2	1	1	0	2
%V	0.1%	0.1%	0.4%	0.0%	0.1%	0.0%	0.1%
%H		50.0%	100.0%	50.0%	50.0%	0.0%	100.0%
No specific location	3	1	0	1	0	1	2
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	33.3%	0.0%	33.3%	66.7%
Other	12	7	2	7	4	3	12
%V	0.4%	0.5%	0.4%	0.3%	0.4%	0.3%	0.4%
%H		58.3%	16.7%	58.3%	33.3%	25.0%	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

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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	3083	1315	487	2168	971	1197	2766
%H		42.7%	15.8%	70.3%	31.5%	38.8%	89.7%
PVR	1333	834	298	718	509	209	1240
%V	43.2%	63.4%	61.2%	33.1%	52.4%	17.5%	44.8%
%H		62.6%	22.4%	53.9%	38.2%	15.7%	93.0%
DVDR	15	5	2	14	5	9	13
%V	0.5%	0.4%	0.4%	0.6%	0.5%	0.8%	0.5%
%H		33.3%	13.3%	93.3%	33.3%	60.0%	86.7%
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	1348	838	299	731	511	220	1253
%V	43.7%	63.7%	61.4%	33.7%	52.6%	18.4%	45.3%
%H		62.2%	22.2%	54.2%	37.9%	16.3%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3083	1315	487	2168	971	1197	2766
%H		42.7%	15.8%	70.3%	31.5%	38.8%	89.7%
Receives HDTV (via STB or built-in reception)	1849	878	343	1293	654	640	1724
%V	60.0%	66.8%	70.4%	59.6%	67.4%	53.5%	62.3%
%H		47.5%	18.6%	69.9%	35.4%	34.6%	93.2%
DVD/Blu-ray player or recorder	1236	492	209	890	390	500	1100
%V	40.1%	37.4%	42.9%	41.1%	40.2%	41.8%	39.8%
%H		39.8%	16.9%	72.0%	31.6%	40.5%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1506	573	209	1035	369	667	1282
%H		38.0%	13.9%	68.7%	24.5%	44.3%	85.1%
Under 20"	10	2	1	8	2	6	7
%V	0.7%	0.3%	0.5%	0.8%	0.5%	0.9%	0.5%
%H		20.0%	10.0%	80.0%	20.0%	60.0%	70.0%
20" - 29"	79	19	7	65	14	52	56
%V	5.2%	3.3%	3.3%	6.3%	3.8%	7.8%	4.4%
%H		24.1%	8.9%	82.3%	17.7%	65.8%	70.9%
30" - 39"	363	102	39	281	68	214	278
%V	24.1%	17.8%	18.7%	27.1%	18.4%	32.1%	21.7%
%H		28.1%	10.7%	77.4%	18.7%	59.0%	76.6%
40" - 49"	623	241	87	421	148	273	537
%V	41.4%	42.1%	41.6%	40.7%	40.1%	40.9%	41.9%
%H		38.7%	14.0%	67.6%	23.8%	43.8%	86.2%
50" - 59"	338	168	57	203	109	94	321
%V	22.4%	29.3%	27.3%	19.6%	29.5%	14.1%	25.0%
%H		49.7%	16.9%	60.1%	32.2%	27.8%	95.0%
60"+	58	33	10	36	21	15	55
%V	3.9%	5.8%	4.8%	3.5%	5.7%	2.2%	4.3%
%H		56.9%	17.2%	62.1%	36.2%	25.9%	94.8%
Don't know	35	9	8	22	8	13	28
%V	2.3%	1.6%	3.8%	2.1%	2.2%	1.9%	2.2%
%H		25.7%	22.9%	62.9%	22.9%	37.1%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1506	573	209	1035	369	667	1282
%H		38.0%	13.9%	68.7%	24.5%	44.3%	85.1%
PVR	903	526	202	527	346	181	826
%V	60.0%	91.8%	96.7%	50.9%	93.8%	27.1%	64.4%
%H		58.3%	22.4%	58.4%	38.3%	20.0%	91.5%
DVDR	11	3	0	11	3	8	9
%V	0.7%	0.5%	0.0%	1.1%	0.8%	1.2%	0.7%
%H		27.3%	0.0%	100.0%	27.3%	72.7%	81.8%
VCR	1	1	0	1	0	1	1
%V	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	911	526	202	535	346	189	833
%V	60.5%	91.8%	96.7%	51.7%	93.8%	28.3%	65.0%
%H		57.7%	22.2%	58.7%	38.0%	20.7%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1506	573	209	1035	369	667	1282
%H		38.0%	13.9%	68.7%	24.5%	44.3%	85.1%
Receives HDTV (via STB or built-in reception)	1077	483	194	736	329	407	978
%V	71.5%	84.3%	92.8%	71.1%	89.2%	61.0%	76.3%
%H		44.8%	18.0%	68.3%	30.5%	37.8%	90.8%
DVD/Blu-ray player or recorder	748	269	104	539	192	348	642
%V	49.7%	46.9%	49.8%	52.1%	52.0%	52.2%	50.1%
%H		36.0%	13.9%	72.1%	25.7%	46.5%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1577	742	278	1133	602	531	1484
%H		47.1%	17.6%	71.8%	38.2%	33.7%	94.1%
Under 20"	146	62	22	119	57	62	126
%V	9.3%	8.4%	7.9%	10.5%	9.5%	11.7%	8.5%
%H		42.5%	15.1%	81.5%	39.0%	42.5%	86.3%
20" - 29"	367	154	62	283	133	150	337
%V	23.3%	20.8%	22.3%	25.0%	22.1%	28.2%	22.7%
%H		42.0%	16.9%	77.1%	36.2%	40.9%	91.8%
30" - 39"	550	265	93	385	203	182	520
%V	34.9%	35.7%	33.5%	34.0%	33.7%	34.3%	35.0%
%H		48.2%	16.9%	70.0%	36.9%	33.1%	94.5%
40" - 49"	359	189	68	242	148	94	349
%V	22.8%	25.5%	24.5%	21.4%	24.6%	17.7%	23.5%
%H		52.6%	18.9%	67.4%	41.2%	26.2%	97.2%
50" - 59"	102	51	19	71	43	29	102
%V	6.5%	6.9%	6.8%	6.3%	7.1%	5.5%	6.9%
%H		50.0%	18.6%	69.6%	42.2%	28.4%	100.0%
60"+	17	10	3	10	7	4	17
%V	1.1%	1.3%	1.1%	0.9%	1.2%	0.8%	1.1%
%H		58.8%	17.6%	58.8%	41.2%	23.5%	100.0%
Don't know	35	10	11	22	11	11	34
%V	2.2%	1.3%	4.0%	1.9%	1.8%	2.1%	2.3%
%H		28.6%	31.4%	62.9%	31.4%	31.4%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1577	742	278	1133	602	531	1484
%H		47.1%	17.6%	71.8%	38.2%	33.7%	94.1%
PVR	430	308	96	191	163	28	413
%V	27.3%	41.5%	34.5%	16.9%	27.1%	5.3%	27.8%
%H		71.6%	22.3%	44.4%	37.9%	6.5%	96.0%
DVDR	4	2	2	3	2	1	4
%V	0.3%	0.3%	0.7%	0.3%	0.3%	0.2%	0.3%
%H		50.0%	50.0%	75.0%	50.0%	25.0%	100.0%
VCR	1	1	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	438	311	98	196	165	31	420
%V	27.8%	41.9%	35.3%	17.3%	27.4%	5.8%	28.3%
%H		71.0%	22.4%	44.7%	37.7%	7.1%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	1577	742	278	1133	602	531	1484
%H		47.1%	17.6%	71.8%	38.2%	33.7%	94.1%
Receives HDTV (via STB or built-in reception)	771	395	150	558	325	233	745
%V	48.9%	53.2%	54.0%	49.2%	54.0%	43.9%	50.2%
%H		51.2%	19.5%	72.4%	42.2%	30.2%	96.6%
DVD/Blu-ray player or recorder	488	223	106	350	198	153	458
%V	30.9%	30.1%	38.1%	30.9%	32.9%	28.8%	30.9%
%H		45.7%	21.7%	71.7%	40.6%	31.4%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

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	3416	3352	1423	536	2184	936	1249	3120
%H		98.1%	41.7%	15.7%	63.9%	27.4%	36.6%	91.3%
Total Children	598	590	278	97	320	160	160	588
%V	17.5%	17.6%	19.5%	18.1%	14.7%	17.1%	12.8%	18.8%
%H		98.7%	46.5%	16.2%	53.5%	26.8%	26.8%	98.3%
0 - 3	140	136	61	18	75	32	43	137
%V	4.1%	4.1%	4.3%	3.4%	3.4%	3.4%	3.4%	4.4%
%H		97.1%	43.6%	12.9%	53.6%	22.9%	30.7%	97.9%
4 - 15	458	454	217	79	246	128	118	452
%V	13.4%	13.5%	15.2%	14.7%	11.3%	13.7%	9.4%	14.5%
%H		99.1%	47.4%	17.2%	53.7%	27.9%	25.8%	98.7%
4 - 9	238	237	111	40	133	70	63	234
%V	7.0%	7.1%	7.8%	7.5%	6.1%	7.5%	5.0%	7.5%
%H		99.6%	46.6%	16.8%	55.9%	29.4%	26.5%	98.3%
10 - 15	220	217	106	39	113	58	54	218
%V	6.4%	6.5%	7.4%	7.3%	5.2%	6.2%	4.3%	7.0%
%H		98.6%	48.2%	17.7%	51.4%	26.4%	24.5%	99.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North East & Cumbria

Individual level data

Table 9.22: 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	3416	3352	1423	536	2184	936	1249	3120
%H		98.1%	41.7%	15.7%	63.9%	27.4%	36.6%	91.3%
Total Adults (16+)	2818	2762	1145	439	1864	776	1088	2531
%V	82.5%	82.4%	80.5%	81.9%	85.3%	82.9%	87.1%	81.1%
%H		98.0%	40.6%	15.6%	66.1%	27.5%	38.6%	89.8%
16 - 19	150	144	67	30	94	53	41	149
%V	4.4%	4.3%	4.7%	5.6%	4.3%	5.7%	3.3%	4.8%
%H		96.0%	44.7%	20.0%	62.7%	35.3%	27.3%	99.3%
20 - 24	192	181	79	45	115	61	53	189
%V	5.6%	5.4%	5.6%	8.4%	5.3%	6.5%	4.2%	6.1%
%H		94.3%	41.1%	23.4%	59.9%	31.8%	27.6%	98.4%
25 - 34	420	403	169	58	237	98	139	401
%V	12.3%	12.0%	11.9%	10.8%	10.9%	10.5%	11.1%	12.9%
%H		96.0%	40.2%	13.8%	56.4%	23.3%	33.1%	95.5%
35 - 44	376	366	167	71	197	94	103	365
%V	11.0%	10.9%	11.7%	13.2%	9.0%	10.0%	8.2%	11.7%
%H		97.3%	44.4%	18.9%	52.4%	25.0%	27.4%	97.1%
45 - 54	466	460	208	84	300	142	158	451
%V	13.6%	13.7%	14.6%	15.7%	13.7%	15.2%	12.7%	14.5%
%H		98.7%	44.6%	18.0%	64.4%	30.5%	33.9%	96.8%
55 - 64	495	493	211	72	362	159	203	464
%V	14.5%	14.7%	14.8%	13.4%	16.6%	17.0%	16.3%	14.9%
%H		99.6%	42.6%	14.5%	73.1%	32.1%	41.0%	93.7%
65+	718	714	244	80	559	168	391	513
%V	21.0%	21.3%	17.1%	14.9%	25.6%	17.9%	31.3%	16.4%
%H		99.4%	34.0%	11.1%	77.9%	23.4%	54.5%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2818	2762	1145	439	1864	776	1088	2531
%H		98.0%	40.6%	15.6%	66.1%	27.5%	38.6%	89.8%
AB	676	668	301	99	434	187	247	657
%V	24.0%	24.2%	26.3%	22.6%	23.3%	24.1%	22.7%	26.0%
%H		98.8%	44.5%	14.6%	64.2%	27.7%	36.5%	97.2%
C1	766	746	318	143	504	227	276	726
%V	27.2%	27.0%	27.8%	32.6%	27.0%	29.3%	25.4%	28.7%
%H		97.4%	41.5%	18.7%	65.8%	29.6%	36.0%	94.8%
C2	638	625	269	97	406	167	239	569
%V	22.6%	22.6%	23.5%	22.1%	21.8%	21.5%	22.0%	22.5%
%H		98.0%	42.2%	15.2%	63.6%	26.2%	37.5%	89.2%
D	451	442	161	65	313	126	187	392
%V	16.0%	16.0%	14.1%	14.8%	16.8%	16.2%	17.2%	15.5%
%H		98.0%	35.7%	14.4%	69.4%	27.9%	41.5%	86.9%
E	287	281	95	36	207	69	139	188
%V	10.2%	10.2%	8.3%	8.2%	11.1%	8.9%	12.8%	7.4%
%H		97.9%	33.1%	12.5%	72.1%	24.0%	48.4%	65.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2818	2762	1145	439	1864	776	1088	2531
%H		98.0%	40.6%	15.6%	66.1%	27.5%	38.6%	89.8%
Working full time	1237	1213	548	204	762	347	415	1209
%V	43.9%	43.9%	47.9%	46.5%	40.9%	44.7%	38.1%	47.8%
%H		98.1%	44.3%	16.5%	61.6%	28.1%	33.5%	97.7%
Working part time	278	276	119	45	178	79	99	269
%V	9.9%	10.0%	10.4%	10.3%	9.5%	10.2%	9.1%	10.6%
%H		99.3%	42.8%	16.2%	64.0%	28.4%	35.6%	96.8%
Not working	1303	1273	478	190	924	350	574	1054
%V	46.2%	46.1%	41.7%	43.3%	49.6%	45.1%	52.8%	41.6%
%H		97.7%	36.7%	14.6%	70.9%	26.9%	44.1%	80.9%
Houseperson	1538	1506	573	209	1035	369	667	1308
%V	54.6%	54.5%	50.0%	47.6%	55.5%	47.6%	61.3%	51.7%
%H		97.9%	37.3%	13.6%	67.3%	24.0%	43.4%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1368	1341	562	218	896	378	518	1233
%H		98.0%	41.1%	15.9%	65.5%	27.6%	37.9%	90.1%
16 - 19	82	80	37	18	52	29	24	81
%V	6.0%	6.0%	6.6%	8.3%	5.8%	7.7%	4.6%	6.6%
%H		97.6%	45.1%	22.0%	63.4%	35.4%	29.3%	98.8%
20 - 24	91	90	42	20	55	31	25	90
%V	6.7%	6.7%	7.5%	9.2%	6.1%	8.2%	4.8%	7.3%
%H		98.9%	46.2%	22.0%	60.4%	34.1%	27.5%	98.9%
25 - 34	216	206	81	31	131	53	77	203
%V	15.8%	15.4%	14.4%	14.2%	14.6%	14.0%	14.9%	16.5%
%H		95.4%	37.5%	14.4%	60.6%	24.5%	35.6%	94.0%
35 - 44	182	177	81	33	94	42	51	175
%V	13.3%	13.2%	14.4%	15.1%	10.5%	11.1%	9.8%	14.2%
%H		97.3%	44.5%	18.1%	51.6%	23.1%	28.0%	96.2%
45 - 54	220	216	94	45	134	63	71	210
%V	16.1%	16.1%	16.7%	20.6%	15.0%	16.7%	13.7%	17.0%
%H		98.2%	42.7%	20.5%	60.9%	28.6%	32.3%	95.5%
55 - 64	241	239	101	32	177	75	102	221
%V	17.6%	17.8%	18.0%	14.7%	19.8%	19.8%	19.7%	17.9%
%H		99.2%	41.9%	13.3%	73.4%	31.1%	42.3%	91.7%
65+	337	333	125	40	253	85	168	254
%V	24.6%	24.8%	22.2%	18.3%	28.2%	22.5%	32.4%	20.6%
%H		98.8%	37.1%	11.9%	75.1%	25.2%	49.9%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1368	1341	562	218	896	378	518	1233
%H		98.0%	41.1%	15.9%	65.5%	27.6%	37.9%	90.1%
AB	332	327	152	49	208	92	116	323
%V	24.3%	24.4%	27.0%	22.5%	23.2%	24.3%	22.4%	26.2%
%H		98.5%	45.8%	14.8%	62.7%	27.7%	34.9%	97.3%
C1	352	346	153	65	234	111	123	340
%V	25.7%	25.8%	27.2%	29.8%	26.1%	29.4%	23.7%	27.6%
%H		98.3%	43.5%	18.5%	66.5%	31.5%	34.9%	96.6%
C2	348	338	142	54	218	86	132	306
%V	25.4%	25.2%	25.3%	24.8%	24.3%	22.8%	25.5%	24.8%
%H		97.1%	40.8%	15.5%	62.6%	24.7%	37.9%	87.9%
D	205	201	75	31	140	58	82	178
%V	15.0%	15.0%	13.3%	14.2%	15.6%	15.3%	15.8%	14.4%
%H		98.0%	36.6%	15.1%	68.3%	28.3%	40.0%	86.8%
E	132	130	41	19	95	30	64	86
%V	9.6%	9.7%	7.3%	8.7%	10.6%	7.9%	12.4%	7.0%
%H		98.5%	31.1%	14.4%	72.0%	22.7%	48.5%	65.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1368	1341	562	218	896	378	518	1233
%H		98.0%	41.1%	15.9%	65.5%	27.6%	37.9%	90.1%
Working full time	733	717	320	121	447	201	246	713
%V	53.6%	53.5%	56.9%	55.5%	49.9%	53.2%	47.5%	57.8%
%H		97.8%	43.7%	16.5%	61.0%	27.4%	33.6%	97.3%
Working part time	51	50	22	9	36	18	18	47
%V	3.7%	3.7%	3.9%	4.1%	4.0%	4.8%	3.5%	3.8%
%H		98.0%	43.1%	17.6%	70.6%	35.3%	35.3%	92.2%
Not working	585	575	220	89	413	160	253	473
%V	42.8%	42.9%	39.1%	40.8%	46.1%	42.3%	48.8%	38.4%
%H		98.3%	37.6%	15.2%	70.6%	27.4%	43.2%	80.9%
Houseperson	326	314	94	37	221	54	167	241
%V	23.8%	23.4%	16.7%	17.0%	24.7%	14.3%	32.2%	19.5%
%H		96.3%	28.8%	11.3%	67.8%	16.6%	51.2%	73.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1450	1421	583	221	968	397	570	1299
%H		98.0%	40.2%	15.2%	66.8%	27.4%	39.3%	89.6%
16 - 19	68	64	29	13	42	24	17	68
%V	4.7%	4.5%	5.0%	5.9%	4.3%	6.0%	3.0%	5.2%
%H		94.1%	42.6%	19.1%	61.8%	35.3%	25.0%	100.0%
20 - 24	100	92	37	25	60	31	29	99
%V	6.9%	6.5%	6.3%	11.3%	6.2%	7.8%	5.1%	7.6%
%H		92.0%	37.0%	25.0%	60.0%	31.0%	29.0%	99.0%
25 - 34	204	197	88	27	107	45	62	199
%V	14.1%	13.9%	15.1%	12.2%	11.1%	11.3%	10.9%	15.3%
%H		96.6%	43.1%	13.2%	52.5%	22.1%	30.4%	97.5%
35 - 44	194	189	86	38	103	52	51	190
%V	13.4%	13.3%	14.8%	17.2%	10.6%	13.1%	8.9%	14.6%
%H		97.4%	44.3%	19.6%	53.1%	26.8%	26.3%	97.9%
45 - 54	247	245	114	39	166	79	87	241
%V	17.0%	17.2%	19.6%	17.6%	17.1%	19.9%	15.3%	18.6%
%H		99.2%	46.2%	15.8%	67.2%	32.0%	35.2%	97.6%
55 - 64	255	253	110	39	185	84	101	243
%V	17.6%	17.8%	18.9%	17.6%	19.1%	21.2%	17.7%	18.7%
%H		99.2%	43.1%	15.3%	72.5%	32.9%	39.6%	95.3%
65+	382	381	119	40	306	83	223	259
%V	26.3%	26.8%	20.4%	18.1%	31.6%	20.9%	39.1%	19.9%
%H		99.7%	31.2%	10.5%	80.1%	21.7%	58.4%	67.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1450	1421	583	221	968	397	570	1299
%H		98.0%	40.2%	15.2%	66.8%	27.4%	39.3%	89.6%
AB	344	341	150	50	226	94	131	334
%V	23.7%	24.0%	25.7%	22.6%	23.3%	23.7%	23.0%	25.7%
%H		99.1%	43.6%	14.5%	65.7%	27.3%	38.1%	97.1%
C1	414	400	165	77	269	116	153	386
%V	28.6%	28.1%	28.3%	34.8%	27.8%	29.2%	26.8%	29.7%
%H		96.6%	39.9%	18.6%	65.0%	28.0%	37.0%	93.2%
C2	290	287	127	43	188	81	107	262
%V	20.0%	20.2%	21.8%	19.5%	19.4%	20.4%	18.8%	20.2%
%H		99.0%	43.8%	14.8%	64.8%	27.9%	36.9%	90.3%
D	246	242	86	34	173	68	105	214
%V	17.0%	17.0%	14.8%	15.4%	17.9%	17.1%	18.4%	16.5%
%H		98.4%	35.0%	13.8%	70.3%	27.6%	42.7%	87.0%
E	155	151	55	17	113	38	74	102
%V	10.7%	10.6%	9.4%	7.7%	11.7%	9.6%	13.0%	7.9%
%H		97.4%	35.5%	11.0%	72.9%	24.5%	47.7%	65.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1450	1421	583	221	968	397	570	1299
%H		98.0%	40.2%	15.2%	66.8%	27.4%	39.3%	89.6%
Working full time	504	497	228	84	314	146	169	496
%V	34.8%	35.0%	39.1%	38.0%	32.4%	36.8%	29.6%	38.2%
%H		98.6%	45.2%	16.7%	62.3%	29.0%	33.5%	98.4%
Working part time	228	226	97	37	143	62	81	222
%V	15.7%	15.9%	16.6%	16.7%	14.8%	15.6%	14.2%	17.1%
%H		99.1%	42.5%	16.2%	62.7%	27.2%	35.5%	97.4%
Not working	718	698	258	100	511	190	321	581
%V	49.5%	49.1%	44.3%	45.2%	52.8%	47.9%	56.3%	44.7%
%H		97.2%	35.9%	13.9%	71.2%	26.5%	44.7%	80.9%
Houseperson	1212	1192	479	172	814	315	499	1067
%V	83.6%	83.9%	82.2%	77.8%	84.1%	79.3%	87.5%	82.1%
%H		98.3%	39.5%	14.2%	67.2%	26.0%	41.2%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data
Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
AB	574	557	230	78	354	130	225	555
%V	18.7%	19.0%	22.5%	16.6%	18.6%	21.6%	17.2%	21.0%
%H (All HH)		97.0%	40.1%	13.6%	61.7%	22.6%	39.2%	96.7%
%H (TV HH)			41.3%	14.0%	63.6%	23.3%	40.4%	
C1	819	786	277	140	503	179	324	757
%V	26.7%	26.7%	27.2%	29.7%	26.4%	29.7%	24.8%	28.7%
%H (All HH)		96.0%	33.8%	17.1%	61.4%	21.9%	39.6%	92.4%
%H (TV HH)			35.2%	17.8%	64.0%	22.8%	41.2%	
C2	545	524	206	103	327	136	192	490
%V	17.8%	17.8%	20.2%	21.9%	17.1%	22.6%	14.7%	18.6%
%H (All HH)		96.1%	37.8%	18.9%	60.0%	25.0%	35.2%	89.9%
%H (TV HH)			39.3%	19.7%	62.4%	26.0%	36.6%	
D	524	497	158	77	318	88	229	432
%V	17.1%	16.9%	15.5%	16.3%	16.7%	14.6%	17.5%	16.4%
%H (All HH)		94.8%	30.2%	14.7%	60.7%	16.8%	43.7%	82.4%
%H (TV HH)			31.8%	15.5%	64.0%	17.7%	46.1%	
E	605	576	147	73	406	70	336	404
%V	19.7%	19.6%	14.4%	15.5%	21.3%	11.6%	25.7%	15.3%
%H (All HH)		95.2%	24.3%	12.1%	67.1%	11.6%	55.5%	66.8%
%H (TV HH)			25.5%	12.7%	70.5%	12.2%	58.3%	

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
Jan - Dec 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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Under 25	119	103	23	17	54	9	45	112
%V	3.9%	3.5%	2.3%	3.6%	2.8%	1.5%	3.4%	4.2%
%H (All HH)		86.6%	19.3%	14.3%	45.4%	7.6%	37.8%	94.1%
%H (TV HH)			22.3%	16.5%	52.4%	8.7%	43.7%	
25 - 34	476	432	148	63	216	64	152	460
%V	15.5%	14.7%	14.5%	13.4%	11.3%	10.6%	11.6%	17.4%
%H (All HH)		90.8%	31.1%	13.2%	45.4%	13.4%	31.9%	96.6%
%H (TV HH)			34.3%	14.6%	50.0%	14.8%	35.2%	
35 - 44	479	452	184	79	244	88	157	461
%V	15.6%	15.4%	18.0%	16.8%	12.8%	14.6%	12.0%	17.5%
%H (All HH)		94.4%	38.4%	16.5%	50.9%	18.4%	32.8%	96.2%
%H (TV HH)			40.7%	17.5%	54.0%	19.5%	34.7%	
45 - 54	569	553	231	104	346	147	200	538
%V	18.6%	18.8%	22.6%	22.1%	18.1%	24.4%	15.3%	20.4%
%H (All HH)		97.2%	40.6%	18.3%	60.8%	25.8%	35.1%	94.6%
%H (TV HH)			41.8%	18.8%	62.6%	26.6%	36.2%	
55 - 64	545	531	186	103	369	130	239	489
%V	17.8%	18.1%	18.2%	21.9%	19.3%	21.6%	18.3%	18.5%
%H (All HH)		97.4%	34.1%	18.9%	67.7%	23.9%	43.9%	89.7%
%H (TV HH)			35.0%	19.4%	69.5%	24.5%	45.0%	
65 +	878	869	247	105	678	165	514	579
%V	28.6%	29.6%	24.2%	22.3%	35.5%	27.4%	39.4%	21.9%
%H (All HH)		99.0%	28.1%	12.0%	77.2%	18.8%	58.5%	65.9%
%H (TV HH)			28.4%	12.1%	78.0%	19.0%	59.1%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC North West

Household level data

Table 10.3: 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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
1	987	927	234	97	677	118	560	679
%V	32.2%	31.5%	22.9%	20.6%	35.5%	19.6%	42.9%	25.7%
%H (All HH)		93.9%	23.7%	9.8%	68.6%	12.0%	56.7%	68.8%
%H (TV HH)			25.2%	10.5%	73.0%	12.7%	60.4%	
2	1043	1009	351	173	674	228	446	939
%V	34.0%	34.3%	34.4%	36.7%	35.3%	37.8%	34.2%	35.6%
%H (All HH)		96.7%	33.7%	16.6%	64.6%	21.9%	42.8%	90.0%
%H (TV HH)			34.8%	17.1%	66.8%	22.6%	44.2%	
3	466	452	195	88	258	115	143	454
%V	15.2%	15.4%	19.1%	18.7%	13.5%	19.1%	10.9%	17.2%
%H (All HH)		97.0%	41.8%	18.9%	55.4%	24.7%	30.7%	97.4%
%H (TV HH)			43.1%	19.5%	57.1%	25.4%	31.6%	
4	377	365	155	78	209	101	108	374
%V	12.3%	12.4%	15.2%	16.6%	11.0%	16.7%	8.3%	14.2%
%H (All HH)		96.8%	41.1%	20.7%	55.4%	26.8%	28.6%	99.2%
%H (TV HH)			42.5%	21.4%	57.3%	27.7%	29.6%	
5+	194	186	85	35	90	41	49	192
%V	6.3%	6.3%	8.3%	7.4%	4.7%	6.8%	3.8%	7.3%
%H (All HH)		95.9%	43.8%	18.0%	46.4%	21.1%	25.3%	99.0%
%H (TV HH)			45.7%	18.8%	48.4%	22.0%	26.3%	
Average HH size	2.30	2.31	2.55	2.57	2.16	2.56	1.97	2.45

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 2019
BBC North West
Household level data
Table 10.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Without	2294	2189	706	338	1498	431	1067	1881
%V	74.8%	74.5%	69.2%	71.8%	78.5%	71.5%	81.7%	71.3%
%H (All HH)		95.4%	30.8%	14.7%	65.3%	18.8%	46.5%	82.0%
%H (TV HH)			32.3%	15.4%	68.4%	19.7%	48.7%	
With	772	750	314	133	410	172	238	757
%V	25.2%	25.5%	30.8%	28.2%	21.5%	28.5%	18.2%	28.7%
%H (All HH)		97.2%	40.7%	17.2%	53.1%	22.3%	30.8%	98.1%
%H (TV HH)			41.9%	17.7%	54.7%	22.9%	31.7%	
0 - 3	285	272	113	43	130	48	82	276
%V	9.3%	9.3%	11.1%	9.1%	6.8%	8.0%	6.3%	10.5%
%H (All HH)		95.4%	39.6%	15.1%	45.6%	16.8%	28.8%	96.8%
%H (TV HH)			41.5%	15.8%	47.8%	17.6%	30.1%	
4 - 9	407	393	160	67	214	85	129	399
%V	13.3%	13.4%	15.7%	14.2%	11.2%	14.1%	9.9%	15.1%
%H (All HH)		96.6%	39.3%	16.5%	52.6%	20.9%	31.7%	98.0%
%H (TV HH)			40.7%	17.0%	54.5%	21.6%	32.8%	
10 - 15	384	378	162	75	215	102	114	380
%V	12.5%	12.9%	15.9%	15.9%	11.3%	16.9%	8.7%	14.4%
%H (All HH)		98.4%	42.2%	19.5%	56.0%	26.6%	29.7%	99.0%
%H (TV HH)			42.9%	19.8%	56.9%	27.0%	30.2%	

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

Jan - Dec 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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
1	1198	1198	320	143	715	83	632	937
%V	39.1%	40.8%	31.4%	30.4%	37.5%	13.8%	48.4%	35.5%
%H (All HH)		100.0%	26.7%	11.9%	59.7%	6.9%	52.8%	78.2%
%H (TV HH)			26.7%	11.9%	59.7%	6.9%	52.8%	
2	980	980	364	167	641	224	417	866
%V	32.0%	33.3%	35.7%	35.5%	33.6%	37.1%	31.9%	32.8%
%H (All HH)		100.0%	37.1%	17.0%	65.4%	22.9%	42.6%	88.4%
%H (TV HH)			37.1%	17.0%	65.4%	22.9%	42.6%	
3	498	498	212	100	352	171	181	476
%V	16.2%	16.9%	20.8%	21.2%	18.4%	28.4%	13.9%	18.0%
%H (All HH)		100.0%	42.6%	20.1%	70.7%	34.3%	36.3%	95.6%
%H (TV HH)			42.6%	20.1%	70.7%	34.3%	36.3%	
4	183	183	85	41	137	83	55	181
%V	6.0%	6.2%	8.3%	8.7%	7.2%	13.8%	4.2%	6.9%
%H (All HH)		100.0%	46.4%	22.4%	74.9%	45.4%	30.1%	98.9%
%H (TV HH)			46.4%	22.4%	74.9%	45.4%	30.1%	
5+	79	79	38	20	64	42	21	79
%V	2.6%	2.7%	3.7%	4.2%	3.4%	7.0%	1.6%	3.0%
%H (All HH)		100.0%	48.1%	25.3%	81.0%	53.2%	26.6%	100.0%
%H (TV HH)			48.1%	25.3%	81.0%	53.2%	26.6%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

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BBC North West

Household level data

Table 10.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Under 20"	170	170	60	30	140	63	76	154
%V	5.5%	5.8%	5.9%	6.4%	7.3%	10.4%	5.8%	5.8%
%H (All HH)		100.0%	35.3%	17.6%	82.4%	37.1%	44.7%	90.6%
%H (TV HH)			35.3%	17.6%	82.4%	37.1%	44.7%	
20" - 29"	708	708	239	118	542	211	331	606
%V	23.1%	24.1%	23.4%	25.1%	28.4%	35.0%	25.3%	23.0%
%H (All HH)		100.0%	33.8%	16.7%	76.6%	29.8%	46.8%	85.6%
%H (TV HH)			33.8%	16.7%	76.6%	29.8%	46.8%	
30" - 39"	1567	1567	529	259	1086	360	726	1353
%V	51.1%	53.3%	51.9%	55.0%	56.9%	59.7%	55.6%	51.3%
%H (All HH)		100.0%	33.8%	16.5%	69.3%	23.0%	46.3%	86.3%
%H (TV HH)			33.8%	16.5%	69.3%	23.0%	46.3%	
40" - 49"	1394	1394	562	253	880	355	525	1285
%V	45.5%	47.4%	55.1%	53.7%	46.1%	58.9%	40.2%	48.7%
%H (All HH)		100.0%	40.3%	18.1%	63.1%	25.5%	37.7%	92.2%
%H (TV HH)			40.3%	18.1%	63.1%	25.5%	37.7%	
50" - 59"	557	557	248	111	326	161	165	533
%V	18.2%	19.0%	24.3%	23.6%	17.1%	26.7%	12.6%	20.2%
%H (All HH)		100.0%	44.5%	19.9%	58.5%	28.9%	29.6%	95.7%
%H (TV HH)			44.5%	19.9%	58.5%	28.9%	29.6%	
60"+	70	70	37	12	39	21	19	69
%V	2.3%	2.4%	3.6%	2.5%	2.0%	3.5%	1.5%	2.6%
%H (All HH)		100.0%	52.9%	17.1%	55.7%	30.0%	27.1%	98.6%
%H (TV HH)			52.9%	17.1%	55.7%	30.0%	27.1%	

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

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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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Main living room	2915	2915	1016	469	1895	601	1294	2518
%V	95.1%	99.2%	99.6%	99.6%	99.3%	99.7%	99.1%	95.5%
%H (All HH)		100.0%	34.9%	16.1%	65.0%	20.6%	44.4%	86.4%
%H (TV HH)			34.9%	16.1%	65.0%	20.6%	44.4%	
Kitchen	219	219	95	40	170	86	84	205
%V	7.1%	7.5%	9.3%	8.5%	8.9%	14.3%	6.4%	7.8%
%H (All HH)		100.0%	43.4%	18.3%	77.6%	39.3%	38.4%	93.6%
%H (TV HH)			43.4%	18.3%	77.6%	39.3%	38.4%	
Adult's bedroom	1393	1393	547	269	964	418	546	1278
%V	45.4%	47.4%	53.6%	57.1%	50.5%	69.3%	41.8%	48.4%
%H (All HH)		100.0%	39.3%	19.3%	69.2%	30.0%	39.2%	91.7%
%H (TV HH)			39.3%	19.3%	69.2%	30.0%	39.2%	
Child's bedroom	229	229	100	48	152	84	68	224
%V	7.5%	7.8%	9.8%	10.2%	8.0%	13.9%	5.2%	8.5%
%H (All HH)		100.0%	43.7%	21.0%	66.4%	36.7%	29.7%	97.8%
%H (TV HH)			43.7%	21.0%	66.4%	36.7%	29.7%	
Other bedroom	208	208	90	48	144	74	70	200
%V	6.8%	7.1%	8.8%	10.2%	7.5%	12.3%	5.4%	7.6%
%H (All HH)		100.0%	43.3%	23.1%	69.2%	35.6%	33.7%	96.2%
%H (TV HH)			43.3%	23.1%	69.2%	35.6%	33.7%	
Second living/dining room	345	345	151	70	256	133	122	327
%V	11.3%	11.7%	14.8%	14.9%	13.4%	22.1%	9.3%	12.4%
%H (All HH)		100.0%	43.8%	20.3%	74.2%	38.6%	35.4%	94.8%
%H (TV HH)			43.8%	20.3%	74.2%	38.6%	35.4%	
Study/office	24	24	11	3	17	8	9	24
%V	0.8%	0.8%	1.1%	0.6%	0.9%	1.3%	0.7%	0.9%
%H (All HH)		100.0%	45.8%	12.5%	70.8%	33.3%	37.5%	100.0%
%H (TV HH)			45.8%	12.5%	70.8%	33.3%	37.5%	
TV room	14	14	8	2	9	6	3	14
%V	0.5%	0.5%	0.8%	0.4%	0.5%	1.0%	0.2%	0.5%
%H (All HH)		100.0%	57.1%	14.3%	64.3%	42.9%	21.4%	100.0%
%H (TV HH)			57.1%	14.3%	64.3%	42.9%	21.4%	
Conservatory	52	52	27	9	42	24	17	50
%V	1.7%	1.8%	2.6%	1.9%	2.2%	4.0%	1.3%	1.9%
%H (All HH)		100.0%	51.9%	17.3%	80.8%	46.2%	32.7%	96.2%
%H (TV HH)			51.9%	17.3%	80.8%	46.2%	32.7%	
Attic or loft room	5	5	3	0	5	2	3	5
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	40.0%	60.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	40.0%	60.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	13	13	6	1	10	5	6	12
%V	0.4%	0.4%	0.6%	0.2%	0.5%	0.8%	0.5%	0.5%
%H (All HH)		100.0%	46.2%	7.7%	76.9%	38.5%	46.2%	92.3%
%H (TV HH)			46.2%	7.7%	76.9%	38.5%	46.2%	

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

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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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Any DSAT provider	1020	1020	1020	10	409	409	0	955
%V	33.3%	34.7%	100.0%	2.1%	21.4%	67.8%	0.0%	36.2%
%H (All HH)			100.0%	1.0%	40.1%	40.1%	0.0%	93.6%
%H (TV HH)			100.0%	1.0%	40.1%	40.1%	0.0%	
Sky with subscription	931	931	931	6	369	369	0	876
%V	30.4%	31.7%	91.3%	1.3%	19.3%	61.2%	0.0%	33.2%
%H (All HH)			100.0%	0.6%	39.6%	39.6%	0.0%	94.1%
%H (TV HH)			100.0%	0.6%	39.6%	39.6%	0.0%	
Sky without subscription	26	26	26	1	9	9	0	22
%V	0.8%	0.9%	2.5%	0.2%	0.5%	1.5%	0.0%	0.8%
%H (All HH)			100.0%	3.8%	34.6%	34.6%	0.0%	84.6%
%H (TV HH)			100.0%	3.8%	34.6%	34.6%	0.0%	
Freesat	54	54	54	2	29	29	0	51
%V	1.8%	1.8%	5.3%	0.4%	1.5%	4.8%	0.0%	1.9%
%H (All HH)			100.0%	3.7%	53.7%	53.7%	0.0%	94.4%
%H (TV HH)			100.0%	3.7%	53.7%	53.7%	0.0%	
Other satellite provider	34	34	34	1	18	18	0	31
%V	1.1%	1.2%	3.3%	0.2%	0.9%	3.0%	0.0%	1.2%
%H (All HH)			100.0%	2.9%	52.9%	52.9%	0.0%	91.2%
%H (TV HH)			100.0%	2.9%	52.9%	52.9%	0.0%	
DCAB	471	471	10	471	197	197	0	450
%V	15.4%	16.0%	1.0%	100.0%	10.3%	32.7%	0.0%	17.1%
%H (All HH)			2.1%	100.0%	41.8%	41.8%	0.0%	95.5%
%H (TV HH)			2.1%	100.0%	41.8%	41.8%	0.0%	
DTT	1908	1908	409	197	1908	603	1306	1562
%V	62.2%	64.9%	40.1%	41.8%	100.0%	100.0%	100.0%	59.2%
%H (All HH)		100.0%	21.4%	10.3%	100.0%	31.6%	68.4%	81.9%
%H (TV HH)			21.4%	10.3%	100.0%	31.6%	68.4%	

