

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Jul 2018 to Jun 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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 Jul 2018 - Jun 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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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
AB	1440	1346	485	288	794	274	521	1411
%V	27.2%	27.6%	28.1%	32.1%	26.3%	28.4%	25.4%	29.4%
%H (All HH)		93.5%	33.7%	20.0%	55.1%	19.0%	36.2%	98.0%
%H (TV HH)			36.0%	21.4%	59.0%	20.4%	38.7%	
C1	1596	1468	531	297	920	338	582	1492
%V	30.1%	30.1%	30.7%	33.1%	30.5%	35.1%	28.3%	31.1%
%H (All HH)		92.0%	33.3%	18.6%	57.6%	21.2%	36.5%	93.5%
%H (TV HH)			36.2%	20.2%	62.7%	23.0%	39.6%	
C2	890	825	312	146	511	175	336	819
%V	16.8%	16.9%	18.0%	16.3%	16.9%	18.2%	16.4%	17.1%
%H (All HH)		92.7%	35.1%	16.4%	57.4%	19.7%	37.8%	92.0%
%H (TV HH)			37.8%	17.7%	61.9%	21.2%	40.7%	
D	846	746	274	107	427	109	318	748
%V	16.0%	15.3%	15.8%	11.9%	14.1%	11.3%	15.5%	15.6%
%H (All HH)		88.2%	32.4%	12.6%	50.5%	12.9%	37.6%	88.4%
%H (TV HH)			36.7%	14.3%	57.2%	14.6%	42.6%	
E	527	494	127	61	366	68	297	323
%V	9.9%	10.1%	7.3%	6.8%	12.1%	7.1%	14.5%	6.7%
%H (All HH)		93.7%	24.1%	11.6%	69.4%	12.9%	56.4%	61.3%
%H (TV HH)			25.7%	12.3%	74.1%	13.8%	60.1%	

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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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Under 25	190	137	42	25	76	18	58	185
%V	3.6%	2.8%	2.4%	2.8%	2.5%	1.9%	2.8%	3.9%
%H (All HH)		72.1%	22.1%	13.2%	40.0%	9.5%	30.5%	97.4%
%H (TV HH)			30.7%	18.2%	55.5%	13.1%	42.3%	
25 - 34	1005	842	284	139	438	117	321	991
%V	19.0%	17.3%	16.4%	15.5%	14.5%	12.1%	15.6%	20.7%
%H (All HH)		83.8%	28.3%	13.8%	43.6%	11.6%	31.9%	98.6%
%H (TV HH)			33.7%	16.5%	52.0%	13.9%	38.1%	
35 - 44	1075	983	397	196	509	174	335	1058
%V	20.3%	20.1%	23.0%	21.8%	16.9%	18.0%	16.3%	22.1%
%H (All HH)		91.4%	36.9%	18.2%	47.3%	16.2%	31.2%	98.4%
%H (TV HH)			40.4%	19.9%	51.8%	17.7%	34.1%	
45 - 54	1007	948	377	214	565	232	333	977
%V	19.0%	19.4%	21.8%	23.8%	18.7%	24.1%	16.2%	20.4%
%H (All HH)		94.1%	37.4%	21.3%	56.1%	23.0%	33.1%	97.0%
%H (TV HH)			39.8%	22.6%	59.6%	24.5%	35.1%	
55 - 64	832	805	304	163	533	200	333	776
%V	15.7%	16.5%	17.6%	18.2%	17.7%	20.7%	16.2%	16.2%
%H (All HH)		96.8%	36.5%	19.6%	64.1%	24.0%	40.0%	93.3%
%H (TV HH)			37.8%	20.2%	66.2%	24.8%	41.4%	
65 +	1190	1164	325	161	898	223	675	804
%V	22.5%	23.9%	18.8%	17.9%	29.8%	23.1%	32.9%	16.8%
%H (All HH)		97.8%	27.3%	13.5%	75.5%	18.7%	56.7%	67.6%
%H (TV HH)			27.9%	13.8%	77.1%	19.2%	58.0%	

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

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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
1	1581	1378	319	168	997	163	834	1182
%V	29.8%	28.2%	18.4%	18.7%	33.0%	16.9%	40.6%	24.7%
%H (All HH)		87.2%	20.2%	10.6%	63.1%	10.3%	52.8%	74.8%
%H (TV HH)			23.1%	12.2%	72.4%	11.8%	60.5%	
2	1513	1415	516	261	902	318	584	1427
%V	28.6%	29.0%	29.8%	29.1%	29.9%	33.0%	28.4%	29.8%
%H (All HH)		93.5%	34.1%	17.3%	59.6%	21.0%	38.6%	94.3%
%H (TV HH)			36.5%	18.4%	63.7%	22.5%	41.3%	
3	909	861	338	204	487	203	283	896
%V	17.2%	17.6%	19.5%	22.7%	16.1%	21.1%	13.8%	18.7%
%H (All HH)		94.7%	37.2%	22.4%	53.6%	22.3%	31.1%	98.6%
%H (TV HH)			39.3%	23.7%	56.6%	23.6%	32.9%	
4	857	816	353	191	432	190	241	853
%V	16.2%	16.7%	20.4%	21.3%	14.3%	19.7%	11.7%	17.8%
%H (All HH)		95.2%	41.2%	22.3%	50.4%	22.2%	28.1%	99.5%
%H (TV HH)			43.3%	23.4%	52.9%	23.3%	29.5%	
5+	439	409	203	74	201	90	111	435
%V	8.3%	8.4%	11.7%	8.2%	6.7%	9.3%	5.4%	9.1%
%H (All HH)		93.2%	46.2%	16.9%	45.8%	20.5%	25.3%	99.1%
%H (TV HH)			49.6%	18.1%	49.1%	22.0%	27.1%	
Average HH size	2.48	2.52	2.83	2.74	2.35	2.76	2.15	2.61