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

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Table 10.9: 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	3066	2939	1020	471	1908	603	1306	2638
%H (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
PVR	1664	1664	949	453	833	562	271	1564
%V	54.3%	56.6%	93.0%	96.2%	43.7%	93.2%	20.8%	59.3%
%H (All HH)		100.0%	57.0%	27.2%	50.1%	33.8%	16.3%	94.0%
%H (TV HH)			57.0%	27.2%	50.1%	33.8%	16.3%	
DVDR	32	32	15	5	25	12	13	29
%V	1.0%	1.1%	1.5%	1.1%	1.3%	2.0%	1.0%	1.1%
%H (All HH)		100.0%	46.9%	15.6%	78.1%	37.5%	40.6%	90.6%
%H (TV HH)			46.9%	15.6%	78.1%	37.5%	40.6%	
VCR	12	12	3	2	12	4	7	8
%V	0.4%	0.4%	0.3%	0.4%	0.6%	0.7%	0.5%	0.3%
%H (All HH)		100.0%	25.0%	16.7%	100.0%	33.3%	58.3%	66.7%
%H (TV HH)			25.0%	16.7%	100.0%	33.3%	58.3%	
Any recorder	1678	1678	949	453	845	563	283	1573
%V	54.7%	57.1%	93.0%	96.2%	44.3%	93.4%	21.7%	59.6%
%H (All HH)		100.0%	56.6%	27.0%	50.4%	33.6%	16.9%	93.7%
%H (TV HH)			56.6%	27.0%	50.4%	33.6%	16.9%	
Receives HDTV (via STB or built-in reception)	1992	1992	922	354	1266	540	726	1826
%V	65.0%	67.8%	90.4%	75.2%	66.4%	89.6%	55.6%	69.2%
%H (All HH)		100.0%	46.3%	17.8%	63.6%	27.1%	36.4%	91.7%
%H (TV HH)			46.3%	17.8%	63.6%	27.1%	36.4%	
DVD/Blu-ray player or recorder	1422	1422	514	252	965	371	594	1272
%V	46.4%	48.4%	50.4%	53.5%	50.6%	61.5%	45.5%	48.2%
%H (All HH)		100.0%	36.1%	17.7%	67.9%	26.1%	41.8%	89.5%
%H (TV HH)			36.1%	17.7%	67.9%	26.1%	41.8%	

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

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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	3066	2939	1020	471	1908	603	1306	2638
%V (All HH)		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%
%H (TV HH)			34.7%	16.0%	64.9%	20.5%	44.4%	
Has broadband internet	2638	2538	955	450	1562	568	994	2638
%V	86.0%	86.4%	93.6%	95.5%	81.9%	94.2%	76.1%	100.0%
%H (All HH)		96.2%	36.2%	17.1%	59.2%	21.5%	37.7%	100.0%
%H (TV HH)			37.6%	17.7%	61.5%	22.4%	39.2%	
Number of computers (PCs and laptops)								
0	712	663	151	68	477	65	413	309
%V	23.2%	22.6%	14.8%	14.4%	25.0%	10.8%	31.6%	11.7%
%H (All HH)		93.1%	21.2%	9.6%	67.0%	9.1%	58.0%	43.4%
%H (TV HH)			22.8%	10.3%	71.9%	9.8%	62.3%	
1	911	868	295	143	547	161	386	889
%V	29.7%	29.5%	28.9%	30.4%	28.7%	26.7%	29.6%	33.7%
%H (All HH)		95.3%	32.4%	15.7%	60.0%	17.7%	42.4%	97.6%
%H (TV HH)			34.0%	16.5%	63.0%	18.5%	44.5%	
2	763	746	291	120	464	166	298	761
%V	24.9%	25.4%	28.5%	25.5%	24.3%	27.5%	22.8%	28.8%
%H (All HH)		97.8%	38.1%	15.7%	60.8%	21.8%	39.1%	99.7%
%H (TV HH)			39.0%	16.1%	62.2%	22.3%	39.9%	
3	327	315	131	65	199	96	104	326
%V	10.7%	10.7%	12.8%	13.8%	10.4%	15.9%	8.0%	12.4%
%H (All HH)		96.3%	40.1%	19.9%	60.9%	29.4%	31.8%	99.7%
%H (TV HH)			41.6%	20.6%	63.2%	30.5%	33.0%	
4	179	175	79	36	111	57	55	179
%V	5.8%	6.0%	7.7%	7.6%	5.8%	9.5%	4.2%	6.8%
%H (All HH)		97.8%	44.1%	20.1%	62.0%	31.8%	30.7%	100.0%
%H (TV HH)			45.1%	20.6%	63.4%	32.6%	31.4%	
5+	175	172	73	39	109	59	50	174
%V	5.7%	5.9%	7.2%	8.3%	5.7%	9.8%	3.8%	6.6%
%H (All HH)		98.3%	41.7%	22.3%	62.3%	33.7%	28.6%	99.4%
%H (TV HH)			42.4%	22.7%	63.4%	34.3%	29.1%	

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

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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	5814	2233	1047	3946	1604	2342	5244
%H		38.4%	18.0%	67.9%	27.6%	40.3%	90.2%
Under 20"	209	75	36	176	82	94	190
%V	3.6%	3.4%	3.4%	4.5%	5.1%	4.0%	3.6%
%H		35.9%	17.2%	84.2%	39.2%	45.0%	90.9%
20" - 29"	884	304	156	683	279	404	764
%V	15.2%	13.6%	14.9%	17.3%	17.4%	17.3%	14.6%
%H		34.4%	17.6%	77.3%	31.6%	45.7%	86.4%
30" - 39"	2085	741	354	1450	528	922	1840
%V	35.9%	33.2%	33.8%	36.7%	32.9%	39.4%	35.1%
%H		35.5%	17.0%	69.5%	25.3%	44.2%	88.2%
40" - 49"	1714	716	327	1084	469	615	1593
%V	29.5%	32.1%	31.2%	27.5%	29.2%	26.3%	30.4%
%H		41.8%	19.1%	63.2%	27.4%	35.9%	92.9%
50" - 59"	640	294	129	376	192	183	615
%V	11.0%	13.2%	12.3%	9.5%	12.0%	7.8%	11.7%
%H		45.9%	20.2%	58.8%	30.0%	28.6%	96.1%
60"+	73	39	12	41	22	19	72
%V	1.3%	1.7%	1.1%	1.0%	1.4%	0.8%	1.4%
%H		53.4%	16.4%	56.2%	30.1%	26.0%	98.6%
Don't know	210	64	32	137	32	105	169
%V	3.6%	2.9%	3.1%	3.5%	2.0%	4.5%	3.2%
%H		30.5%	15.2%	65.2%	15.2%	50.0%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	5814	2233	1047	3946	1604	2342	5244
%H		38.4%	18.0%	67.9%	27.6%	40.3%	90.2%
Main living room	2946	1027	477	1915	609	1306	2546
%V	50.7%	46.0%	45.6%	48.5%	38.0%	55.8%	48.6%
%H		34.9%	16.2%	65.0%	20.7%	44.3%	86.4%
Kitchen	220	96	40	171	86	84	206
%V	3.8%	4.3%	3.8%	4.3%	5.4%	3.6%	3.9%
%H		43.6%	18.2%	77.7%	39.1%	38.2%	93.6%
Adult's bedroom	1661	673	324	1159	531	628	1538
%V	28.6%	30.1%	30.9%	29.4%	33.1%	26.8%	29.3%
%H		40.5%	19.5%	69.8%	32.0%	37.8%	92.6%
Child's bedroom	285	122	62	192	108	84	280
%V	4.9%	5.5%	5.9%	4.9%	6.7%	3.6%	5.3%
%H		42.8%	21.8%	67.4%	37.9%	29.5%	98.2%
Other bedroom	244	106	59	167	87	80	237
%V	4.2%	4.7%	5.6%	4.2%	5.4%	3.4%	4.5%
%H		43.4%	24.2%	68.4%	35.7%	32.8%	97.1%
Second living/dining room	346	151	70	257	134	122	328
%V	6.0%	6.8%	6.7%	6.5%	8.4%	5.2%	6.3%
%H		43.6%	20.2%	74.3%	38.7%	35.3%	94.8%
Study/office	25	13	3	18	10	9	25
%V	0.4%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		52.0%	12.0%	72.0%	40.0%	36.0%	100.0%
TV room	14	8	2	9	6	3	14
%V	0.2%	0.4%	0.2%	0.2%	0.4%	0.1%	0.3%
%H		57.1%	14.3%	64.3%	42.9%	21.4%	100.0%
Conservatory	52	27	9	42	24	17	50
%V	0.9%	1.2%	0.9%	1.1%	1.5%	0.7%	1.0%
%H		51.9%	17.3%	80.8%	46.2%	32.7%	96.2%
Attic or loft room	5	3	0	5	2	3	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	40.0%	60.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	13	6	1	11	5	6	13
%V	0.2%	0.3%	0.1%	0.3%	0.3%	0.3%	0.2%
%H		46.2%	7.7%	84.6%	38.5%	46.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5814	2233	1047	3946	1604	2342	5244
%H		38.4%	18.0%	67.9%	27.6%	40.3%	90.2%
PVR	2546	1548	696	1143	822	321	2428
%V	43.8%	69.3%	66.5%	29.0%	51.2%	13.7%	46.3%
%H		60.8%	27.3%	44.9%	32.3%	12.6%	95.4%
DVDR	36	16	6	29	13	15	33
%V	0.6%	0.7%	0.6%	0.7%	0.8%	0.6%	0.6%
%H		44.4%	16.7%	80.6%	36.1%	41.7%	91.7%
VCR	13	3	2	12	5	7	9
%V	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%	0.2%
%H		23.1%	15.4%	92.3%	38.5%	53.8%	69.2%
Any recorder	2566	1548	698	1162	824	338	2443
%V	44.1%	69.3%	66.7%	29.4%	51.4%	14.4%	46.6%
%H		60.3%	27.2%	45.3%	32.1%	13.2%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5814	2233	1047	3946	1604	2342	5244
%H		38.4%	18.0%	67.9%	27.6%	40.3%	90.2%
Receives HDTV (via STB or built-in reception)	3254	1607	602	2034	969	1065	3046
%V	56.0%	72.0%	57.5%	51.5%	60.4%	45.5%	58.1%
%H		49.4%	18.5%	62.5%	29.8%	32.7%	93.6%
DVD/Blu-ray player or recorder	1937	724	370	1337	573	764	1768
%V	33.3%	32.4%	35.3%	33.9%	35.7%	32.6%	33.7%
%H		37.4%	19.1%	69.0%	29.6%	39.4%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2939	1020	471	1908	603	1306	2538
%H		34.7%	16.0%	64.9%	20.5%	44.4%	86.4%
Under 20"	10	1	1	7	0	6	7
%V	0.3%	0.1%	0.2%	0.4%	0.0%	0.5%	0.3%
%H		10.0%	10.0%	70.0%	0.0%	60.0%	70.0%
20" - 29"	149	19	19	114	16	98	96
%V	5.1%	1.9%	4.0%	6.0%	2.7%	7.5%	3.8%
%H		12.8%	12.8%	76.5%	10.7%	65.8%	64.4%
30" - 39"	941	259	130	660	143	516	754
%V	32.0%	25.4%	27.6%	34.6%	23.7%	39.5%	29.7%
%H		27.5%	13.8%	70.1%	15.2%	54.8%	80.1%
40" - 49"	1169	457	199	734	274	460	1064
%V	39.8%	44.8%	42.3%	38.5%	45.4%	35.2%	41.9%
%H		39.1%	17.0%	62.8%	23.4%	39.3%	91.0%
50" - 59"	507	223	101	292	141	151	484
%V	17.3%	21.9%	21.4%	15.3%	23.4%	11.6%	19.1%
%H		44.0%	19.9%	57.6%	27.8%	29.8%	95.5%
60"+	59	32	10	32	16	15	58
%V	2.0%	3.1%	2.1%	1.7%	2.7%	1.1%	2.3%
%H		54.2%	16.9%	54.2%	27.1%	25.4%	98.3%
Don't know	104	28	11	70	11	59	74
%V	3.5%	2.7%	2.3%	3.7%	1.8%	4.5%	2.9%
%H		26.9%	10.6%	67.3%	10.6%	56.7%	71.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2939	1020	471	1908	603	1306	2538
%H		34.7%	16.0%	64.9%	20.5%	44.4%	86.4%
PVR	1636	939	447	808	550	258	1537
%V	55.7%	92.1%	94.9%	42.3%	91.2%	19.8%	60.6%
%H		57.4%	27.3%	49.4%	33.6%	15.8%	93.9%
DVDR	29	14	5	23	12	11	26
%V	1.0%	1.4%	1.1%	1.2%	2.0%	0.8%	1.0%
%H		48.3%	17.2%	79.3%	41.4%	37.9%	89.7%
VCR	9	3	1	8	3	5	6
%V	0.3%	0.3%	0.2%	0.4%	0.5%	0.4%	0.2%
%H		33.3%	11.1%	88.9%	33.3%	55.6%	66.7%
Any recorder	1649	939	447	820	550	270	1546
%V	56.1%	92.1%	94.9%	43.0%	91.2%	20.7%	60.9%
%H		56.9%	27.1%	49.7%	33.4%	16.4%	93.8%

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	2939	1020	471	1908	603	1306	2538
%H		34.7%	16.0%	64.9%	20.5%	44.4%	86.4%
Receives HDTV (via STB or built-in reception)	1963	913	351	1239	530	709	1799
%V	66.8%	89.5%	74.5%	64.9%	87.9%	54.3%	70.9%
%H		46.5%	17.9%	63.1%	27.0%	36.1%	91.6%
DVD/Blu-ray player or recorder	1212	422	209	826	300	526	1071
%V	41.2%	41.4%	44.4%	43.3%	49.8%	40.3%	42.2%
%H		34.8%	17.2%	68.2%	24.8%	43.4%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.18: 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	2876	1214	576	2038	1002	1036	2706
%H		42.2%	20.0%	70.9%	34.8%	36.0%	94.1%
Under 20"	199	73	36	169	81	87	184
%V	6.9%	6.0%	6.3%	8.3%	8.1%	8.4%	6.8%
%H		36.7%	18.1%	84.9%	40.7%	43.7%	92.5%
20" - 29"	735	285	137	568	263	305	668
%V	25.6%	23.5%	23.8%	27.9%	26.2%	29.4%	24.7%
%H		38.8%	18.6%	77.3%	35.8%	41.5%	90.9%
30" - 39"	1144	482	225	791	385	406	1086
%V	39.8%	39.7%	39.1%	38.8%	38.4%	39.2%	40.1%
%H		42.1%	19.7%	69.1%	33.7%	35.5%	94.9%
40" - 49"	545	259	128	350	194	156	529
%V	18.9%	21.3%	22.2%	17.2%	19.4%	15.1%	19.5%
%H		47.5%	23.5%	64.2%	35.6%	28.6%	97.1%
50" - 59"	133	71	28	83	51	32	131
%V	4.6%	5.8%	4.9%	4.1%	5.1%	3.1%	4.8%
%H		53.4%	21.1%	62.4%	38.3%	24.1%	98.5%
60"+	14	8	2	10	6	4	14
%V	0.5%	0.7%	0.3%	0.5%	0.6%	0.4%	0.5%
%H		57.1%	14.3%	71.4%	42.9%	28.6%	100.0%
Don't know	106	36	21	67	21	46	95
%V	3.7%	3.0%	3.6%	3.3%	2.1%	4.4%	3.5%
%H		34.0%	19.8%	63.2%	19.8%	43.4%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Set level data

Table 10.19: 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	2876	1214	576	2038	1002	1036	2706
%H		42.2%	20.0%	70.9%	34.8%	36.0%	94.1%
PVR	910	609	249	335	272	62	891
%V	31.6%	50.2%	43.2%	16.4%	27.1%	6.0%	32.9%
%H		66.9%	27.4%	36.8%	29.9%	6.8%	97.9%
DVDR	7	2	1	6	2	4	6
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		28.6%	14.3%	85.7%	28.6%	57.1%	85.7%
VCR	4	0	1	4	1	2	3
%V	0.1%	0.0%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		0.0%	25.0%	100.0%	25.0%	50.0%	75.0%
Any recorder	917	609	251	342	274	68	896
%V	31.9%	50.2%	43.6%	16.8%	27.3%	6.6%	33.1%
%H		66.4%	27.4%	37.3%	29.9%	7.4%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2876	1214	576	2038	1002	1036	2706
%H		42.2%	20.0%	70.9%	34.8%	36.0%	94.1%
Receives HDTV (via STB or built-in reception)	1291	694	251	794	438	356	1247
%V	44.9%	57.2%	43.6%	39.0%	43.7%	34.4%	46.1%
%H		53.8%	19.4%	61.5%	33.9%	27.6%	96.6%
DVD/Blu-ray player or recorder	724	302	161	511	273	238	697
%V	25.2%	24.9%	28.0%	25.1%	27.2%	23.0%	25.8%
%H		41.7%	22.2%	70.6%	37.7%	32.9%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7039	6778	2604	1211	4119	1542	2578	6464
%H		96.3%	37.0%	17.2%	58.5%	21.9%	36.6%	91.8%
Total Children	1386	1342	560	238	707	295	412	1361
%V	19.7%	19.8%	21.5%	19.7%	17.2%	19.1%	16.0%	21.1%
%H		96.8%	40.4%	17.2%	51.0%	21.3%	29.7%	98.2%
0 - 3	339	324	134	51	154	57	96	329
%V	4.8%	4.8%	5.1%	4.2%	3.7%	3.7%	3.7%	5.1%
%H		95.6%	39.5%	15.0%	45.4%	16.8%	28.3%	97.1%
4 - 15	1047	1017	427	187	554	238	316	1032
%V	14.9%	15.0%	16.4%	15.4%	13.4%	15.4%	12.3%	16.0%
%H		97.1%	40.8%	17.9%	52.9%	22.7%	30.2%	98.6%
4 - 9	534	513	207	88	275	109	167	524
%V	7.6%	7.6%	7.9%	7.3%	6.7%	7.1%	6.5%	8.1%
%H		96.1%	38.8%	16.5%	51.5%	20.4%	31.3%	98.1%
10 - 15	513	504	220	99	279	130	149	509
%V	7.3%	7.4%	8.4%	8.2%	6.8%	8.4%	5.8%	7.9%
%H		98.2%	42.9%	19.3%	54.4%	25.3%	29.0%	99.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7039	6778	2604	1211	4119	1542	2578	6464
%H		96.3%	37.0%	17.2%	58.5%	21.9%	36.6%	91.8%
Total Adults (16+)	5653	5437	2043	973	3412	1246	2166	5103
%V	80.3%	80.2%	78.5%	80.3%	82.8%	80.8%	84.0%	78.9%
%H		96.2%	36.1%	17.2%	60.4%	22.0%	38.3%	90.3%
16 - 19	275	265	118	57	148	70	78	269
%V	3.9%	3.9%	4.5%	4.7%	3.6%	4.5%	3.0%	4.2%
%H		96.4%	42.9%	20.7%	53.8%	25.5%	28.4%	97.8%
20 - 24	427	398	138	79	227	88	139	418
%V	6.1%	5.9%	5.3%	6.5%	5.5%	5.7%	5.4%	6.5%
%H		93.2%	32.3%	18.5%	53.2%	20.6%	32.6%	97.9%
25 - 34	950	871	316	148	448	155	293	923
%V	13.5%	12.9%	12.1%	12.2%	10.9%	10.1%	11.4%	14.3%
%H		91.7%	33.3%	15.6%	47.2%	16.3%	30.8%	97.2%
35 - 44	867	822	341	158	438	165	272	838
%V	12.3%	12.1%	13.1%	13.0%	10.6%	10.7%	10.6%	13.0%
%H		94.8%	39.3%	18.2%	50.5%	19.0%	31.4%	96.7%
45 - 54	950	925	400	180	575	255	320	909
%V	13.5%	13.6%	15.4%	14.9%	14.0%	16.5%	12.4%	14.1%
%H		97.4%	42.1%	18.9%	60.5%	26.8%	33.7%	95.7%
55 - 64	893	877	337	178	591	236	355	822
%V	12.7%	12.9%	12.9%	14.7%	14.3%	15.3%	13.8%	12.7%
%H		98.2%	37.7%	19.9%	66.2%	26.4%	39.8%	92.0%
65+	1289	1279	394	173	986	277	709	924
%V	18.3%	18.9%	15.1%	14.3%	23.9%	18.0%	27.5%	14.3%
%H		99.2%	30.6%	13.4%	76.5%	21.5%	55.0%	71.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC North West

Individual level data

Table 10.23: 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+)	5653	5437	2043	973	3412	1246	2166	5103
%H		96.2%	36.1%	17.2%	60.4%	22.0%	38.3%	90.3%
AB	1127	1097	478	169	685	277	408	1102
%V	19.9%	20.2%	23.4%	17.4%	20.1%	22.2%	18.8%	21.6%
%H		97.3%	42.4%	15.0%	60.8%	24.6%	36.2%	97.8%
C1	1589	1527	559	295	966	377	588	1505
%V	28.1%	28.1%	27.4%	30.3%	28.3%	30.3%	27.1%	29.5%
%H		96.1%	35.2%	18.6%	60.8%	23.7%	37.0%	94.7%
C2	1068	1034	433	225	628	287	340	992
%V	18.9%	19.0%	21.2%	23.1%	18.4%	23.0%	15.7%	19.4%
%H		96.8%	40.5%	21.1%	58.8%	26.9%	31.8%	92.9%
D	981	936	331	166	561	184	377	863
%V	17.4%	17.2%	16.2%	17.1%	16.4%	14.8%	17.4%	16.9%
%H		95.4%	33.7%	16.9%	57.2%	18.8%	38.4%	88.0%
E	888	842	242	119	572	121	452	641
%V	15.7%	15.5%	11.8%	12.2%	16.8%	9.7%	20.9%	12.6%
%H		94.8%	27.3%	13.4%	64.4%	13.6%	50.9%	72.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5653	5437	2043	973	3412	1246	2166	5103
%H		96.2%	36.1%	17.2%	60.4%	22.0%	38.3%	90.3%
Working full time	2785	2679	1128	529	1525	650	874	2717
%V	49.3%	49.3%	55.2%	54.4%	44.7%	52.2%	40.4%	53.2%
%H		96.2%	40.5%	19.0%	54.8%	23.3%	31.4%	97.6%
Working part time	443	427	151	88	272	107	166	428
%V	7.8%	7.9%	7.4%	9.0%	8.0%	8.6%	7.7%	8.4%
%H		96.4%	34.1%	19.9%	61.4%	24.2%	37.5%	96.6%
Not working	2425	2331	765	356	1615	489	1126	1957
%V	42.9%	42.9%	37.4%	36.6%	47.3%	39.2%	52.0%	38.3%
%H		96.1%	31.5%	14.7%	66.6%	20.2%	46.4%	80.7%
Houseperson	3066	2939	1020	471	1908	603	1306	2638
%V	54.2%	54.1%	49.9%	48.4%	55.9%	48.4%	60.3%	51.7%
%H		95.9%	33.3%	15.4%	62.2%	19.7%	42.6%	86.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2768	2637	1002	498	1625	616	1009	2518
%H		95.3%	36.2%	18.0%	58.7%	22.3%	36.5%	91.0%
16 - 19	143	136	64	29	76	37	39	141
%V	5.2%	5.2%	6.4%	5.8%	4.7%	6.0%	3.9%	5.6%
%H		95.1%	44.8%	20.3%	53.1%	25.9%	27.3%	98.6%
20 - 24	217	202	71	45	115	47	67	214
%V	7.8%	7.7%	7.1%	9.0%	7.1%	7.6%	6.6%	8.5%
%H		93.1%	32.7%	20.7%	53.0%	21.7%	30.9%	98.6%
25 - 34	478	434	157	76	219	79	139	464
%V	17.3%	16.5%	15.7%	15.3%	13.5%	12.8%	13.8%	18.4%
%H		90.8%	32.8%	15.9%	45.8%	16.5%	29.1%	97.1%
35 - 44	423	392	158	77	205	76	129	407
%V	15.3%	14.9%	15.8%	15.5%	12.6%	12.3%	12.8%	16.2%
%H		92.7%	37.4%	18.2%	48.5%	18.0%	30.5%	96.2%
45 - 54	467	452	198	89	275	121	155	443
%V	16.9%	17.1%	19.8%	17.9%	16.9%	19.6%	15.4%	17.6%
%H		96.8%	42.4%	19.1%	58.9%	25.9%	33.2%	94.9%
55 - 64	438	426	165	91	282	115	168	400
%V	15.8%	16.2%	16.5%	18.3%	17.4%	18.7%	16.7%	15.9%
%H		97.3%	37.7%	20.8%	64.4%	26.3%	38.4%	91.3%
65+	602	595	189	92	453	141	312	449
%V	21.7%	22.6%	18.9%	18.5%	27.9%	22.9%	30.9%	17.8%
%H		98.8%	31.4%	15.3%	75.2%	23.4%	51.8%	74.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2768	2637	1002	498	1625	616	1009	2518
%H		95.3%	36.2%	18.0%	58.7%	22.3%	36.5%	91.0%
AB	568	551	238	91	341	140	202	557
%V	20.5%	20.9%	23.8%	18.3%	21.0%	22.7%	20.0%	22.1%
%H		97.0%	41.9%	16.0%	60.0%	24.6%	35.6%	98.1%
C1	739	709	265	144	437	180	257	708
%V	26.7%	26.9%	26.4%	28.9%	26.9%	29.2%	25.5%	28.1%
%H		95.9%	35.9%	19.5%	59.1%	24.4%	34.8%	95.8%
C2	569	545	223	118	334	148	186	524
%V	20.6%	20.7%	22.3%	23.7%	20.6%	24.0%	18.4%	20.8%
%H		95.8%	39.2%	20.7%	58.7%	26.0%	32.7%	92.1%
D	493	461	169	84	265	91	173	439
%V	17.8%	17.5%	16.9%	16.9%	16.3%	14.8%	17.1%	17.4%
%H		93.5%	34.3%	17.0%	53.8%	18.5%	35.1%	89.0%
E	399	372	108	61	249	57	191	290
%V	14.4%	14.1%	10.8%	12.2%	15.3%	9.3%	18.9%	11.5%
%H		93.2%	27.1%	15.3%	62.4%	14.3%	47.9%	72.7%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2768	2637	1002	498	1625	616	1009	2518
%H		95.3%	36.2%	18.0%	58.7%	22.3%	36.5%	91.0%
Working full time	1588	1512	637	303	847	365	482	1548
%V	57.4%	57.3%	63.6%	60.8%	52.1%	59.3%	47.8%	61.5%
%H		95.2%	40.1%	19.1%	53.3%	23.0%	30.4%	97.5%
Working part time	119	113	43	20	68	24	44	111
%V	4.3%	4.3%	4.3%	4.0%	4.2%	3.9%	4.4%	4.4%
%H		95.0%	36.1%	16.8%	57.1%	20.2%	37.0%	93.3%
Not working	1060	1013	322	174	711	227	483	859
%V	38.3%	38.4%	32.1%	34.9%	43.8%	36.9%	47.9%	34.1%
%H		95.6%	30.4%	16.4%	67.1%	21.4%	45.6%	81.0%
Houseperson	879	810	242	132	517	131	386	715
%V	31.8%	30.7%	24.2%	26.5%	31.8%	21.3%	38.3%	28.4%
%H		92.2%	27.5%	15.0%	58.8%	14.9%	43.9%	81.3%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2885	2799	1041	476	1787	630	1156	2585
%H		97.0%	36.1%	16.5%	61.9%	21.8%	40.1%	89.6%
16 - 19	132	129	55	28	72	33	40	128
%V	4.6%	4.6%	5.3%	5.9%	4.0%	5.2%	3.5%	5.0%
%H		97.7%	41.7%	21.2%	54.5%	25.0%	30.3%	97.0%
20 - 24	211	196	66	34	112	41	72	204
%V	7.3%	7.0%	6.3%	7.1%	6.3%	6.5%	6.2%	7.9%
%H		92.9%	31.3%	16.1%	53.1%	19.4%	34.1%	96.7%
25 - 34	472	437	158	73	229	76	153	459
%V	16.4%	15.6%	15.2%	15.3%	12.8%	12.1%	13.2%	17.8%
%H		92.6%	33.5%	15.5%	48.5%	16.1%	32.4%	97.2%
35 - 44	444	430	184	81	233	90	143	430
%V	15.4%	15.4%	17.7%	17.0%	13.0%	14.3%	12.4%	16.6%
%H		96.8%	41.4%	18.2%	52.5%	20.3%	32.2%	96.8%
45 - 54	483	473	202	91	299	135	165	466
%V	16.7%	16.9%	19.4%	19.1%	16.7%	21.4%	14.3%	18.0%
%H		97.9%	41.8%	18.8%	61.9%	28.0%	34.2%	96.5%
55 - 64	456	451	172	88	308	121	187	422
%V	15.8%	16.1%	16.5%	18.5%	17.2%	19.2%	16.2%	16.3%
%H		98.9%	37.7%	19.3%	67.5%	26.5%	41.0%	92.5%
65+	688	684	204	82	533	136	397	475
%V	23.8%	24.4%	19.6%	17.2%	29.8%	21.6%	34.3%	18.4%
%H		99.4%	29.7%	11.9%	77.5%	19.8%	57.7%	69.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	2885	2799	1041	476	1787	630	1156	2585
%H		97.0%	36.1%	16.5%	61.9%	21.8%	40.1%	89.6%
AB	559	546	241	78	344	137	206	544
%V	19.4%	19.5%	23.2%	16.4%	19.3%	21.7%	17.8%	21.0%
%H		97.7%	43.1%	14.0%	61.5%	24.5%	36.9%	97.3%
C1	849	818	294	151	529	198	331	797
%V	29.4%	29.2%	28.2%	31.7%	29.6%	31.4%	28.6%	30.8%
%H		96.3%	34.6%	17.8%	62.3%	23.3%	39.0%	93.9%
C2	500	489	210	107	294	140	154	468
%V	17.3%	17.5%	20.2%	22.5%	16.5%	22.2%	13.3%	18.1%
%H		97.8%	42.0%	21.4%	58.8%	28.0%	30.8%	93.6%
D	488	475	162	81	297	93	204	424
%V	16.9%	17.0%	15.6%	17.0%	16.6%	14.8%	17.6%	16.4%
%H		97.3%	33.2%	16.6%	60.9%	19.1%	41.8%	86.9%
E	488	470	134	58	323	63	260	351
%V	16.9%	16.8%	12.9%	12.2%	18.1%	10.0%	22.5%	13.6%
%H		96.3%	27.5%	11.9%	66.2%	12.9%	53.3%	71.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2885	2799	1041	476	1787	630	1156	2585
%H		97.0%	36.1%	16.5%	61.9%	21.8%	40.1%	89.6%
Working full time	1196	1168	490	226	678	286	392	1170
%V	41.5%	41.7%	47.1%	47.5%	37.9%	45.4%	33.9%	45.3%
%H		97.7%	41.0%	18.9%	56.7%	23.9%	32.8%	97.8%
Working part time	324	314	108	68	204	83	122	317
%V	11.2%	11.2%	10.4%	14.3%	11.4%	13.2%	10.6%	12.3%
%H		96.9%	33.3%	21.0%	63.0%	25.6%	37.7%	97.8%
Not working	1364	1318	442	182	904	262	643	1098
%V	47.3%	47.1%	42.5%	38.2%	50.6%	41.6%	55.6%	42.5%
%H		96.6%	32.4%	13.3%	66.3%	19.2%	47.1%	80.5%
Houseperson	2188	2129	777	339	1392	472	920	1923
%V	75.8%	76.1%	74.6%	71.2%	77.9%	74.9%	79.6%	74.4%
%H		97.3%	35.5%	15.5%	63.6%	21.6%	42.0%	87.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC Scotland

Household level data

Table 11.1: 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
AB	570	540	229	97	320	135	185	550
%V	22.7%	22.8%	23.9%	26.2%	22.2%	24.2%	20.9%	25.2%
%H (All HH)		94.7%	40.2%	17.0%	56.1%	23.7%	32.5%	96.5%
%H (TV HH)			42.4%	18.0%	59.3%	25.0%	34.3%	
C1	681	631	269	101	376	161	216	630
%V	27.2%	26.6%	28.1%	27.3%	26.0%	28.9%	24.4%	28.8%
%H (All HH)		92.7%	39.5%	14.8%	55.2%	23.6%	31.7%	92.5%
%H (TV HH)			42.6%	16.0%	59.6%	25.5%	34.2%	
C2	516	499	231	77	295	133	162	460
%V	20.6%	21.1%	24.1%	20.8%	20.4%	23.9%	18.3%	21.1%
%H (All HH)		96.7%	44.8%	14.9%	57.2%	25.8%	31.4%	89.1%
%H (TV HH)			46.3%	15.4%	59.1%	26.7%	32.5%	
D	450	425	154	65	258	85	173	359
%V	17.9%	17.9%	16.1%	17.6%	17.9%	15.3%	19.5%	16.4%
%H (All HH)		94.4%	34.2%	14.4%	57.3%	18.9%	38.4%	79.8%
%H (TV HH)			36.2%	15.3%	60.7%	20.0%	40.7%	
E	290	273	75	29	195	44	151	186
%V	11.6%	11.5%	7.8%	7.8%	13.5%	7.9%	17.0%	8.5%
%H (All HH)		94.1%	25.9%	10.0%	67.2%	15.2%	52.1%	64.1%
%H (TV HH)			27.5%	10.6%	71.4%	16.1%	55.3%	

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Under 25	109	81	22	8	36	12	24	105
%V	4.3%	3.4%	2.3%	2.2%	2.5%	2.2%	2.7%	4.8%
%H (All HH)		74.3%	20.2%	7.3%	33.0%	11.0%	22.0%	96.3%
%H (TV HH)			27.2%	9.9%	44.4%	14.8%	29.6%	
25 - 34	389	346	140	39	143	52	91	377
%V	15.5%	14.6%	14.6%	10.5%	9.9%	9.3%	10.3%	17.3%
%H (All HH)		88.9%	36.0%	10.0%	36.8%	13.4%	23.4%	96.9%
%H (TV HH)			40.5%	11.3%	41.3%	15.0%	26.3%	
35 - 44	389	363	163	59	189	82	107	375
%V	15.5%	15.3%	17.0%	15.9%	13.1%	14.7%	12.1%	17.2%
%H (All HH)		93.3%	41.9%	15.2%	48.6%	21.1%	27.5%	96.4%
%H (TV HH)			44.9%	16.3%	52.1%	22.6%	29.5%	
45 - 54	463	443	201	84	274	126	148	440
%V	18.5%	18.7%	21.0%	22.7%	19.0%	22.6%	16.7%	20.1%
%H (All HH)		95.7%	43.4%	18.1%	59.2%	27.2%	32.0%	95.0%
%H (TV HH)			45.4%	19.0%	61.9%	28.4%	33.4%	
55 - 64	463	450	201	83	287	125	162	425
%V	18.5%	19.0%	21.0%	22.4%	19.9%	22.4%	18.3%	19.5%
%H (All HH)		97.2%	43.4%	17.9%	62.0%	27.0%	35.0%	91.8%
%H (TV HH)			44.7%	18.4%	63.8%	27.8%	36.0%	
65 +	695	685	231	98	515	161	354	462
%V	27.7%	28.9%	24.1%	26.5%	35.7%	28.9%	40.0%	21.2%
%H (All HH)		98.6%	33.2%	14.1%	74.1%	23.2%	50.9%	66.5%
%H (TV HH)			33.7%	14.3%	75.2%	23.5%	51.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
1	916	845	253	107	567	131	436	654
%V	36.5%	35.7%	26.4%	28.9%	39.3%	23.5%	49.2%	29.9%
%H (All HH)		92.2%	27.6%	11.7%	61.9%	14.3%	47.6%	71.4%
%H (TV HH)			29.9%	12.7%	67.1%	15.5%	51.6%	
2	845	804	342	131	495	223	272	791
%V	33.7%	34.0%	35.7%	35.4%	34.3%	40.0%	30.7%	36.2%
%H (All HH)		95.1%	40.5%	15.5%	58.6%	26.4%	32.2%	93.6%
%H (TV HH)			42.5%	16.3%	61.6%	27.7%	33.8%	
3	358	344	168	60	187	96	91	353
%V	14.3%	14.5%	17.5%	16.2%	13.0%	17.2%	10.3%	16.2%
%H (All HH)		96.1%	46.9%	16.8%	52.2%	26.8%	25.4%	98.6%
%H (TV HH)			48.8%	17.4%	54.4%	27.9%	26.5%	
4	282	275	145	58	139	78	61	281
%V	11.2%	11.6%	15.1%	15.7%	9.6%	14.0%	6.9%	12.9%
%H (All HH)		97.5%	51.4%	20.6%	49.3%	27.7%	21.6%	99.6%
%H (TV HH)			52.7%	21.1%	50.5%	28.4%	22.2%	
5+	106	100	50	14	56	29	27	106
%V	4.2%	4.2%	5.2%	3.8%	3.9%	5.2%	3.0%	4.9%
%H (All HH)		94.3%	47.2%	13.2%	52.8%	27.4%	25.5%	100.0%
%H (TV HH)			50.0%	14.0%	56.0%	29.0%	27.0%	
Average HH size	2.15	2.16	2.39	2.31	2.06	2.39	1.85	2.28

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
Jan - Dec 2019
BBC Scotland
Household level data
Table 11.4: 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Without	1955	1835	699	280	1175	428	748	1638
%V	78.0%	77.5%	73.0%	75.7%	81.4%	76.8%	84.4%	75.0%
%H (All HH)		93.9%	35.8%	14.3%	60.1%	21.9%	38.3%	83.8%
%H (TV HH)			38.1%	15.3%	64.0%	23.3%	40.8%	
With	552	534	259	89	269	130	139	546
%V	22.0%	22.6%	27.0%	24.1%	18.6%	23.3%	15.7%	25.0%
%H (All HH)		96.7%	46.9%	16.1%	48.7%	23.6%	25.2%	98.9%
%H (TV HH)			48.5%	16.7%	50.4%	24.3%	26.0%	
0 - 3	193	184	93	25	86	39	47	190
%V	7.7%	7.8%	9.7%	6.8%	6.0%	7.0%	5.3%	8.7%
%H (All HH)		95.3%	48.2%	13.0%	44.6%	20.2%	24.4%	98.4%
%H (TV HH)			50.5%	13.6%	46.7%	21.2%	25.5%	
4 - 9	281	271	127	48	128	59	68	279
%V	11.2%	11.4%	13.3%	13.0%	8.9%	10.6%	7.7%	12.8%
%H (All HH)		96.4%	45.2%	17.1%	45.6%	21.0%	24.2%	99.3%
%H (TV HH)			46.9%	17.7%	47.2%	21.8%	25.1%	
10 - 15	265	260	132	46	136	70	66	264
%V	10.6%	11.0%	13.8%	12.4%	9.4%	12.6%	7.4%	12.1%
%H (All HH)		98.1%	49.8%	17.4%	51.3%	26.4%	24.9%	99.6%
%H (TV HH)			50.8%	17.7%	52.3%	26.9%	25.4%	

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
Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
1	954	954	284	118	501	77	425	769
%V	38.1%	40.3%	29.6%	31.9%	34.7%	13.8%	48.0%	35.2%
%H (All HH)		100.0%	29.8%	12.4%	52.5%	8.1%	44.5%	80.6%
%H (TV HH)			29.8%	12.4%	52.5%	8.1%	44.5%	
2	777	777	336	133	497	213	284	677
%V	31.0%	32.8%	35.1%	35.9%	34.4%	38.2%	32.1%	31.0%
%H (All HH)		100.0%	43.2%	17.1%	64.0%	27.4%	36.6%	87.1%
%H (TV HH)			43.2%	17.1%	64.0%	27.4%	36.6%	
3	404	404	202	72	277	151	126	388
%V	16.1%	17.1%	21.1%	19.5%	19.2%	27.1%	14.2%	17.8%
%H (All HH)		100.0%	50.0%	17.8%	68.6%	37.4%	31.2%	96.0%
%H (TV HH)			50.0%	17.8%	68.6%	37.4%	31.2%	
4	164	164	94	32	118	81	38	162
%V	6.5%	6.9%	9.8%	8.6%	8.2%	14.5%	4.3%	7.4%
%H (All HH)		100.0%	57.3%	19.5%	72.0%	49.4%	23.2%	98.8%
%H (TV HH)			57.3%	19.5%	72.0%	49.4%	23.2%	
5+	70	70	43	15	50	36	13	70
%V	2.8%	3.0%	4.5%	4.1%	3.5%	6.5%	1.5%	3.2%
%H (All HH)		100.0%	61.4%	21.4%	71.4%	51.4%	18.6%	100.0%
%H (TV HH)			61.4%	21.4%	71.4%	51.4%	18.6%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Under 20"	143	143	59	25	113	53	59	122
%V	5.7%	6.0%	6.2%	6.8%	7.8%	9.5%	6.7%	5.6%
%H (All HH)		100.0%	41.3%	17.5%	79.0%	37.1%	41.3%	85.3%
%H (TV HH)			41.3%	17.5%	79.0%	37.1%	41.3%	
20" - 29"	522	522	216	81	392	175	216	445
%V	20.8%	22.0%	22.5%	21.9%	27.1%	31.4%	24.4%	20.4%
%H (All HH)		100.0%	41.4%	15.5%	75.1%	33.5%	41.4%	85.2%
%H (TV HH)			41.4%	15.5%	75.1%	33.5%	41.4%	
30" - 39"	1145	1145	463	167	755	301	454	985
%V	45.7%	48.4%	48.3%	45.1%	52.3%	54.0%	51.2%	45.1%
%H (All HH)		100.0%	40.4%	14.6%	65.9%	26.3%	39.7%	86.0%
%H (TV HH)			40.4%	14.6%	65.9%	26.3%	39.7%	
40" - 49"	1225	1225	557	218	735	343	392	1135
%V	48.9%	51.7%	58.1%	58.9%	50.9%	61.6%	44.2%	52.0%
%H (All HH)		100.0%	45.5%	17.8%	60.0%	28.0%	32.0%	92.7%
%H (TV HH)			45.5%	17.8%	60.0%	28.0%	32.0%	
50" - 59"	545	545	275	108	310	173	137	522
%V	21.7%	23.0%	28.7%	29.2%	21.5%	31.1%	15.5%	23.9%
%H (All HH)		100.0%	50.5%	19.8%	56.9%	31.7%	25.1%	95.8%
%H (TV HH)			50.5%	19.8%	56.9%	31.7%	25.1%	
60"+	83	83	49	14	41	25	16	81
%V	3.3%	3.5%	5.1%	3.8%	2.8%	4.5%	1.8%	3.7%
%H (All HH)		100.0%	59.0%	16.9%	49.4%	30.1%	19.3%	97.6%
%H (TV HH)			59.0%	16.9%	49.4%	30.1%	19.3%	

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

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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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Main living room	2336	2336	950	367	1426	552	873	2038
%V	93.2%	98.6%	99.2%	99.2%	98.8%	99.1%	98.5%	93.3%
%H (All HH)		100.0%	40.7%	15.7%	61.0%	23.6%	37.4%	87.2%
%H (TV HH)			40.7%	15.7%	61.0%	23.6%	37.4%	
Kitchen	260	260	134	32	205	110	95	243
%V	10.4%	11.0%	14.0%	8.6%	14.2%	19.7%	10.7%	11.1%
%H (All HH)		100.0%	51.5%	12.3%	78.8%	42.3%	36.5%	93.5%
%H (TV HH)			51.5%	12.3%	78.8%	42.3%	36.5%	
Adult's bedroom	1087	1087	522	197	730	388	343	991
%V	43.4%	45.9%	54.5%	53.2%	50.6%	69.7%	38.7%	45.4%
%H (All HH)		100.0%	48.0%	18.1%	67.2%	35.7%	31.6%	91.2%
%H (TV HH)			48.0%	18.1%	67.2%	35.7%	31.6%	
Child's bedroom	243	243	127	46	137	80	57	240
%V	9.7%	10.3%	13.3%	12.4%	9.5%	14.4%	6.4%	11.0%
%H (All HH)		100.0%	52.3%	18.9%	56.4%	32.9%	23.5%	98.8%
%H (TV HH)			52.3%	18.9%	56.4%	32.9%	23.5%	
Other bedroom	107	107	51	20	87	51	36	103
%V	4.3%	4.5%	5.3%	5.4%	6.0%	9.2%	4.1%	4.7%
%H (All HH)		100.0%	47.7%	18.7%	81.3%	47.7%	33.6%	96.3%
%H (TV HH)			47.7%	18.7%	81.3%	47.7%	33.6%	
Second living/dining room	193	193	103	42	127	75	52	186
%V	7.7%	8.2%	10.8%	11.4%	8.8%	13.5%	5.9%	8.5%
%H (All HH)		100.0%	53.4%	21.8%	65.8%	38.9%	26.9%	96.4%
%H (TV HH)			53.4%	21.8%	65.8%	38.9%	26.9%	
Study/office	33	33	19	5	21	12	9	32
%V	1.3%	1.4%	2.0%	1.4%	1.5%	2.2%	1.0%	1.5%
%H (All HH)		100.0%	57.6%	15.2%	63.6%	36.4%	27.3%	97.0%
%H (TV HH)			57.6%	15.2%	63.6%	36.4%	27.3%	
TV room	40	40	21	5	27	13	13	39
%V	1.6%	1.7%	2.2%	1.4%	1.9%	2.3%	1.5%	1.8%
%H (All HH)		100.0%	52.5%	12.5%	67.5%	32.5%	32.5%	97.5%
%H (TV HH)			52.5%	12.5%	67.5%	32.5%	32.5%	
Conservatory	46	46	27	9	33	22	12	43
%V	1.8%	1.9%	2.8%	2.4%	2.3%	3.9%	1.4%	2.0%
%H (All HH)		100.0%	58.7%	19.6%	71.7%	47.8%	26.1%	93.5%
%H (TV HH)			58.7%	19.6%	71.7%	47.8%	26.1%	
Attic or loft room	5	5	2	3	3	2	0	5
%V	0.2%	0.2%	0.2%	0.8%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	40.0%	60.0%	60.0%	40.0%	0.0%	100.0%
%H (TV HH)			40.0%	60.0%	60.0%	40.0%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	23	23	14	4	13	7	6	22
%V	0.9%	1.0%	1.5%	1.1%	0.9%	1.3%	0.7%	1.0%
%H (All HH)		100.0%	60.9%	17.4%	56.5%	30.4%	26.1%	95.7%
%H (TV HH)			60.9%	17.4%	56.5%	30.4%	26.1%	

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

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BBC Scotland

Household level data

Table 11.8: 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Any DSAT provider	958	958	958	16	409	409	0	902
%V	38.2%	40.5%	100.0%	4.3%	28.3%	73.4%	0.0%	41.3%
%H (All HH)			100.0%	1.7%	42.7%	42.7%	0.0%	94.2%
%H (TV HH)			100.0%	1.7%	42.7%	42.7%	0.0%	
Sky with subscription	804	804	804	8	344	344	0	762
%V	32.1%	34.0%	83.9%	2.2%	23.8%	61.8%	0.0%	34.9%
%H (All HH)			100.0%	1.0%	42.8%	42.8%	0.0%	94.8%
%H (TV HH)			100.0%	1.0%	42.8%	42.8%	0.0%	
Sky without subscription	51	51	51	2	22	22	0	45
%V	2.0%	2.2%	5.3%	0.5%	1.5%	3.9%	0.0%	2.1%
%H (All HH)			100.0%	3.9%	43.1%	43.1%	0.0%	88.2%
%H (TV HH)			100.0%	3.9%	43.1%	43.1%	0.0%	
Freesat	87	87	87	5	40	40	0	81
%V	3.5%	3.7%	9.1%	1.4%	2.8%	7.2%	0.0%	3.7%
%H (All HH)			100.0%	5.7%	46.0%	46.0%	0.0%	93.1%
%H (TV HH)			100.0%	5.7%	46.0%	46.0%	0.0%	
Other satellite provider	56	56	56	5	22	22	0	53
%V	2.2%	2.4%	5.8%	1.4%	1.5%	3.9%	0.0%	2.4%
%H (All HH)			100.0%	8.9%	39.3%	39.3%	0.0%	94.6%
%H (TV HH)			100.0%	8.9%	39.3%	39.3%	0.0%	
DCAB	370	370	16	370	154	154	0	353
%V	14.8%	15.6%	1.7%	100.0%	10.7%	27.6%	0.0%	16.2%
%H (All HH)			4.3%	100.0%	41.6%	41.6%	0.0%	95.4%
%H (TV HH)			4.3%	100.0%	41.6%	41.6%	0.0%	
DTT	1444	1444	409	154	1444	557	886	1194
%V	57.6%	61.0%	42.7%	41.6%	100.0%	100.0%	100.0%	54.7%
%H (All HH)		100.0%	28.3%	10.7%	100.0%	38.6%	61.4%	82.7%
%H (TV HH)			28.3%	10.7%	100.0%	38.6%	61.4%	

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

Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%H (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
PVR	1443	1443	862	354	759	518	241	1355
%V	57.6%	60.9%	90.0%	95.7%	52.6%	93.0%	27.2%	62.0%
%H (All HH)		100.0%	59.7%	24.5%	52.6%	35.9%	16.7%	93.9%
%H (TV HH)			59.7%	24.5%	52.6%	35.9%	16.7%	
DVDR	20	20	12	2	13	6	8	17
%V	0.8%	0.8%	1.3%	0.5%	0.9%	1.1%	0.9%	0.8%
%H (All HH)		100.0%	60.0%	10.0%	65.0%	30.0%	40.0%	85.0%
%H (TV HH)			60.0%	10.0%	65.0%	30.0%	40.0%	
VCR	8	8	2	0	7	1	5	4
%V	0.3%	0.3%	0.2%	0.0%	0.5%	0.2%	0.6%	0.2%
%H (All HH)		100.0%	25.0%	0.0%	87.5%	12.5%	62.5%	50.0%
%H (TV HH)			25.0%	0.0%	87.5%	12.5%	62.5%	
Any recorder	1457	1457	865	354	772	520	252	1364
%V	58.1%	61.5%	90.3%	95.7%	53.5%	93.4%	28.4%	62.5%
%H (All HH)		100.0%	59.4%	24.3%	53.0%	35.7%	17.3%	93.6%
%H (TV HH)			59.4%	24.3%	53.0%	35.7%	17.3%	
Receives HDTV (via STB or built-in reception)	1659	1659	804	342	1036	507	528	1527
%V	66.2%	70.1%	83.9%	92.4%	71.7%	91.0%	59.6%	69.9%
%H (All HH)		100.0%	48.5%	20.6%	62.4%	30.6%	31.8%	92.0%
%H (TV HH)			48.5%	20.6%	62.4%	30.6%	31.8%	
DVD/Blu-ray player or recorder	1453	1453	612	239	902	381	520	1291
%V	58.0%	61.4%	63.9%	64.6%	62.5%	68.4%	58.7%	59.1%
%H (All HH)		100.0%	42.1%	16.4%	62.1%	26.2%	35.8%	88.9%
%H (TV HH)			42.1%	16.4%	62.1%	26.2%	35.8%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2507	2368	958	370	1444	557	886	2184
%V (All HH)		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%
%H (TV HH)			40.5%	15.6%	61.0%	23.5%	37.4%	
Has broadband internet	2184	2067	902	353	1194	531	663	2184
%V	87.1%	87.3%	94.2%	95.4%	82.7%	95.3%	74.8%	100.0%
%H (All HH)		94.6%	41.3%	16.2%	54.7%	24.3%	30.4%	100.0%
%H (TV HH)			43.6%	17.1%	57.8%	25.7%	32.1%	
Number of computers (PCs and laptops)								
0	496	465	113	38	337	52	284	189
%V	19.8%	19.6%	11.8%	10.3%	23.3%	9.3%	32.1%	8.7%
%H (All HH)		93.8%	22.8%	7.7%	67.9%	10.5%	57.3%	38.1%
%H (TV HH)			24.3%	8.2%	72.5%	11.2%	61.1%	
1	674	631	239	104	385	142	243	659
%V	26.9%	26.6%	24.9%	28.1%	26.7%	25.5%	27.4%	30.2%
%H (All HH)		93.6%	35.5%	15.4%	57.1%	21.1%	36.1%	97.8%
%H (TV HH)			37.9%	16.5%	61.0%	22.5%	38.5%	
2	622	589	264	98	340	152	188	620
%V	24.8%	24.9%	27.6%	26.5%	23.5%	27.3%	21.2%	28.4%
%H (All HH)		94.7%	42.4%	15.8%	54.7%	24.4%	30.2%	99.7%
%H (TV HH)			44.8%	16.6%	57.7%	25.8%	31.9%	
3	340	320	158	56	183	99	84	340
%V	13.6%	13.5%	16.5%	15.1%	12.7%	17.8%	9.5%	15.6%
%H (All HH)		94.1%	46.5%	16.5%	53.8%	29.1%	24.7%	100.0%
%H (TV HH)			49.4%	17.5%	57.2%	30.9%	26.3%	
4	180	173	86	28	102	50	51	180
%V	7.2%	7.3%	9.0%	7.6%	7.1%	9.0%	5.8%	8.2%
%H (All HH)		96.1%	47.8%	15.6%	56.7%	27.8%	28.3%	100.0%
%H (TV HH)			49.7%	16.2%	59.0%	28.9%	29.5%	
5+	195	189	98	46	98	62	36	195
%V	7.8%	8.0%	10.2%	12.4%	6.8%	11.1%	4.1%	8.9%
%H (All HH)		96.9%	50.3%	23.6%	50.3%	31.8%	18.5%	100.0%
%H (TV HH)			51.9%	24.3%	51.9%	32.8%	19.0%	

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

Jan - Dec 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	4750	2166	809	3066	1473	1593	4311
%H		45.6%	17.0%	64.5%	31.0%	33.5%	90.8%
Under 20"	172	73	32	136	67	69	148
%V	3.6%	3.4%	4.0%	4.4%	4.5%	4.3%	3.4%
%H		42.4%	18.6%	79.1%	39.0%	40.1%	86.0%
20" - 29"	635	266	99	487	226	260	549
%V	13.4%	12.3%	12.2%	15.9%	15.3%	16.3%	12.7%
%H		41.9%	15.6%	76.7%	35.6%	40.9%	86.5%
30" - 39"	1463	623	228	972	424	547	1287
%V	30.8%	28.8%	28.2%	31.7%	28.8%	34.3%	29.9%
%H		42.6%	15.6%	66.4%	29.0%	37.4%	88.0%
40" - 49"	1539	731	285	922	463	459	1443
%V	32.4%	33.7%	35.2%	30.1%	31.4%	28.8%	33.5%
%H		47.5%	18.5%	59.9%	30.1%	29.8%	93.8%
50" - 59"	622	321	125	354	203	151	600
%V	13.1%	14.8%	15.5%	11.5%	13.8%	9.5%	13.9%
%H		51.6%	20.1%	56.9%	32.6%	24.3%	96.5%
60"+	88	53	14	45	28	18	86
%V	1.9%	2.4%	1.7%	1.5%	1.9%	1.1%	2.0%
%H		60.2%	15.9%	51.1%	31.8%	20.5%	97.7%
Don't know	230	100	26	151	61	89	198
%V	4.8%	4.6%	3.2%	4.9%	4.1%	5.6%	4.6%
%H		43.5%	11.3%	65.7%	26.5%	38.7%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4750	2166	809	3066	1473	1593	4311
%H		45.6%	17.0%	64.5%	31.0%	33.5%	90.8%
Main living room	2347	954	367	1435	555	879	2049
%V	49.4%	44.0%	45.4%	46.8%	37.7%	55.2%	47.5%
%H		40.6%	15.6%	61.1%	23.6%	37.5%	87.3%
Kitchen	261	134	32	205	111	95	244
%V	5.5%	6.2%	4.0%	6.7%	7.5%	6.0%	5.7%
%H		51.3%	12.3%	78.5%	42.5%	36.4%	93.5%
Adult's bedroom	1341	653	251	911	501	410	1239
%V	28.2%	30.1%	31.0%	29.7%	34.0%	25.7%	28.7%
%H		48.7%	18.7%	67.9%	37.4%	30.6%	92.4%
Child's bedroom	327	173	64	184	110	74	322
%V	6.9%	8.0%	7.9%	6.0%	7.5%	4.6%	7.5%
%H		52.9%	19.6%	56.3%	33.6%	22.6%	98.5%
Other bedroom	126	63	24	102	61	41	122
%V	2.7%	2.9%	3.0%	3.3%	4.1%	2.6%	2.8%
%H		50.0%	19.0%	81.0%	48.4%	32.5%	96.8%
Second living/dining room	194	103	43	129	76	53	188
%V	4.1%	4.8%	5.3%	4.2%	5.2%	3.3%	4.4%
%H		53.1%	22.2%	66.5%	39.2%	27.3%	96.9%
Study/office	33	19	5	21	12	9	32
%V	0.7%	0.9%	0.6%	0.7%	0.8%	0.6%	0.7%
%H		57.6%	15.2%	63.6%	36.4%	27.3%	97.0%
TV room	42	22	6	28	14	13	41
%V	0.9%	1.0%	0.7%	0.9%	1.0%	0.8%	1.0%
%H		52.4%	14.3%	66.7%	33.3%	31.0%	97.6%
Conservatory	47	27	9	34	22	12	44
%V	1.0%	1.2%	1.1%	1.1%	1.5%	0.8%	1.0%
%H		57.4%	19.1%	72.3%	46.8%	25.5%	93.6%
Attic or loft room	5	2	3	3	2	0	5
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	60.0%	60.0%	40.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	25	15	5	14	7	6	24
%V	0.5%	0.7%	0.6%	0.5%	0.5%	0.4%	0.6%
%H		60.0%	20.0%	56.0%	28.0%	24.0%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4750	2166	809	3066	1473	1593	4311
%H		45.6%	17.0%	64.5%	31.0%	33.5%	90.8%
PVR	2086	1330	507	1011	736	275	1987
%V	43.9%	61.4%	62.7%	33.0%	50.0%	17.3%	46.1%
%H		63.8%	24.3%	48.5%	35.3%	13.2%	95.3%
DVDR	21	12	2	14	6	8	18
%V	0.4%	0.6%	0.2%	0.5%	0.4%	0.5%	0.4%
%H		57.1%	9.5%	66.7%	28.6%	38.1%	85.7%
VCR	9	3	0	7	1	6	5
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.4%	0.1%
%H		33.3%	0.0%	77.8%	11.1%	66.7%	55.6%
Any recorder	2104	1337	508	1026	739	287	2000
%V	44.3%	61.7%	62.8%	33.5%	50.2%	18.0%	46.4%
%H		63.5%	24.1%	48.8%	35.1%	13.6%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4750	2166	809	3066	1473	1593	4311
%H		45.6%	17.0%	64.5%	31.0%	33.5%	90.8%
Receives HDTV (via STB or built-in reception)	2675	1392	556	1693	937	755	2509
%V	56.3%	64.3%	68.7%	55.2%	63.6%	47.4%	58.2%
%H		52.0%	20.8%	63.3%	35.0%	28.2%	93.8%
DVD/Blu-ray player or recorder	2032	903	367	1282	608	674	1853
%V	42.8%	41.7%	45.4%	41.8%	41.3%	42.3%	43.0%
%H		44.4%	18.1%	63.1%	29.9%	33.2%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2368	958	370	1444	557	886	2066
%H		40.5%	15.6%	61.0%	23.5%	37.4%	87.2%
Under 20"	11	2	0	7	0	7	7
%V	0.5%	0.2%	0.0%	0.5%	0.0%	0.8%	0.3%
%H		18.2%	0.0%	63.6%	0.0%	63.6%	63.6%
20" - 29"	106	24	11	76	12	64	70
%V	4.5%	2.5%	3.0%	5.3%	2.2%	7.2%	3.4%
%H		22.6%	10.4%	71.7%	11.3%	60.4%	66.0%
30" - 39"	566	161	63	375	83	292	430
%V	23.9%	16.8%	17.0%	26.0%	14.9%	33.0%	20.8%
%H		28.4%	11.1%	66.3%	14.7%	51.6%	76.0%
40" - 49"	997	432	173	600	261	338	912
%V	42.1%	45.1%	46.8%	41.6%	46.9%	38.1%	44.1%
%H		43.3%	17.4%	60.2%	26.2%	33.9%	91.5%
50" - 59"	497	248	98	280	155	124	477
%V	21.0%	25.9%	26.5%	19.4%	27.8%	14.0%	23.1%
%H		49.9%	19.7%	56.3%	31.2%	24.9%	96.0%
60"+	77	45	12	38	23	14	74
%V	3.3%	4.7%	3.2%	2.6%	4.1%	1.6%	3.6%
%H		58.4%	15.6%	49.4%	29.9%	18.2%	96.1%
Don't know	115	46	12	68	22	46	96
%V	4.9%	4.8%	3.2%	4.7%	3.9%	5.2%	4.6%
%H		40.0%	10.4%	59.1%	19.1%	40.0%	83.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2368	958	370	1444	557	886	2066
%H		40.5%	15.6%	61.0%	23.5%	37.4%	87.2%
PVR	1413	851	349	735	509	226	1326
%V	59.7%	88.8%	94.3%	50.9%	91.4%	25.5%	64.2%
%H		60.2%	24.7%	52.0%	36.0%	16.0%	93.8%
DVDR	17	9	2	12	5	7	15
%V	0.7%	0.9%	0.5%	0.8%	0.9%	0.8%	0.7%
%H		52.9%	11.8%	70.6%	29.4%	41.2%	88.2%
VCR	6	1	0	6	1	5	3
%V	0.3%	0.1%	0.0%	0.4%	0.2%	0.6%	0.1%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	50.0%
Any recorder	1426	854	349	748	511	237	1336
%V	60.2%	89.1%	94.3%	51.8%	91.7%	26.7%	64.7%
%H		59.9%	24.5%	52.5%	35.8%	16.6%	93.7%

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	2368	958	370	1444	557	886	2066
%H		40.5%	15.6%	61.0%	23.5%	37.4%	87.2%
Receives HDTV (via STB or built-in reception)	1626	792	338	1009	498	511	1498
%V	68.7%	82.7%	91.4%	69.9%	89.4%	57.7%	72.5%
%H		48.7%	20.8%	62.1%	30.6%	31.4%	92.1%
DVD/Blu-ray player or recorder	1213	491	194	747	295	452	1061
%V	51.2%	51.3%	52.4%	51.7%	53.0%	51.0%	51.4%
%H		40.5%	16.0%	61.6%	24.3%	37.3%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2382	1208	439	1623	915	707	2244
%H		50.7%	18.4%	68.1%	38.4%	29.7%	94.2%
Under 20"	161	71	32	129	67	62	141
%V	6.8%	5.9%	7.3%	7.9%	7.3%	8.8%	6.3%
%H		44.1%	19.9%	80.1%	41.6%	38.5%	87.6%
20" - 29"	529	242	88	410	214	196	479
%V	22.2%	20.0%	20.0%	25.3%	23.4%	27.7%	21.3%
%H		45.7%	16.6%	77.5%	40.5%	37.1%	90.5%
30" - 39"	897	462	165	596	341	255	857
%V	37.7%	38.2%	37.6%	36.7%	37.3%	36.1%	38.2%
%H		51.5%	18.4%	66.4%	38.0%	28.4%	95.5%
40" - 49"	542	299	111	322	202	120	531
%V	22.8%	24.8%	25.3%	19.8%	22.1%	17.0%	23.7%
%H		55.2%	20.5%	59.4%	37.3%	22.1%	98.0%
50" - 59"	126	73	27	74	47	27	123
%V	5.3%	6.0%	6.2%	4.6%	5.1%	3.8%	5.5%
%H		57.9%	21.4%	58.7%	37.3%	21.4%	97.6%
60"+	12	7	2	8	4	4	12
%V	0.5%	0.6%	0.5%	0.5%	0.4%	0.6%	0.5%
%H		58.3%	16.7%	66.7%	33.3%	33.3%	100.0%
Don't know	115	54	14	83	40	43	102
%V	4.8%	4.5%	3.2%	5.1%	4.4%	6.1%	4.5%
%H		47.0%	12.2%	72.2%	34.8%	37.4%	88.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2382	1208	439	1623	915	707	2244
%H		50.7%	18.4%	68.1%	38.4%	29.7%	94.2%
PVR	673	479	159	276	227	49	661
%V	28.3%	39.7%	36.2%	17.0%	24.8%	6.9%	29.5%
%H		71.2%	23.6%	41.0%	33.7%	7.3%	98.2%
DVDR	4	3	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	75.0%
VCR	3	2	0	1	1	1	2
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	33.3%	33.3%	33.3%	66.7%
Any recorder	678	482	159	278	228	50	664
%V	28.5%	39.9%	36.2%	17.1%	24.9%	7.1%	29.6%
%H		71.1%	23.5%	41.0%	33.6%	7.4%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2382	1208	439	1623	915	707	2244
%H		50.7%	18.4%	68.1%	38.4%	29.7%	94.2%
Receives HDTV (via STB or built-in reception)	1049	600	218	684	439	244	1010
%V	44.0%	49.7%	49.7%	42.1%	48.0%	34.5%	45.0%
%H		57.2%	20.8%	65.2%	41.8%	23.3%	96.3%
DVD/Blu-ray player or recorder	819	412	172	535	312	222	791
%V	34.4%	34.1%	39.2%	33.0%	34.1%	31.4%	35.2%
%H		50.3%	21.0%	65.3%	38.1%	27.1%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	5379	5123	2292	855	2968	1330	1638	4987
%H		95.2%	42.6%	15.9%	55.2%	24.7%	30.5%	92.7%
Total Children	929	894	438	147	436	209	227	920
%V	17.3%	17.5%	19.1%	17.2%	14.7%	15.7%	13.9%	18.4%
%H		96.2%	47.1%	15.8%	46.9%	22.5%	24.4%	99.0%
0 - 3	219	208	106	26	98	44	54	214
%V	4.1%	4.1%	4.6%	3.0%	3.3%	3.3%	3.3%	4.3%
%H		95.0%	48.4%	11.9%	44.7%	20.1%	24.7%	97.7%
4 - 15	710	686	332	121	338	165	173	706
%V	13.2%	13.4%	14.5%	14.2%	11.4%	12.4%	10.6%	14.2%
%H		96.6%	46.8%	17.0%	47.6%	23.2%	24.4%	99.4%
4 - 9	361	346	160	62	163	77	87	359
%V	6.7%	6.8%	7.0%	7.3%	5.5%	5.8%	5.3%	7.2%
%H		95.8%	44.3%	17.2%	45.2%	21.3%	24.1%	99.4%
10 - 15	348	340	172	59	175	88	87	347
%V	6.5%	6.6%	7.5%	6.9%	5.9%	6.6%	5.3%	7.0%
%H		97.7%	49.4%	17.0%	50.3%	25.3%	25.0%	99.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	5379	5123	2292	855	2968	1330	1638	4987
%H		95.2%	42.6%	15.9%	55.2%	24.7%	30.5%	92.7%
Total Adults (16+)	4450	4229	1854	708	2531	1121	1410	4066
%V	82.7%	82.5%	80.9%	82.8%	85.3%	84.3%	86.1%	81.5%
%H		95.0%	41.7%	15.9%	56.9%	25.2%	31.7%	91.4%
16 - 19	222	207	94	42	129	66	63	219
%V	4.1%	4.0%	4.1%	4.9%	4.3%	5.0%	3.8%	4.4%
%H		93.2%	42.3%	18.9%	58.1%	29.7%	28.4%	98.6%
20 - 24	312	267	114	44	139	76	63	308
%V	5.8%	5.2%	5.0%	5.1%	4.7%	5.7%	3.8%	6.2%
%H		85.6%	36.5%	14.1%	44.6%	24.4%	20.2%	98.7%
25 - 34	745	677	287	87	300	122	178	727
%V	13.9%	13.2%	12.5%	10.2%	10.1%	9.2%	10.9%	14.6%
%H		90.9%	38.5%	11.7%	40.3%	16.4%	23.9%	97.6%
35 - 44	671	628	305	104	315	150	165	653
%V	12.5%	12.3%	13.3%	12.2%	10.6%	11.3%	10.1%	13.1%
%H		93.6%	45.5%	15.5%	46.9%	22.4%	24.6%	97.3%
45 - 54	750	726	345	138	443	220	224	723
%V	13.9%	14.2%	15.1%	16.1%	14.9%	16.5%	13.7%	14.5%
%H		96.8%	46.0%	18.4%	59.1%	29.3%	29.9%	96.4%
55 - 64	741	727	343	138	466	224	242	699
%V	13.8%	14.2%	15.0%	16.1%	15.7%	16.8%	14.8%	14.0%
%H		98.1%	46.3%	18.6%	62.9%	30.2%	32.7%	94.3%
65+	1009	997	365	155	739	263	475	738
%V	18.8%	19.5%	15.9%	18.1%	24.9%	19.8%	29.0%	14.8%
%H		98.8%	36.2%	15.4%	73.2%	26.1%	47.1%	73.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	4229	1854	708	2531	1121	1410	4066
%H		95.0%	41.7%	15.9%	56.9%	25.2%	31.7%	91.4%
AB	1114	1064	479	197	623	288	336	1089
%V	25.0%	25.2%	25.8%	27.8%	24.6%	25.7%	23.8%	26.8%
%H		95.5%	43.0%	17.7%	55.9%	25.9%	30.2%	97.8%
C1	1237	1150	523	194	678	326	352	1174
%V	27.8%	27.2%	28.2%	27.4%	26.8%	29.1%	25.0%	28.9%
%H		93.0%	42.3%	15.7%	54.8%	26.4%	28.5%	94.9%
C2	979	950	465	156	563	283	279	909
%V	22.0%	22.5%	25.1%	22.0%	22.2%	25.2%	19.8%	22.4%
%H		97.0%	47.5%	15.9%	57.5%	28.9%	28.5%	92.8%
D	742	707	281	117	417	159	258	630
%V	16.7%	16.7%	15.2%	16.5%	16.5%	14.2%	18.3%	15.5%
%H		95.3%	37.9%	15.8%	56.2%	21.4%	34.8%	84.9%
E	378	358	106	44	250	65	185	263
%V	8.5%	8.5%	5.7%	6.2%	9.9%	5.8%	13.1%	6.5%
%H		94.7%	28.0%	11.6%	66.1%	17.2%	48.9%	69.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	4229	1854	708	2531	1121	1410	4066
%H		95.0%	41.7%	15.9%	56.9%	25.2%	31.7%	91.4%
Working full time	2078	1978	965	345	1061	540	521	2035
%V	46.7%	46.8%	52.0%	48.7%	41.9%	48.2%	37.0%	50.0%
%H		95.2%	46.4%	16.6%	51.1%	26.0%	25.1%	97.9%
Working part time	434	415	184	74	242	114	129	418
%V	9.8%	9.8%	9.9%	10.5%	9.6%	10.2%	9.1%	10.3%
%H		95.6%	42.4%	17.1%	55.8%	26.3%	29.7%	96.3%
Not working	1938	1836	705	289	1228	467	761	1614
%V	43.6%	43.4%	38.0%	40.8%	48.5%	41.7%	54.0%	39.7%
%H		94.7%	36.4%	14.9%	63.4%	24.1%	39.3%	83.3%
Houseperson	2507	2368	958	370	1444	557	886	2184
%V	56.3%	56.0%	51.7%	52.3%	57.1%	49.7%	62.8%	53.7%
%H		94.5%	38.2%	14.8%	57.6%	22.2%	35.3%	87.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2147	2027	896	352	1194	547	647	1981
%H		94.4%	41.7%	16.4%	55.6%	25.5%	30.1%	92.3%
16 - 19	117	110	49	25	69	37	31	115
%V	5.4%	5.4%	5.5%	7.1%	5.8%	6.8%	4.8%	5.8%
%H		94.0%	41.9%	21.4%	59.0%	31.6%	26.5%	98.3%
20 - 24	153	132	59	22	68	38	31	151
%V	7.1%	6.5%	6.6%	6.3%	5.7%	6.9%	4.8%	7.6%
%H		86.3%	38.6%	14.4%	44.4%	24.8%	20.3%	98.7%
25 - 34	368	332	139	42	146	59	87	358
%V	17.1%	16.4%	15.5%	11.9%	12.2%	10.8%	13.4%	18.1%
%H		90.2%	37.8%	11.4%	39.7%	16.0%	23.6%	97.3%
35 - 44	327	304	149	52	145	70	75	316
%V	15.2%	15.0%	16.6%	14.8%	12.1%	12.8%	11.6%	16.0%
%H		93.0%	45.6%	15.9%	44.3%	21.4%	22.9%	96.6%
45 - 54	362	348	159	65	216	104	112	348
%V	16.9%	17.2%	17.7%	18.5%	18.1%	19.0%	17.3%	17.6%
%H		96.1%	43.9%	18.0%	59.7%	28.7%	30.9%	96.1%
55 - 64	359	349	167	67	224	109	115	339
%V	16.7%	17.2%	18.6%	19.0%	18.8%	19.9%	17.8%	17.1%
%H		97.2%	46.5%	18.7%	62.4%	30.4%	32.0%	94.4%
65+	460	451	174	80	326	130	196	354
%V	21.4%	22.2%	19.4%	22.7%	27.3%	23.8%	30.3%	17.9%
%H		98.0%	37.8%	17.4%	70.9%	28.3%	42.6%	77.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2147	2027	896	352	1194	547	647	1981
%H		94.4%	41.7%	16.4%	55.6%	25.5%	30.1%	92.3%
AB	548	524	237	99	304	141	163	537
%V	25.5%	25.9%	26.5%	28.1%	25.5%	25.8%	25.2%	27.1%
%H		95.6%	43.2%	18.1%	55.5%	25.7%	29.7%	98.0%
C1	564	518	242	91	302	154	148	545
%V	26.3%	25.6%	27.0%	25.9%	25.3%	28.2%	22.9%	27.5%
%H		91.8%	42.9%	16.1%	53.5%	27.3%	26.2%	96.6%
C2	531	511	242	86	305	149	155	483
%V	24.7%	25.2%	27.0%	24.4%	25.5%	27.2%	24.0%	24.4%
%H		96.2%	45.6%	16.2%	57.4%	28.1%	29.2%	91.0%
D	339	322	130	54	184	74	110	296
%V	15.8%	15.9%	14.5%	15.3%	15.4%	13.5%	17.0%	14.9%
%H		95.0%	38.3%	15.9%	54.3%	21.8%	32.4%	87.3%
E	164	152	44	22	100	29	70	120
%V	7.6%	7.5%	4.9%	6.3%	8.4%	5.3%	10.8%	6.1%
%H		92.7%	26.8%	13.4%	61.0%	17.7%	42.7%	73.2%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2147	2027	896	352	1194	547	647	1981
%H		94.4%	41.7%	16.4%	55.6%	25.5%	30.1%	92.3%
Working full time	1228	1170	574	198	624	314	309	1200
%V	57.2%	57.7%	64.1%	56.3%	52.3%	57.4%	47.8%	60.6%
%H		95.3%	46.7%	16.1%	50.8%	25.6%	25.2%	97.7%
Working part time	93	83	31	16	50	21	30	87
%V	4.3%	4.1%	3.5%	4.5%	4.2%	3.8%	4.6%	4.4%
%H		89.2%	33.3%	17.2%	53.8%	22.6%	32.3%	93.5%
Not working	826	774	291	138	520	212	308	695
%V	38.5%	38.2%	32.5%	39.2%	43.6%	38.8%	47.6%	35.1%
%H		93.7%	35.2%	16.7%	63.0%	25.7%	37.3%	84.1%
Houseperson	586	528	171	79	324	94	230	473
%V	27.3%	26.0%	19.1%	22.4%	27.1%	17.2%	35.5%	23.9%
%H		90.1%	29.2%	13.5%	55.3%	16.0%	39.2%	80.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2303	2203	958	356	1337	574	763	2085
%H		95.7%	41.6%	15.5%	58.1%	24.9%	33.1%	90.5%
16 - 19	104	98	45	16	61	29	32	103
%V	4.5%	4.4%	4.7%	4.5%	4.6%	5.1%	4.2%	4.9%
%H		94.2%	43.3%	15.4%	58.7%	27.9%	30.8%	99.0%
20 - 24	159	135	56	22	70	38	32	157
%V	6.9%	6.1%	5.8%	6.2%	5.2%	6.6%	4.2%	7.5%
%H		84.9%	35.2%	13.8%	44.0%	23.9%	20.1%	98.7%
25 - 34	377	346	148	46	154	63	91	369
%V	16.4%	15.7%	15.4%	12.9%	11.5%	11.0%	11.9%	17.7%
%H		91.8%	39.3%	12.2%	40.8%	16.7%	24.1%	97.9%
35 - 44	343	324	157	53	170	80	90	337
%V	14.9%	14.7%	16.4%	14.9%	12.7%	13.9%	11.8%	16.2%
%H		94.5%	45.8%	15.5%	49.6%	23.3%	26.2%	98.3%
45 - 54	388	377	186	73	227	116	111	375
%V	16.8%	17.1%	19.4%	20.5%	17.0%	20.2%	14.5%	18.0%
%H		97.2%	47.9%	18.8%	58.5%	29.9%	28.6%	96.6%
55 - 64	382	378	176	71	242	115	127	359
%V	16.6%	17.2%	18.4%	19.9%	18.1%	20.0%	16.6%	17.2%
%H		99.0%	46.1%	18.6%	63.4%	30.1%	33.2%	94.0%
65+	550	546	191	75	413	133	280	384
%V	23.9%	24.8%	19.9%	21.1%	30.9%	23.2%	36.7%	18.4%
%H		99.3%	34.7%	13.6%	75.1%	24.2%	50.9%	69.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2303	2203	958	356	1337	574	763	2085
%H		95.7%	41.6%	15.5%	58.1%	24.9%	33.1%	90.5%
AB	566	541	242	98	319	147	172	553
%V	24.6%	24.6%	25.3%	27.5%	23.9%	25.6%	22.5%	26.5%
%H		95.6%	42.8%	17.3%	56.4%	26.0%	30.4%	97.7%
C1	673	632	282	103	376	172	204	629
%V	29.2%	28.7%	29.4%	28.9%	28.1%	30.0%	26.7%	30.2%
%H		93.9%	41.9%	15.3%	55.9%	25.6%	30.3%	93.5%
C2	448	438	223	70	258	134	124	426
%V	19.5%	19.9%	23.3%	19.7%	19.3%	23.3%	16.3%	20.4%
%H		97.8%	49.8%	15.6%	57.6%	29.9%	27.7%	95.1%
D	403	385	151	62	233	85	148	334
%V	17.5%	17.5%	15.8%	17.4%	17.4%	14.8%	19.4%	16.0%
%H		95.5%	37.5%	15.4%	57.8%	21.1%	36.7%	82.9%
E	214	207	61	23	150	36	114	143
%V	9.3%	9.4%	6.4%	6.5%	11.2%	6.3%	14.9%	6.9%
%H		96.7%	28.5%	10.7%	70.1%	16.8%	53.3%	66.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2303	2203	958	356	1337	574	763	2085
%H		95.7%	41.6%	15.5%	58.1%	24.9%	33.1%	90.5%
Working full time	851	809	392	147	438	226	212	835
%V	37.0%	36.7%	40.9%	41.3%	32.8%	39.4%	27.8%	40.0%
%H		95.1%	46.1%	17.3%	51.5%	26.6%	24.9%	98.1%
Working part time	341	331	153	58	192	93	99	331
%V	14.8%	15.0%	16.0%	16.3%	14.4%	16.2%	13.0%	15.9%
%H		97.1%	44.9%	17.0%	56.3%	27.3%	29.0%	97.1%
Not working	1111	1063	414	151	707	255	452	920
%V	48.2%	48.3%	43.2%	42.4%	52.9%	44.4%	59.2%	44.1%
%H		95.7%	37.3%	13.6%	63.6%	23.0%	40.7%	82.8%
Houseperson	1921	1840	788	291	1120	463	657	1711
%V	83.4%	83.5%	82.3%	81.7%	83.8%	80.7%	86.1%	82.1%
%H		95.8%	41.0%	15.1%	58.3%	24.1%	34.2%	89.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jan - Dec 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
AB	156	153	67	21	110	50	61	149
%V	21.1%	21.3%	23.8%	25.0%	19.9%	22.8%	18.3%	23.9%
%H (All HH)		98.1%	42.9%	13.5%	70.5%	32.1%	39.1%	95.5%
%H (TV HH)			43.8%	13.7%	71.9%	32.7%	39.9%	
C1	184	180	73	24	137	60	78	166
%V	24.8%	25.0%	25.9%	28.6%	24.8%	27.4%	23.4%	26.6%
%H (All HH)		97.8%	39.7%	13.0%	74.5%	32.6%	42.4%	90.2%
%H (TV HH)			40.6%	13.3%	76.1%	33.3%	43.3%	
C2	152	148	62	15	113	47	67	134
%V	20.5%	20.6%	22.0%	17.9%	20.4%	21.5%	20.1%	21.5%
%H (All HH)		97.4%	40.8%	9.9%	74.3%	30.9%	44.1%	88.2%
%H (TV HH)			41.9%	10.1%	76.4%	31.8%	45.3%	
D	135	129	47	13	103	40	63	109
%V	18.2%	17.9%	16.7%	15.5%	18.6%	18.3%	18.9%	17.5%
%H (All HH)		95.6%	34.8%	9.6%	76.3%	29.6%	46.7%	80.7%
%H (TV HH)			36.4%	10.1%	79.8%	31.0%	48.8%	
E	114	110	32	11	89	23	66	66
%V	15.4%	15.3%	11.3%	13.1%	16.1%	10.5%	19.8%	10.6%
%H (All HH)		96.5%	28.1%	9.6%	78.1%	20.2%	57.9%	57.9%
%H (TV HH)			29.1%	10.0%	80.9%	20.9%	60.0%	