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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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Without	3743	3408	1101	582	2271	669	1603	3251
%V	70.6%	69.9%	63.7%	64.8%	75.2%	69.4%	78.0%	67.8%
%H (All HH)		91.0%	29.4%	15.5%	60.7%	17.9%	42.8%	86.9%
%H (TV HH)			32.3%	17.1%	66.6%	19.6%	47.0%	
With	1557	1471	628	316	747	295	451	1542
%V	29.4%	30.1%	36.3%	35.2%	24.8%	30.6%	22.0%	32.2%
%H (All HH)		94.5%	40.3%	20.3%	48.0%	18.9%	29.0%	99.0%
%H (TV HH)			42.7%	21.5%	50.8%	20.1%	30.7%	
0 - 3	594	547	225	107	269	91	179	586
%V	11.2%	11.2%	13.0%	11.9%	8.9%	9.4%	8.7%	12.2%
%H (All HH)		92.1%	37.9%	18.0%	45.3%	15.3%	30.1%	98.7%
%H (TV HH)			41.1%	19.6%	49.2%	16.6%	32.7%	
4 - 9	837	788	352	154	388	151	237	828
%V	15.8%	16.2%	20.4%	17.1%	12.9%	15.7%	11.5%	17.3%
%H (All HH)		94.1%	42.1%	18.4%	46.4%	18.0%	28.3%	98.9%
%H (TV HH)			44.7%	19.5%	49.2%	19.2%	30.1%	
10 - 15	716	693	310	158	358	155	203	710
%V	13.5%	14.2%	17.9%	17.6%	11.9%	16.1%	9.9%	14.8%
%H (All HH)		96.8%	43.3%	22.1%	50.0%	21.6%	28.4%	99.2%
%H (TV HH)			44.7%	22.8%	51.7%	22.4%	29.3%	

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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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
1	2600	2600	742	391	1483	204	1279	2267
%V	49.1%	53.3%	42.9%	43.5%	49.1%	21.2%	62.3%	47.3%
%H (All HH)		100.0%	28.5%	15.0%	57.0%	7.8%	49.2%	87.2%
%H (TV HH)			28.5%	15.0%	57.0%	7.8%	49.2%	
2	1430	1430	577	301	921	387	534	1320
%V	27.0%	29.3%	33.4%	33.5%	30.5%	40.1%	26.0%	27.5%
%H (All HH)		100.0%	40.3%	21.0%	64.4%	27.1%	37.3%	92.3%
%H (TV HH)			40.3%	21.0%	64.4%	27.1%	37.3%	
3	552	552	262	137	384	226	159	532
%V	10.4%	11.3%	15.2%	15.3%	12.7%	23.4%	7.7%	11.1%
%H (All HH)		100.0%	47.5%	24.8%	69.6%	40.9%	28.8%	96.4%
%H (TV HH)			47.5%	24.8%	69.6%	40.9%	28.8%	
4	208	208	98	50	162	98	63	202
%V	3.9%	4.3%	5.7%	5.6%	5.4%	10.2%	3.1%	4.2%
%H (All HH)		100.0%	47.1%	24.0%	77.9%	47.1%	30.3%	97.1%
%H (TV HH)			47.1%	24.0%	77.9%	47.1%	30.3%	
5+	88	88	50	20	68	49	19	87
%V	1.7%	1.8%	2.9%	2.2%	2.3%	5.1%	0.9%	1.8%
%H (All HH)		100.0%	56.8%	22.7%	77.3%	55.7%	21.6%	98.9%
%H (TV HH)			56.8%	22.7%	77.3%	55.7%	21.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Under 20"	349	349	108	65	287	114	173	295
%V	6.6%	7.2%	6.2%	7.2%	9.5%	11.8%	8.4%	6.2%
%H (All HH)		100.0%	30.9%	18.6%	82.2%	32.7%	49.6%	84.5%
%H (TV HH)			30.9%	18.6%	82.2%	32.7%	49.6%	
20" - 29"	1071	1071	352	194	812	304	507	924
%V	20.2%	22.0%	20.4%	21.6%	26.9%	31.5%	24.7%	19.3%
%H (All HH)		100.0%	32.9%	18.1%	75.8%	28.4%	47.3%	86.3%
%H (TV HH)			32.9%	18.1%	75.8%	28.4%	47.3%	
30" - 39"	2163	2163	735	396	1443	479	964	1950
%V	40.8%	44.3%	42.5%	44.1%	47.8%	49.7%	46.9%	40.7%
%H (All HH)		100.0%	34.0%	18.3%	66.7%	22.1%	44.6%	90.2%
%H (TV HH)			34.0%	18.3%	66.7%	22.1%	44.6%	
40" - 49"	2277	2277	961	475	1350	576	773	2152
%V	43.0%	46.7%	55.6%	52.9%	44.7%	59.8%	37.6%	44.9%
%H (All HH)		100.0%	42.2%	20.9%	59.3%	25.3%	33.9%	94.5%
%H (TV HH)			42.2%	20.9%	59.3%	25.3%	33.9%	
50" - 59"	939	939	455	212	509	260	249	919
%V	17.7%	19.2%	26.3%	23.6%	16.9%	27.0%	12.1%	19.2%
%H (All HH)		100.0%	48.5%	22.6%	54.2%	27.7%	26.5%	97.9%
%H (TV HH)			48.5%	22.6%	54.2%	27.7%	26.5%	
60"+	135	135	80	30	66	41	25	134
%V	2.5%	2.8%	4.6%	3.3%	2.2%	4.3%	1.2%	2.8%
%H (All HH)		100.0%	59.3%	22.2%	48.9%	30.4%	18.5%	99.3%
%H (TV HH)			59.3%	22.2%	48.9%	30.4%	18.5%	

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

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DATA PERIOD: ANNUAL

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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Main living room	4804	4804	1715	890	2971	956	2015	4341
%V	90.7%	98.5%	99.2%	99.1%	98.4%	99.2%	98.1%	90.6%
%H (All HH)		100.0%	35.7%	18.5%	61.8%	19.9%	41.9%	90.4%
%H (TV HH)			35.7%	18.5%	61.8%	19.9%	41.9%	
Kitchen	393	393	169	82	304	160	144	371
%V	7.4%	8.1%	9.8%	9.1%	10.1%	16.6%	7.0%	7.7%
%H (All HH)		100.0%	43.0%	20.9%	77.4%	40.7%	36.6%	94.4%
%H (TV HH)			43.0%	20.9%	77.4%	40.7%	36.6%	
Adult's bedroom	1782	1782	776	399	1198	601	597	1673
%V	33.6%	36.5%	44.9%	44.4%	39.7%	62.3%	29.1%	34.9%
%H (All HH)		100.0%	43.5%	22.4%	67.2%	33.7%	33.5%	93.9%
%H (TV HH)			43.5%	22.4%	67.2%	33.7%	33.5%	
Child's bedroom	238	238	122	59	139	80	59	235
%V	4.5%	4.9%	7.1%	6.6%	4.6%	8.3%	2.9%	4.9%
%H (All HH)		100.0%	51.3%	24.8%	58.4%	33.6%	24.8%	98.7%
%H (TV HH)			51.3%	24.8%	58.4%	33.6%	24.8%	
Other bedroom	190	190	93	43	144	89	55	182
%V	3.6%	3.9%	5.4%	4.8%	4.8%	9.2%	2.7%	3.8%
%H (All HH)		100.0%	48.9%	22.6%	75.8%	46.8%	28.9%	95.8%
%H (TV HH)			48.9%	22.6%	75.8%	46.8%	28.9%	
Second living/dining room	329	329	144	72	235	125	110	312
%V	6.2%	6.7%	8.3%	8.0%	7.8%	13.0%	5.4%	6.5%
%H (All HH)		100.0%	43.8%	21.9%	71.4%	38.0%	33.4%	94.8%
%H (TV HH)			43.8%	21.9%	71.4%	38.0%	33.4%	
Study/office	56	56	24	11	41	21	19	56
%V	1.1%	1.1%	1.4%	1.2%	1.4%	2.2%	0.9%	1.2%
%H (All HH)		100.0%	42.9%	19.6%	73.2%	37.5%	33.9%	100.0%
%H (TV HH)			42.9%	19.6%	73.2%	37.5%	33.9%	
TV room	23	23	14	6	13	8	4	22
%V	0.4%	0.5%	0.8%	0.7%	0.4%	0.8%	0.2%	0.5%
%H (All HH)		100.0%	60.9%	26.1%	56.5%	34.8%	17.4%	95.7%
%H (TV HH)			60.9%	26.1%	56.5%	34.8%	17.4%	
Conservatory	36	36	17	9	30	19	11	33
%V	0.7%	0.7%	1.0%	1.0%	1.0%	2.0%	0.5%	0.7%
%H (All HH)		100.0%	47.2%	25.0%	83.3%	52.8%	30.6%	91.7%
%H (TV HH)			47.2%	25.0%	83.3%	52.8%	30.6%	
Attic or loft room	13	13	5	2	9	4	5	12
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	38.5%	15.4%	69.2%	30.8%	38.5%	92.3%
%H (TV HH)			38.5%	15.4%	69.2%	30.8%	38.5%	
No specific location	4	4	1	1	3	1	2	4
%V	0.1%	0.1%	0.1%	0.1%	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	47	47	25	5	34	19	16	45
%V	0.9%	1.0%	1.4%	0.6%	1.1%	2.0%	0.8%	0.9%
%H (All HH)		100.0%	53.2%	10.6%	72.3%	40.4%	34.0%	95.7%
%H (TV HH)			53.2%	10.6%	72.3%	40.4%	34.0%	