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
Jan - Dec 2019
BBC Ulster
Household level data
Table 12.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Under 25	16	14	4	1	8	2	6	15
%V	2.2%	1.9%	1.4%	1.2%	1.4%	0.9%	1.8%	2.4%
%H (All HH)		87.5%	25.0%	6.3%	50.0%	12.5%	37.5%	93.8%
%H (TV HH)			28.6%	7.1%	57.1%	14.3%	42.9%	
25 - 34	111	104	38	14	70	27	43	104
%V	15.0%	14.4%	13.5%	16.7%	12.7%	12.3%	12.9%	16.7%
%H (All HH)		93.7%	34.2%	12.6%	63.1%	24.3%	38.7%	93.7%
%H (TV HH)			36.5%	13.5%	67.3%	26.0%	41.3%	
35 - 44	131	126	53	17	88	39	50	125
%V	17.7%	17.5%	18.8%	20.2%	15.9%	17.8%	15.0%	20.0%
%H (All HH)		96.2%	40.5%	13.0%	67.2%	29.8%	38.2%	95.4%
%H (TV HH)			42.1%	13.5%	69.8%	31.0%	39.7%	
45 - 54	146	143	65	19	109	52	57	137
%V	19.7%	19.9%	23.0%	22.6%	19.7%	23.7%	17.1%	22.0%
%H (All HH)		97.9%	44.5%	13.0%	74.7%	35.6%	39.0%	93.8%
%H (TV HH)			45.5%	13.3%	76.2%	36.4%	39.9%	
55 - 64	137	135	56	15	109	45	64	124
%V	18.5%	18.8%	19.9%	17.9%	19.7%	20.5%	19.2%	19.9%
%H (All HH)		98.5%	40.9%	10.9%	79.6%	32.8%	46.7%	90.5%
%H (TV HH)			41.5%	11.1%	80.7%	33.3%	47.4%	
65 +	201	198	66	17	168	54	115	119
%V	27.1%	27.5%	23.4%	20.2%	30.4%	24.7%	34.4%	19.1%
%H (All HH)		98.5%	32.8%	8.5%	83.6%	26.9%	57.2%	59.2%
%H (TV HH)			33.3%	8.6%	84.8%	27.3%	58.1%	

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
Jan - Dec 2019
BBC Ulster
Household level data
Table 12.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
1	211	200	58	15	163	40	123	123
%V	28.5%	27.8%	20.6%	17.9%	29.5%	18.3%	36.8%	19.7%
%H (All HH)		94.8%	27.5%	7.1%	77.3%	19.0%	58.3%	58.3%
%H (TV HH)			29.0%	7.5%	81.5%	20.0%	61.5%	
2	222	216	89	26	172	74	98	199
%V	30.0%	30.0%	31.6%	31.0%	31.1%	33.8%	29.3%	31.9%
%H (All HH)		97.3%	40.1%	11.7%	77.5%	33.3%	44.1%	89.6%
%H (TV HH)			41.2%	12.0%	79.6%	34.3%	45.4%	
3	120	117	48	16	83	36	48	116
%V	16.2%	16.3%	17.0%	19.0%	15.0%	16.4%	14.4%	18.6%
%H (All HH)		97.5%	40.0%	13.3%	69.2%	30.0%	40.0%	96.7%
%H (TV HH)			41.0%	13.7%	70.9%	30.8%	41.0%	
4	118	117	53	17	86	44	42	115
%V	15.9%	16.3%	18.8%	20.2%	15.6%	20.1%	12.6%	18.4%
%H (All HH)		99.2%	44.9%	14.4%	72.9%	37.3%	35.6%	97.5%
%H (TV HH)			45.3%	14.5%	73.5%	37.6%	35.9%	
5+	71	70	33	10	50	25	24	71
%V	9.6%	9.7%	11.7%	11.9%	9.0%	11.4%	7.2%	11.4%
%H (All HH)		98.6%	46.5%	14.1%	70.4%	35.2%	33.8%	100.0%
%H (TV HH)			47.1%	14.3%	71.4%	35.7%	34.3%	
Average HH size	2.52	2.55	2.75	2.82	2.48	2.77	2.28	2.75

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
Jan - Dec 2019
BBC Ulster
Household level data
Table 12.4: 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Without	528	510	189	54	407	149	258	415
%V	71.3%	70.8%	67.0%	64.3%	73.6%	68.0%	77.2%	66.5%
%H (All HH)		96.6%	35.8%	10.2%	77.1%	28.2%	48.9%	78.6%
%H (TV HH)			37.1%	10.6%	79.8%	29.2%	50.6%	
With	213	210	93	31	146	70	76	209
%V	28.7%	29.2%	33.0%	36.9%	26.4%	32.0%	22.8%	33.5%
%H (All HH)		98.6%	43.7%	14.6%	68.5%	32.9%	35.7%	98.1%
%H (TV HH)			44.3%	14.8%	69.5%	33.3%	36.2%	
0 - 3	78	77	33	10	53	24	29	76
%V	10.5%	10.7%	11.7%	11.9%	9.6%	11.0%	8.7%	12.2%
%H (All HH)		98.7%	42.3%	12.8%	67.9%	30.8%	37.2%	97.4%
%H (TV HH)			42.9%	13.0%	68.8%	31.2%	37.7%	
4 - 9	113	112	48	16	77	36	41	111
%V	15.2%	15.6%	17.0%	19.0%	13.9%	16.4%	12.3%	17.8%
%H (All HH)		99.1%	42.5%	14.2%	68.1%	31.9%	36.3%	98.2%
%H (TV HH)			42.9%	14.3%	68.8%	32.1%	36.6%	
10 - 15	108	106	51	16	76	41	35	106
%V	14.6%	14.7%	18.1%	19.0%	13.7%	18.7%	10.5%	17.0%
%H (All HH)		98.1%	47.2%	14.8%	70.4%	38.0%	32.4%	98.1%
%H (TV HH)			48.1%	15.1%	71.7%	38.7%	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
Jan - Dec 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
1	263	263	71	27	194	42	152	190
%V	35.5%	36.5%	25.2%	32.1%	35.1%	19.2%	45.5%	30.4%
%H (All HH)		100.0%	27.0%	10.3%	73.8%	16.0%	57.8%	72.2%
%H (TV HH)			27.0%	10.3%	73.8%	16.0%	57.8%	
2	251	251	105	31	188	79	109	222
%V	33.9%	34.9%	37.2%	36.9%	34.0%	36.1%	32.6%	35.6%
%H (All HH)		100.0%	41.8%	12.4%	74.9%	31.5%	43.4%	88.4%
%H (TV HH)			41.8%	12.4%	74.9%	31.5%	43.4%	
3	121	121	58	14	98	52	46	115
%V	16.3%	16.8%	20.6%	16.7%	17.7%	23.7%	13.8%	18.4%
%H (All HH)		100.0%	47.9%	11.6%	81.0%	43.0%	38.0%	95.0%
%H (TV HH)			47.9%	11.6%	81.0%	43.0%	38.0%	
4	54	54	30	7	47	29	18	53
%V	7.3%	7.5%	10.6%	8.3%	8.5%	13.2%	5.4%	8.5%
%H (All HH)		100.0%	55.6%	13.0%	87.0%	53.7%	33.3%	98.1%
%H (TV HH)			55.6%	13.0%	87.0%	53.7%	33.3%	
5+	31	31	17	5	26	17	9	30
%V	4.2%	4.3%	6.0%	6.0%	4.7%	7.8%	2.7%	4.8%
%H (All HH)		100.0%	54.8%	16.1%	83.9%	54.8%	29.0%	96.8%
%H (TV HH)			54.8%	16.1%	83.9%	54.8%	29.0%	

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

Jan - Dec 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	741	720	282	84	553	219	334	624
%V (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Under 20"	53	53	21	6	44	19	26	44
%V	7.2%	7.4%	7.4%	7.1%	8.0%	8.7%	7.8%	7.1%
%H (All HH)		100.0%	39.6%	11.3%	83.0%	35.8%	49.1%	83.0%
%H (TV HH)			39.6%	11.3%	83.0%	35.8%	49.1%	
20" - 29"	213	213	87	21	181	79	102	178
%V	28.7%	29.6%	30.9%	25.0%	32.7%	36.1%	30.5%	28.5%
%H (All HH)		100.0%	40.8%	9.9%	85.0%	37.1%	47.9%	83.6%
%H (TV HH)			40.8%	9.9%	85.0%	37.1%	47.9%	
30" - 39"	371	371	150	39	300	125	175	316
%V	50.1%	51.5%	53.2%	46.4%	54.2%	57.1%	52.4%	50.6%
%H (All HH)		100.0%	40.4%	10.5%	80.9%	33.7%	47.2%	85.2%
%H (TV HH)			40.4%	10.5%	80.9%	33.7%	47.2%	
40" - 49"	399	399	172	54	304	140	163	366
%V	53.8%	55.4%	61.0%	64.3%	55.0%	63.9%	48.8%	58.7%
%H (All HH)		100.0%	43.1%	13.5%	76.2%	35.1%	40.9%	91.7%
%H (TV HH)			43.1%	13.5%	76.2%	35.1%	40.9%	
50" - 59"	144	144	71	22	99	53	45	140
%V	19.4%	20.0%	25.2%	26.2%	17.9%	24.2%	13.5%	22.4%
%H (All HH)		100.0%	49.3%	15.3%	68.8%	36.8%	31.3%	97.2%
%H (TV HH)			49.3%	15.3%	68.8%	36.8%	31.3%	
60"+	14	14	7	1	9	4	5	13
%V	1.9%	1.9%	2.5%	1.2%	1.6%	1.8%	1.5%	2.1%
%H (All HH)		100.0%	50.0%	7.1%	64.3%	28.6%	35.7%	92.9%
%H (TV HH)			50.0%	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

Jan - Dec 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Main living room	712	712	279	84	547	217	330	604
%V	96.1%	98.9%	98.9%	100.0%	98.9%	99.1%	98.8%	96.8%
%H (All HH)		100.0%	39.2%	11.8%	76.8%	30.5%	46.3%	84.8%
%H (TV HH)			39.2%	11.8%	76.8%	30.5%	46.3%	
Kitchen	172	172	77	17	153	75	78	157
%V	23.2%	23.9%	27.3%	20.2%	27.7%	34.2%	23.4%	25.2%
%H (All HH)		100.0%	44.8%	9.9%	89.0%	43.6%	45.3%	91.3%
%H (TV HH)			44.8%	9.9%	89.0%	43.6%	45.3%	
Adult's bedroom	281	281	135	38	220	117	103	260
%V	37.9%	39.0%	47.9%	45.2%	39.8%	53.4%	30.8%	41.7%
%H (All HH)		100.0%	48.0%	13.5%	78.3%	41.6%	36.7%	92.5%
%H (TV HH)			48.0%	13.5%	78.3%	41.6%	36.7%	
Child's bedroom	68	68	36	12	47	28	19	68
%V	9.2%	9.4%	12.8%	14.3%	8.5%	12.8%	5.7%	10.9%
%H (All HH)		100.0%	52.9%	17.6%	69.1%	41.2%	27.9%	100.0%
%H (TV HH)			52.9%	17.6%	69.1%	41.2%	27.9%	
Other bedroom	11	11	6	1	9	6	3	11
%V	1.5%	1.5%	2.1%	1.2%	1.6%	2.7%	0.9%	1.8%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	54.5%	27.3%	100.0%
%H (TV HH)			54.5%	9.1%	81.8%	54.5%	27.3%	
Second living/dining room	107	107	50	14	85	42	42	102
%V	14.4%	14.9%	17.7%	16.7%	15.4%	19.2%	12.6%	16.3%
%H (All HH)		100.0%	46.7%	13.1%	79.4%	39.3%	39.3%	95.3%
%H (TV HH)			46.7%	13.1%	79.4%	39.3%	39.3%	
Study/office	6	6	3	1	4	2	2	6
%V	0.8%	0.8%	1.1%	1.2%	0.7%	0.9%	0.6%	1.0%
%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%	
TV room	19	19	10	2	18	11	7	18
%V	2.6%	2.6%	3.5%	2.4%	3.3%	5.0%	2.1%	2.9%
%H (All HH)		100.0%	52.6%	10.5%	94.7%	57.9%	36.8%	94.7%
%H (TV HH)			52.6%	10.5%	94.7%	57.9%	36.8%	
Conservatory	17	17	10	2	13	8	5	16
%V	2.3%	2.4%	3.5%	2.4%	2.4%	3.7%	1.5%	2.6%
%H (All HH)		100.0%	58.8%	11.8%	76.5%	47.1%	29.4%	94.1%
%H (TV HH)			58.8%	11.8%	76.5%	47.1%	29.4%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.4%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	1	1	0	0	0	0	0	0
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	11	11	6	1	9	5	4	11
%V	1.5%	1.5%	2.1%	1.2%	1.6%	2.3%	1.2%	1.8%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	36.4%	100.0%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	36.4%	

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

DATA PERIOD: ANNUAL

Jan - Dec 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Any DSAT provider	282	282	282	2	175	175	0	262
%V	38.1%	39.2%	100.0%	2.4%	31.6%	79.9%	0.0%	42.0%
%H (All HH)			100.0%	0.7%	62.1%	62.1%	0.0%	92.9%
%H (TV HH)			100.0%	0.7%	62.1%	62.1%	0.0%	
Sky with subscription	247	247	247	1	156	156	0	233
%V	33.3%	34.3%	87.6%	1.2%	28.2%	71.2%	0.0%	37.3%
%H (All HH)			100.0%	0.4%	63.2%	63.2%	0.0%	94.3%
%H (TV HH)			100.0%	0.4%	63.2%	63.2%	0.0%	
Sky without subscription	13	13	13	1	8	8	0	11
%V	1.8%	1.8%	4.6%	1.2%	1.4%	3.7%	0.0%	1.8%
%H (All HH)			100.0%	7.7%	61.5%	61.5%	0.0%	84.6%
%H (TV HH)			100.0%	7.7%	61.5%	61.5%	0.0%	
Freesat	61	61	61	0	54	54	0	58
%V	8.2%	8.5%	21.6%	0.0%	9.8%	24.7%	0.0%	9.3%
%H (All HH)			100.0%	0.0%	88.5%	88.5%	0.0%	95.1%
%H (TV HH)			100.0%	0.0%	88.5%	88.5%	0.0%	
Other satellite provider	17	17	17	0	9	9	0	16
%V	2.3%	2.4%	6.0%	0.0%	1.6%	4.1%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	52.9%	52.9%	0.0%	94.1%
%H (TV HH)			100.0%	0.0%	52.9%	52.9%	0.0%	
DCAB	84	84	2	84	45	45	0	81
%V	11.3%	11.7%	0.7%	100.0%	8.1%	20.5%	0.0%	13.0%
%H (All HH)			2.4%	100.0%	53.6%	53.6%	0.0%	96.4%
%H (TV HH)			2.4%	100.0%	53.6%	53.6%	0.0%	
DTT	553	553	175	45	553	219	334	452
%V	74.6%	76.8%	62.1%	53.6%	100.0%	100.0%	100.0%	72.4%
%H (All HH)		100.0%	31.6%	8.1%	100.0%	39.6%	60.4%	81.7%
%H (TV HH)			31.6%	8.1%	100.0%	39.6%	60.4%	

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

DATA PERIOD: ANNUAL

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Table 12.9: 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	741	720	282	84	553	219	334	624
%H (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
PVR	389	389	252	80	261	203	58	364
%V	52.5%	54.0%	89.4%	95.2%	47.2%	92.7%	17.4%	58.3%
%H (All HH)		100.0%	64.8%	20.6%	67.1%	52.2%	14.9%	93.6%
%H (TV HH)			64.8%	20.6%	67.1%	52.2%	14.9%	
DVDR	3	3	1	1	3	1	1	3
%V	0.4%	0.4%	0.4%	1.2%	0.5%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	100.0%	33.3%	33.3%	
VCR	5	5	2	0	4	1	3	4
%V	0.7%	0.7%	0.7%	0.0%	0.7%	0.5%	0.9%	0.6%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	60.0%	
Any recorder	392	392	253	80	264	203	61	367
%V	52.9%	54.4%	89.7%	95.2%	47.7%	92.7%	18.3%	58.8%
%H (All HH)		100.0%	64.5%	20.4%	67.3%	51.8%	15.6%	93.6%
%H (TV HH)			64.5%	20.4%	67.3%	51.8%	15.6%	
Receives HDTV (via STB or built-in reception)	551	551	249	76	432	205	227	500
%V	74.4%	76.5%	88.3%	90.5%	78.1%	93.6%	68.0%	80.1%
%H (All HH)		100.0%	45.2%	13.8%	78.4%	37.2%	41.2%	90.7%
%H (TV HH)			45.2%	13.8%	78.4%	37.2%	41.2%	
DVD/Blu-ray player or recorder	318	318	135	36	239	102	137	283
%V	42.9%	44.2%	47.9%	42.9%	43.2%	46.6%	41.0%	45.4%
%H (All HH)		100.0%	42.5%	11.3%	75.2%	32.1%	43.1%	89.0%
%H (TV HH)			42.5%	11.3%	75.2%	32.1%	43.1%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	741	720	282	84	553	219	334	624
%V (All HH)		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%
%H (TV HH)			39.2%	11.7%	76.8%	30.4%	46.4%	
Has broadband internet	624	611	262	81	452	205	247	624
%V	84.2%	84.9%	92.9%	96.4%	81.7%	93.6%	74.0%	100.0%
%H (All HH)		97.9%	42.0%	13.0%	72.4%	32.9%	39.6%	100.0%
%H (TV HH)			42.9%	13.3%	74.0%	33.6%	40.4%	
Number of computers (PCs and laptops)								
0	181	173	43	11	148	33	115	72
%V	24.4%	24.0%	15.2%	13.1%	26.8%	15.1%	34.4%	11.5%
%H (All HH)		95.6%	23.8%	6.1%	81.8%	18.2%	63.5%	39.8%
%H (TV HH)			24.9%	6.4%	85.5%	19.1%	66.5%	
1	211	202	84	21	152	60	92	204
%V	28.5%	28.1%	29.8%	25.0%	27.5%	27.4%	27.5%	32.7%
%H (All HH)		95.7%	39.8%	10.0%	72.0%	28.4%	43.6%	96.7%
%H (TV HH)			41.6%	10.4%	75.2%	29.7%	45.5%	
2	169	166	67	23	126	54	72	168
%V	22.8%	23.1%	23.8%	27.4%	22.8%	24.7%	21.6%	26.9%
%H (All HH)		98.2%	39.6%	13.6%	74.6%	32.0%	42.6%	99.4%
%H (TV HH)			40.4%	13.9%	75.9%	32.5%	43.4%	
3	88	86	42	13	61	32	29	88
%V	11.9%	11.9%	14.9%	15.5%	11.0%	14.6%	8.7%	14.1%
%H (All HH)		97.7%	47.7%	14.8%	69.3%	36.4%	33.0%	100.0%
%H (TV HH)			48.8%	15.1%	70.9%	37.2%	33.7%	
4	46	45	21	8	32	19	13	46
%V	6.2%	6.3%	7.4%	9.5%	5.8%	8.7%	3.9%	7.4%
%H (All HH)		97.8%	45.7%	17.4%	69.6%	41.3%	28.3%	100.0%
%H (TV HH)			46.7%	17.8%	71.1%	42.2%	28.9%	
5+	47	47	24	7	34	21	13	47
%V	6.3%	6.5%	8.5%	8.3%	6.1%	9.6%	3.9%	7.5%
%H (All HH)		100.0%	51.1%	14.9%	72.3%	44.7%	27.7%	100.0%
%H (TV HH)			51.1%	14.9%	72.3%	44.7%	27.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1511	670	186	1194	567	626	1358
%H		44.3%	12.3%	79.0%	37.5%	41.4%	89.9%
Under 20"	61	25	7	51	22	29	51
%V	4.0%	3.7%	3.8%	4.3%	3.9%	4.6%	3.8%
%H		41.0%	11.5%	83.6%	36.1%	47.5%	83.6%
20" - 29"	275	115	29	236	108	128	236
%V	18.2%	17.2%	15.6%	19.8%	19.0%	20.4%	17.4%
%H		41.8%	10.5%	85.8%	39.3%	46.5%	85.8%
30" - 39"	492	211	53	402	181	220	431
%V	32.6%	31.5%	28.5%	33.7%	31.9%	35.1%	31.7%
%H		42.9%	10.8%	81.7%	36.8%	44.7%	87.6%
40" - 49"	491	221	70	372	184	188	456
%V	32.5%	33.0%	37.6%	31.2%	32.5%	30.0%	33.6%
%H		45.0%	14.3%	75.8%	37.5%	38.3%	92.9%
50" - 59"	165	84	25	114	64	50	160
%V	10.9%	12.5%	13.4%	9.5%	11.3%	8.0%	11.8%
%H		50.9%	15.2%	69.1%	38.8%	30.3%	97.0%
60"+	15	8	2	9	5	5	14
%V	1.0%	1.2%	1.1%	0.8%	0.9%	0.8%	1.0%
%H		53.3%	13.3%	60.0%	33.3%	33.3%	93.3%
Don't know	13	6	0	10	4	6	10
%V	0.9%	0.9%	0.0%	0.8%	0.7%	1.0%	0.7%
%H		46.2%	0.0%	76.9%	30.8%	46.2%	76.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster
Set level data
Table 12.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1511	670	186	1194	567	626	1358
%H		44.3%	12.3%	79.0%	37.5%	41.4%	89.9%
Main living room	717	281	85	552	219	332	609
%V	47.5%	41.9%	45.7%	46.2%	38.6%	53.0%	44.8%
%H		39.2%	11.9%	77.0%	30.5%	46.3%	84.9%
Kitchen	173	78	17	153	75	79	158
%V	11.4%	11.6%	9.1%	12.8%	13.2%	12.6%	11.6%
%H		45.1%	9.8%	88.4%	43.4%	45.7%	91.3%
Adult's bedroom	354	178	46	280	155	124	331
%V	23.4%	26.6%	24.7%	23.5%	27.3%	19.8%	24.4%
%H		50.3%	13.0%	79.1%	43.8%	35.0%	93.5%
Child's bedroom	89	44	17	64	39	25	89
%V	5.9%	6.6%	9.1%	5.4%	6.9%	4.0%	6.6%
%H		49.4%	19.1%	71.9%	43.8%	28.1%	100.0%
Other bedroom	12	7	1	10	7	4	12
%V	0.8%	1.0%	0.5%	0.8%	1.2%	0.6%	0.9%
%H		58.3%	8.3%	83.3%	58.3%	33.3%	100.0%
Second living/dining room	111	52	14	88	44	44	106
%V	7.3%	7.8%	7.5%	7.4%	7.8%	7.0%	7.8%
%H		46.8%	12.6%	79.3%	39.6%	39.6%	95.5%
Study/office	6	3	1	4	2	3	6
%V	0.4%	0.4%	0.5%	0.3%	0.4%	0.5%	0.4%
%H		50.0%	16.7%	66.7%	33.3%	50.0%	100.0%
TV room	19	10	2	18	11	7	18
%V	1.3%	1.5%	1.1%	1.5%	1.9%	1.1%	1.3%
%H		52.6%	10.5%	94.7%	57.9%	36.8%	94.7%
Conservatory	17	10	2	13	8	5	16
%V	1.1%	1.5%	1.1%	1.1%	1.4%	0.8%	1.2%
%H		58.8%	11.8%	76.5%	47.1%	29.4%	94.1%
Attic or loft room	1	1	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Other	12	7	1	10	6	4	11
%V	0.8%	1.0%	0.5%	0.8%	1.1%	0.6%	0.8%
%H		58.3%	8.3%	83.3%	50.0%	33.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	1511	670	186	1194	567	626	1358
%H		44.3%	12.3%	79.0%	37.5%	41.4%	89.9%
PVR	559	386	110	357	291	66	532
%V	37.0%	57.6%	59.1%	29.9%	51.3%	10.5%	39.2%
%H		69.1%	19.7%	63.9%	52.1%	11.8%	95.2%
DVDR	4	1	1	3	1	2	3
%V	0.3%	0.1%	0.5%	0.3%	0.2%	0.3%	0.2%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	75.0%
VCR	5	2	0	4	1	3	4
%V	0.3%	0.3%	0.0%	0.3%	0.2%	0.5%	0.3%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	565	388	110	362	292	70	537
%V	37.4%	57.9%	59.1%	30.3%	51.5%	11.2%	39.5%
%H		68.7%	19.5%	64.1%	51.7%	12.4%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1511	670	186	1194	567	626	1358
%H		44.3%	12.3%	79.0%	37.5%	41.4%	89.9%
Receives HDTV (via STB or built-in reception)	964	460	133	777	401	376	901
%V	63.8%	68.7%	71.5%	65.1%	70.7%	60.1%	66.3%
%H		47.7%	13.8%	80.6%	41.6%	39.0%	93.5%
DVD/Blu-ray player or recorder	419	187	47	317	145	172	381
%V	27.7%	27.9%	25.3%	26.5%	25.6%	27.5%	28.1%
%H		44.6%	11.2%	75.7%	34.6%	41.1%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Ulster
Set level data
Table 12.15: 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	282	84	553	219	334	610
%H		39.2%	11.7%	76.8%	30.4%	46.4%	84.7%
Under 20"	4	0	0	3	0	3	2
%V	0.6%	0.0%	0.0%	0.5%	0.0%	0.9%	0.3%
%H		0.0%	0.0%	75.0%	0.0%	75.0%	50.0%
20" - 29"	50	12	3	41	7	34	29
%V	6.9%	4.3%	3.6%	7.4%	3.2%	10.2%	4.8%
%H		24.0%	6.0%	82.0%	14.0%	68.0%	58.0%
30" - 39"	185	58	15	153	46	107	137
%V	25.7%	20.6%	17.9%	27.7%	21.0%	32.0%	22.5%
%H		31.4%	8.1%	82.7%	24.9%	57.8%	74.1%
40" - 49"	339	141	45	262	117	145	307
%V	47.1%	50.0%	53.6%	47.4%	53.4%	43.4%	50.3%
%H		41.6%	13.3%	77.3%	34.5%	42.8%	90.6%
50" - 59"	124	61	20	83	44	39	120
%V	17.2%	21.6%	23.8%	15.0%	20.1%	11.7%	19.7%
%H		49.2%	16.1%	66.9%	35.5%	31.5%	96.8%
60"+	12	6	1	7	4	4	11
%V	1.7%	2.1%	1.2%	1.3%	1.8%	1.2%	1.8%
%H		50.0%	8.3%	58.3%	33.3%	33.3%	91.7%
Don't know	6	2	0	4	1	3	4
%V	0.8%	0.7%	0.0%	0.7%	0.5%	0.9%	0.7%
%H		33.3%	0.0%	66.7%	16.7%	50.0%	66.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	282	84	553	219	334	610
%H		39.2%	11.7%	76.8%	30.4%	46.4%	84.7%
PVR	375	245	78	249	196	53	351
%V	52.1%	86.9%	92.9%	45.0%	89.5%	15.9%	57.5%
%H		65.3%	20.8%	66.4%	52.3%	14.1%	93.6%
DVDR	3	1	0	2	1	1	3
%V	0.4%	0.4%	0.0%	0.4%	0.5%	0.3%	0.5%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	4	1	0	3	0	3	3
%V	0.6%	0.4%	0.0%	0.5%	0.0%	0.9%	0.5%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	75.0%
Any recorder	379	246	78	252	196	55	353
%V	52.6%	87.2%	92.9%	45.6%	89.5%	16.5%	57.9%
%H		64.9%	20.6%	66.5%	51.7%	14.5%	93.1%

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	282	84	553	219	334	610
%H		39.2%	11.7%	76.8%	30.4%	46.4%	84.7%
Receives HDTV (via STB or built-in reception)	533	239	76	417	197	220	485
%V	74.0%	84.8%	90.5%	75.4%	90.0%	65.9%	79.5%
%H		44.8%	14.3%	78.2%	37.0%	41.3%	91.0%
DVD/Blu-ray player or recorder	250	100	27	190	75	115	216
%V	34.7%	35.5%	32.1%	34.4%	34.2%	34.4%	35.4%
%H		40.0%	10.8%	76.0%	30.0%	46.0%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	792	389	102	640	348	292	748
%H		49.1%	12.9%	80.8%	43.9%	36.9%	94.4%
Under 20"	58	25	6	48	21	26	49
%V	7.3%	6.4%	5.9%	7.5%	6.0%	8.9%	6.6%
%H		43.1%	10.3%	82.8%	36.2%	44.8%	84.5%
20" - 29"	225	102	26	195	101	94	207
%V	28.4%	26.2%	25.5%	30.5%	29.0%	32.2%	27.7%
%H		45.3%	11.6%	86.7%	44.9%	41.8%	92.0%
30" - 39"	307	153	39	249	135	113	294
%V	38.8%	39.3%	38.2%	38.9%	38.8%	38.7%	39.3%
%H		49.8%	12.7%	81.1%	44.0%	36.8%	95.8%
40" - 49"	151	80	25	111	67	44	149
%V	19.1%	20.6%	24.5%	17.3%	19.3%	15.1%	19.9%
%H		53.0%	16.6%	73.5%	44.4%	29.1%	98.7%
50" - 59"	41	24	5	31	20	11	40
%V	5.2%	6.2%	4.9%	4.8%	5.7%	3.8%	5.3%
%H		58.5%	12.2%	75.6%	48.8%	26.8%	97.6%
60"+	3	1	1	2	1	1	3
%V	0.4%	0.3%	1.0%	0.3%	0.3%	0.3%	0.4%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Don't know	7	3	0	6	3	3	5
%V	0.9%	0.8%	0.0%	0.9%	0.9%	1.0%	0.7%
%H		42.9%	0.0%	85.7%	42.9%	42.9%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	792	389	102	640	348	292	748
%H		49.1%	12.9%	80.8%	43.9%	36.9%	94.4%
PVR	184	140	32	108	95	13	181
%V	23.2%	36.0%	31.4%	16.9%	27.3%	4.5%	24.2%
%H		76.1%	17.4%	58.7%	51.6%	7.1%	98.4%
DVDR	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
VCR	1	1	0	1	1	1	1
%V	0.1%	0.3%	0.0%	0.2%	0.3%	0.3%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	186	141	32	111	96	14	183
%V	23.5%	36.2%	31.4%	17.3%	27.6%	4.8%	24.5%
%H		75.8%	17.2%	59.7%	51.6%	7.5%	98.4%