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

Jul 2018 - Jun 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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Any DSAT provider	1729	1729	1729	41	630	630	0	1662
%V	32.6%	35.4%	100.0%	4.6%	20.9%	65.4%	0.0%	34.7%
%H (All HH)			100.0%	2.4%	36.4%	36.4%	0.0%	96.1%
%H (TV HH)			100.0%	2.4%	36.4%	36.4%	0.0%	
Sky with subscription	1482	1482	1482	25	535	535	0	1429
%V	28.0%	30.4%	85.7%	2.8%	17.7%	55.5%	0.0%	29.8%
%H (All HH)			100.0%	1.7%	36.1%	36.1%	0.0%	96.4%
%H (TV HH)			100.0%	1.7%	36.1%	36.1%	0.0%	
Sky without subscription	72	72	72	3	20	20	0	65
%V	1.4%	1.5%	4.2%	0.3%	0.7%	2.1%	0.0%	1.4%
%H (All HH)			100.0%	4.2%	27.8%	27.8%	0.0%	90.3%
%H (TV HH)			100.0%	4.2%	27.8%	27.8%	0.0%	
Freesat	107	107	107	9	53	53	0	104
%V	2.0%	2.2%	6.2%	1.0%	1.8%	5.5%	0.0%	2.2%
%H (All HH)			100.0%	8.4%	49.5%	49.5%	0.0%	97.2%
%H (TV HH)			100.0%	8.4%	49.5%	49.5%	0.0%	
Other satellite provider	126	126	126	12	46	46	0	121
%V	2.4%	2.6%	7.3%	1.3%	1.5%	4.8%	0.0%	2.5%
%H (All HH)			100.0%	9.5%	36.5%	36.5%	0.0%	96.0%
%H (TV HH)			100.0%	9.5%	36.5%	36.5%	0.0%	
DCAB	898	898	41	898	353	353	0	868
%V	16.9%	18.4%	2.4%	100.0%	11.7%	36.6%	0.0%	18.1%
%H (All HH)			4.6%	100.0%	39.3%	39.3%	0.0%	96.7%
%H (TV HH)			4.6%	100.0%	39.3%	39.3%	0.0%	
DTT	3018	3018	630	353	3018	964	2054	2613
%V	57.0%	61.9%	36.4%	39.3%	100.0%	100.0%	100.0%	54.5%
%H (All HH)		100.0%	20.9%	11.7%	100.0%	31.9%	68.1%	86.6%
%H (TV HH)			20.9%	11.7%	100.0%	31.9%	68.1%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
PVR	2846	2846	1556	833	1380	885	495	2719
%V	53.7%	58.3%	90.0%	92.8%	45.7%	91.8%	24.1%	56.7%
%H (All HH)		100.0%	54.7%	29.3%	48.5%	31.1%	17.4%	95.5%
%H (TV HH)			54.7%	29.3%	48.5%	31.1%	17.4%	
DVDR	53	53	21	11	38	16	21	46
%V	1.0%	1.1%	1.2%	1.2%	1.3%	1.7%	1.0%	1.0%
%H (All HH)		100.0%	39.6%	20.8%	71.7%	30.2%	39.6%	86.8%
%H (TV HH)			39.6%	20.8%	71.7%	30.2%	39.6%	
VCR	31	31	9	4	25	8	18	22
%V	0.6%	0.6%	0.5%	0.4%	0.8%	0.8%	0.9%	0.5%
%H (All HH)		100.0%	29.0%	12.9%	80.6%	25.8%	58.1%	71.0%
%H (TV HH)			29.0%	12.9%	80.6%	25.8%	58.1%	
Any recorder	2876	2876	1558	833	1408	886	521	2740
%V	54.3%	58.9%	90.1%	92.8%	46.7%	91.9%	25.4%	57.2%
%H (All HH)		100.0%	54.2%	29.0%	49.0%	30.8%	18.1%	95.3%
%H (TV HH)			54.2%	29.0%	49.0%	30.8%	18.1%	
Receives HDTV (via STB or built-in reception)	3555	3555	1452	804	2216	880	1336	3367
%V	67.1%	72.9%	84.0%	89.5%	73.4%	91.3%	65.0%	70.2%
%H (All HH)		100.0%	40.8%	22.6%	62.3%	24.8%	37.6%	94.7%
%H (TV HH)			40.8%	22.6%	62.3%	24.8%	37.6%	
DVD/Blu-ray player or recorder	2649	2649	970	531	1686	605	1082	2437
%V	50.0%	54.3%	56.1%	59.1%	55.9%	62.8%	52.7%	50.8%
%H (All HH)		100.0%	36.6%	20.0%	63.6%	22.8%	40.8%	92.0%
%H (TV HH)			36.6%	20.0%	63.6%	22.8%	40.8%	