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	792	389	102	640	348	292	748
%H		49.1%	12.9%	80.8%	43.9%	36.9%	94.4%
Receives HDTV (via STB or built-in reception)	431	220	57	359	204	156	416
%V	54.4%	56.6%	55.9%	56.1%	58.6%	53.4%	55.6%
%H		51.0%	13.2%	83.3%	47.3%	36.2%	96.5%
DVD/Blu-ray player or recorder	170	87	20	127	70	58	164
%V	21.5%	22.4%	19.6%	19.8%	20.1%	19.9%	21.9%
%H		51.2%	11.8%	74.7%	41.2%	34.1%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1870	1831	774	237	1369	608	761	1713
%H		97.9%	41.4%	12.7%	73.2%	32.5%	40.7%	91.6%
Total Children	396	390	175	56	274	135	140	389
%V	21.2%	21.3%	22.6%	23.6%	20.0%	22.2%	18.4%	22.7%
%H		98.5%	44.2%	14.1%	69.2%	34.1%	35.4%	98.2%
0 - 3	95	94	40	12	65	29	36	92
%V	5.1%	5.1%	5.2%	5.1%	4.7%	4.8%	4.7%	5.4%
%H		98.9%	42.1%	12.6%	68.4%	30.5%	37.9%	96.8%
4 - 15	301	297	135	45	209	105	103	297
%V	16.1%	16.2%	17.4%	19.0%	15.3%	17.3%	13.5%	17.3%
%H		98.7%	44.9%	15.0%	69.4%	34.9%	34.2%	98.7%
4 - 9	154	151	65	23	105	49	55	151
%V	8.2%	8.2%	8.4%	9.7%	7.7%	8.1%	7.2%	8.8%
%H		98.1%	42.2%	14.9%	68.2%	31.8%	35.7%	98.1%
10 - 15	148	146	70	22	104	56	48	146
%V	7.9%	8.0%	9.0%	9.3%	7.6%	9.2%	6.3%	8.5%
%H		98.6%	47.3%	14.9%	70.3%	37.8%	32.4%	98.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1870	1831	774	237	1369	608	761	1713
%H		97.9%	41.4%	12.7%	73.2%	32.5%	40.7%	91.6%
Total Adults (16+)	1475	1441	599	181	1095	473	622	1324
%V	78.9%	78.7%	77.4%	76.4%	80.0%	77.8%	81.7%	77.3%
%H		97.7%	40.6%	12.3%	74.2%	32.1%	42.2%	89.8%
16 - 19	93	93	45	13	65	33	32	92
%V	5.0%	5.1%	5.8%	5.5%	4.7%	5.4%	4.2%	5.4%
%H		100.0%	48.4%	14.0%	69.9%	35.5%	34.4%	98.9%
20 - 24	105	101	43	18	69	35	34	102
%V	5.6%	5.5%	5.6%	7.6%	5.0%	5.8%	4.5%	6.0%
%H		96.2%	41.0%	17.1%	65.7%	33.3%	32.4%	97.1%
25 - 34	244	233	90	29	164	65	98	235
%V	13.0%	12.7%	11.6%	12.2%	12.0%	10.7%	12.9%	13.7%
%H		95.5%	36.9%	11.9%	67.2%	26.6%	40.2%	96.3%
35 - 44	239	232	101	31	165	75	89	231
%V	12.8%	12.7%	13.0%	13.1%	12.1%	12.3%	11.7%	13.5%
%H		97.1%	42.3%	13.0%	69.0%	31.4%	37.2%	96.7%
45 - 54	254	250	116	34	189	92	97	242
%V	13.6%	13.7%	15.0%	14.3%	13.8%	15.1%	12.7%	14.1%
%H		98.4%	45.7%	13.4%	74.4%	36.2%	38.2%	95.3%
55 - 64	232	230	96	29	186	82	104	216
%V	12.4%	12.6%	12.4%	12.2%	13.6%	13.5%	13.7%	12.6%
%H		99.1%	41.4%	12.5%	80.2%	35.3%	44.8%	93.1%
65+	307	303	108	28	258	90	167	207
%V	16.4%	16.5%	14.0%	11.8%	18.8%	14.8%	21.9%	12.1%
%H		98.7%	35.2%	9.1%	84.0%	29.3%	54.4%	67.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.23: 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+)	1475	1441	599	181	1095	473	622	1324
%H		97.7%	40.6%	12.3%	74.2%	32.1%	42.2%	89.8%
AB	337	332	148	46	240	111	129	327
%V	22.8%	23.0%	24.7%	25.4%	21.9%	23.5%	20.7%	24.7%
%H		98.5%	43.9%	13.6%	71.2%	32.9%	38.3%	97.0%
C1	387	380	166	54	284	134	150	363
%V	26.2%	26.4%	27.7%	29.8%	25.9%	28.3%	24.1%	27.4%
%H		98.2%	42.9%	14.0%	73.4%	34.6%	38.8%	93.8%
C2	329	323	141	34	247	109	139	305
%V	22.3%	22.4%	23.5%	18.8%	22.6%	23.0%	22.3%	23.0%
%H		98.2%	42.9%	10.3%	75.1%	33.1%	42.2%	92.7%
D	260	249	94	30	197	83	114	224
%V	17.6%	17.3%	15.7%	16.6%	18.0%	17.5%	18.3%	16.9%
%H		95.8%	36.2%	11.5%	75.8%	31.9%	43.8%	86.2%
E	162	157	50	16	126	37	89	104
%V	11.0%	10.9%	8.3%	8.8%	11.5%	7.8%	14.3%	7.9%
%H		96.9%	30.9%	9.9%	77.8%	22.8%	54.9%	64.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1475	1441	599	181	1095	473	622	1324
%H		97.7%	40.6%	12.3%	74.2%	32.1%	42.2%	89.8%
Working full time	730	710	308	94	526	243	283	706
%V	49.5%	49.3%	51.4%	51.9%	48.0%	51.4%	45.5%	53.3%
%H		97.3%	42.2%	12.9%	72.1%	33.3%	38.8%	96.7%
Working part time	121	119	55	15	83	38	45	115
%V	8.2%	8.3%	9.2%	8.3%	7.6%	8.0%	7.2%	8.7%
%H		98.3%	45.5%	12.4%	68.6%	31.4%	37.2%	95.0%
Not working	624	612	236	72	486	192	293	503
%V	42.3%	42.5%	39.4%	39.8%	44.4%	40.6%	47.1%	38.0%
%H		98.1%	37.8%	11.5%	77.9%	30.8%	47.0%	80.6%
Houseperson	741	720	282	84	553	219	334	624
%V	50.2%	50.0%	47.1%	46.4%	50.5%	46.3%	53.7%	47.1%
%H		97.2%	38.1%	11.3%	74.6%	29.6%	45.1%	84.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	719	698	289	88	531	230	301	647
%H		97.1%	40.2%	12.2%	73.9%	32.0%	41.9%	90.0%
16 - 19	48	48	22	6	35	16	18	48
%V	6.7%	6.9%	7.6%	6.8%	6.6%	7.0%	6.0%	7.4%
%H		100.0%	45.8%	12.5%	72.9%	33.3%	37.5%	100.0%
20 - 24	54	52	22	9	39	21	18	52
%V	7.5%	7.4%	7.6%	10.2%	7.3%	9.1%	6.0%	8.0%
%H		96.3%	40.7%	16.7%	72.2%	38.9%	33.3%	96.3%
25 - 34	122	115	42	14	81	31	49	116
%V	17.0%	16.5%	14.5%	15.9%	15.3%	13.5%	16.3%	17.9%
%H		94.3%	34.4%	11.5%	66.4%	25.4%	40.2%	95.1%
35 - 44	116	111	48	14	82	37	45	111
%V	16.1%	15.9%	16.6%	15.9%	15.4%	16.1%	15.0%	17.2%
%H		95.7%	41.4%	12.1%	70.7%	31.9%	38.8%	95.7%
45 - 54	124	121	57	16	90	44	47	116
%V	17.2%	17.3%	19.7%	18.2%	16.9%	19.1%	15.6%	17.9%
%H		97.6%	46.0%	12.9%	72.6%	35.5%	37.9%	93.5%
55 - 64	114	112	46	15	90	40	50	105
%V	15.9%	16.0%	15.9%	17.0%	16.9%	17.4%	16.6%	16.2%
%H		98.2%	40.4%	13.2%	78.9%	35.1%	43.9%	92.1%
65+	141	138	51	13	116	42	74	100
%V	19.6%	19.8%	17.6%	14.8%	21.8%	18.3%	24.6%	15.5%
%H		97.9%	36.2%	9.2%	82.3%	29.8%	52.5%	70.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	719	698	289	88	531	230	301	647
%H		97.1%	40.2%	12.2%	73.9%	32.0%	41.9%	90.0%
AB	169	166	74	23	120	55	65	163
%V	23.5%	23.8%	25.6%	26.1%	22.6%	23.9%	21.6%	25.2%
%H		98.2%	43.8%	13.6%	71.0%	32.5%	38.5%	96.4%
C1	182	178	78	26	132	63	69	173
%V	25.3%	25.5%	27.0%	29.5%	24.9%	27.4%	22.9%	26.7%
%H		97.8%	42.9%	14.3%	72.5%	34.6%	37.9%	95.1%
C2	175	170	73	18	132	57	75	160
%V	24.3%	24.4%	25.3%	20.5%	24.9%	24.8%	24.9%	24.7%
%H		97.1%	41.7%	10.3%	75.4%	32.6%	42.9%	91.4%
D	126	119	44	14	96	40	56	108
%V	17.5%	17.0%	15.2%	15.9%	18.1%	17.4%	18.6%	16.7%
%H		94.4%	34.9%	11.1%	76.2%	31.7%	44.4%	85.7%
E	68	65	20	8	52	14	37	43
%V	9.5%	9.3%	6.9%	9.1%	9.8%	6.1%	12.3%	6.6%
%H		95.6%	29.4%	11.8%	76.5%	20.6%	54.4%	63.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	719	698	289	88	531	230	301	647
%H		97.1%	40.2%	12.2%	73.9%	32.0%	41.9%	90.0%
Working full time	422	409	177	53	303	139	164	406
%V	58.7%	58.6%	61.2%	60.2%	57.1%	60.4%	54.5%	62.8%
%H		96.9%	41.9%	12.6%	71.8%	32.9%	38.9%	96.2%
Working part time	27	26	13	3	21	10	11	24
%V	3.8%	3.7%	4.5%	3.4%	4.0%	4.3%	3.7%	3.7%
%H		96.3%	48.1%	11.1%	77.8%	37.0%	40.7%	88.9%
Not working	270	263	99	32	208	81	126	217
%V	37.6%	37.7%	34.3%	36.4%	39.2%	35.2%	41.9%	33.5%
%H		97.4%	36.7%	11.9%	77.0%	30.0%	46.7%	80.4%
Houseperson	145	134	43	14	100	28	72	99
%V	20.2%	19.2%	14.9%	15.9%	18.8%	12.2%	23.9%	15.3%
%H		92.4%	29.7%	9.7%	69.0%	19.3%	49.7%	68.3%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	742	310	93	564	243	321	677
%H		98.3%	41.1%	12.3%	74.7%	32.2%	42.5%	89.7%
16 - 19	45	44	23	7	30	17	14	44
%V	6.0%	5.9%	7.4%	7.5%	5.3%	7.0%	4.4%	6.5%
%H		97.8%	51.1%	15.6%	66.7%	37.8%	31.1%	97.8%
20 - 24	51	49	21	9	30	14	16	50
%V	6.8%	6.6%	6.8%	9.7%	5.3%	5.8%	5.0%	7.4%
%H		96.1%	41.2%	17.6%	58.8%	27.5%	31.4%	98.0%
25 - 34	123	118	47	15	83	34	49	119
%V	16.3%	15.9%	15.2%	16.1%	14.7%	14.0%	15.3%	17.6%
%H		95.9%	38.2%	12.2%	67.5%	27.6%	39.8%	96.7%
35 - 44	123	120	54	17	83	39	44	120
%V	16.3%	16.2%	17.4%	18.3%	14.7%	16.0%	13.7%	17.7%
%H		97.6%	43.9%	13.8%	67.5%	31.7%	35.8%	97.6%
45 - 54	130	129	59	18	99	48	50	126
%V	17.2%	17.4%	19.0%	19.4%	17.6%	19.8%	15.6%	18.6%
%H		99.2%	45.4%	13.8%	76.2%	36.9%	38.5%	96.9%
55 - 64	118	118	50	13	96	42	54	111
%V	15.6%	15.9%	16.1%	14.0%	17.0%	17.3%	16.8%	16.4%
%H		100.0%	42.4%	11.0%	81.4%	35.6%	45.8%	94.1%
65+	166	165	57	14	142	49	93	108
%V	22.0%	22.2%	18.4%	15.1%	25.2%	20.2%	29.0%	16.0%
%H		99.4%	34.3%	8.4%	85.5%	29.5%	56.0%	65.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	742	310	93	564	243	321	677
%H		98.3%	41.1%	12.3%	74.7%	32.2%	42.5%	89.7%
AB	168	166	74	23	120	56	65	165
%V	22.3%	22.4%	23.9%	24.7%	21.3%	23.0%	20.2%	24.4%
%H		98.8%	44.0%	13.7%	71.4%	33.3%	38.7%	98.2%
C1	205	202	88	28	152	71	82	190
%V	27.2%	27.2%	28.4%	30.1%	27.0%	29.2%	25.5%	28.1%
%H		98.5%	42.9%	13.7%	74.1%	34.6%	40.0%	92.7%
C2	154	152	68	17	115	51	64	145
%V	20.4%	20.5%	21.9%	18.3%	20.4%	21.0%	19.9%	21.4%
%H		98.7%	44.2%	11.0%	74.7%	33.1%	41.6%	94.2%
D	134	130	50	17	101	43	59	116
%V	17.7%	17.5%	16.1%	18.3%	17.9%	17.7%	18.4%	17.1%
%H		97.0%	37.3%	12.7%	75.4%	32.1%	44.0%	86.6%
E	94	92	30	9	75	23	52	61
%V	12.5%	12.4%	9.7%	9.7%	13.3%	9.5%	16.2%	9.0%
%H		97.9%	31.9%	9.6%	79.8%	24.5%	55.3%	64.9%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	742	310	93	564	243	321	677
%H		98.3%	41.1%	12.3%	74.7%	32.2%	42.5%	89.7%
Working full time	308	301	131	41	223	104	119	300
%V	40.8%	40.6%	42.3%	44.1%	39.5%	42.8%	37.1%	44.3%
%H		97.7%	42.5%	13.3%	72.4%	33.8%	38.6%	97.4%
Working part time	93	93	43	12	62	28	35	92
%V	12.3%	12.5%	13.9%	12.9%	11.0%	11.5%	10.9%	13.6%
%H		100.0%	46.2%	12.9%	66.7%	30.1%	37.6%	98.9%
Not working	354	349	137	39	278	111	167	286
%V	46.9%	47.0%	44.2%	41.9%	49.3%	45.7%	52.0%	42.2%
%H		98.6%	38.7%	11.0%	78.5%	31.4%	47.2%	80.8%
Houseperson	596	586	239	70	453	191	262	525
%V	78.9%	79.0%	77.1%	75.3%	80.3%	78.6%	81.6%	77.5%
%H		98.3%	40.1%	11.7%	76.0%	32.0%	44.0%	88.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
AB	293	287	142	31	175	69	106	282
%V	21.4%	21.6%	21.4%	26.7%	22.1%	22.6%	21.8%	23.7%
%H (All HH)		98.0%	48.5%	10.6%	59.7%	23.5%	36.2%	96.2%
%H (TV HH)			49.5%	10.8%	61.0%	24.0%	36.9%	
C1	360	348	171	35	210	84	126	330
%V	26.3%	26.2%	25.8%	30.2%	26.5%	27.5%	25.9%	27.7%
%H (All HH)		96.7%	47.5%	9.7%	58.3%	23.3%	35.0%	91.7%
%H (TV HH)			49.1%	10.1%	60.3%	24.1%	36.2%	
C2	330	322	171	25	199	86	113	290
%V	24.1%	24.3%	25.8%	21.6%	25.2%	28.2%	23.3%	24.4%
%H (All HH)		97.6%	51.8%	7.6%	60.3%	26.1%	34.2%	87.9%
%H (TV HH)			53.1%	7.8%	61.8%	26.7%	35.1%	
D	239	229	118	17	126	46	80	189
%V	17.4%	17.3%	17.8%	14.7%	15.9%	15.1%	16.5%	15.9%
%H (All HH)		95.8%	49.4%	7.1%	52.7%	19.2%	33.5%	79.1%
%H (TV HH)			51.5%	7.4%	55.0%	20.1%	34.9%	
E	147	141	61	9	81	21	60	98
%V	10.7%	10.6%	9.2%	7.8%	10.2%	6.9%	12.3%	8.2%
%H (All HH)		95.9%	41.5%	6.1%	55.1%	14.3%	40.8%	66.7%
%H (TV HH)			43.3%	6.4%	57.4%	14.9%	42.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
Under 25	56	49	18	4	19	5	15	54
%V	4.1%	3.7%	2.7%	3.4%	2.4%	1.6%	3.1%	4.5%
%H (All HH)		87.5%	32.1%	7.1%	33.9%	8.9%	26.8%	96.4%
%H (TV HH)			36.7%	8.2%	38.8%	10.2%	30.6%	
25 - 34	193	182	76	14	93	29	65	190
%V	14.1%	13.7%	11.5%	12.1%	11.8%	9.5%	13.4%	16.0%
%H (All HH)		94.3%	39.4%	7.3%	48.2%	15.0%	33.7%	98.4%
%H (TV HH)			41.8%	7.7%	51.1%	15.9%	35.7%	
35 - 44	199	192	102	20	100	41	58	193
%V	14.5%	14.5%	15.4%	17.2%	12.6%	13.4%	11.9%	16.2%
%H (All HH)		96.5%	51.3%	10.1%	50.3%	20.6%	29.1%	97.0%
%H (TV HH)			53.1%	10.4%	52.1%	21.4%	30.2%	
45 - 54	240	234	124	27	136	60	77	229
%V	17.5%	17.6%	18.7%	23.3%	17.2%	19.7%	15.8%	19.2%
%H (All HH)		97.5%	51.7%	11.3%	56.7%	25.0%	32.1%	95.4%
%H (TV HH)			53.0%	11.5%	58.1%	25.6%	32.9%	
55 - 64	251	246	138	20	152	68	84	229
%V	18.3%	18.5%	20.8%	17.2%	19.2%	22.3%	17.3%	19.2%
%H (All HH)		98.0%	55.0%	8.0%	60.6%	27.1%	33.5%	91.2%
%H (TV HH)			56.1%	8.1%	61.8%	27.6%	34.1%	
65 +	431	424	205	31	291	103	188	294
%V	31.5%	32.0%	30.9%	26.7%	36.8%	33.8%	38.7%	24.7%
%H (All HH)		98.4%	47.6%	7.2%	67.5%	23.9%	43.6%	68.2%
%H (TV HH)			48.3%	7.3%	68.6%	24.3%	44.3%	

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

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
1	442	419	181	26	265	66	198	306
%V	32.3%	31.6%	27.3%	22.4%	33.5%	21.6%	40.7%	25.7%
%H (All HH)		94.8%	41.0%	5.9%	60.0%	14.9%	44.8%	69.2%
%H (TV HH)			43.2%	6.2%	63.2%	15.8%	47.3%	
2	479	469	247	44	281	125	156	440
%V	35.0%	35.3%	37.3%	37.9%	35.5%	41.0%	32.1%	37.0%
%H (All HH)		97.9%	51.6%	9.2%	58.7%	26.1%	32.6%	91.9%
%H (TV HH)			52.7%	9.4%	59.9%	26.7%	33.3%	
3	202	197	100	21	111	48	64	198
%V	14.7%	14.8%	15.1%	18.1%	14.0%	15.7%	13.2%	16.6%
%H (All HH)		97.5%	49.5%	10.4%	55.0%	23.8%	31.7%	98.0%
%H (TV HH)			50.8%	10.7%	56.3%	24.4%	32.5%	
4	172	168	94	17	96	46	50	171
%V	12.6%	12.7%	14.2%	14.7%	12.1%	15.1%	10.3%	14.4%
%H (All HH)		97.7%	54.7%	9.9%	55.8%	26.7%	29.1%	99.4%
%H (TV HH)			56.0%	10.1%	57.1%	27.4%	29.8%	
5+	75	74	41	8	39	20	19	75
%V	5.5%	5.6%	6.2%	6.9%	4.9%	6.6%	3.9%	6.3%
%H (All HH)		98.7%	54.7%	10.7%	52.0%	26.7%	25.3%	100.0%
%H (TV HH)			55.4%	10.8%	52.7%	27.0%	25.7%	
Average HH size	2.26	2.27	2.37	2.51	2.21	2.45	2.06	2.41

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
Jan - Dec 2019
BBC Wales
Household level data
Table 13.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
Without	1044	1007	500	85	616	234	382	869
%V	76.2%	75.9%	75.4%	73.3%	77.9%	76.7%	78.6%	73.0%
%H (All HH)		96.5%	47.9%	8.1%	59.0%	22.4%	36.6%	83.2%
%H (TV HH)			49.7%	8.4%	61.2%	23.2%	37.9%	
With	326	320	162	31	175	71	104	321
%V	23.8%	24.1%	24.4%	26.7%	22.1%	23.3%	21.4%	27.0%
%H (All HH)		98.2%	49.7%	9.5%	53.7%	21.8%	31.9%	98.5%
%H (TV HH)			50.6%	9.7%	54.7%	22.2%	32.5%	
0 - 3	116	113	54	11	57	20	36	114
%V	8.5%	8.5%	8.1%	9.5%	7.2%	6.6%	7.4%	9.6%
%H (All HH)		97.4%	46.6%	9.5%	49.1%	17.2%	31.0%	98.3%
%H (TV HH)			47.8%	9.7%	50.4%	17.7%	31.9%	
4 - 9	167	165	85	14	88	34	54	165
%V	12.2%	12.4%	12.8%	12.1%	11.1%	11.1%	11.1%	13.9%
%H (All HH)		98.8%	50.9%	8.4%	52.7%	20.4%	32.3%	98.8%
%H (TV HH)			51.5%	8.5%	53.3%	20.6%	32.7%	
10 - 15	163	160	85	17	93	44	49	161
%V	11.9%	12.1%	12.8%	14.7%	11.8%	14.4%	10.1%	13.5%
%H (All HH)		98.2%	52.1%	10.4%	57.1%	27.0%	30.1%	98.8%
%H (TV HH)			53.1%	10.6%	58.1%	27.5%	30.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 2019

BBC Wales

Household level data

Table 13.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
1	486	486	193	38	243	29	214	380
%V	35.5%	36.6%	29.1%	32.8%	30.7%	9.5%	44.0%	31.9%
%H (All HH)		100.0%	39.7%	7.8%	50.0%	6.0%	44.0%	78.2%
%H (TV HH)			39.7%	7.8%	50.0%	6.0%	44.0%	
2	453	453	232	41	278	112	166	400
%V	33.1%	34.1%	35.0%	35.3%	35.1%	36.7%	34.2%	33.6%
%H (All HH)		100.0%	51.2%	9.1%	61.4%	24.7%	36.6%	88.3%
%H (TV HH)			51.2%	9.1%	61.4%	24.7%	36.6%	
3	239	239	143	24	162	94	68	227
%V	17.4%	18.0%	21.6%	20.7%	20.5%	30.8%	14.0%	19.1%
%H (All HH)		100.0%	59.8%	10.0%	67.8%	39.3%	28.5%	95.0%
%H (TV HH)			59.8%	10.0%	67.8%	39.3%	28.5%	
4	100	100	61	9	69	43	27	97
%V	7.3%	7.5%	9.2%	7.8%	8.7%	14.1%	5.6%	8.2%
%H (All HH)		100.0%	61.0%	9.0%	69.0%	43.0%	27.0%	97.0%
%H (TV HH)			61.0%	9.0%	69.0%	43.0%	27.0%	
5+	50	50	34	3	39	27	12	49
%V	3.6%	3.8%	5.1%	2.6%	4.9%	8.9%	2.5%	4.1%
%H (All HH)		100.0%	68.0%	6.0%	78.0%	54.0%	24.0%	98.0%
%H (TV HH)			68.0%	6.0%	78.0%	54.0%	24.0%	

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

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
Under 20"	161	161	83	8	123	57	66	139
%V	11.8%	12.1%	12.5%	6.9%	15.5%	18.7%	13.6%	11.7%
%H (All HH)		100.0%	51.6%	5.0%	76.4%	35.4%	41.0%	86.3%
%H (TV HH)			51.6%	5.0%	76.4%	35.4%	41.0%	
20" - 29"	356	356	181	32	255	121	134	311
%V	26.0%	26.8%	27.3%	27.6%	32.2%	39.7%	27.6%	26.1%
%H (All HH)		100.0%	50.8%	9.0%	71.6%	34.0%	37.6%	87.4%
%H (TV HH)			50.8%	9.0%	71.6%	34.0%	37.6%	
30" - 39"	660	660	343	57	421	179	241	570
%V	48.2%	49.7%	51.7%	49.1%	53.2%	58.7%	49.6%	47.9%
%H (All HH)		100.0%	52.0%	8.6%	63.8%	27.1%	36.5%	86.4%
%H (TV HH)			52.0%	8.6%	63.8%	27.1%	36.5%	
40" - 49"	694	694	373	67	414	187	226	638
%V	50.7%	52.3%	56.3%	57.8%	52.3%	61.3%	46.5%	53.6%
%H (All HH)		100.0%	53.7%	9.7%	59.7%	26.9%	32.6%	91.9%
%H (TV HH)			53.7%	9.7%	59.7%	26.9%	32.6%	
50" - 59"	281	281	170	26	148	76	72	269
%V	20.5%	21.2%	25.6%	22.4%	18.7%	24.9%	14.8%	22.6%
%H (All HH)		100.0%	60.5%	9.3%	52.7%	27.0%	25.6%	95.7%
%H (TV HH)			60.5%	9.3%	52.7%	27.0%	25.6%	
60"+	34	34	22	3	14	7	7	34
%V	2.5%	2.6%	3.3%	2.6%	1.8%	2.3%	1.4%	2.9%
%H (All HH)		100.0%	64.7%	8.8%	41.2%	20.6%	20.6%	100.0%
%H (TV HH)			64.7%	8.8%	41.2%	20.6%	20.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
Main living room	1308	1308	658	115	780	303	478	1140
%V	95.5%	98.6%	99.2%	99.1%	98.6%	99.3%	98.4%	95.8%
%H (All HH)		100.0%	50.3%	8.8%	59.6%	23.2%	36.5%	87.2%
%H (TV HH)			50.3%	8.8%	59.6%	23.2%	36.5%	
Kitchen	177	177	96	13	135	69	66	157
%V	12.9%	13.3%	14.5%	11.2%	17.1%	22.6%	13.6%	13.2%
%H (All HH)		100.0%	54.2%	7.3%	76.3%	39.0%	37.3%	88.7%
%H (TV HH)			54.2%	7.3%	76.3%	39.0%	37.3%	
Adult's bedroom	609	609	350	55	399	211	188	565
%V	44.5%	45.9%	52.8%	47.4%	50.4%	69.2%	38.7%	47.5%
%H (All HH)		100.0%	57.5%	9.0%	65.5%	34.6%	30.9%	92.8%
%H (TV HH)			57.5%	9.0%	65.5%	34.6%	30.9%	
Child's bedroom	140	140	84	11	84	46	38	139
%V	10.2%	10.6%	12.7%	9.5%	10.6%	15.1%	7.8%	11.7%
%H (All HH)		100.0%	60.0%	7.9%	60.0%	32.9%	27.1%	99.3%
%H (TV HH)			60.0%	7.9%	60.0%	32.9%	27.1%	
Other bedroom	111	111	72	8	72	44	28	108
%V	8.1%	8.4%	10.9%	6.9%	9.1%	14.4%	5.8%	9.1%
%H (All HH)		100.0%	64.9%	7.2%	64.9%	39.6%	25.2%	97.3%
%H (TV HH)			64.9%	7.2%	64.9%	39.6%	25.2%	
Second living/dining room	181	181	102	21	130	72	58	166
%V	13.2%	13.6%	15.4%	18.1%	16.4%	23.6%	11.9%	13.9%
%H (All HH)		100.0%	56.4%	11.6%	71.8%	39.8%	32.0%	91.7%
%H (TV HH)			56.4%	11.6%	71.8%	39.8%	32.0%	
Study/office	18	18	10	2	13	7	5	18
%V	1.3%	1.4%	1.5%	1.7%	1.6%	2.3%	1.0%	1.5%
%H (All HH)		100.0%	55.6%	11.1%	72.2%	38.9%	27.8%	100.0%
%H (TV HH)			55.6%	11.1%	72.2%	38.9%	27.8%	
TV room	7	7	4	1	4	2	2	7
%V	0.5%	0.5%	0.6%	0.9%	0.5%	0.7%	0.4%	0.6%
%H (All HH)		100.0%	57.1%	14.3%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			57.1%	14.3%	57.1%	28.6%	28.6%	
Conservatory	35	35	22	2	26	16	11	33
%V	2.6%	2.6%	3.3%	1.7%	3.3%	5.2%	2.3%	2.8%
%H (All HH)		100.0%	62.9%	5.7%	74.3%	45.7%	31.4%	94.3%
%H (TV HH)			62.9%	5.7%	74.3%	45.7%	31.4%	
Attic or loft room	3	3	1	1	1	1	0	3
%V	0.2%	0.2%	0.2%	0.9%	0.1%	0.3%	0.0%	0.3%
%H (All HH)		100.0%	33.3%	33.3%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			33.3%	33.3%	33.3%	33.3%	0.0%	
No specific location	3	3	1	0	2	1	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.3%	0.2%	0.2%
%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%	
Other	10	10	6	1	8	4	4	10
%V	0.7%	0.8%	0.9%	0.9%	1.0%	1.3%	0.8%	0.8%
%H (All HH)		100.0%	60.0%	10.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	10.0%	80.0%	40.0%	40.0%	

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

Jan - Dec 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	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
Any DSAT provider	663	663	663	3	264	264	0	599
%V	48.4%	50.0%	100.0%	2.6%	33.4%	86.6%	0.0%	50.3%
%H (All HH)			100.0%	0.5%	39.8%	39.8%	0.0%	90.3%
%H (TV HH)			100.0%	0.5%	39.8%	39.8%	0.0%	
Sky with subscription	524	524	524	2	209	209	0	487
%V	38.2%	39.5%	79.0%	1.7%	26.4%	68.5%	0.0%	40.9%
%H (All HH)			100.0%	0.4%	39.9%	39.9%	0.0%	92.9%
%H (TV HH)			100.0%	0.4%	39.9%	39.9%	0.0%	
Sky without subscription	59	59	59	1	23	23	0	44
%V	4.3%	4.4%	8.9%	0.9%	2.9%	7.5%	0.0%	3.7%
%H (All HH)			100.0%	1.7%	39.0%	39.0%	0.0%	74.6%
%H (TV HH)			100.0%	1.7%	39.0%	39.0%	0.0%	
Freesat	72	72	72	0	30	30	0	62
%V	5.3%	5.4%	10.9%	0.0%	3.8%	9.8%	0.0%	5.2%
%H (All HH)			100.0%	0.0%	41.7%	41.7%	0.0%	86.1%
%H (TV HH)			100.0%	0.0%	41.7%	41.7%	0.0%	
Other satellite provider	29	29	29	0	11	11	0	26
%V	2.1%	2.2%	4.4%	0.0%	1.4%	3.6%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	37.9%	37.9%	0.0%	89.7%
%H (TV HH)			100.0%	0.0%	37.9%	37.9%	0.0%	
DCAB	116	116	3	116	41	41	0	106
%V	8.5%	8.7%	0.5%	100.0%	5.2%	13.4%	0.0%	8.9%
%H (All HH)			2.6%	100.0%	35.3%	35.3%	0.0%	91.4%
%H (TV HH)			2.6%	100.0%	35.3%	35.3%	0.0%	
DTT	791	791	264	41	791	305	486	668
%V	57.7%	59.6%	39.8%	35.3%	100.0%	100.0%	100.0%	56.1%
%H (All HH)		100.0%	33.4%	5.2%	100.0%	38.6%	61.4%	84.5%
%H (TV HH)			33.4%	5.2%	100.0%	38.6%	61.4%	

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

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BBC Wales

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1370	1327	663	116	791	305	486	1190
%H (All HH)		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (TV HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
PVR	833	833	585	111	420	280	140	765
%V	60.8%	62.8%	88.2%	95.7%	53.1%	91.8%	28.8%	64.3%
%H (All HH)		100.0%	70.2%	13.3%	50.4%	33.6%	16.8%	91.8%
%H (TV HH)			70.2%	13.3%	50.4%	33.6%	16.8%	
DVDR	8	8	4	0	6	2	4	6
%V	0.6%	0.6%	0.6%	0.0%	0.8%	0.7%	0.8%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
VCR	9	9	3	1	7	2	5	6
%V	0.7%	0.7%	0.5%	0.9%	0.9%	0.7%	1.0%	0.5%
%H (All HH)		100.0%	33.3%	11.1%	77.8%	22.2%	55.6%	66.7%
%H (TV HH)			33.3%	11.1%	77.8%	22.2%	55.6%	
Any recorder	841	841	586	111	427	281	146	771
%V	61.4%	63.4%	88.4%	95.7%	54.0%	92.1%	30.0%	64.8%
%H (All HH)		100.0%	69.7%	13.2%	50.8%	33.4%	17.4%	91.7%
%H (TV HH)			69.7%	13.2%	50.8%	33.4%	17.4%	
Receives HDTV (via STB or built-in reception)	952	952	533	102	586	267	319	872
%V	69.5%	71.7%	80.4%	87.9%	74.1%	87.5%	65.6%	73.3%
%H (All HH)		100.0%	56.0%	10.7%	61.6%	28.0%	33.5%	91.6%
%H (TV HH)			56.0%	10.7%	61.6%	28.0%	33.5%	
DVD/Blu-ray player or recorder	801	801	416	74	484	206	278	719
%V	58.5%	60.4%	62.7%	63.8%	61.2%	67.5%	57.2%	60.4%
%H (All HH)		100.0%	51.9%	9.2%	60.4%	25.7%	34.7%	89.8%
%H (TV HH)			51.9%	9.2%	60.4%	25.7%	34.7%	

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

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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	1370	1327	663	116	791	305	486	1190
%V		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%
%H (All HH)			50.0%	8.7%	59.6%	23.0%	36.6%	
%H (TV HH)								
Has broadband internet	1190	1154	599	106	668	280	388	1190
%V	86.9%	87.0%	90.3%	91.4%	84.5%	91.8%	79.8%	100.0%
%H (All HH)		97.0%	50.3%	8.9%	56.1%	23.5%	32.6%	100.0%
%H (TV HH)			51.9%	9.2%	57.9%	24.3%	33.6%	
Number of computers (PCs and laptops)								
0	268	256	105	15	165	39	126	99
%V	19.6%	19.3%	15.8%	12.9%	20.9%	12.8%	25.9%	8.3%
%H (All HH)		95.5%	39.2%	5.6%	61.6%	14.6%	47.0%	36.9%
%H (TV HH)			41.0%	5.9%	64.5%	15.2%	49.2%	
1	380	366	176	27	211	68	143	370
%V	27.7%	27.6%	26.5%	23.3%	26.7%	22.3%	29.4%	31.1%
%H (All HH)		96.3%	46.3%	7.1%	55.5%	17.9%	37.6%	97.4%
%H (TV HH)			48.1%	7.4%	57.7%	18.6%	39.1%	
2	322	314	162	31	189	82	107	321
%V	23.5%	23.7%	24.4%	26.7%	23.9%	26.9%	22.0%	27.0%
%H (All HH)		97.5%	50.3%	9.6%	58.7%	25.5%	33.2%	99.7%
%H (TV HH)			51.6%	9.9%	60.2%	26.1%	34.1%	
3	188	183	100	19	109	54	55	188
%V	13.7%	13.8%	15.1%	16.4%	13.8%	17.7%	11.3%	15.8%
%H (All HH)		97.3%	53.2%	10.1%	58.0%	28.7%	29.3%	100.0%
%H (TV HH)			54.6%	10.4%	59.6%	29.5%	30.1%	
4	103	101	58	12	59	32	27	103
%V	7.5%	7.6%	8.7%	10.3%	7.5%	10.5%	5.6%	8.7%
%H (All HH)		98.1%	56.3%	11.7%	57.3%	31.1%	26.2%	100.0%
%H (TV HH)			57.4%	11.9%	58.4%	31.7%	26.7%	
5+	109	107	62	12	59	30	29	109
%V	8.0%	8.1%	9.4%	10.3%	7.5%	9.8%	6.0%	9.2%
%H (All HH)		98.2%	56.9%	11.0%	54.1%	27.5%	26.6%	100.0%
%H (TV HH)			57.9%	11.2%	55.1%	28.0%	27.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2774	1512	246	1772	849	923	2515
%H		54.5%	8.9%	63.9%	30.6%	33.3%	90.7%
Under 20"	188	98	9	144	69	75	164
%V	6.8%	6.5%	3.7%	8.1%	8.1%	8.1%	6.5%
%H		52.1%	4.8%	76.6%	36.7%	39.9%	87.2%
20" - 29"	448	232	38	329	161	168	397
%V	16.1%	15.3%	15.4%	18.6%	19.0%	18.2%	15.8%
%H		51.8%	8.5%	73.4%	35.9%	37.5%	88.6%
30" - 39"	853	462	73	547	254	293	754
%V	30.7%	30.6%	29.7%	30.9%	29.9%	31.7%	30.0%
%H		54.2%	8.6%	64.1%	29.8%	34.3%	88.4%
40" - 49"	846	470	82	504	243	261	785
%V	30.5%	31.1%	33.3%	28.4%	28.6%	28.3%	31.2%
%H		55.6%	9.7%	59.6%	28.7%	30.9%	92.8%
50" - 59"	319	193	32	172	91	81	306
%V	11.5%	12.8%	13.0%	9.7%	10.7%	8.8%	12.2%
%H		60.5%	10.0%	53.9%	28.5%	25.4%	95.9%
60"+	37	24	3	16	8	8	36
%V	1.3%	1.6%	1.2%	0.9%	0.9%	0.9%	1.4%
%H		64.9%	8.1%	43.2%	21.6%	21.6%	97.3%
Don't know	83	33	9	59	23	37	73
%V	3.0%	2.2%	3.7%	3.3%	2.7%	4.0%	2.9%
%H		39.8%	10.8%	71.1%	27.7%	44.6%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2774	1512	246	1772	849	923	2515
%H		54.5%	8.9%	63.9%	30.6%	33.3%	90.7%
Main living room	1314	660	115	784	304	480	1145
%V	47.4%	43.7%	46.7%	44.2%	35.8%	52.0%	45.5%
%H		50.2%	8.8%	59.7%	23.1%	36.5%	87.1%
Kitchen	178	96	13	135	69	66	158
%V	6.4%	6.3%	5.3%	7.6%	8.1%	7.2%	6.3%
%H		53.9%	7.3%	75.8%	38.8%	37.1%	88.8%
Adult's bedroom	711	409	67	469	254	215	664
%V	25.6%	27.1%	27.2%	26.5%	29.9%	23.3%	26.4%
%H		57.5%	9.4%	66.0%	35.7%	30.2%	93.4%
Child's bedroom	175	106	14	106	59	46	174
%V	6.3%	7.0%	5.7%	6.0%	6.9%	5.0%	6.9%
%H		60.6%	8.0%	60.6%	33.7%	26.3%	99.4%
Other bedroom	137	91	9	91	57	34	133
%V	4.9%	6.0%	3.7%	5.1%	6.7%	3.7%	5.3%
%H		66.4%	6.6%	66.4%	41.6%	24.8%	97.1%
Second living/dining room	184	104	21	133	74	59	168
%V	6.6%	6.9%	8.5%	7.5%	8.7%	6.4%	6.7%
%H		56.5%	11.4%	72.3%	40.2%	32.1%	91.3%
Study/office	18	10	3	13	8	5	18
%V	0.6%	0.7%	1.2%	0.7%	0.9%	0.5%	0.7%
%H		55.6%	16.7%	72.2%	44.4%	27.8%	100.0%
TV room	7	4	1	4	2	2	7
%V	0.3%	0.3%	0.4%	0.2%	0.2%	0.2%	0.3%
%H		57.1%	14.3%	57.1%	28.6%	28.6%	100.0%
Conservatory	35	22	2	26	16	11	33
%V	1.3%	1.5%	0.8%	1.5%	1.9%	1.2%	1.3%
%H		62.9%	5.7%	74.3%	45.7%	31.4%	94.3%
Attic or loft room	3	1	1	1	1	0	3
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%	0.1%
%H		33.3%	33.3%	33.3%	33.3%	0.0%	100.0%
No specific location	3	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	66.7%
Other	11	6	1	9	5	4	10
%V	0.4%	0.4%	0.4%	0.5%	0.6%	0.4%	0.4%
%H		54.5%	9.1%	81.8%	45.5%	36.4%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2774	1512	246	1772	849	923	2515
%H		54.5%	8.9%	63.9%	30.6%	33.3%	90.7%
PVR	1220	906	156	566	404	163	1138
%V	44.0%	59.9%	63.4%	31.9%	47.6%	17.7%	45.2%
%H		74.3%	12.8%	46.4%	33.1%	13.4%	93.3%
DVDR	8	4	0	6	2	4	6
%V	0.3%	0.3%	0.0%	0.3%	0.2%	0.4%	0.2%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
VCR	9	3	1	7	2	5	6
%V	0.3%	0.2%	0.4%	0.4%	0.2%	0.5%	0.2%
%H		33.3%	11.1%	77.8%	22.2%	55.6%	66.7%
Any recorder	1231	910	156	577	406	170	1147
%V	44.4%	60.2%	63.4%	32.6%	47.8%	18.4%	45.6%
%H		73.9%	12.7%	46.9%	33.0%	13.8%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2774	1512	246	1772	849	923	2515
%H		54.5%	8.9%	63.9%	30.6%	33.3%	90.7%
Receives HDTV (via STB or built-in reception)	1583	941	170	999	522	477	1479
%V	57.1%	62.2%	69.1%	56.4%	61.5%	51.7%	58.8%
%H		59.4%	10.7%	63.1%	33.0%	30.1%	93.4%
DVD/Blu-ray player or recorder	1151	616	106	711	330	381	1053
%V	41.5%	40.7%	43.1%	40.1%	38.9%	41.3%	41.9%
%H		53.5%	9.2%	61.8%	28.7%	33.1%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1327	663	116	791	305	486	1154
%H		50.0%	8.7%	59.6%	23.0%	36.6%	87.0%
Under 20"	10	3	0	6	1	5	6
%V	0.8%	0.5%	0.0%	0.8%	0.3%	1.0%	0.5%
%H		30.0%	0.0%	60.0%	10.0%	50.0%	60.0%
20" - 29"	71	24	2	50	9	41	49
%V	5.4%	3.6%	1.7%	6.3%	3.0%	8.4%	4.2%
%H		33.8%	2.8%	70.4%	12.7%	57.7%	69.0%
30" - 39"	354	155	28	220	64	157	277
%V	26.7%	23.4%	24.1%	27.8%	21.0%	32.3%	24.0%
%H		43.8%	7.9%	62.1%	18.1%	44.4%	78.2%
40" - 49"	576	298	56	346	149	197	523
%V	43.4%	44.9%	48.3%	43.7%	48.9%	40.5%	45.3%
%H		51.7%	9.7%	60.1%	25.9%	34.2%	90.8%
50" - 59"	251	151	23	132	68	64	240
%V	18.9%	22.8%	19.8%	16.7%	22.3%	13.2%	20.8%
%H		60.2%	9.2%	52.6%	27.1%	25.5%	95.6%
60"+	29	19	2	12	6	6	29
%V	2.2%	2.9%	1.7%	1.5%	2.0%	1.2%	2.5%
%H		65.5%	6.9%	41.4%	20.7%	20.7%	100.0%
Don't know	36	12	3	25	7	18	30
%V	2.7%	1.8%	2.6%	3.2%	2.3%	3.7%	2.6%
%H		33.3%	8.3%	69.4%	19.4%	50.0%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1327	663	116	791	305	486	1154
%H		50.0%	8.7%	59.6%	23.0%	36.6%	87.0%
PVR	814	575	110	405	273	132	748
%V	61.3%	86.7%	94.8%	51.2%	89.5%	27.2%	64.8%
%H		70.6%	13.5%	49.8%	33.5%	16.2%	91.9%
DVDR	5	2	0	4	1	3	4
%V	0.4%	0.3%	0.0%	0.5%	0.3%	0.6%	0.3%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
VCR	6	2	1	5	2	3	4
%V	0.5%	0.3%	0.9%	0.6%	0.7%	0.6%	0.3%
%H		33.3%	16.7%	83.3%	33.3%	50.0%	66.7%
Any recorder	821	576	110	411	274	137	753
%V	61.9%	86.9%	94.8%	52.0%	89.8%	28.2%	65.3%
%H		70.2%	13.4%	50.1%	33.4%	16.7%	91.7%

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	1327	663	116	791	305	486	1154
%H		50.0%	8.7%	59.6%	23.0%	36.6%	87.0%
Receives HDTV (via STB or built-in reception)	924	517	100	563	254	309	847
%V	69.6%	78.0%	86.2%	71.2%	83.3%	63.6%	73.4%
%H		56.0%	10.8%	60.9%	27.5%	33.4%	91.7%
DVD/Blu-ray player or recorder	642	322	59	381	151	230	568
%V	48.4%	48.6%	50.9%	48.2%	49.5%	47.3%	49.2%
%H		50.2%	9.2%	59.3%	23.5%	35.8%	88.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1447	849	130	980	544	436	1361
%H		58.7%	9.0%	67.7%	37.6%	30.1%	94.1%
Under 20"	179	94	9	138	68	70	158
%V	12.4%	11.1%	6.9%	14.1%	12.5%	16.1%	11.6%
%H		52.5%	5.0%	77.1%	38.0%	39.1%	88.3%
20" - 29"	377	208	36	280	152	127	348
%V	26.1%	24.5%	27.7%	28.6%	27.9%	29.1%	25.6%
%H		55.2%	9.5%	74.3%	40.3%	33.7%	92.3%
30" - 39"	500	307	45	327	190	137	477
%V	34.6%	36.2%	34.6%	33.4%	34.9%	31.4%	35.0%
%H		61.4%	9.0%	65.4%	38.0%	27.4%	95.4%
40" - 49"	270	172	25	159	95	64	262
%V	18.7%	20.3%	19.2%	16.2%	17.5%	14.7%	19.3%
%H		63.7%	9.3%	58.9%	35.2%	23.7%	97.0%
50" - 59"	68	42	9	40	23	17	66
%V	4.7%	4.9%	6.9%	4.1%	4.2%	3.9%	4.8%
%H		61.8%	13.2%	58.8%	33.8%	25.0%	97.1%
60"+	7	5	1	4	2	2	7
%V	0.5%	0.6%	0.8%	0.4%	0.4%	0.5%	0.5%
%H		71.4%	14.3%	57.1%	28.6%	28.6%	100.0%
Don't know	47	21	5	34	15	19	43
%V	3.2%	2.5%	3.8%	3.5%	2.8%	4.4%	3.2%
%H		44.7%	10.6%	72.3%	31.9%	40.4%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1447	849	130	980	544	436	1361
%H		58.7%	9.0%	67.7%	37.6%	30.1%	94.1%
PVR	406	331	47	162	131	30	390
%V	28.1%	39.0%	36.2%	16.5%	24.1%	6.9%	28.7%
%H		81.5%	11.6%	39.9%	32.3%	7.4%	96.1%
DVDR	3	1	0	3	1	1	2
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	33.3%	66.7%
VCR	3	1	0	2	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.5%	0.1%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	66.7%
Any recorder	411	333	47	166	133	33	394
%V	28.4%	39.2%	36.2%	16.9%	24.4%	7.6%	28.9%
%H		81.0%	11.4%	40.4%	32.4%	8.0%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1447	849	130	980	544	436	1361
%H		58.7%	9.0%	67.7%	37.6%	30.1%	94.1%
Receives HDTV (via STB or built-in reception)	659	424	69	436	269	168	632
%V	45.5%	49.9%	53.1%	44.5%	49.4%	38.5%	46.4%
%H		64.3%	10.5%	66.2%	40.8%	25.5%	95.9%
DVD/Blu-ray player or recorder	509	294	47	330	180	151	485
%V	35.2%	34.6%	36.2%	33.7%	33.1%	34.6%	35.6%
%H		57.8%	9.2%	64.8%	35.4%	29.7%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

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	3099	3018	1568	291	1750	747	1003	2867
%H		97.4%	50.6%	9.4%	56.5%	24.1%	32.4%	92.5%
Total Children	566	556	286	54	302	125	177	558
%V	18.3%	18.4%	18.2%	18.6%	17.3%	16.7%	17.6%	19.5%
%H		98.2%	50.5%	9.5%	53.4%	22.1%	31.3%	98.6%
0 - 3	134	131	63	13	65	24	41	131
%V	4.3%	4.3%	4.0%	4.5%	3.7%	3.2%	4.1%	4.6%
%H		97.8%	47.0%	9.7%	48.5%	17.9%	30.6%	97.8%
4 - 15	432	426	222	41	237	101	136	427
%V	13.9%	14.1%	14.2%	14.1%	13.5%	13.5%	13.6%	14.9%
%H		98.6%	51.4%	9.5%	54.9%	23.4%	31.5%	98.8%
4 - 9	218	214	110	17	115	44	71	215
%V	7.0%	7.1%	7.0%	5.8%	6.6%	5.9%	7.1%	7.5%
%H		98.2%	50.5%	7.8%	52.8%	20.2%	32.6%	98.6%
10 - 15	215	212	112	24	122	57	65	212
%V	6.9%	7.0%	7.1%	8.2%	7.0%	7.6%	6.5%	7.4%
%H		98.6%	52.1%	11.2%	56.7%	26.5%	30.2%	98.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	3099	3018	1568	291	1750	747	1003	2867
%H		97.4%	50.6%	9.4%	56.5%	24.1%	32.4%	92.5%
Total Adults (16+)	2533	2462	1283	237	1448	622	826	2309
%V	81.7%	81.6%	81.8%	81.4%	82.7%	83.3%	82.4%	80.5%
%H		97.2%	50.7%	9.4%	57.2%	24.6%	32.6%	91.2%
16 - 19	132	129	74	14	69	34	35	131
%V	4.3%	4.3%	4.7%	4.8%	3.9%	4.6%	3.5%	4.6%
%H		97.7%	56.1%	10.6%	52.3%	25.8%	26.5%	99.2%
20 - 24	186	173	76	23	80	33	47	184
%V	6.0%	5.7%	4.8%	7.9%	4.6%	4.4%	4.7%	6.4%
%H		93.0%	40.9%	12.4%	43.0%	17.7%	25.3%	98.9%
25 - 34	396	375	171	34	198	76	122	390
%V	12.8%	12.4%	10.9%	11.7%	11.3%	10.2%	12.2%	13.6%
%H		94.7%	43.2%	8.6%	50.0%	19.2%	30.8%	98.5%
35 - 44	353	342	185	36	181	80	101	346
%V	11.4%	11.3%	11.8%	12.4%	10.3%	10.7%	10.1%	12.1%
%H		96.9%	52.4%	10.2%	51.3%	22.7%	28.6%	98.0%
45 - 54	410	403	223	46	236	111	125	397
%V	13.2%	13.4%	14.2%	15.8%	13.5%	14.9%	12.5%	13.8%
%H		98.3%	54.4%	11.2%	57.6%	27.1%	30.5%	96.8%
55 - 64	410	403	232	33	248	116	132	382
%V	13.2%	13.4%	14.8%	11.3%	14.2%	15.5%	13.2%	13.3%
%H		98.3%	56.6%	8.0%	60.5%	28.3%	32.2%	93.2%
65+	646	637	321	51	435	171	265	480
%V	20.8%	21.1%	20.5%	17.5%	24.9%	22.9%	26.4%	16.7%
%H		98.6%	49.7%	7.9%	67.3%	26.5%	41.0%	74.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2462	1283	237	1448	622	826	2309
%H		97.2%	50.7%	9.4%	57.2%	24.6%	32.6%	91.2%
AB	573	563	289	62	342	142	200	557
%V	22.6%	22.9%	22.5%	26.2%	23.6%	22.8%	24.2%	24.1%
%H		98.3%	50.4%	10.8%	59.7%	24.8%	34.9%	97.2%
C1	681	658	335	77	384	170	214	644
%V	26.9%	26.7%	26.1%	32.5%	26.5%	27.3%	25.9%	27.9%
%H		96.6%	49.2%	11.3%	56.4%	25.0%	31.4%	94.6%
C2	644	631	354	53	389	189	199	588
%V	25.4%	25.6%	27.6%	22.4%	26.9%	30.4%	24.1%	25.5%
%H		98.0%	55.0%	8.2%	60.4%	29.3%	30.9%	91.3%
D	427	410	214	32	223	89	133	364
%V	16.9%	16.7%	16.7%	13.5%	15.4%	14.3%	16.1%	15.8%
%H		96.0%	50.1%	7.5%	52.2%	20.8%	31.1%	85.2%
E	209	200	91	14	111	31	80	155
%V	8.3%	8.1%	7.1%	5.9%	7.7%	5.0%	9.7%	6.7%
%H		95.7%	43.5%	6.7%	53.1%	14.8%	38.3%	74.2%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2462	1283	237	1448	622	826	2309
%H		97.2%	50.7%	9.4%	57.2%	24.6%	32.6%	91.2%
Working full time	1145	1118	609	114	631	295	336	1123
%V	45.2%	45.4%	47.5%	48.1%	43.6%	47.4%	40.7%	48.6%
%H		97.6%	53.2%	10.0%	55.1%	25.8%	29.3%	98.1%
Working part time	247	238	127	22	139	61	78	235
%V	9.8%	9.7%	9.9%	9.3%	9.6%	9.8%	9.4%	10.2%
%H		96.4%	51.4%	8.9%	56.3%	24.7%	31.6%	95.1%
Not working	1141	1106	547	101	678	266	411	951
%V	45.0%	44.9%	42.6%	42.6%	46.8%	42.8%	49.8%	41.2%
%H		96.9%	47.9%	8.9%	59.4%	23.3%	36.0%	83.3%
Houseperson	1370	1327	663	116	791	305	486	1190
%V	54.1%	53.9%	51.7%	48.9%	54.6%	49.0%	58.8%	51.5%
%H		96.9%	48.4%	8.5%	57.7%	22.3%	35.5%	86.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1242	1203	640	117	699	313	386	1145
%H		96.9%	51.5%	9.4%	56.3%	25.2%	31.1%	92.2%
16 - 19	72	70	42	7	36	20	16	71
%V	5.8%	5.8%	6.6%	6.0%	5.2%	6.4%	4.1%	6.2%
%H		97.2%	58.3%	9.7%	50.0%	27.8%	22.2%	98.6%
20 - 24	95	88	41	10	43	18	25	94
%V	7.6%	7.3%	6.4%	8.5%	6.2%	5.8%	6.5%	8.2%
%H		92.6%	43.2%	10.5%	45.3%	18.9%	26.3%	98.9%
25 - 34	200	190	88	18	98	41	58	198
%V	16.1%	15.8%	13.8%	15.4%	14.0%	13.1%	15.0%	17.3%
%H		95.0%	44.0%	9.0%	49.0%	20.5%	29.0%	99.0%
35 - 44	174	167	89	18	90	40	50	170
%V	14.0%	13.9%	13.9%	15.4%	12.9%	12.8%	13.0%	14.8%
%H		96.0%	51.1%	10.3%	51.7%	23.0%	28.7%	97.7%
45 - 54	200	196	108	21	114	52	62	192
%V	16.1%	16.3%	16.9%	17.9%	16.3%	16.6%	16.1%	16.8%
%H		98.0%	54.0%	10.5%	57.0%	26.0%	31.0%	96.0%
55 - 64	200	196	117	17	118	58	60	185
%V	16.1%	16.3%	18.3%	14.5%	16.9%	18.5%	15.5%	16.2%
%H		98.0%	58.5%	8.5%	59.0%	29.0%	30.0%	92.5%
65+	302	296	155	26	200	85	115	236
%V	24.3%	24.6%	24.2%	22.2%	28.6%	27.2%	29.8%	20.6%
%H		98.0%	51.3%	8.6%	66.2%	28.1%	38.1%	78.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1242	1203	640	117	699	313	386	1145
%H		96.9%	51.5%	9.4%	56.3%	25.2%	31.1%	92.2%
AB	287	282	148	33	169	74	95	281
%V	23.1%	23.4%	23.1%	28.2%	24.2%	23.6%	24.6%	24.5%
%H		98.3%	51.6%	11.5%	58.9%	25.8%	33.1%	97.9%
C1	321	309	164	36	172	81	91	307
%V	25.8%	25.7%	25.6%	30.8%	24.6%	25.9%	23.6%	26.8%
%H		96.3%	51.1%	11.2%	53.6%	25.2%	28.3%	95.6%
C2	343	335	188	27	208	102	106	311
%V	27.6%	27.8%	29.4%	23.1%	29.8%	32.6%	27.5%	27.2%
%H		97.7%	54.8%	7.9%	60.6%	29.7%	30.9%	90.7%
D	209	198	104	15	106	44	62	184
%V	16.8%	16.5%	16.3%	12.8%	15.2%	14.1%	16.1%	16.1%
%H		94.7%	49.8%	7.2%	50.7%	21.1%	29.7%	88.0%
E	83	79	35	6	43	12	31	62
%V	6.7%	6.6%	5.5%	5.1%	6.2%	3.8%	8.0%	5.4%
%H		95.2%	42.2%	7.2%	51.8%	14.5%	37.3%	74.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1242	1203	640	117	699	313	386	1145
%H		96.9%	51.5%	9.4%	56.3%	25.2%	31.1%	92.2%
Working full time	682	664	367	65	374	178	196	667
%V	54.9%	55.2%	57.3%	55.6%	53.5%	56.9%	50.8%	58.3%
%H		97.4%	53.8%	9.5%	54.8%	26.1%	28.7%	97.8%
Working part time	60	56	31	5	32	14	18	55
%V	4.8%	4.7%	4.8%	4.3%	4.6%	4.5%	4.7%	4.8%
%H		93.3%	51.7%	8.3%	53.3%	23.3%	30.0%	91.7%
Not working	499	483	242	47	293	121	172	423
%V	40.2%	40.1%	37.8%	40.2%	41.9%	38.7%	44.6%	36.9%
%H		96.8%	48.5%	9.4%	58.7%	24.2%	34.5%	84.8%
Houseperson	285	268	126	22	155	51	103	225
%V	22.9%	22.3%	19.7%	18.8%	22.2%	16.3%	26.7%	19.7%
%H		94.0%	44.2%	7.7%	54.4%	17.9%	36.1%	78.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1291	1259	643	120	749	309	440	1164
%H		97.5%	49.8%	9.3%	58.0%	23.9%	34.1%	90.2%
16 - 19	61	59	31	7	33	15	18	60
%V	4.7%	4.7%	4.8%	5.8%	4.4%	4.9%	4.1%	5.2%
%H		96.7%	50.8%	11.5%	54.1%	24.6%	29.5%	98.4%
20 - 24	91	85	36	13	37	15	22	89
%V	7.0%	6.8%	5.6%	10.8%	4.9%	4.9%	5.0%	7.6%
%H		93.4%	39.6%	14.3%	40.7%	16.5%	24.2%	97.8%
25 - 34	196	185	83	16	100	35	64	192
%V	15.2%	14.7%	12.9%	13.3%	13.4%	11.3%	14.5%	16.5%
%H		94.4%	42.3%	8.2%	51.0%	17.9%	32.7%	98.0%
35 - 44	179	175	96	18	92	40	51	175
%V	13.9%	13.9%	14.9%	15.0%	12.3%	12.9%	11.6%	15.0%
%H		97.8%	53.6%	10.1%	51.4%	22.3%	28.5%	97.8%
45 - 54	211	207	115	25	122	59	63	205
%V	16.3%	16.4%	17.9%	20.8%	16.3%	19.1%	14.3%	17.6%
%H		98.1%	54.5%	11.8%	57.8%	28.0%	29.9%	97.2%
55 - 64	211	207	115	17	130	58	72	198
%V	16.3%	16.4%	17.9%	14.2%	17.4%	18.8%	16.4%	17.0%
%H		98.1%	54.5%	8.1%	61.6%	27.5%	34.1%	93.8%
65+	344	341	167	24	235	86	150	244
%V	26.6%	27.1%	26.0%	20.0%	31.4%	27.8%	34.1%	21.0%
%H		99.1%	48.5%	7.0%	68.3%	25.0%	43.6%	70.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1291	1259	643	120	749	309	440	1164
%H		97.5%	49.8%	9.3%	58.0%	23.9%	34.1%	90.2%
AB	286	281	140	29	173	69	105	276
%V	22.2%	22.3%	21.8%	24.2%	23.1%	22.3%	23.9%	23.7%
%H		98.3%	49.0%	10.1%	60.5%	24.1%	36.7%	96.5%
C1	361	349	171	40	212	89	123	337
%V	28.0%	27.7%	26.6%	33.3%	28.3%	28.8%	28.0%	29.0%
%H		96.7%	47.4%	11.1%	58.7%	24.7%	34.1%	93.4%
C2	301	295	165	25	180	88	93	277
%V	23.3%	23.4%	25.7%	20.8%	24.0%	28.5%	21.1%	23.8%
%H		98.0%	54.8%	8.3%	59.8%	29.2%	30.9%	92.0%
D	219	212	110	17	116	46	71	180
%V	17.0%	16.8%	17.1%	14.2%	15.5%	14.9%	16.1%	15.5%
%H		96.8%	50.2%	7.8%	53.0%	21.0%	32.4%	82.2%
E	126	122	56	8	68	19	49	93
%V	9.8%	9.7%	8.7%	6.7%	9.1%	6.1%	11.1%	8.0%
%H		96.8%	44.4%	6.3%	54.0%	15.1%	38.9%	73.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	1291	1259	643	120	749	309	440	1164
%H		97.5%	49.8%	9.3%	58.0%	23.9%	34.1%	90.2%
Working full time	463	454	242	49	258	117	140	456
%V	35.9%	36.1%	37.6%	40.8%	34.4%	37.9%	31.8%	39.2%
%H		98.1%	52.3%	10.6%	55.7%	25.3%	30.2%	98.5%
Working part time	187	182	96	17	107	47	60	180
%V	14.5%	14.5%	14.9%	14.2%	14.3%	15.2%	13.6%	15.5%
%H		97.3%	51.3%	9.1%	57.2%	25.1%	32.1%	96.3%
Not working	641	623	305	54	385	145	240	528
%V	49.7%	49.5%	47.4%	45.0%	51.4%	46.9%	54.5%	45.4%
%H		97.2%	47.6%	8.4%	60.1%	22.6%	37.4%	82.4%
Houseperson	1086	1059	537	94	636	254	383	965
%V	84.1%	84.1%	83.5%	78.3%	84.9%	82.2%	87.0%	82.9%
%H		97.5%	49.4%	8.7%	58.6%	23.4%	35.3%	88.9%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BBC Midlands West
Household level data
Table 14.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
AB	633	621	230	95	442	175	268	614
%V	23.1%	23.5%	24.9%	21.8%	23.9%	26.0%	22.8%	25.9%
%H (All HH)		98.1%	36.3%	15.0%	69.8%	27.6%	42.3%	97.0%
%H (TV HH)			37.0%	15.3%	71.2%	28.2%	43.2%	
C1	724	699	255	119	488	190	298	658
%V	26.4%	26.5%	27.6%	27.3%	26.4%	28.2%	25.4%	27.7%
%H (All HH)		96.5%	35.2%	16.4%	67.4%	26.2%	41.2%	90.9%
%H (TV HH)			36.5%	17.0%	69.8%	27.2%	42.6%	
C2	603	588	204	110	423	165	258	530
%V	22.0%	22.3%	22.1%	25.2%	22.9%	24.5%	22.0%	22.3%
%H (All HH)		97.5%	33.8%	18.2%	70.1%	27.4%	42.8%	87.9%
%H (TV HH)			34.7%	18.7%	71.9%	28.1%	43.9%	
D	498	472	166	80	301	100	201	405
%V	18.2%	17.9%	18.0%	18.3%	16.3%	14.9%	17.1%	17.1%
%H (All HH)		94.8%	33.3%	16.1%	60.4%	20.1%	40.4%	81.3%
%H (TV HH)			35.2%	16.9%	63.8%	21.2%	42.6%	
E	281	259	69	33	192	42	150	166
%V	10.3%	9.8%	7.5%	7.6%	10.4%	6.2%	12.8%	7.0%
%H (All HH)		92.2%	24.6%	11.7%	68.3%	14.9%	53.4%	59.1%
%H (TV HH)			26.6%	12.7%	74.1%	16.2%	57.9%	

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

Jan - Dec 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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Under 25	98	89	21	13	54	14	40	95
%V	3.6%	3.4%	2.3%	3.0%	2.9%	2.1%	3.4%	4.0%
%H (All HH)		90.8%	21.4%	13.3%	55.1%	14.3%	40.8%	96.9%
%H (TV HH)			23.6%	14.6%	60.7%	15.7%	44.9%	
25 - 34	422	389	131	61	230	84	146	405
%V	15.4%	14.7%	14.2%	14.0%	12.5%	12.5%	12.4%	17.1%
%H (All HH)		92.2%	31.0%	14.5%	54.5%	19.9%	34.6%	96.0%
%H (TV HH)			33.7%	15.7%	59.1%	21.6%	37.5%	
35 - 44	437	413	168	72	252	104	147	421
%V	16.0%	15.6%	18.2%	16.5%	13.6%	15.5%	12.5%	17.7%
%H (All HH)		94.5%	38.4%	16.5%	57.7%	23.8%	33.6%	96.3%
%H (TV HH)			40.7%	17.4%	61.0%	25.2%	35.6%	
45 - 54	506	492	216	85	329	150	179	479
%V	18.5%	18.6%	23.4%	19.5%	17.8%	22.3%	15.2%	20.2%
%H (All HH)		97.2%	42.7%	16.8%	65.0%	29.6%	35.4%	94.7%
%H (TV HH)			43.9%	17.3%	66.9%	30.5%	36.4%	
55 - 64	483	471	174	98	344	146	198	444
%V	17.6%	17.8%	18.8%	22.5%	18.6%	21.7%	16.9%	18.7%
%H (All HH)		97.5%	36.0%	20.3%	71.2%	30.2%	41.0%	91.9%
%H (TV HH)			36.9%	20.8%	73.0%	31.0%	42.0%	
65 +	793	785	214	108	638	174	464	529
%V	29.0%	29.7%	23.2%	24.8%	34.5%	25.9%	39.5%	22.3%
%H (All HH)		99.0%	27.0%	13.6%	80.5%	21.9%	58.5%	66.7%
%H (TV HH)			27.3%	13.8%	81.3%	22.2%	59.1%	

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
Jan - Dec 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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
1	819	777	188	97	594	126	468	557
%V	29.9%	29.4%	20.3%	22.2%	32.2%	18.7%	39.8%	23.5%
%H (All HH)		94.9%	23.0%	11.8%	72.5%	15.4%	57.1%	68.0%
%H (TV HH)			24.2%	12.5%	76.4%	16.2%	60.2%	
2	896	873	313	136	633	238	395	810
%V	32.7%	33.1%	33.9%	31.2%	34.3%	35.4%	33.6%	34.1%
%H (All HH)		97.4%	34.9%	15.2%	70.6%	26.6%	44.1%	90.4%
%H (TV HH)			35.9%	15.6%	72.5%	27.3%	45.2%	
3	415	401	163	80	259	122	137	405
%V	15.2%	15.2%	17.6%	18.3%	14.0%	18.1%	11.7%	17.1%
%H (All HH)		96.6%	39.3%	19.3%	62.4%	29.4%	33.0%	97.6%
%H (TV HH)			40.6%	20.0%	64.6%	30.4%	34.2%	
4	395	382	168	82	245	128	117	391
%V	14.4%	14.5%	18.2%	18.8%	13.3%	19.0%	10.0%	16.5%
%H (All HH)		96.7%	42.5%	20.8%	62.0%	32.4%	29.6%	99.0%
%H (TV HH)			44.0%	21.5%	64.1%	33.5%	30.6%	
5+	214	207	92	41	116	58	58	210
%V	7.8%	7.8%	10.0%	9.4%	6.3%	8.6%	4.9%	8.8%
%H (All HH)		96.7%	43.0%	19.2%	54.2%	27.1%	27.1%	98.1%
%H (TV HH)			44.4%	19.8%	56.0%	28.0%	28.0%	
Average HH size	2.41	2.42	2.68	2.66	2.30	2.68	2.09	2.57

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
Jan - Dec 2019
BBC Midlands West
Household level data
Table 14.4: 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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Without	2003	1935	626	307	1422	477	945	1655
%V	73.1%	73.3%	67.7%	70.4%	77.0%	70.9%	80.4%	69.7%
%H (All HH)		96.6%	31.3%	15.3%	71.0%	23.8%	47.2%	82.6%
%H (TV HH)			32.4%	15.9%	73.5%	24.7%	48.8%	
With	736	705	298	129	425	196	229	719
%V	26.9%	26.7%	32.3%	29.6%	23.0%	29.1%	19.5%	30.3%
%H (All HH)		95.8%	40.5%	17.5%	57.7%	26.6%	31.1%	97.7%
%H (TV HH)			42.3%	18.3%	60.3%	27.8%	32.5%	
0 - 3	271	258	98	46	156	63	92	262
%V	9.9%	9.8%	10.6%	10.6%	8.4%	9.4%	7.8%	11.0%
%H (All HH)		95.2%	36.2%	17.0%	57.6%	23.2%	33.9%	96.7%
%H (TV HH)			38.0%	17.8%	60.5%	24.4%	35.7%	
4 - 9	388	371	163	62	221	101	120	379
%V	14.2%	14.1%	17.6%	14.2%	12.0%	15.0%	10.2%	16.0%
%H (All HH)		95.6%	42.0%	16.0%	57.0%	26.0%	30.9%	97.7%
%H (TV HH)			43.9%	16.7%	59.6%	27.2%	32.3%	
10 - 15	368	354	156	67	216	110	107	363
%V	13.4%	13.4%	16.9%	15.4%	11.7%	16.3%	9.1%	15.3%
%H (All HH)		96.2%	42.4%	18.2%	58.7%	29.9%	29.1%	98.6%
%H (TV HH)			44.1%	18.9%	61.0%	31.1%	30.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
1	1141	1141	311	145	721	124	597	912
%V	41.7%	43.2%	33.7%	33.3%	39.0%	18.4%	50.8%	38.4%
%H (All HH)		100.0%	27.3%	12.7%	63.2%	10.9%	52.3%	79.9%
%H (TV HH)			27.3%	12.7%	63.2%	10.9%	52.3%	
2	851	851	312	159	616	251	365	760
%V	31.1%	32.2%	33.8%	36.5%	33.4%	37.3%	31.1%	32.0%
%H (All HH)		100.0%	36.7%	18.7%	72.4%	29.5%	42.9%	89.3%
%H (TV HH)			36.7%	18.7%	72.4%	29.5%	42.9%	
3	380	380	174	78	297	167	130	365
%V	13.9%	14.4%	18.8%	17.9%	16.1%	24.8%	11.1%	15.4%
%H (All HH)		100.0%	45.8%	20.5%	78.2%	43.9%	34.2%	96.1%
%H (TV HH)			45.8%	20.5%	78.2%	43.9%	34.2%	
4	174	174	76	38	138	82	56	170
%V	6.4%	6.6%	8.2%	8.7%	7.5%	12.2%	4.8%	7.2%
%H (All HH)		100.0%	43.7%	21.8%	79.3%	47.1%	32.2%	97.7%
%H (TV HH)			43.7%	21.8%	79.3%	47.1%	32.2%	
5+	93	93	50	15	75	48	27	93
%V	3.4%	3.5%	5.4%	3.4%	4.1%	7.1%	2.3%	3.9%
%H (All HH)		100.0%	53.8%	16.1%	80.6%	51.6%	29.0%	100.0%
%H (TV HH)			53.8%	16.1%	80.6%	51.6%	29.0%	

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

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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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Under 20"	215	215	69	38	188	83	106	184
%V	7.8%	8.1%	7.5%	8.7%	10.2%	12.3%	9.0%	7.8%
%H (All HH)		100.0%	32.1%	17.7%	87.4%	38.6%	49.3%	85.6%
%H (TV HH)			32.1%	17.7%	87.4%	38.6%	49.3%	
20" - 29"	683	683	223	120	550	219	331	588
%V	24.9%	25.9%	24.1%	27.5%	29.8%	32.5%	28.2%	24.8%
%H (All HH)		100.0%	32.7%	17.6%	80.5%	32.1%	48.5%	86.1%
%H (TV HH)			32.7%	17.6%	80.5%	32.1%	48.5%	
30" - 39"	1317	1317	478	221	960	374	586	1140
%V	48.1%	49.9%	51.7%	50.7%	52.0%	55.6%	49.9%	48.0%
%H (All HH)		100.0%	36.3%	16.8%	72.9%	28.4%	44.5%	86.6%
%H (TV HH)			36.3%	16.8%	72.9%	28.4%	44.5%	
40" - 49"	1271	1271	502	235	882	392	490	1179
%V	46.4%	48.1%	54.3%	53.9%	47.8%	58.2%	41.7%	49.7%
%H (All HH)		100.0%	39.5%	18.5%	69.4%	30.8%	38.6%	92.8%
%H (TV HH)			39.5%	18.5%	69.4%	30.8%	38.6%	
50" - 59"	502	502	237	93	306	156	149	492
%V	18.3%	19.0%	25.6%	21.3%	16.6%	23.2%	12.7%	20.7%
%H (All HH)		100.0%	47.2%	18.5%	61.0%	31.1%	29.7%	98.0%
%H (TV HH)			47.2%	18.5%	61.0%	31.1%	29.7%	
60"+	63	63	32	13	41	25	16	62
%V	2.3%	2.4%	3.5%	3.0%	2.2%	3.7%	1.4%	2.6%
%H (All HH)		100.0%	50.8%	20.6%	65.1%	39.7%	25.4%	98.4%
%H (TV HH)			50.8%	20.6%	65.1%	39.7%	25.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Main living room	2613	2613	916	433	1832	669	1164	2276
%V	95.4%	99.0%	99.1%	99.3%	99.2%	99.4%	99.1%	95.9%
%H (All HH)		100.0%	35.1%	16.6%	70.1%	25.6%	44.5%	87.1%
%H (TV HH)			35.1%	16.6%	70.1%	25.6%	44.5%	
Kitchen	275	275	110	44	235	113	122	256
%V	10.0%	10.4%	11.9%	10.1%	12.7%	16.8%	10.4%	10.8%
%H (All HH)		100.0%	40.0%	16.0%	85.5%	41.1%	44.4%	93.1%
%H (TV HH)			40.0%	16.0%	85.5%	41.1%	44.4%	
Adult's bedroom	1160	1160	485	231	867	439	429	1078
%V	42.4%	43.9%	52.5%	53.0%	46.9%	65.2%	36.5%	45.4%
%H (All HH)		100.0%	41.8%	19.9%	74.7%	37.8%	37.0%	92.9%
%H (TV HH)			41.8%	19.9%	74.7%	37.8%	37.0%	
Child's bedroom	224	224	114	44	156	97	59	222
%V	8.2%	8.5%	12.3%	10.1%	8.4%	14.4%	5.0%	9.4%
%H (All HH)		100.0%	50.9%	19.6%	69.6%	43.3%	26.3%	99.1%
%H (TV HH)			50.9%	19.6%	69.6%	43.3%	26.3%	
Other bedroom	126	126	52	32	110	66	44	123
%V	4.6%	4.8%	5.6%	7.3%	6.0%	9.8%	3.7%	5.2%
%H (All HH)		100.0%	41.3%	25.4%	87.3%	52.4%	34.9%	97.6%
%H (TV HH)			41.3%	25.4%	87.3%	52.4%	34.9%	
Second living/dining room	272	272	122	37	208	99	109	254
%V	9.9%	10.3%	13.2%	8.5%	11.3%	14.7%	9.3%	10.7%
%H (All HH)		100.0%	44.9%	13.6%	76.5%	36.4%	40.1%	93.4%
%H (TV HH)			44.9%	13.6%	76.5%	36.4%	40.1%	
Study/office	40	40	21	5	29	15	14	40
%V	1.5%	1.5%	2.3%	1.1%	1.6%	2.2%	1.2%	1.7%
%H (All HH)		100.0%	52.5%	12.5%	72.5%	37.5%	35.0%	100.0%
%H (TV HH)			52.5%	12.5%	72.5%	37.5%	35.0%	
TV room	17	17	10	3	14	9	4	16
%V	0.6%	0.6%	1.1%	0.7%	0.8%	1.3%	0.3%	0.7%
%H (All HH)		100.0%	58.8%	17.6%	82.4%	52.9%	23.5%	94.1%
%H (TV HH)			58.8%	17.6%	82.4%	52.9%	23.5%	
Conservatory	61	61	27	14	48	29	19	57
%V	2.2%	2.3%	2.9%	3.2%	2.6%	4.3%	1.6%	2.4%
%H (All HH)		100.0%	44.3%	23.0%	78.7%	47.5%	31.1%	93.4%
%H (TV HH)			44.3%	23.0%	78.7%	47.5%	31.1%	
Attic or loft room	3	3	2	1	2	1	0	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	33.3%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	66.7%	33.3%	0.0%	
No specific location	3	3	1	1	2	1	2	3
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	66.7%	
Other	23	23	10	4	21	12	9	23
%V	0.8%	0.9%	1.1%	0.9%	1.1%	1.8%	0.8%	1.0%
%H (All HH)		100.0%	43.5%	17.4%	91.3%	52.2%	39.1%	100.0%
%H (TV HH)			43.5%	17.4%	91.3%	52.2%	39.1%	