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 1.10: 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	5299	4879	1729	898	3018	964	2054	4793
%H (All HH)		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%
%H (TV HH)			35.4%	18.4%	61.9%	19.8%	42.1%	
Has broadband internet	4793	4408	1662	868	2613	925	1688	4793
%V	90.5%	90.3%	96.1%	96.7%	86.6%	96.0%	82.2%	100.0%
%H (All HH)		92.0%	34.7%	18.1%	54.5%	19.3%	35.2%	100.0%
%H (TV HH)			37.7%	19.7%	59.3%	21.0%	38.3%	
Number of computers (PCs and laptops)								
0	806	719	159	66	541	77	465	334
%V	15.2%	14.7%	9.2%	7.3%	17.9%	8.0%	22.6%	7.0%
%H (All HH)		89.2%	19.7%	8.2%	67.1%	9.6%	57.7%	41.4%
%H (TV HH)			22.1%	9.2%	75.2%	10.7%	64.7%	
1	1678	1522	535	251	926	254	673	1651
%V	31.7%	31.2%	30.9%	28.0%	30.7%	26.3%	32.8%	34.4%
%H (All HH)		90.7%	31.9%	15.0%	55.2%	15.1%	40.1%	98.4%
%H (TV HH)			35.2%	16.5%	60.8%	16.7%	44.2%	
2	1319	1217	464	251	727	272	455	1316
%V	24.9%	24.9%	26.8%	28.0%	24.1%	28.2%	22.2%	27.5%
%H (All HH)		92.3%	35.2%	19.0%	55.1%	20.6%	34.5%	99.8%
%H (TV HH)			38.1%	20.6%	59.7%	22.4%	37.4%	
3	696	656	237	149	384	148	237	695
%V	13.1%	13.4%	13.7%	16.6%	12.7%	15.4%	11.5%	14.5%
%H (All HH)		94.3%	34.1%	21.4%	55.2%	21.3%	34.1%	99.9%
%H (TV HH)			36.1%	22.7%	58.5%	22.6%	36.1%	
4	403	387	168	82	219	97	122	401
%V	7.6%	7.9%	9.7%	9.1%	7.3%	10.1%	5.9%	8.4%
%H (All HH)		96.0%	41.7%	20.3%	54.3%	24.1%	30.3%	99.5%
%H (TV HH)			43.4%	21.2%	56.6%	25.1%	31.5%	
5+	397	377	166	100	220	117	103	396
%V	7.5%	7.7%	9.6%	11.1%	7.3%	12.1%	5.0%	8.3%
%H (All HH)		95.0%	41.8%	25.2%	55.4%	29.5%	25.9%	99.7%
%H (TV HH)			44.0%	26.5%	58.4%	31.0%	27.3%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	8422	3347	1708	5491	2315	3175	7778
%H		39.7%	20.3%	65.2%	27.5%	37.7%	92.4%
Under 20"	406	125	75	337	135	201	340
%V	4.8%	3.7%	4.4%	6.1%	5.8%	6.3%	4.4%
%H		30.8%	18.5%	83.0%	33.3%	49.5%	83.7%
20" - 29"	1317	449	247	1009	406	603	1154
%V	15.6%	13.4%	14.5%	18.4%	17.5%	19.0%	14.8%
%H		34.1%	18.8%	76.6%	30.8%	45.8%	87.6%
30" - 39"	2624	934	503	1780	657	1123	2394
%V	31.2%	27.9%	29.4%	32.4%	28.4%	35.4%	30.8%
%H		35.6%	19.2%	67.8%	25.0%	42.8%	91.2%
40" - 49"	2670	1167	573	1592	732	860	2536
%V	31.7%	34.9%	33.5%	29.0%	31.6%	27.1%	32.6%
%H		43.7%	21.5%	59.6%	27.4%	32.2%	95.0%
50" - 59"	1036	503	239	568	298	270	1016
%V	12.3%	15.0%	14.0%	10.3%	12.9%	8.5%	13.1%
%H		48.6%	23.1%	54.8%	28.8%	26.1%	98.1%
60"+	144	87	32	71	46	25	142
%V	1.7%	2.6%	1.9%	1.3%	2.0%	0.8%	1.8%
%H		60.4%	22.2%	49.3%	31.9%	17.4%	98.6%
Don't know	224	81	38	134	42	93	195
%V	2.7%	2.4%	2.2%	2.4%	1.8%	2.9%	2.5%
%H		36.2%	17.0%	59.8%	18.8%	41.5%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	8422	3347	1708	5491	2315	3175	7778
%H		39.7%	20.3%	65.2%	27.5%	37.7%	92.4%
Main living room	4823	1724	893	2983	961	2022	4357
%V	57.3%	51.5%	52.3%	54.3%	41.5%	63.7%	56.0%
%H		35.7%	18.5%	61.8%	19.9%	41.9%	90.3%
Kitchen	394	169	82	305	160	145	372
%V	4.7%	5.0%	4.8%	5.6%	6.9%	4.6%	4.8%
%H		42.9%	20.8%	77.4%	40.6%	36.8%	94.4%
Adult's bedroom	2177	957	504	1495	787	708	2058
%V	25.8%	28.6%	29.5%	27.2%	34.0%	22.3%	26.5%
%H		44.0%	23.2%	68.7%	36.2%	32.5%	94.5%
Child's bedroom	284	149	72	163	97	66	281
%V	3.4%	4.5%	4.2%	3.0%	4.2%	2.1%	3.6%
%H		52.5%	25.4%	57.4%	34.2%	23.2%	98.9%
Other bedroom	227	113	52	173	109	64	217
%V	2.7%	3.4%	3.0%	3.2%	4.7%	2.0%	2.8%
%H		49.8%	22.9%	76.2%	48.0%	28.2%	95.6%
Second living/dining room	332	146	72	237	126	110	315
%V	3.9%	4.4%	4.2%	4.3%	5.4%	3.5%	4.0%
%H		44.0%	21.7%	71.4%	38.0%	33.1%	94.9%
Study/office	57	24	11	41	21	20	57
%V	0.7%	0.7%	0.6%	0.7%	0.9%	0.6%	0.7%
%H		42.1%	19.3%	71.9%	36.8%	35.1%	100.0%
TV room	23	14	6	13	8	4	22
%V	0.3%	0.4%	0.4%	0.2%	0.3%	0.1%	0.3%
%H		60.9%	26.1%	56.5%	34.8%	17.4%	95.7%
Conservatory	37	17	9	31	19	12	34
%V	0.4%	0.5%	0.5%	0.6%	0.8%	0.4%	0.4%
%H		45.9%	24.3%	83.8%	51.4%	32.4%	91.9%
Attic or loft room	13	5	2	9	4	5	12
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		38.5%	15.4%	69.2%	30.8%	38.5%	92.3%
No specific location	4	1	1	3	1	2	4
%V	0.0%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	25.0%	75.0%	25.0%	50.0%	100.0%
Other	51	27	5	38	20	18	50
%V	0.6%	0.8%	0.3%	0.7%	0.9%	0.6%	0.6%
%H		52.9%	9.8%	74.5%	39.2%	35.3%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	8422	3347	1708	5491	2315	3175	7778
%H		39.7%	20.3%	65.2%	27.5%	37.7%	92.4%
PVR	3986	2324	1170	1812	1255	556	3838
%V	47.3%	69.4%	68.5%	33.0%	54.2%	17.5%	49.3%
%H		58.3%	29.4%	45.5%	31.5%	13.9%	96.3%
DVDR	55	22	12	38	16	22	47
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%
%H		40.0%	21.8%	69.1%	29.1%	40.0%	85.5%
VCR	31	9	4	26	8	18	22
%V	0.4%	0.3%	0.2%	0.5%	0.3%	0.6%	0.3%
%H		29.0%	12.9%	83.9%	25.8%	58.1%	71.0%
Any recorder	4028	2329	1173	1850	1260	590	3870
%V	47.8%	69.6%	68.7%	33.7%	54.4%	18.6%	49.8%
%H		57.8%	29.1%	45.9%	31.3%	14.6%	96.1%