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

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Household level data

Table 14.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Any DSAT provider	924	924	924	13	450	450	0	876
%V	33.7%	35.0%	100.0%	3.0%	24.4%	66.9%	0.0%	36.9%
%H (All HH)			100.0%	1.4%	48.7%	48.7%	0.0%	94.8%
%H (TV HH)			100.0%	1.4%	48.7%	48.7%	0.0%	
Sky with subscription	754	754	754	4	369	369	0	724
%V	27.5%	28.6%	81.6%	0.9%	20.0%	54.8%	0.0%	30.5%
%H (All HH)			100.0%	0.5%	48.9%	48.9%	0.0%	96.0%
%H (TV HH)			100.0%	0.5%	48.9%	48.9%	0.0%	
Sky without subscription	46	46	46	1	24	24	0	42
%V	1.7%	1.7%	5.0%	0.2%	1.3%	3.6%	0.0%	1.8%
%H (All HH)			100.0%	2.2%	52.2%	52.2%	0.0%	91.3%
%H (TV HH)			100.0%	2.2%	52.2%	52.2%	0.0%	
Freesat	104	104	104	4	60	60	0	94
%V	3.8%	3.9%	11.3%	0.9%	3.2%	8.9%	0.0%	4.0%
%H (All HH)			100.0%	3.8%	57.7%	57.7%	0.0%	90.4%
%H (TV HH)			100.0%	3.8%	57.7%	57.7%	0.0%	
Other satellite provider	66	66	66	5	25	25	0	61
%V	2.4%	2.5%	7.1%	1.1%	1.4%	3.7%	0.0%	2.6%
%H (All HH)			100.0%	7.6%	37.9%	37.9%	0.0%	92.4%
%H (TV HH)			100.0%	7.6%	37.9%	37.9%	0.0%	
DCAB	436	436	13	436	229	229	0	413
%V	15.9%	16.5%	1.4%	100.0%	12.4%	34.0%	0.0%	17.4%
%H (All HH)			3.0%	100.0%	52.5%	52.5%	0.0%	94.7%
%H (TV HH)			3.0%	100.0%	52.5%	52.5%	0.0%	
DTT	1847	1847	450	229	1847	673	1175	1549
%V	67.4%	70.0%	48.7%	52.5%	100.0%	100.0%	100.0%	65.3%
%H (All HH)		100.0%	24.4%	12.4%	100.0%	36.4%	63.6%	83.9%
%H (TV HH)			24.4%	12.4%	100.0%	36.4%	63.6%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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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	2739	2640	924	436	1847	673	1175	2373
%H (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
PVR	1603	1603	829	416	997	631	366	1504
%V	58.5%	60.7%	89.7%	95.4%	54.0%	93.8%	31.1%	63.4%
%H (All HH)		100.0%	51.7%	26.0%	62.2%	39.4%	22.8%	93.8%
%H (TV HH)			51.7%	26.0%	62.2%	39.4%	22.8%	
DVDR	31	31	13	4	24	10	15	27
%V	1.1%	1.2%	1.4%	0.9%	1.3%	1.5%	1.3%	1.1%
%H (All HH)		100.0%	41.9%	12.9%	77.4%	32.3%	48.4%	87.1%
%H (TV HH)			41.9%	12.9%	77.4%	32.3%	48.4%	
VCR	5	5	1	1	5	2	3	4
%V	0.2%	0.2%	0.1%	0.2%	0.3%	0.3%	0.3%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	80.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
Any recorder	1615	1615	830	416	1007	631	377	1514
%V	59.0%	61.2%	89.8%	95.4%	54.5%	93.8%	32.1%	63.8%
%H (All HH)		100.0%	51.4%	25.8%	62.4%	39.1%	23.3%	93.7%
%H (TV HH)			51.4%	25.8%	62.4%	39.1%	23.3%	
Receives HDTV (via STB or built-in reception)	1863	1863	772	386	1322	605	717	1738
%V	68.0%	70.6%	83.5%	88.5%	71.6%	89.9%	61.0%	73.2%
%H (All HH)		100.0%	41.4%	20.7%	71.0%	32.5%	38.5%	93.3%
%H (TV HH)			41.4%	20.7%	71.0%	32.5%	38.5%	
DVD/Blu-ray player or recorder	1344	1344	511	230	951	390	560	1217
%V	49.1%	50.9%	55.3%	52.8%	51.5%	57.9%	47.7%	51.3%
%H (All HH)		100.0%	38.0%	17.1%	70.8%	29.0%	41.7%	90.6%
%H (TV HH)			38.0%	17.1%	70.8%	29.0%	41.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 14.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2739	2640	924	436	1847	673	1175	2373
%V (All HH)		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%
%H (TV HH)			35.0%	16.5%	70.0%	25.5%	44.5%	
Has broadband internet	2373	2300	876	413	1549	640	909	2373
%V	86.6%	87.1%	94.8%	94.7%	83.9%	95.1%	77.4%	100.0%
%H (All HH)		96.9%	36.9%	17.4%	65.3%	27.0%	38.3%	100.0%
%H (TV HH)			38.1%	18.0%	67.3%	27.8%	39.5%	
Number of computers (PCs and laptops)								
0	576	537	126	52	409	71	339	233
%V	21.0%	20.3%	13.6%	11.9%	22.1%	10.5%	28.9%	9.8%
%H (All HH)		93.2%	21.9%	9.0%	71.0%	12.3%	58.9%	40.5%
%H (TV HH)			23.5%	9.7%	76.2%	13.2%	63.1%	
1	802	775	267	118	536	182	354	784
%V	29.3%	29.4%	28.9%	27.1%	29.0%	27.0%	30.1%	33.0%
%H (All HH)		96.6%	33.3%	14.7%	66.8%	22.7%	44.1%	97.8%
%H (TV HH)			34.5%	15.2%	69.2%	23.5%	45.7%	
2	630	611	226	122	417	177	240	626
%V	23.0%	23.1%	24.5%	28.0%	22.6%	26.3%	20.4%	26.4%
%H (All HH)		97.0%	35.9%	19.4%	66.2%	28.1%	38.1%	99.4%
%H (TV HH)			37.0%	20.0%	68.2%	29.0%	39.3%	
3	314	306	121	66	209	102	107	314
%V	11.5%	11.6%	13.1%	15.1%	11.3%	15.2%	9.1%	13.2%
%H (All HH)		97.5%	38.5%	21.0%	66.6%	32.5%	34.1%	100.0%
%H (TV HH)			39.5%	21.6%	68.3%	33.3%	35.0%	
4	194	192	92	35	128	67	62	194
%V	7.1%	7.3%	10.0%	8.0%	6.9%	10.0%	5.3%	8.2%
%H (All HH)		99.0%	47.4%	18.0%	66.0%	34.5%	32.0%	100.0%
%H (TV HH)			47.9%	18.2%	66.7%	34.9%	32.3%	
5+	224	218	91	42	148	74	73	224
%V	8.2%	8.3%	9.8%	9.6%	8.0%	11.0%	6.2%	9.4%
%H (All HH)		97.3%	40.6%	18.8%	66.1%	33.0%	32.6%	100.0%
%H (TV HH)			41.7%	19.3%	67.9%	33.9%	33.5%	

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

Jan - Dec 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	5185	2038	929	3801	1712	2089	4712
%H		39.3%	17.9%	73.3%	33.0%	40.3%	90.9%
Under 20"	257	82	46	227	99	127	221
%V	5.0%	4.0%	5.0%	6.0%	5.8%	6.1%	4.7%
%H		31.9%	17.9%	88.3%	38.5%	49.4%	86.0%
20" - 29"	878	310	157	718	316	402	771
%V	16.9%	15.2%	16.9%	18.9%	18.5%	19.2%	16.4%
%H		35.3%	17.9%	81.8%	36.0%	45.8%	87.8%
30" - 39"	1711	646	298	1266	537	729	1519
%V	33.0%	31.7%	32.1%	33.3%	31.4%	34.9%	32.2%
%H		37.8%	17.4%	74.0%	31.4%	42.6%	88.8%
40" - 49"	1538	636	296	1081	521	559	1437
%V	29.7%	31.2%	31.9%	28.4%	30.4%	26.8%	30.5%
%H		41.4%	19.2%	70.3%	33.9%	36.3%	93.4%
50" - 59"	564	268	104	349	181	167	554
%V	10.9%	13.2%	11.2%	9.2%	10.6%	8.0%	11.8%
%H		47.5%	18.4%	61.9%	32.1%	29.6%	98.2%
60"+	66	34	13	41	25	16	64
%V	1.3%	1.7%	1.4%	1.1%	1.5%	0.8%	1.4%
%H		51.5%	19.7%	62.1%	37.9%	24.2%	97.0%
Don't know	171	62	15	120	32	88	145
%V	3.3%	3.0%	1.6%	3.2%	1.9%	4.2%	3.1%
%H		36.3%	8.8%	70.2%	18.7%	51.5%	84.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	5185	2038	929	3801	1712	2089	4712
%H		39.3%	17.9%	73.3%	33.0%	40.3%	90.9%
Main living room	2628	922	436	1841	672	1170	2289
%V	50.7%	45.2%	46.9%	48.4%	39.3%	56.0%	48.6%
%H		35.1%	16.6%	70.1%	25.6%	44.5%	87.1%
Kitchen	276	111	44	236	114	122	257
%V	5.3%	5.4%	4.7%	6.2%	6.7%	5.8%	5.5%
%H		40.2%	15.9%	85.5%	41.3%	44.2%	93.1%
Adult's bedroom	1413	594	291	1060	551	509	1326
%V	27.3%	29.1%	31.3%	27.9%	32.2%	24.4%	28.1%
%H		42.0%	20.6%	75.0%	39.0%	36.0%	93.8%
Child's bedroom	296	151	56	208	127	81	294
%V	5.7%	7.4%	6.0%	5.5%	7.4%	3.9%	6.2%
%H		51.0%	18.9%	70.3%	42.9%	27.4%	99.3%
Other bedroom	148	63	37	128	80	49	144
%V	2.9%	3.1%	4.0%	3.4%	4.7%	2.3%	3.1%
%H		42.6%	25.0%	86.5%	54.1%	33.1%	97.3%
Second living/dining room	276	125	38	212	102	110	258
%V	5.3%	6.1%	4.1%	5.6%	6.0%	5.3%	5.5%
%H		45.3%	13.8%	76.8%	37.0%	39.9%	93.5%
Study/office	40	21	5	29	15	14	40
%V	0.8%	1.0%	0.5%	0.8%	0.9%	0.7%	0.8%
%H		52.5%	12.5%	72.5%	37.5%	35.0%	100.0%
TV room	17	10	3	14	9	4	16
%V	0.3%	0.5%	0.3%	0.4%	0.5%	0.2%	0.3%
%H		58.8%	17.6%	82.4%	52.9%	23.5%	94.1%
Conservatory	61	27	14	48	29	19	57
%V	1.2%	1.3%	1.5%	1.3%	1.7%	0.9%	1.2%
%H		44.3%	23.0%	78.7%	47.5%	31.1%	93.4%
Attic or loft room	4	3	1	2	1	0	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		75.0%	25.0%	50.0%	25.0%	0.0%	100.0%
No specific location	3	1	1	2	1	2	3
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	66.7%	100.0%
Other	23	10	4	21	12	9	23
%V	0.4%	0.5%	0.4%	0.6%	0.7%	0.4%	0.5%
%H		43.5%	17.4%	91.3%	52.2%	39.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5185	2038	929	3801	1712	2089	4712
%H		39.3%	17.9%	73.3%	33.0%	40.3%	90.9%
PVR	2227	1243	588	1291	879	412	2113
%V	43.0%	61.0%	63.3%	34.0%	51.3%	19.7%	44.8%
%H		55.8%	26.4%	58.0%	39.5%	18.5%	94.9%
DVDR	31	13	4	24	10	15	27
%V	0.6%	0.6%	0.4%	0.6%	0.6%	0.7%	0.6%
%H		41.9%	12.9%	77.4%	32.3%	48.4%	87.1%
VCR	5	1	1	5	2	3	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	2241	1245	589	1304	881	423	2124
%V	43.2%	61.1%	63.4%	34.3%	51.5%	20.2%	45.1%
%H		55.6%	26.3%	58.2%	39.3%	18.9%	94.8%

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	5185	2038	929	3801	1712	2089	4712
%H		39.3%	17.9%	73.3%	33.0%	40.3%	90.9%
Receives HDTV (via STB or built-in reception)	2878	1315	598	2043	1056	988	2732
%V	55.5%	64.5%	64.4%	53.7%	61.7%	47.3%	58.0%
%H		45.7%	20.8%	71.0%	36.7%	34.3%	94.9%
DVD/Blu-ray player or recorder	1814	719	325	1290	567	722	1674
%V	35.0%	35.3%	35.0%	33.9%	33.1%	34.6%	35.5%
%H		39.6%	17.9%	71.1%	31.3%	39.8%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2640	924	436	1847	673	1175	2300
%H		35.0%	16.5%	70.0%	25.5%	44.5%	87.1%
Under 20"	13	3	1	12	3	10	7
%V	0.5%	0.3%	0.2%	0.6%	0.4%	0.9%	0.3%
%H		23.1%	7.7%	92.3%	23.1%	76.9%	53.8%
20" - 29"	163	23	20	130	15	115	108
%V	6.2%	2.5%	4.6%	7.0%	2.2%	9.8%	4.7%
%H		14.1%	12.3%	79.8%	9.2%	70.6%	66.3%
30" - 39"	777	220	111	580	164	415	619
%V	29.4%	23.8%	25.5%	31.4%	24.4%	35.3%	26.9%
%H		28.3%	14.3%	74.6%	21.1%	53.4%	79.7%
40" - 49"	1081	402	201	753	315	439	990
%V	40.9%	43.5%	46.1%	40.8%	46.8%	37.4%	43.0%
%H		37.2%	18.6%	69.7%	29.1%	40.6%	91.6%
50" - 59"	459	216	85	278	142	136	450
%V	17.4%	23.4%	19.5%	15.1%	21.1%	11.6%	19.6%
%H		47.1%	18.5%	60.6%	30.9%	29.6%	98.0%
60"+	57	29	11	35	21	14	55
%V	2.2%	3.1%	2.5%	1.9%	3.1%	1.2%	2.4%
%H		50.9%	19.3%	61.4%	36.8%	24.6%	96.5%
Don't know	90	31	8	58	12	46	71
%V	3.4%	3.4%	1.8%	3.1%	1.8%	3.9%	3.1%
%H		34.4%	8.9%	64.4%	13.3%	51.1%	78.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2640	924	436	1847	673	1175	2300
%H		35.0%	16.5%	70.0%	25.5%	44.5%	87.1%
PVR	1577	821	410	974	620	355	1479
%V	59.7%	88.9%	94.0%	52.7%	92.1%	30.2%	64.3%
%H		52.1%	26.0%	61.8%	39.3%	22.5%	93.8%
DVDR	28	11	3	21	7	14	25
%V	1.1%	1.2%	0.7%	1.1%	1.0%	1.2%	1.1%
%H		39.3%	10.7%	75.0%	25.0%	50.0%	89.3%
VCR	4	1	1	4	1	2	3
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	50.0%	75.0%
Any recorder	1588	822	410	984	620	364	1488
%V	60.2%	89.0%	94.0%	53.3%	92.1%	31.0%	64.7%
%H		51.8%	25.8%	62.0%	39.0%	22.9%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2640	924	436	1847	673	1175	2300
%H		35.0%	16.5%	70.0%	25.5%	44.5%	87.1%
Receives HDTV (via STB or built-in reception)	1818	754	381	1283	587	696	1698
%V	68.9%	81.6%	87.4%	69.5%	87.2%	59.2%	73.8%
%H		41.5%	21.0%	70.6%	32.3%	38.3%	93.4%
DVD/Blu-ray player or recorder	1169	427	195	832	324	508	1046
%V	44.3%	46.2%	44.7%	45.0%	48.1%	43.2%	45.5%
%H		36.5%	16.7%	71.2%	27.7%	43.5%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2545	1114	493	1954	1040	914	2412
%H		43.8%	19.4%	76.8%	40.9%	35.9%	94.8%
Under 20"	244	79	46	214	97	118	215
%V	9.6%	7.1%	9.3%	11.0%	9.3%	12.9%	8.9%
%H		32.4%	18.9%	87.7%	39.8%	48.4%	88.1%
20" - 29"	715	287	137	588	301	287	663
%V	28.1%	25.8%	27.8%	30.1%	28.9%	31.4%	27.5%
%H		40.1%	19.2%	82.2%	42.1%	40.1%	92.7%
30" - 39"	934	426	187	686	373	314	900
%V	36.7%	38.2%	37.9%	35.1%	35.9%	34.4%	37.3%
%H		45.6%	20.0%	73.4%	39.9%	33.6%	96.4%
40" - 49"	457	235	95	327	207	121	447
%V	18.0%	21.1%	19.3%	16.7%	19.9%	13.2%	18.5%
%H		51.4%	20.8%	71.6%	45.3%	26.5%	97.8%
50" - 59"	105	51	19	71	39	31	104
%V	4.1%	4.6%	3.9%	3.6%	3.8%	3.4%	4.3%
%H		48.6%	18.1%	67.6%	37.1%	29.5%	99.0%
60"+	9	5	2	6	4	2	9
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.2%	0.4%
%H		55.6%	22.2%	66.7%	44.4%	22.2%	100.0%
Don't know	81	31	7	62	20	42	74
%V	3.2%	2.8%	1.4%	3.2%	1.9%	4.6%	3.1%
%H		38.3%	8.6%	76.5%	24.7%	51.9%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands West

Set level data

Table 14.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2545	1114	493	1954	1040	914	2412
%H		43.8%	19.4%	76.8%	40.9%	35.9%	94.8%
PVR	650	422	178	317	259	58	634
%V	25.5%	37.9%	36.1%	16.2%	24.9%	6.3%	26.3%
%H		64.9%	27.4%	48.8%	39.8%	8.9%	97.5%
DVDR	3	2	1	3	2	1	2
%V	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%	0.1%
%H		66.7%	33.3%	100.0%	66.7%	33.3%	66.7%
VCR	1	1	0	1	1	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	653	424	179	320	261	59	636
%V	25.7%	38.1%	36.3%	16.4%	25.1%	6.5%	26.4%
%H		64.9%	27.4%	49.0%	40.0%	9.0%	97.4%

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	2545	1114	493	1954	1040	914	2412
%H		43.8%	19.4%	76.8%	40.9%	35.9%	94.8%
Receives HDTV (via STB or built-in reception)	1060	560	218	761	469	292	1033
%V	41.7%	50.3%	44.2%	38.9%	45.1%	31.9%	42.8%
%H		52.8%	20.6%	71.8%	44.2%	27.5%	97.5%
DVD/Blu-ray player or recorder	645	292	130	457	243	214	628
%V	25.3%	26.2%	26.4%	23.4%	23.4%	23.4%	26.0%
%H		45.3%	20.2%	70.9%	37.7%	33.2%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	6605	6383	2477	1161	4251	1801	2451	6105
%H		96.6%	37.5%	17.6%	64.4%	27.3%	37.1%	92.4%
Total Children	1318	1261	535	232	753	352	401	1286
%V	20.0%	19.8%	21.6%	20.0%	17.7%	19.5%	16.4%	21.1%
%H		95.7%	40.6%	17.6%	57.1%	26.7%	30.4%	97.6%
0 - 3	306	292	113	52	176	72	104	296
%V	4.6%	4.6%	4.6%	4.5%	4.1%	4.0%	4.2%	4.8%
%H		95.4%	36.9%	17.0%	57.5%	23.5%	34.0%	96.7%
4 - 15	1013	969	422	180	577	280	297	990
%V	15.3%	15.2%	17.0%	15.5%	13.6%	15.5%	12.1%	16.2%
%H		95.7%	41.7%	17.8%	57.0%	27.6%	29.3%	97.7%
4 - 9	518	493	213	83	291	130	161	502
%V	7.8%	7.7%	8.6%	7.1%	6.8%	7.2%	6.6%	8.2%
%H		95.2%	41.1%	16.0%	56.2%	25.1%	31.1%	96.9%
10 - 15	495	476	208	97	286	150	136	488
%V	7.5%	7.5%	8.4%	8.4%	6.7%	8.3%	5.5%	8.0%
%H		96.2%	42.0%	19.6%	57.8%	30.3%	27.5%	98.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	6605	6383	2477	1161	4251	1801	2451	6105
%H		96.6%	37.5%	17.6%	64.4%	27.3%	37.1%	92.4%
Total Adults (16+)	5287	5122	1942	929	3498	1449	2049	4819
%V	80.0%	80.2%	78.4%	80.0%	82.3%	80.5%	83.6%	78.9%
%H		96.9%	36.7%	17.6%	66.2%	27.4%	38.8%	91.1%
16 - 19	266	263	120	46	169	80	88	266
%V	4.0%	4.1%	4.8%	4.0%	4.0%	4.4%	3.6%	4.4%
%H		98.9%	45.1%	17.3%	63.5%	30.1%	33.1%	100.0%
20 - 24	414	388	138	89	233	110	123	408
%V	6.3%	6.1%	5.6%	7.7%	5.5%	6.1%	5.0%	6.7%
%H		93.7%	33.3%	21.5%	56.3%	26.6%	29.7%	98.6%
25 - 34	886	837	307	158	506	218	288	862
%V	13.4%	13.1%	12.4%	13.6%	11.9%	12.1%	11.8%	14.1%
%H		94.5%	34.7%	17.8%	57.1%	24.6%	32.5%	97.3%
35 - 44	792	750	314	132	454	201	254	771
%V	12.0%	11.7%	12.7%	11.4%	10.7%	11.2%	10.4%	12.6%
%H		94.7%	39.6%	16.7%	57.3%	25.4%	32.1%	97.3%
45 - 54	889	870	392	165	577	283	294	855
%V	13.5%	13.6%	15.8%	14.2%	13.6%	15.7%	12.0%	14.0%
%H		97.9%	44.1%	18.6%	64.9%	31.8%	33.1%	96.2%
55 - 64	810	794	308	163	578	256	322	763
%V	12.3%	12.4%	12.4%	14.0%	13.6%	14.2%	13.1%	12.5%
%H		98.0%	38.0%	20.1%	71.4%	31.6%	39.8%	94.2%
65+	1229	1220	363	176	981	301	680	895
%V	18.6%	19.1%	14.7%	15.2%	23.1%	16.7%	27.7%	14.7%
%H		99.3%	29.5%	14.3%	79.8%	24.5%	55.3%	72.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5287	5122	1942	929	3498	1449	2049	4819
%H		96.9%	36.7%	17.6%	66.2%	27.4%	38.8%	91.1%
AB	1312	1290	496	207	914	385	529	1286
%V	24.8%	25.2%	25.5%	22.3%	26.1%	26.6%	25.8%	26.7%
%H		98.3%	37.8%	15.8%	69.7%	29.3%	40.3%	98.0%
C1	1417	1371	539	263	936	425	511	1337
%V	26.8%	26.8%	27.8%	28.3%	26.8%	29.3%	24.9%	27.7%
%H		96.8%	38.0%	18.6%	66.1%	30.0%	36.1%	94.4%
C2	1205	1183	442	240	835	365	470	1098
%V	22.8%	23.1%	22.8%	25.8%	23.9%	25.2%	22.9%	22.8%
%H		98.2%	36.7%	19.9%	69.3%	30.3%	39.0%	91.1%
D	957	907	355	166	548	208	339	840
%V	18.1%	17.7%	18.3%	17.9%	15.7%	14.4%	16.5%	17.4%
%H		94.8%	37.1%	17.3%	57.3%	21.7%	35.4%	87.8%
E	395	372	110	52	265	65	200	258
%V	7.5%	7.3%	5.7%	5.6%	7.6%	4.5%	9.8%	5.4%
%H		94.2%	27.8%	13.2%	67.1%	16.5%	50.6%	65.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	5287	5122	1942	929	3498	1449	2049	4819
%H		96.9%	36.7%	17.6%	66.2%	27.4%	38.8%	91.1%
Working full time	2557	2485	1012	507	1606	761	846	2502
%V	48.4%	48.5%	52.1%	54.6%	45.9%	52.5%	41.3%	51.9%
%H		97.2%	39.6%	19.8%	62.8%	29.8%	33.1%	97.8%
Working part time	457	447	194	84	302	142	160	442
%V	8.6%	8.7%	10.0%	9.0%	8.6%	9.8%	7.8%	9.2%
%H		97.8%	42.5%	18.4%	66.1%	31.1%	35.0%	96.7%
Not working	2273	2190	736	338	1590	545	1044	1875
%V	43.0%	42.8%	37.9%	36.4%	45.5%	37.6%	51.0%	38.9%
%H		96.3%	32.4%	14.9%	70.0%	24.0%	45.9%	82.5%
Houseperson	2739	2640	924	436	1847	673	1175	2373
%V	51.8%	51.5%	47.6%	46.9%	52.8%	46.4%	57.3%	49.2%
%H		96.4%	33.7%	15.9%	67.4%	24.6%	42.9%	86.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2603	2507	958	461	1691	719	972	2392
%H		96.3%	36.8%	17.7%	65.0%	27.6%	37.3%	91.9%
16 - 19	129	127	61	22	83	43	40	128
%V	5.0%	5.1%	6.4%	4.8%	4.9%	6.0%	4.1%	5.4%
%H		98.4%	47.3%	17.1%	64.3%	33.3%	31.0%	99.2%
20 - 24	221	206	73	43	122	59	63	218
%V	8.5%	8.2%	7.6%	9.3%	7.2%	8.2%	6.5%	9.1%
%H		93.2%	33.0%	19.5%	55.2%	26.7%	28.5%	98.6%
25 - 34	452	425	156	87	246	110	136	441
%V	17.4%	17.0%	16.3%	18.9%	14.5%	15.3%	14.0%	18.4%
%H		94.0%	34.5%	19.2%	54.4%	24.3%	30.1%	97.6%
35 - 44	391	365	145	64	224	95	128	377
%V	15.0%	14.6%	15.1%	13.9%	13.2%	13.2%	13.2%	15.8%
%H		93.4%	37.1%	16.4%	57.3%	24.3%	32.7%	96.4%
45 - 54	436	424	190	81	278	137	141	418
%V	16.7%	16.9%	19.8%	17.6%	16.4%	19.1%	14.5%	17.5%
%H		97.2%	43.6%	18.6%	63.8%	31.4%	32.3%	95.9%
55 - 64	406	396	155	79	288	125	162	379
%V	15.6%	15.8%	16.2%	17.1%	17.0%	17.4%	16.7%	15.8%
%H		97.5%	38.2%	19.5%	70.9%	30.8%	39.9%	93.3%
65+	570	565	178	85	451	150	301	429
%V	21.9%	22.5%	18.6%	18.4%	26.7%	20.9%	31.0%	17.9%
%H		99.1%	31.2%	14.9%	79.1%	26.3%	52.8%	75.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2603	2507	958	461	1691	719	972	2392
%H		96.3%	36.8%	17.7%	65.0%	27.6%	37.3%	91.9%
AB	672	659	253	102	468	198	271	657
%V	25.8%	26.3%	26.4%	22.1%	27.7%	27.5%	27.9%	27.5%
%H		98.1%	37.6%	15.2%	69.6%	29.5%	40.3%	97.8%
C1	657	630	257	125	423	206	217	630
%V	25.2%	25.1%	26.8%	27.1%	25.0%	28.7%	22.3%	26.3%
%H		95.9%	39.1%	19.0%	64.4%	31.4%	33.0%	95.9%
C2	638	625	234	128	433	189	244	572
%V	24.5%	24.9%	24.4%	27.8%	25.6%	26.3%	25.1%	23.9%
%H		98.0%	36.7%	20.1%	67.9%	29.6%	38.2%	89.7%
D	470	442	170	84	259	100	159	421
%V	18.1%	17.6%	17.7%	18.2%	15.3%	13.9%	16.4%	17.6%
%H		94.0%	36.2%	17.9%	55.1%	21.3%	33.8%	89.6%
E	166	151	45	22	107	27	81	112
%V	6.4%	6.0%	4.7%	4.8%	6.3%	3.8%	8.3%	4.7%
%H		91.0%	27.1%	13.3%	64.5%	16.3%	48.8%	67.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2603	2507	958	461	1691	719	972	2392
%H		96.3%	36.8%	17.7%	65.0%	27.6%	37.3%	91.9%
Working full time	1544	1496	606	305	960	457	503	1512
%V	59.3%	59.7%	63.3%	66.2%	56.8%	63.6%	51.7%	63.2%
%H		96.9%	39.2%	19.8%	62.2%	29.6%	32.6%	97.9%
Working part time	104	98	44	19	64	30	34	99
%V	4.0%	3.9%	4.6%	4.1%	3.8%	4.2%	3.5%	4.1%
%H		94.2%	42.3%	18.3%	61.5%	28.8%	32.7%	95.2%
Not working	955	914	308	138	667	233	434	782
%V	36.7%	36.5%	32.2%	29.9%	39.4%	32.4%	44.7%	32.7%
%H		95.7%	32.3%	14.5%	69.8%	24.4%	45.4%	81.9%
Houseperson	599	554	158	82	381	104	277	466
%V	23.0%	22.1%	16.5%	17.8%	22.5%	14.5%	28.5%	19.5%
%H		92.5%	26.4%	13.7%	63.6%	17.4%	46.2%	77.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2684	2615	984	467	1807	730	1077	2427
%H		97.4%	36.7%	17.4%	67.3%	27.2%	40.1%	90.4%
16 - 19	137	136	59	23	86	37	48	137
%V	5.1%	5.2%	6.0%	4.9%	4.8%	5.1%	4.5%	5.6%
%H		99.3%	43.1%	16.8%	62.8%	27.0%	35.0%	100.0%
20 - 24	194	182	65	46	111	51	60	190
%V	7.2%	7.0%	6.6%	9.9%	6.1%	7.0%	5.6%	7.8%
%H		93.8%	33.5%	23.7%	57.2%	26.3%	30.9%	97.9%
25 - 34	435	413	151	71	260	108	152	421
%V	16.2%	15.8%	15.3%	15.2%	14.4%	14.8%	14.1%	17.3%
%H		94.9%	34.7%	16.3%	59.8%	24.8%	34.9%	96.8%
35 - 44	402	385	168	68	231	105	126	394
%V	15.0%	14.7%	17.1%	14.6%	12.8%	14.4%	11.7%	16.2%
%H		95.8%	41.8%	16.9%	57.5%	26.1%	31.3%	98.0%
45 - 54	452	445	202	84	299	146	153	437
%V	16.8%	17.0%	20.5%	18.0%	16.5%	20.0%	14.2%	18.0%
%H		98.5%	44.7%	18.6%	66.2%	32.3%	33.8%	96.7%
55 - 64	405	398	153	85	291	130	160	383
%V	15.1%	15.2%	15.5%	18.2%	16.1%	17.8%	14.9%	15.8%
%H		98.3%	37.8%	21.0%	71.9%	32.1%	39.5%	94.6%
65+	660	655	186	91	530	151	379	466
%V	24.6%	25.0%	18.9%	19.5%	29.3%	20.7%	35.2%	19.2%
%H		99.2%	28.2%	13.8%	80.3%	22.9%	57.4%	70.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2684	2615	984	467	1807	730	1077	2427
%H		97.4%	36.7%	17.4%	67.3%	27.2%	40.1%	90.4%
AB	641	630	243	104	446	188	258	629
%V	23.9%	24.1%	24.7%	22.3%	24.7%	25.8%	24.0%	25.9%
%H		98.3%	37.9%	16.2%	69.6%	29.3%	40.2%	98.1%
C1	761	741	283	139	512	219	293	707
%V	28.4%	28.3%	28.8%	29.8%	28.3%	30.0%	27.2%	29.1%
%H		97.4%	37.2%	18.3%	67.3%	28.8%	38.5%	92.9%
C2	567	558	208	112	402	176	226	526
%V	21.1%	21.3%	21.1%	24.0%	22.2%	24.1%	21.0%	21.7%
%H		98.4%	36.7%	19.8%	70.9%	31.0%	39.9%	92.8%
D	486	465	185	82	289	109	180	419
%V	18.1%	17.8%	18.8%	17.6%	16.0%	14.9%	16.7%	17.3%
%H		95.7%	38.1%	16.9%	59.5%	22.4%	37.0%	86.2%
E	229	221	66	30	158	38	120	146
%V	8.5%	8.5%	6.7%	6.4%	8.7%	5.2%	11.1%	6.0%
%H		96.5%	28.8%	13.1%	69.0%	16.6%	52.4%	63.8%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	2684	2615	984	467	1807	730	1077	2427
%H		97.4%	36.7%	17.4%	67.3%	27.2%	40.1%	90.4%
Working full time	1013	989	406	203	647	304	342	990
%V	37.7%	37.8%	41.3%	43.5%	35.8%	41.6%	31.8%	40.8%
%H		97.6%	40.1%	20.0%	63.9%	30.0%	33.8%	97.7%
Working part time	354	349	150	65	238	113	125	343
%V	13.2%	13.3%	15.2%	13.9%	13.2%	15.5%	11.6%	14.1%
%H		98.6%	42.4%	18.4%	67.2%	31.9%	35.3%	96.9%
Not working	1317	1276	428	200	923	313	610	1094
%V	49.1%	48.8%	43.5%	42.8%	51.1%	42.9%	56.6%	45.1%
%H		96.9%	32.5%	15.2%	70.1%	23.8%	46.3%	83.1%
Houseperson	2140	2085	766	354	1466	569	897	1907
%V	79.7%	79.7%	77.8%	75.8%	81.1%	77.9%	83.3%	78.6%
%H		97.4%	35.8%	16.5%	68.5%	26.6%	41.9%	89.1%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
AB	230	224	85	43	161	75	87	226
%V	23.3%	24.1%	26.3%	25.3%	23.5%	26.0%	22.0%	26.1%
%H (All HH)		97.4%	37.0%	18.7%	70.0%	32.6%	37.8%	98.3%
%H (TV HH)			37.9%	19.2%	71.9%	33.5%	38.8%	
C1	270	248	92	43	173	74	99	246
%V	27.3%	26.7%	28.5%	25.3%	25.3%	25.7%	25.1%	28.4%
%H (All HH)		91.9%	34.1%	15.9%	64.1%	27.4%	36.7%	91.1%
%H (TV HH)			37.1%	17.3%	69.8%	29.8%	39.9%	
C2	211	203	72	43	155	72	83	188
%V	21.4%	21.9%	22.3%	25.3%	22.7%	25.0%	21.0%	21.7%
%H (All HH)		96.2%	34.1%	20.4%	73.5%	34.1%	39.3%	89.1%
%H (TV HH)			35.5%	21.2%	76.4%	35.5%	40.9%	
D	148	135	46	27	105	46	59	124
%V	15.0%	14.5%	14.2%	15.9%	15.4%	16.0%	14.9%	14.3%
%H (All HH)		91.2%	31.1%	18.2%	70.9%	31.1%	39.9%	83.8%
%H (TV HH)			34.1%	20.0%	77.8%	34.1%	43.7%	
E	130	118	28	15	89	22	67	83
%V	13.2%	12.7%	8.7%	8.8%	13.0%	7.6%	17.0%	9.6%
%H (All HH)		90.8%	21.5%	11.5%	68.5%	16.9%	51.5%	63.8%
%H (TV HH)			23.7%	12.7%	75.4%	18.6%	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
Jan - Dec 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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Under 25	47	38	10	6	23	7	15	46
%V	4.8%	4.1%	3.1%	3.5%	3.4%	2.4%	3.8%	5.3%
%H (All HH)		80.9%	21.3%	12.8%	48.9%	14.9%	31.9%	97.9%
%H (TV HH)			26.3%	15.8%	60.5%	18.4%	39.5%	
25 - 34	138	118	40	18	70	28	42	133
%V	14.0%	12.7%	12.4%	10.6%	10.2%	9.7%	10.6%	15.3%
%H (All HH)		85.5%	29.0%	13.0%	50.7%	20.3%	30.4%	96.4%
%H (TV HH)			33.9%	15.3%	59.3%	23.7%	35.6%	
35 - 44	174	159	63	28	107	54	53	170
%V	17.6%	17.1%	19.5%	16.5%	15.6%	18.8%	13.4%	19.6%
%H (All HH)		91.4%	36.2%	16.1%	61.5%	31.0%	30.5%	97.7%
%H (TV HH)			39.6%	17.6%	67.3%	34.0%	33.3%	
45 - 54	193	187	76	49	133	71	62	186
%V	19.5%	20.2%	23.5%	28.8%	19.4%	24.7%	15.7%	21.5%
%H (All HH)		96.9%	39.4%	25.4%	68.9%	36.8%	32.1%	96.4%
%H (TV HH)			40.6%	26.2%	71.1%	38.0%	33.2%	
55 - 64	164	157	59	33	118	54	64	151
%V	16.6%	16.9%	18.3%	19.4%	17.3%	18.8%	16.2%	17.4%
%H (All HH)		95.7%	36.0%	20.1%	72.0%	32.9%	39.0%	92.1%
%H (TV HH)			37.6%	21.0%	75.2%	34.4%	40.8%	
65 +	273	270	75	36	232	74	158	179
%V	27.6%	29.1%	23.2%	21.2%	33.9%	25.7%	40.0%	20.6%
%H (All HH)		98.9%	27.5%	13.2%	85.0%	27.1%	57.9%	65.6%
%H (TV HH)			27.8%	13.3%	85.9%	27.4%	58.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jan - Dec 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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
1	297	268	66	31	210	55	155	209
%V	30.1%	28.9%	20.4%	18.2%	30.7%	19.1%	39.2%	24.1%
%H (All HH)		90.2%	22.2%	10.4%	70.7%	18.5%	52.2%	70.4%
%H (TV HH)			24.6%	11.6%	78.4%	20.5%	57.8%	
2	324	316	112	62	235	102	133	299
%V	32.8%	34.1%	34.7%	36.5%	34.4%	35.4%	33.7%	34.5%
%H (All HH)		97.5%	34.6%	19.1%	72.5%	31.5%	41.0%	92.3%
%H (TV HH)			35.4%	19.6%	74.4%	32.3%	42.1%	
3	161	150	65	30	106	56	49	157
%V	16.3%	16.2%	20.1%	17.6%	15.5%	19.4%	12.4%	18.1%
%H (All HH)		93.2%	40.4%	18.6%	65.8%	34.8%	30.4%	97.5%
%H (TV HH)			43.3%	20.0%	70.7%	37.3%	32.7%	
4	140	132	55	30	90	48	42	138
%V	14.2%	14.2%	17.0%	17.6%	13.2%	16.7%	10.6%	15.9%
%H (All HH)		94.3%	39.3%	21.4%	64.3%	34.3%	30.0%	98.6%
%H (TV HH)			41.7%	22.7%	68.2%	36.4%	31.8%	
5+	66	63	26	18	43	27	16	65
%V	6.7%	6.8%	8.0%	10.6%	6.3%	9.4%	4.1%	7.5%
%H (All HH)		95.5%	39.4%	27.3%	65.2%	40.9%	24.2%	98.5%
%H (TV HH)			41.3%	28.6%	68.3%	42.9%	25.4%	
Average HH size	2.38	2.39	2.61	2.71	2.34	2.68	2.09	2.52

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Without	732	687	223	121	518	200	318	615
%V	74.1%	74.0%	69.0%	71.2%	75.7%	69.4%	80.5%	70.9%
%H (All HH)		93.9%	30.5%	16.5%	70.8%	27.3%	43.4%	84.0%
%H (TV HH)			32.5%	17.6%	75.4%	29.1%	46.3%	
With	256	241	100	49	165	88	77	252
%V	25.9%	26.0%	31.0%	28.8%	24.1%	30.6%	19.5%	29.1%
%H (All HH)		94.1%	39.1%	19.1%	64.5%	34.4%	30.1%	98.4%
%H (TV HH)			41.5%	20.3%	68.5%	36.5%	32.0%	
0 - 3	92	83	33	16	55	26	29	92
%V	9.3%	8.9%	10.2%	9.4%	8.0%	9.0%	7.3%	10.6%
%H (All HH)		90.2%	35.9%	17.4%	59.8%	28.3%	31.5%	100.0%
%H (TV HH)			39.8%	19.3%	66.3%	31.3%	34.9%	
4 - 9	138	131	50	30	89	46	43	137
%V	14.0%	14.1%	15.5%	17.6%	13.0%	16.0%	10.9%	15.8%
%H (All HH)		94.9%	36.2%	21.7%	64.5%	33.3%	31.2%	99.3%
%H (TV HH)			38.2%	22.9%	67.9%	35.1%	32.8%	
10 - 15	120	116	51	24	82	47	35	116
%V	12.1%	12.5%	15.8%	14.1%	12.0%	16.3%	8.9%	13.4%
%H (All HH)		96.7%	42.5%	20.0%	68.3%	39.2%	29.2%	96.7%
%H (TV HH)			44.0%	20.7%	70.7%	40.5%	30.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
1	402	402	111	59	268	70	198	330
%V	40.7%	43.3%	34.4%	34.7%	39.2%	24.3%	50.1%	38.1%
%H (All HH)		100.0%	27.6%	14.7%	66.7%	17.4%	49.3%	82.1%
%H (TV HH)			27.6%	14.7%	66.7%	17.4%	49.3%	
2	293	293	107	60	223	101	122	263
%V	29.7%	31.6%	33.1%	35.3%	32.6%	35.1%	30.9%	30.3%
%H (All HH)		100.0%	36.5%	20.5%	76.1%	34.5%	41.6%	89.8%
%H (TV HH)			36.5%	20.5%	76.1%	34.5%	41.6%	
3	139	139	59	27	109	58	51	131
%V	14.1%	15.0%	18.3%	15.9%	15.9%	20.1%	12.9%	15.1%
%H (All HH)		100.0%	42.4%	19.4%	78.4%	41.7%	36.7%	94.2%
%H (TV HH)			42.4%	19.4%	78.4%	41.7%	36.7%	
4	63	63	30	16	56	39	17	61
%V	6.4%	6.8%	9.3%	9.4%	8.2%	13.5%	4.3%	7.0%
%H (All HH)		100.0%	47.6%	25.4%	88.9%	61.9%	27.0%	96.8%
%H (TV HH)			47.6%	25.4%	88.9%	61.9%	27.0%	
5+	31	31	16	8	29	21	8	31
%V	3.1%	3.3%	5.0%	4.7%	4.2%	7.3%	2.0%	3.6%
%H (All HH)		100.0%	51.6%	25.8%	93.5%	67.7%	25.8%	100.0%
%H (TV HH)			51.6%	25.8%	93.5%	67.7%	25.8%	