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	8422	3347	1708	5491	2315	3175	7778
%H		39.7%	20.3%	65.2%	27.5%	37.7%	92.4%
Receives HDTV (via STB or built-in reception)	5300	2384	1213	3340	1568	1772	5073
%V	62.9%	71.2%	71.0%	60.8%	67.7%	55.8%	65.2%
%H		45.0%	22.9%	63.0%	29.6%	33.4%	95.7%
DVD/Blu-ray player or recorder	3385	1331	715	2166	891	1275	3153
%V	40.2%	39.8%	41.9%	39.4%	38.5%	40.2%	40.5%
%H		39.3%	21.1%	64.0%	26.3%	37.7%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	4878	1729	898	3018	964	2054	4407
%H		35.4%	18.4%	61.9%	19.8%	42.1%	90.3%
Under 20"	48	3	5	41	4	38	31
%V	1.0%	0.2%	0.6%	1.4%	0.4%	1.9%	0.7%
%H		6.3%	10.4%	85.4%	8.3%	79.2%	64.6%
20" - 29"	368	57	40	285	34	251	267
%V	7.5%	3.3%	4.5%	9.4%	3.5%	12.2%	6.1%
%H		15.5%	10.9%	77.4%	9.2%	68.2%	72.6%
30" - 39"	1357	330	218	926	186	740	1167
%V	27.8%	19.1%	24.3%	30.7%	19.3%	36.0%	26.5%
%H		24.3%	16.1%	68.2%	13.7%	54.5%	86.0%
40" - 49"	1976	811	392	1162	461	701	1853
%V	40.5%	46.9%	43.7%	38.5%	47.8%	34.1%	42.0%
%H		41.0%	19.8%	58.8%	23.3%	35.5%	93.8%
50" - 59"	870	415	195	467	232	235	850
%V	17.8%	24.0%	21.7%	15.5%	24.1%	11.4%	19.3%
%H		47.7%	22.4%	53.7%	26.7%	27.0%	97.7%
60"+	117	67	27	56	33	23	115
%V	2.4%	3.9%	3.0%	1.9%	3.4%	1.1%	2.6%
%H		57.3%	23.1%	47.9%	28.2%	19.7%	98.3%
Don't know	143	46	21	80	14	66	125
%V	2.9%	2.7%	2.3%	2.7%	1.5%	3.2%	2.8%
%H		32.2%	14.7%	55.9%	9.8%	46.2%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	4878	1729	898	3018	964	2054	4407
%H		35.4%	18.4%	61.9%	19.8%	42.1%	90.3%
PVR	2807	1541	824	1350	871	479	2682
%V	57.5%	89.1%	91.8%	44.7%	90.4%	23.3%	60.9%
%H		54.9%	29.4%	48.1%	31.0%	17.1%	95.5%
DVDR	46	18	10	32	13	19	39
%V	0.9%	1.0%	1.1%	1.1%	1.3%	0.9%	0.9%
%H		39.1%	21.7%	69.6%	28.3%	41.3%	84.8%
VCR	27	8	3	22	6	16	18
%V	0.6%	0.5%	0.3%	0.7%	0.6%	0.8%	0.4%
%H		29.6%	11.1%	81.5%	22.2%	59.3%	66.7%
Any recorder	2835	1543	825	1375	872	504	2701
%V	58.1%	89.2%	91.9%	45.6%	90.5%	24.5%	61.3%
%H		54.4%	29.1%	48.5%	30.8%	17.8%	95.3%

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	4878	1729	898	3018	964	2054	4407
%H		35.4%	18.4%	61.9%	19.8%	42.1%	90.3%
Receives HDTV (via STB or built-in reception)	3493	1423	794	2168	855	1313	3309
%V	71.6%	82.3%	88.4%	71.8%	88.7%	63.9%	75.1%
%H		40.7%	22.7%	62.1%	24.5%	37.6%	94.7%
DVD/Blu-ray player or recorder	2390	852	472	1527	526	1002	2186
%V	49.0%	49.3%	52.6%	50.6%	54.6%	48.8%	49.6%
%H		35.6%	19.7%	63.9%	22.0%	41.9%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3544	1617	810	2473	1351	1122	3371
%H		45.6%	22.9%	69.8%	38.1%	31.7%	95.1%
Under 20"	358	122	70	295	131	164	310
%V	10.1%	7.5%	8.6%	11.9%	9.7%	14.6%	9.2%
%H		34.1%	19.6%	82.4%	36.6%	45.8%	86.6%
20" - 29"	949	393	208	724	372	352	887
%V	26.8%	24.3%	25.7%	29.3%	27.5%	31.4%	26.3%
%H		41.4%	21.9%	76.3%	39.2%	37.1%	93.5%
30" - 39"	1268	604	285	854	471	383	1227
%V	35.8%	37.4%	35.2%	34.5%	34.9%	34.1%	36.4%
%H		47.6%	22.5%	67.4%	37.1%	30.2%	96.8%
40" - 49"	694	356	181	430	271	159	683
%V	19.6%	22.0%	22.3%	17.4%	20.1%	14.2%	20.3%
%H		51.3%	26.1%	62.0%	39.0%	22.9%	98.4%
50" - 59"	167	88	44	101	66	35	166
%V	4.7%	5.4%	5.4%	4.1%	4.9%	3.1%	4.9%
%H		52.7%	26.3%	60.5%	39.5%	21.0%	99.4%
60"+	27	19	5	15	13	2	27
%V	0.8%	1.2%	0.6%	0.6%	1.0%	0.2%	0.8%
%H		70.4%	18.5%	55.6%	48.1%	7.4%	100.0%
Don't know	81	35	18	54	27	27	70
%V	2.3%	2.2%	2.2%	2.2%	2.0%	2.4%	2.1%
%H		43.2%	22.2%	66.7%	33.3%	33.3%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3544	1617	810	2473	1351	1122	3371
%H		45.6%	22.9%	69.8%	38.1%	31.7%	95.1%
PVR	1179	783	346	462	384	78	1156
%V	33.3%	48.4%	42.7%	18.7%	28.4%	7.0%	34.3%
%H		66.4%	29.3%	39.2%	32.6%	6.6%	98.0%
DVDR	9	5	2	6	4	2	8
%V	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	0.2%
%H		55.6%	22.2%	66.7%	44.4%	22.2%	88.9%
VCR	5	1	1	4	1	3	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	1193	787	348	475	389	86	1169
%V	33.7%	48.7%	43.0%	19.2%	28.8%	7.7%	34.7%
%H		66.0%	29.2%	39.8%	32.6%	7.2%	98.0%