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
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Household level data
Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Under 20"	90	90	26	20	77	35	42	80
%V	9.1%	9.7%	8.0%	11.8%	11.3%	12.2%	10.6%	9.2%
%H (All HH)		100.0%	28.9%	22.2%	85.6%	38.9%	46.7%	88.9%
%H (TV HH)			28.9%	22.2%	85.6%	38.9%	46.7%	
20" - 29"	235	235	78	47	202	93	109	201
%V	23.8%	25.3%	24.1%	27.6%	29.5%	32.3%	27.6%	23.2%
%H (All HH)		100.0%	33.2%	20.0%	86.0%	39.6%	46.4%	85.5%
%H (TV HH)			33.2%	20.0%	86.0%	39.6%	46.4%	
30" - 39"	387	387	149	71	297	141	156	341
%V	39.2%	41.7%	46.1%	41.8%	43.4%	49.0%	39.5%	39.3%
%H (All HH)		100.0%	38.5%	18.3%	76.7%	36.4%	40.3%	88.1%
%H (TV HH)			38.5%	18.3%	76.7%	36.4%	40.3%	
40" - 49"	483	483	182	89	354	159	195	443
%V	48.9%	52.0%	56.3%	52.4%	51.8%	55.2%	49.4%	51.1%
%H (All HH)		100.0%	37.7%	18.4%	73.3%	32.9%	40.4%	91.7%
%H (TV HH)			37.7%	18.4%	73.3%	32.9%	40.4%	
50" - 59"	221	221	106	39	158	88	70	214
%V	22.4%	23.8%	32.8%	22.9%	23.1%	30.6%	17.7%	24.7%
%H (All HH)		100.0%	48.0%	17.6%	71.5%	39.8%	31.7%	96.8%
%H (TV HH)			48.0%	17.6%	71.5%	39.8%	31.7%	
60"+	23	23	11	5	15	10	5	23
%V	2.3%	2.5%	3.4%	2.9%	2.2%	3.5%	1.3%	2.7%
%H (All HH)		100.0%	47.8%	21.7%	65.2%	43.5%	21.7%	100.0%
%H (TV HH)			47.8%	21.7%	65.2%	43.5%	21.7%	

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

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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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Main living room	920	920	322	169	679	286	393	808
%V	93.1%	99.1%	99.7%	99.4%	99.3%	99.3%	99.5%	93.2%
%H (All HH)		100.0%	35.0%	18.4%	73.8%	31.1%	42.7%	87.8%
%H (TV HH)			35.0%	18.4%	73.8%	31.1%	42.7%	
Kitchen	102	102	50	15	85	47	38	93
%V	10.3%	11.0%	15.5%	8.8%	12.4%	16.3%	9.6%	10.7%
%H (All HH)		100.0%	49.0%	14.7%	83.3%	46.1%	37.3%	91.2%
%H (TV HH)			49.0%	14.7%	83.3%	46.1%	37.3%	
Adult's bedroom	399	399	159	88	326	176	149	368
%V	40.4%	43.0%	49.2%	51.8%	47.7%	61.1%	37.7%	42.4%
%H (All HH)		100.0%	39.8%	22.1%	81.7%	44.1%	37.3%	92.2%
%H (TV HH)			39.8%	22.1%	81.7%	44.1%	37.3%	
Child's bedroom	66	66	27	17	47	28	19	65
%V	6.7%	7.1%	8.4%	10.0%	6.9%	9.7%	4.8%	7.5%
%H (All HH)		100.0%	40.9%	25.8%	71.2%	42.4%	28.8%	98.5%
%H (TV HH)			40.9%	25.8%	71.2%	42.4%	28.8%	
Other bedroom	54	54	27	11	45	29	16	51
%V	5.5%	5.8%	8.4%	6.5%	6.6%	10.1%	4.1%	5.9%
%H (All HH)		100.0%	50.0%	20.4%	83.3%	53.7%	29.6%	94.4%
%H (TV HH)			50.0%	20.4%	83.3%	53.7%	29.6%	
Second living/dining room	97	97	40	22	79	44	35	91
%V	9.8%	10.5%	12.4%	12.9%	11.5%	15.3%	8.9%	10.5%
%H (All HH)		100.0%	41.2%	22.7%	81.4%	45.4%	36.1%	93.8%
%H (TV HH)			41.2%	22.7%	81.4%	45.4%	36.1%	
Study/office	19	19	9	3	13	7	6	19
%V	1.9%	2.0%	2.8%	1.8%	1.9%	2.4%	1.5%	2.2%
%H (All HH)		100.0%	47.4%	15.8%	68.4%	36.8%	31.6%	100.0%
%H (TV HH)			47.4%	15.8%	68.4%	36.8%	31.6%	
TV room	7	7	6	1	6	5	1	7
%V	0.7%	0.8%	1.9%	0.6%	0.9%	1.7%	0.3%	0.8%
%H (All HH)		100.0%	85.7%	14.3%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			85.7%	14.3%	85.7%	71.4%	14.3%	
Conservatory	26	26	12	5	23	13	9	24
%V	2.6%	2.8%	3.7%	2.9%	3.4%	4.5%	2.3%	2.8%
%H (All HH)		100.0%	46.2%	19.2%	88.5%	50.0%	34.6%	92.3%
%H (TV HH)			46.2%	19.2%	88.5%	50.0%	34.6%	
Attic or loft room	2	2	1	1	1	1	0	2
%V	0.2%	0.2%	0.3%	0.6%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	16	16	8	3	11	6	6	16
%V	1.6%	1.7%	2.5%	1.8%	1.6%	2.1%	1.5%	1.8%
%H (All HH)		100.0%	50.0%	18.8%	68.8%	37.5%	37.5%	100.0%
%H (TV HH)			50.0%	18.8%	68.8%	37.5%	37.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

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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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Any DSAT provider	323	323	323	7	189	189	0	304
%V	32.7%	34.8%	100.0%	4.1%	27.6%	65.6%	0.0%	35.1%
%H (All HH)			100.0%	2.2%	58.5%	58.5%	0.0%	94.1%
%H (TV HH)			100.0%	2.2%	58.5%	58.5%	0.0%	
Sky with subscription	274	274	274	3	156	156	0	259
%V	27.7%	29.5%	84.8%	1.8%	22.8%	54.2%	0.0%	29.9%
%H (All HH)			100.0%	1.1%	56.9%	56.9%	0.0%	94.5%
%H (TV HH)			100.0%	1.1%	56.9%	56.9%	0.0%	
Sky without subscription	11	11	11	1	7	7	0	9
%V	1.1%	1.2%	3.4%	0.6%	1.0%	2.4%	0.0%	1.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
Freesat	31	31	31	2	19	19	0	29
%V	3.1%	3.3%	9.6%	1.2%	2.8%	6.6%	0.0%	3.3%
%H (All HH)			100.0%	6.5%	61.3%	61.3%	0.0%	93.5%
%H (TV HH)			100.0%	6.5%	61.3%	61.3%	0.0%	
Other satellite provider	21	21	21	2	11	11	0	20
%V	2.1%	2.3%	6.5%	1.2%	1.6%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	9.5%	52.4%	52.4%	0.0%	95.2%
%H (TV HH)			100.0%	9.5%	52.4%	52.4%	0.0%	
DCAB	170	170	7	170	103	103	0	163
%V	17.2%	18.3%	2.2%	100.0%	15.1%	35.8%	0.0%	18.8%
%H (All HH)			4.1%	100.0%	60.6%	60.6%	0.0%	95.9%
%H (TV HH)			4.1%	100.0%	60.6%	60.6%	0.0%	
DTT	684	684	189	103	684	288	395	584
%V	69.2%	73.7%	58.5%	60.6%	100.0%	100.0%	100.0%	67.4%
%H (All HH)		100.0%	27.6%	15.1%	100.0%	42.1%	57.7%	85.4%
%H (TV HH)			27.6%	15.1%	100.0%	42.1%	57.7%	

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

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Table 15.9: 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	988	928	323	170	684	288	395	867
%H (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
PVR	563	563	291	161	382	266	116	527
%V	57.0%	60.7%	90.1%	94.7%	55.8%	92.4%	29.4%	60.8%
%H (All HH)		100.0%	51.7%	28.6%	67.9%	47.2%	20.6%	93.6%
%H (TV HH)			51.7%	28.6%	67.9%	47.2%	20.6%	
DVDR	5	5	2	1	4	2	2	3
%V	0.5%	0.5%	0.6%	0.6%	0.6%	0.7%	0.5%	0.3%
%H (All HH)		100.0%	40.0%	20.0%	80.0%	40.0%	40.0%	60.0%
%H (TV HH)			40.0%	20.0%	80.0%	40.0%	40.0%	
VCR	1	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.3%	0.0%	0.1%	0.3%	0.3%	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%	
Any recorder	565	565	292	161	385	267	118	528
%V	57.2%	60.9%	90.4%	94.7%	56.3%	92.7%	29.9%	60.9%
%H (All HH)		100.0%	51.7%	28.5%	68.1%	47.3%	20.9%	93.5%
%H (TV HH)			51.7%	28.5%	68.1%	47.3%	20.9%	
Receives HDTV (via STB or built-in reception)	683	683	277	154	510	253	257	632
%V	69.1%	73.6%	85.8%	90.6%	74.6%	87.8%	65.1%	72.9%
%H (All HH)		100.0%	40.6%	22.5%	74.7%	37.0%	37.6%	92.5%
%H (TV HH)			40.6%	22.5%	74.7%	37.0%	37.6%	
DVD/Blu-ray player or recorder	582	582	203	128	427	197	230	526
%V	58.9%	62.7%	62.8%	75.3%	62.4%	68.4%	58.2%	60.7%
%H (All HH)		100.0%	34.9%	22.0%	73.4%	33.8%	39.5%	90.4%
%H (TV HH)			34.9%	22.0%	73.4%	33.8%	39.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	988	928	323	170	684	288	395	867
%V (All HH)		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%
%H (TV HH)			34.8%	18.3%	73.7%	31.0%	42.6%	
Has broadband internet	867	816	304	163	584	271	313	867
%V	87.8%	87.9%	94.1%	95.9%	85.4%	94.1%	79.2%	100.0%
%H (All HH)		94.1%	35.1%	18.8%	67.4%	31.3%	36.1%	100.0%
%H (TV HH)			37.3%	20.0%	71.6%	33.2%	38.4%	
Number of computers (PCs and laptops)								
0	180	161	35	14	138	36	101	64
%V	18.2%	17.3%	10.8%	8.2%	20.2%	12.5%	25.6%	7.4%
%H (All HH)		89.4%	19.4%	7.8%	76.7%	20.0%	56.1%	35.6%
%H (TV HH)			21.7%	8.7%	85.7%	22.4%	62.7%	
1	287	266	89	46	184	66	119	282
%V	29.0%	28.7%	27.6%	27.1%	26.9%	22.9%	30.1%	32.5%
%H (All HH)		92.7%	31.0%	16.0%	64.1%	23.0%	41.5%	98.3%
%H (TV HH)			33.5%	17.3%	69.2%	24.8%	44.7%	
2	232	222	85	43	168	80	89	231
%V	23.5%	23.9%	26.3%	25.3%	24.6%	27.8%	22.5%	26.6%
%H (All HH)		95.7%	36.6%	18.5%	72.4%	34.5%	38.4%	99.6%
%H (TV HH)			38.3%	19.4%	75.7%	36.0%	40.1%	
3	130	125	48	33	85	46	40	130
%V	13.2%	13.5%	14.9%	19.4%	12.4%	16.0%	10.1%	15.0%
%H (All HH)		96.2%	36.9%	25.4%	65.4%	35.4%	30.8%	100.0%
%H (TV HH)			38.4%	26.4%	68.0%	36.8%	32.0%	
4	64	62	22	13	41	19	22	64
%V	6.5%	6.7%	6.8%	7.6%	6.0%	6.6%	5.6%	7.4%
%H (All HH)		96.9%	34.4%	20.3%	64.1%	29.7%	34.4%	100.0%
%H (TV HH)			35.5%	21.0%	66.1%	30.6%	35.5%	
5+	95	92	43	21	67	42	25	95
%V	9.6%	9.9%	13.3%	12.4%	9.8%	14.6%	6.3%	11.0%
%H (All HH)		96.8%	45.3%	22.1%	70.5%	44.2%	26.3%	100.0%
%H (TV HH)			46.7%	22.8%	72.8%	45.7%	27.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jan - Dec 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	1831	717	367	1422	718	704	1664
%H		39.2%	20.0%	77.7%	39.2%	38.4%	90.9%
Under 20"	111	31	27	93	44	50	99
%V	6.1%	4.3%	7.4%	6.5%	6.1%	7.1%	5.9%
%H		27.9%	24.3%	83.8%	39.6%	45.0%	89.2%
20" - 29"	303	102	67	263	127	136	263
%V	16.5%	14.2%	18.3%	18.5%	17.7%	19.3%	15.8%
%H		33.7%	22.1%	86.8%	41.9%	44.9%	86.8%
30" - 39"	489	204	93	385	203	182	438
%V	26.7%	28.5%	25.3%	27.1%	28.3%	25.9%	26.3%
%H		41.7%	19.0%	78.7%	41.5%	37.2%	89.6%
40" - 49"	572	224	112	423	202	220	530
%V	31.2%	31.2%	30.5%	29.7%	28.1%	31.3%	31.9%
%H		39.2%	19.6%	74.0%	35.3%	38.5%	92.7%
50" - 59"	248	122	45	175	100	75	239
%V	13.5%	17.0%	12.3%	12.3%	13.9%	10.7%	14.4%
%H		49.2%	18.1%	70.6%	40.3%	30.2%	96.4%
60"+	25	12	6	17	12	5	25
%V	1.4%	1.7%	1.6%	1.2%	1.7%	0.7%	1.5%
%H		48.0%	24.0%	68.0%	48.0%	20.0%	100.0%
Don't know	82	23	18	66	29	36	70
%V	4.5%	3.2%	4.9%	4.6%	4.0%	5.1%	4.2%
%H		28.0%	22.0%	80.5%	35.4%	43.9%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	1831	717	367	1422	718	704	1664
%H		39.2%	20.0%	77.7%	39.2%	38.4%	90.9%
Main living room	925	326	170	683	291	393	814
%V	50.5%	45.5%	46.3%	48.0%	40.5%	55.8%	48.9%
%H		35.2%	18.4%	73.8%	31.5%	42.5%	88.0%
Kitchen	103	50	15	86	47	39	94
%V	5.6%	7.0%	4.1%	6.0%	6.5%	5.5%	5.6%
%H		48.5%	14.6%	83.5%	45.6%	37.9%	91.3%
Adult's bedroom	485	196	111	402	228	175	451
%V	26.5%	27.3%	30.2%	28.3%	31.8%	24.9%	27.1%
%H		40.4%	22.9%	82.9%	47.0%	36.1%	93.0%
Child's bedroom	86	36	24	62	40	23	85
%V	4.7%	5.0%	6.5%	4.4%	5.6%	3.3%	5.1%
%H		41.9%	27.9%	72.1%	46.5%	26.7%	98.8%
Other bedroom	62	32	13	53	36	17	60
%V	3.4%	4.5%	3.5%	3.7%	5.0%	2.4%	3.6%
%H		51.6%	21.0%	85.5%	58.1%	27.4%	96.8%
Second living/dining room	98	41	23	80	45	35	92
%V	5.4%	5.7%	6.3%	5.6%	6.3%	5.0%	5.5%
%H		41.8%	23.5%	81.6%	45.9%	35.7%	93.9%
Study/office	19	9	3	13	7	6	19
%V	1.0%	1.3%	0.8%	0.9%	1.0%	0.9%	1.1%
%H		47.4%	15.8%	68.4%	36.8%	31.6%	100.0%
TV room	7	6	1	6	5	1	7
%V	0.4%	0.8%	0.3%	0.4%	0.7%	0.1%	0.4%
%H		85.7%	14.3%	85.7%	71.4%	14.3%	100.0%
Conservatory	26	12	5	23	13	9	24
%V	1.4%	1.7%	1.4%	1.6%	1.8%	1.3%	1.4%
%H		46.2%	19.2%	88.5%	50.0%	34.6%	92.3%
Attic or loft room	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.3%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	16	9	3	11	6	6	16
%V	0.9%	1.3%	0.8%	0.8%	0.8%	0.9%	1.0%
%H		56.3%	18.8%	68.8%	37.5%	37.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	1831	717	367	1422	718	704	1664
%H		39.2%	20.0%	77.7%	39.2%	38.4%	90.9%
PVR	814	455	234	532	397	135	773
%V	44.5%	63.5%	63.8%	37.4%	55.3%	19.2%	46.5%
%H		55.9%	28.7%	65.4%	48.8%	16.6%	95.0%
DVDR	5	2	1	4	2	2	3
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.3%	0.2%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	60.0%
VCR	1	1	0	1	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	818	456	234	536	398	138	776
%V	44.7%	63.6%	63.8%	37.7%	55.4%	19.6%	46.6%
%H		55.7%	28.6%	65.5%	48.7%	16.9%	94.9%

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	1831	717	367	1422	718	704	1664
%H		39.2%	20.0%	77.7%	39.2%	38.4%	90.9%
Receives HDTV (via STB or built-in reception)	1107	481	254	842	457	384	1037
%V	60.5%	67.1%	69.2%	59.2%	63.6%	54.5%	62.3%
%H		43.5%	22.9%	76.1%	41.3%	34.7%	93.7%
DVD/Blu-ray player or recorder	839	313	194	629	322	307	769
%V	45.8%	43.7%	52.9%	44.2%	44.8%	43.6%	46.2%
%H		37.3%	23.1%	75.0%	38.4%	36.6%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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	928	323	170	684	288	395	816
%H		34.8%	18.3%	73.7%	31.0%	42.6%	87.9%
Under 20"	7	1	1	5	1	5	5
%V	0.8%	0.3%	0.6%	0.7%	0.3%	1.3%	0.6%
%H		14.3%	14.3%	71.4%	14.3%	71.4%	71.4%
20" - 29"	46	6	9	38	9	29	30
%V	5.0%	1.9%	5.3%	5.6%	3.1%	7.3%	3.7%
%H		13.0%	19.6%	82.6%	19.6%	63.0%	65.2%
30" - 39"	196	49	37	150	50	101	155
%V	21.1%	15.2%	21.8%	21.9%	17.4%	25.6%	19.0%
%H		25.0%	18.9%	76.5%	25.5%	51.5%	79.1%
40" - 49"	417	151	76	302	128	174	378
%V	44.9%	46.7%	44.7%	44.2%	44.4%	44.1%	46.3%
%H		36.2%	18.2%	72.4%	30.7%	41.7%	90.6%
50" - 59"	200	98	36	141	81	61	193
%V	21.6%	30.3%	21.2%	20.6%	28.1%	15.4%	23.7%
%H		49.0%	18.0%	70.5%	40.5%	30.5%	96.5%
60"+	21	9	5	12	8	5	21
%V	2.3%	2.8%	2.9%	1.8%	2.8%	1.3%	2.6%
%H		42.9%	23.8%	57.1%	38.1%	23.8%	100.0%
Don't know	42	9	8	34	12	22	34
%V	4.5%	2.8%	4.7%	5.0%	4.2%	5.6%	4.2%
%H		21.4%	19.0%	81.0%	28.6%	52.4%	81.0%

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

DATA PERIOD: ANNUAL

Jan - Dec 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	928	323	170	684	288	395	816
%H		34.8%	18.3%	73.7%	31.0%	42.6%	87.9%
PVR	552	288	159	373	263	110	517
%V	59.5%	89.2%	93.5%	54.5%	91.3%	27.8%	63.4%
%H		52.2%	28.8%	67.6%	47.6%	19.9%	93.7%
DVDR	3	2	0	3	2	1	2
%V	0.3%	0.6%	0.0%	0.4%	0.7%	0.3%	0.2%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	66.7%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	554	288	159	375	263	112	518
%V	59.7%	89.2%	93.5%	54.8%	91.3%	28.4%	63.5%
%H		52.0%	28.7%	67.7%	47.5%	20.2%	93.5%

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	928	323	170	684	288	395	816
%H		34.8%	18.3%	73.7%	31.0%	42.6%	87.9%
Receives HDTV (via STB or built-in reception)	670	273	152	499	249	250	620
%V	72.2%	84.5%	89.4%	73.0%	86.5%	63.3%	76.0%
%H		40.7%	22.7%	74.5%	37.2%	37.3%	92.5%
DVD/Blu-ray player or recorder	520	179	115	378	171	207	467
%V	56.0%	55.4%	67.6%	55.3%	59.4%	52.4%	57.2%
%H		34.4%	22.1%	72.7%	32.9%	39.8%	89.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	902	394	197	738	429	309	848
%H		43.7%	21.8%	81.8%	47.6%	34.3%	94.0%
Under 20"	104	31	26	88	43	45	94
%V	11.5%	7.9%	13.2%	11.9%	10.0%	14.6%	11.1%
%H		29.8%	25.0%	84.6%	41.3%	43.3%	90.4%
20" - 29"	258	95	58	225	118	107	234
%V	28.6%	24.1%	29.4%	30.5%	27.5%	34.6%	27.6%
%H		36.8%	22.5%	87.2%	45.7%	41.5%	90.7%
30" - 39"	293	155	56	235	154	81	282
%V	32.5%	39.3%	28.4%	31.8%	35.9%	26.2%	33.3%
%H		52.9%	19.1%	80.2%	52.6%	27.6%	96.2%
40" - 49"	155	73	36	120	74	47	152
%V	17.2%	18.5%	18.3%	16.3%	17.2%	15.2%	17.9%
%H		47.1%	23.2%	77.4%	47.7%	30.3%	98.1%
50" - 59"	48	24	9	33	19	14	47
%V	5.3%	6.1%	4.6%	4.5%	4.4%	4.5%	5.5%
%H		50.0%	18.8%	68.8%	39.6%	29.2%	97.9%
60"+	4	2	2	4	4	0	4
%V	0.4%	0.5%	1.0%	0.5%	0.9%	0.0%	0.5%
%H		50.0%	50.0%	100.0%	100.0%	0.0%	100.0%
Don't know	40	14	11	32	18	14	36
%V	4.4%	3.6%	5.6%	4.3%	4.2%	4.5%	4.2%
%H		35.0%	27.5%	80.0%	45.0%	35.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	902	394	197	738	429	309	848
%H		43.7%	21.8%	81.8%	47.6%	34.3%	94.0%
PVR	262	168	75	159	134	25	256
%V	29.0%	42.6%	38.1%	21.5%	31.2%	8.1%	30.2%
%H		64.1%	28.6%	60.7%	51.1%	9.5%	97.7%
DVDR	2	0	1	1	1	1	1
%V	0.2%	0.0%	0.5%	0.1%	0.2%	0.3%	0.1%
%H		0.0%	50.0%	50.0%	50.0%	50.0%	50.0%
VCR	1	0	0	1	0	1	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	264	168	75	161	135	27	258
%V	29.3%	42.6%	38.1%	21.8%	31.5%	8.7%	30.4%
%H		63.6%	28.4%	61.0%	51.1%	10.2%	97.7%

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	902	394	197	738	429	309	848
%H		43.7%	21.8%	81.8%	47.6%	34.3%	94.0%
Receives HDTV (via STB or built-in reception)	438	208	102	343	208	135	417
%V	48.6%	52.8%	51.8%	46.5%	48.5%	43.7%	49.2%
%H		47.5%	23.3%	78.3%	47.5%	30.8%	95.2%
DVD/Blu-ray player or recorder	318	134	79	251	151	100	302
%V	35.3%	34.0%	40.1%	34.0%	35.2%	32.4%	35.6%
%H		42.1%	24.8%	78.9%	47.5%	31.4%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2348	2221	843	462	1599	771	827	2181
%H		94.6%	35.9%	19.7%	68.1%	32.8%	35.2%	92.9%
Total Children	441	418	169	87	286	150	136	434
%V	18.8%	18.8%	20.0%	18.8%	17.9%	19.5%	16.4%	19.9%
%H		94.8%	38.3%	19.7%	64.9%	34.0%	30.8%	98.4%
0 - 3	105	95	36	17	59	27	33	104
%V	4.5%	4.3%	4.3%	3.7%	3.7%	3.5%	4.0%	4.8%
%H		90.5%	34.3%	16.2%	56.2%	25.7%	31.4%	99.0%
4 - 15	336	324	132	70	227	123	103	330
%V	14.3%	14.6%	15.7%	15.2%	14.2%	16.0%	12.5%	15.1%
%H		96.4%	39.3%	20.8%	67.6%	36.6%	30.7%	98.2%
4 - 9	176	167	65	38	114	60	54	175
%V	7.5%	7.5%	7.7%	8.2%	7.1%	7.8%	6.5%	8.0%
%H		94.9%	36.9%	21.6%	64.8%	34.1%	30.7%	99.4%
10 - 15	161	157	67	32	113	63	49	156
%V	6.9%	7.1%	7.9%	6.9%	7.1%	8.2%	5.9%	7.2%
%H		97.5%	41.6%	19.9%	70.2%	39.1%	30.4%	96.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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	2348	2221	843	462	1599	771	827	2181
%H		94.6%	35.9%	19.7%	68.1%	32.8%	35.2%	92.9%
Total Adults (16+)	1906	1802	675	375	1313	621	692	1747
%V	81.2%	81.1%	80.1%	81.2%	82.1%	80.5%	83.7%	80.1%
%H		94.5%	35.4%	19.7%	68.9%	32.6%	36.3%	91.7%
16 - 19	102	96	33	24	71	36	35	101
%V	4.3%	4.3%	3.9%	5.2%	4.4%	4.7%	4.2%	4.6%
%H		94.1%	32.4%	23.5%	69.6%	35.3%	34.3%	99.0%
20 - 24	168	145	57	30	98	53	45	167
%V	7.2%	6.5%	6.8%	6.5%	6.1%	6.9%	5.4%	7.7%
%H		86.3%	33.9%	17.9%	58.3%	31.5%	26.8%	99.4%
25 - 34	301	272	99	58	169	80	89	292
%V	12.8%	12.2%	11.7%	12.6%	10.6%	10.4%	10.8%	13.4%
%H		90.4%	32.9%	19.3%	56.1%	26.6%	29.6%	97.0%
35 - 44	301	279	113	55	185	93	92	294
%V	12.8%	12.6%	13.4%	11.9%	11.6%	12.1%	11.1%	13.5%
%H		92.7%	37.5%	18.3%	61.5%	30.9%	30.6%	97.7%
45 - 54	330	321	135	83	230	128	102	319
%V	14.1%	14.5%	16.0%	18.0%	14.4%	16.6%	12.3%	14.6%
%H		97.3%	40.9%	25.2%	69.7%	38.8%	30.9%	96.7%
55 - 64	279	270	108	60	204	103	102	263
%V	11.9%	12.2%	12.8%	13.0%	12.8%	13.4%	12.3%	12.1%
%H		96.8%	38.7%	21.5%	73.1%	36.9%	36.6%	94.3%
65+	425	421	130	64	355	128	227	311
%V	18.1%	19.0%	15.4%	13.9%	22.2%	16.6%	27.4%	14.3%
%H		99.1%	30.6%	15.1%	83.5%	30.1%	53.4%	73.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1906	1802	675	375	1313	621	692	1747
%H		94.5%	35.4%	19.7%	68.9%	32.6%	36.3%	91.7%
AB	454	443	186	86	317	159	158	449
%V	23.8%	24.6%	27.6%	22.9%	24.1%	25.6%	22.8%	25.7%
%H		97.6%	41.0%	18.9%	69.8%	35.0%	34.8%	98.9%
C1	549	507	198	106	345	169	176	519
%V	28.8%	28.1%	29.3%	28.3%	26.3%	27.2%	25.4%	29.7%
%H		92.3%	36.1%	19.3%	62.8%	30.8%	32.1%	94.5%
C2	430	417	153	97	316	157	159	396
%V	22.6%	23.1%	22.7%	25.9%	24.1%	25.3%	23.0%	22.7%
%H		97.0%	35.6%	22.6%	73.5%	36.5%	37.0%	92.1%
D	292	269	98	60	209	101	108	263
%V	15.3%	14.9%	14.5%	16.0%	15.9%	16.3%	15.6%	15.1%
%H		92.1%	33.6%	20.5%	71.6%	34.6%	37.0%	90.1%
E	181	165	39	26	125	35	91	120
%V	9.5%	9.2%	5.8%	6.9%	9.5%	5.6%	13.2%	6.9%
%H		91.2%	21.5%	14.4%	69.1%	19.3%	50.3%	66.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jan - Dec 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+)	1906	1802	675	375	1313	621	692	1747
%H		94.5%	35.4%	19.7%	68.9%	32.6%	36.3%	91.7%
Working full time	894	853	349	195	590	313	277	876
%V	46.9%	47.3%	51.7%	52.0%	44.9%	50.4%	40.0%	50.1%
%H		95.4%	39.0%	21.8%	66.0%	35.0%	31.0%	98.0%
Working part time	199	193	78	47	144	79	65	197
%V	10.4%	10.7%	11.6%	12.5%	11.0%	12.7%	9.4%	11.3%
%H		97.0%	39.2%	23.6%	72.4%	39.7%	32.7%	99.0%
Not working	814	757	248	133	578	228	350	673
%V	42.7%	42.0%	36.7%	35.5%	44.0%	36.7%	50.6%	38.5%
%H		93.0%	30.5%	16.3%	71.0%	28.0%	43.0%	82.7%
Houseperson	988	928	323	170	684	288	395	867
%V	51.8%	51.5%	47.9%	45.3%	52.1%	46.4%	57.1%	49.6%
%H		93.9%	32.7%	17.2%	69.2%	29.1%	40.0%	87.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	948	887	337	191	639	317	322	876
%H		93.6%	35.5%	20.1%	67.4%	33.4%	34.0%	92.4%
16 - 19	51	47	19	11	35	20	15	50
%V	5.4%	5.3%	5.6%	5.8%	5.5%	6.3%	4.7%	5.7%
%H		92.2%	37.3%	21.6%	68.6%	39.2%	29.4%	98.0%
20 - 24	91	79	33	16	55	31	23	90
%V	9.6%	8.9%	9.8%	8.4%	8.6%	9.8%	7.1%	10.3%
%H		86.8%	36.3%	17.6%	60.4%	34.1%	25.3%	98.9%
25 - 34	162	144	49	35	91	44	47	155
%V	17.1%	16.2%	14.5%	18.3%	14.2%	13.9%	14.6%	17.7%
%H		88.9%	30.2%	21.6%	56.2%	27.2%	29.0%	95.7%
35 - 44	149	134	52	27	84	40	44	145
%V	15.7%	15.1%	15.4%	14.1%	13.1%	12.6%	13.7%	16.6%
%H		89.9%	34.9%	18.1%	56.4%	26.8%	29.5%	97.3%
45 - 54	160	155	64	38	114	62	52	152
%V	16.9%	17.5%	19.0%	19.9%	17.8%	19.6%	16.1%	17.4%
%H		96.9%	40.0%	23.8%	71.3%	38.8%	32.5%	95.0%
55 - 64	140	135	57	31	102	55	47	131
%V	14.8%	15.2%	16.9%	16.2%	16.0%	17.4%	14.6%	15.0%
%H		96.4%	40.7%	22.1%	72.9%	39.3%	33.6%	93.6%
65+	196	193	64	34	159	65	94	152
%V	20.7%	21.8%	19.0%	17.8%	24.9%	20.5%	29.2%	17.4%
%H		98.5%	32.7%	17.3%	81.1%	33.2%	48.0%	77.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	948	887	337	191	639	317	322	876
%H		93.6%	35.5%	20.1%	67.4%	33.4%	34.0%	92.4%
AB	224	219	92	42	158	81	77	222
%V	23.6%	24.7%	27.3%	22.0%	24.7%	25.6%	23.9%	25.3%
%H		97.8%	41.1%	18.8%	70.5%	36.2%	34.4%	99.1%
C1	263	239	97	53	155	84	71	250
%V	27.7%	26.9%	28.8%	27.7%	24.3%	26.5%	22.0%	28.5%
%H		90.9%	36.9%	20.2%	58.9%	31.9%	27.0%	95.1%
C2	236	226	85	52	171	86	84	215
%V	24.9%	25.5%	25.2%	27.2%	26.8%	27.1%	26.1%	24.5%
%H		95.8%	36.0%	22.0%	72.5%	36.4%	35.6%	91.1%
D	153	138	51	30	107	51	56	141
%V	16.1%	15.6%	15.1%	15.7%	16.7%	16.1%	17.4%	16.1%
%H		90.2%	33.3%	19.6%	69.9%	33.3%	36.6%	92.2%
E	72	65	12	14	48	14	35	48
%V	7.6%	7.3%	3.6%	7.3%	7.5%	4.4%	10.9%	5.5%
%H		90.3%	16.7%	19.4%	66.7%	19.4%	48.6%	66.7%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	948	887	337	191	639	317	322	876
%H		93.6%	35.5%	20.1%	67.4%	33.4%	34.0%	92.4%
Working full time	566	535	219	119	373	197	175	552
%V	59.7%	60.3%	65.0%	62.3%	58.4%	62.1%	54.3%	63.0%
%H		94.5%	38.7%	21.0%	65.9%	34.8%	30.9%	97.5%
Working part time	42	39	17	9	28	16	13	41
%V	4.4%	4.4%	5.0%	4.7%	4.4%	5.0%	4.0%	4.7%
%H		92.9%	40.5%	21.4%	66.7%	38.1%	31.0%	97.6%
Not working	341	312	101	63	238	104	135	283
%V	36.0%	35.2%	30.0%	33.0%	37.2%	32.8%	41.9%	32.3%
%H		91.5%	29.6%	18.5%	69.8%	30.5%	39.6%	83.0%
Houseperson	205	175	49	29	128	48	80	164
%V	21.6%	19.7%	14.5%	15.2%	20.0%	15.1%	24.8%	18.7%
%H		85.4%	23.9%	14.1%	62.4%	23.4%	39.0%	80.0%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	958	916	337	184	673	304	369	870
%H		95.6%	35.2%	19.2%	70.3%	31.7%	38.5%	90.8%
16 - 19	51	49	14	14	36	16	20	51
%V	5.3%	5.3%	4.2%	7.6%	5.3%	5.3%	5.4%	5.9%
%H		96.1%	27.5%	27.5%	70.6%	31.4%	39.2%	100.0%
20 - 24	77	66	25	14	43	21	22	77
%V	8.0%	7.2%	7.4%	7.6%	6.4%	6.9%	6.0%	8.9%
%H		85.7%	32.5%	18.2%	55.8%	27.3%	28.6%	100.0%
25 - 34	139	128	50	23	78	37	41	137
%V	14.5%	14.0%	14.8%	12.5%	11.6%	12.2%	11.1%	15.7%
%H		92.1%	36.0%	16.5%	56.1%	26.6%	29.5%	98.6%
35 - 44	153	144	61	28	101	53	47	149
%V	16.0%	15.7%	18.1%	15.2%	15.0%	17.4%	12.7%	17.1%
%H		94.1%	39.9%	18.3%	66.0%	34.6%	30.7%	97.4%
45 - 54	170	166	71	46	116	66	50	167
%V	17.7%	18.1%	21.1%	25.0%	17.2%	21.7%	13.6%	19.2%
%H		97.6%	41.8%	27.1%	68.2%	38.8%	29.4%	98.2%
55 - 64	139	135	51	30	102	48	55	132
%V	14.5%	14.7%	15.1%	16.3%	15.2%	15.8%	14.9%	15.2%
%H		97.1%	36.7%	21.6%	73.4%	34.5%	39.6%	95.0%
65+	229	228	66	30	196	63	133	159
%V	23.9%	24.9%	19.6%	16.3%	29.1%	20.7%	36.0%	18.3%
%H		99.6%	28.8%	13.1%	85.6%	27.5%	58.1%	69.4%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	958	916	337	184	673	304	369	870
%H		95.6%	35.2%	19.2%	70.3%	31.7%	38.5%	90.8%
AB	230	224	93	44	159	78	81	227
%V	24.0%	24.5%	27.6%	23.9%	23.6%	25.7%	22.0%	26.1%
%H		97.4%	40.4%	19.1%	69.1%	33.9%	35.2%	98.7%
C1	286	268	101	52	191	85	105	270
%V	29.9%	29.3%	30.0%	28.3%	28.4%	28.0%	28.5%	31.0%
%H		93.7%	35.3%	18.2%	66.8%	29.7%	36.7%	94.4%
C2	194	191	68	45	145	70	75	180
%V	20.3%	20.9%	20.2%	24.5%	21.5%	23.0%	20.3%	20.7%
%H		98.5%	35.1%	23.2%	74.7%	36.1%	38.7%	92.8%
D	139	132	48	30	102	50	52	121
%V	14.5%	14.4%	14.2%	16.3%	15.2%	16.4%	14.1%	13.9%
%H		95.0%	34.5%	21.6%	73.4%	36.0%	37.4%	87.1%
E	109	101	27	12	77	21	56	72
%V	11.4%	11.0%	8.0%	6.5%	11.4%	6.9%	15.2%	8.3%
%H		92.7%	24.8%	11.0%	70.6%	19.3%	51.4%	66.1%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jan - Dec 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+)	958	916	337	184	673	304	369	870
%H		95.6%	35.2%	19.2%	70.3%	31.7%	38.5%	90.8%
Working full time	328	318	129	76	217	116	102	324
%V	34.2%	34.7%	38.3%	41.3%	32.2%	38.2%	27.6%	37.2%
%H		97.0%	39.3%	23.2%	66.2%	35.4%	31.1%	98.8%
Working part time	157	153	61	38	116	64	52	156
%V	16.4%	16.7%	18.1%	20.7%	17.2%	21.1%	14.1%	17.9%
%H		97.5%	38.9%	24.2%	73.9%	40.8%	33.1%	99.4%
Not working	473	445	147	70	340	125	216	390
%V	49.4%	48.6%	43.6%	38.0%	50.5%	41.1%	58.5%	44.8%
%H		94.1%	31.1%	14.8%	71.9%	26.4%	45.7%	82.5%
Houseperson	783	753	274	141	556	240	316	703
%V	81.7%	82.2%	81.3%	76.6%	82.6%	78.9%	85.6%	80.8%
%H		96.2%	35.0%	18.0%	71.0%	30.7%	40.4%	89.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total