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	3544	1617	810	2473	1351	1122	3371
%H		45.6%	22.9%	69.8%	38.1%	31.7%	95.1%
Receives HDTV (via STB or built-in reception)	1807	960	419	1172	713	460	1763
%V	51.0%	59.4%	51.7%	47.4%	52.8%	41.0%	52.3%
%H		53.1%	23.2%	64.9%	39.5%	25.5%	97.6%
DVD/Blu-ray player or recorder	995	479	244	639	366	273	966
%V	28.1%	29.6%	30.1%	25.8%	27.1%	24.3%	28.7%
%H		48.1%	24.5%	64.2%	36.8%	27.4%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	13144	12270	4885	2459	7075	2658	4418	12494
%H		93.4%	37.2%	18.7%	53.8%	20.2%	33.6%	95.1%
Total Children	2742	2589	1131	535	1293	508	785	2714
%V	20.9%	21.1%	23.2%	21.8%	18.3%	19.1%	17.8%	21.7%
%H		94.4%	41.2%	19.5%	47.2%	18.5%	28.6%	99.0%
0 - 3	693	636	264	122	314	108	206	683
%V	5.3%	5.2%	5.4%	5.0%	4.4%	4.1%	4.7%	5.5%
%H		91.8%	38.1%	17.6%	45.3%	15.6%	29.7%	98.6%
4 - 15	2049	1952	867	413	979	400	579	2031
%V	15.6%	15.9%	17.7%	16.8%	13.8%	15.0%	13.1%	16.3%
%H		95.3%	42.3%	20.2%	47.8%	19.5%	28.3%	99.1%
4 - 9	1098	1030	450	205	510	197	313	1086
%V	8.4%	8.4%	9.2%	8.3%	7.2%	7.4%	7.1%	8.7%
%H		93.8%	41.0%	18.7%	46.4%	17.9%	28.5%	98.9%
10 - 15	951	922	417	207	469	203	266	945
%V	7.2%	7.5%	8.5%	8.4%	6.6%	7.6%	6.0%	7.6%
%H		97.0%	43.8%	21.8%	49.3%	21.3%	28.0%	99.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	13144	12270	4885	2459	7075	2658	4418	12494
%H		93.4%	37.2%	18.7%	53.8%	20.2%	33.6%	95.1%
Total Adults (16+)	10403	9681	3754	1924	5782	2150	3632	9780
%V	79.1%	78.9%	76.8%	78.2%	81.7%	80.9%	82.2%	78.3%
%H		93.1%	36.1%	18.5%	55.6%	20.7%	34.9%	94.0%
16 - 19	488	464	208	107	271	132	140	484
%V	3.7%	3.8%	4.3%	4.4%	3.8%	5.0%	3.2%	3.9%
%H		95.1%	42.6%	21.9%	55.5%	27.0%	28.7%	99.2%
20 - 24	730	623	247	139	341	143	198	725
%V	5.6%	5.1%	5.1%	5.7%	4.8%	5.4%	4.5%	5.8%
%H		85.3%	33.8%	19.0%	46.7%	19.6%	27.1%	99.3%
25 - 34	2167	1884	706	343	1003	340	664	2141
%V	16.5%	15.4%	14.5%	13.9%	14.2%	12.8%	15.0%	17.1%
%H		86.9%	32.6%	15.8%	46.3%	15.7%	30.6%	98.8%
35 - 44	2020	1866	770	391	951	346	606	1994
%V	15.4%	15.2%	15.8%	15.9%	13.4%	13.0%	13.7%	16.0%
%H		92.4%	38.1%	19.4%	47.1%	17.1%	30.0%	98.7%
45 - 54	1782	1696	711	377	1002	435	567	1740
%V	13.6%	13.8%	14.6%	15.3%	14.2%	16.4%	12.8%	13.9%
%H		95.2%	39.9%	21.2%	56.2%	24.4%	31.8%	97.6%
55 - 64	1406	1367	542	295	880	360	520	1338
%V	10.7%	11.1%	11.1%	12.0%	12.4%	13.5%	11.8%	10.7%
%H		97.2%	38.5%	21.0%	62.6%	25.6%	37.0%	95.2%
65+	1811	1780	571	272	1332	394	938	1358
%V	13.8%	14.5%	11.7%	11.1%	18.8%	14.8%	21.2%	10.9%
%H		98.3%	31.5%	15.0%	73.6%	21.8%	51.8%	75.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)		10403	9681	3754	1924	5782	2150	3632	9780
	%H		93.1%	36.1%	18.5%	55.6%	20.7%	34.9%	94.0%
AB		2971	2804	1056	623	1636	610	1026	2928
	%V	28.6%	29.0%	28.1%	32.4%	28.3%	28.4%	28.2%	29.9%
	%H		94.4%	35.5%	21.0%	55.1%	20.5%	34.5%	98.6%
C1		3181	2957	1155	641	1816	767	1048	3051
	%V	30.6%	30.5%	30.8%	33.3%	31.4%	35.7%	28.9%	31.2%
	%H		93.0%	36.3%	20.2%	57.1%	24.1%	32.9%	95.9%
C2		1860	1740	725	330	1034	410	624	1764
	%V	17.9%	18.0%	19.3%	17.2%	17.9%	19.1%	17.2%	18.0%
	%H		93.5%	39.0%	17.7%	55.6%	22.0%	33.5%	94.8%
D		1671	1501	612	234	817	253	564	1547
	%V	16.1%	15.5%	16.3%	12.2%	14.1%	11.8%	15.5%	15.8%
	%H		89.8%	36.6%	14.0%	48.9%	15.1%	33.8%	92.6%
E		720	680	206	95	479	110	370	490
	%V	6.9%	7.0%	5.5%	4.9%	8.3%	5.1%	10.2%	5.0%
	%H		94.4%	28.6%	13.2%	66.5%	15.3%	51.4%	68.1%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	10403	9681	3754	1924	5782	2150	3632	9780
%H		93.1%	36.1%	18.5%	55.6%	20.7%	34.9%	94.0%
Working full time	5625	5175	2081	1099	2882	1150	1732	5557
%V	54.1%	53.5%	55.4%	57.1%	49.8%	53.5%	47.7%	56.8%
%H		92.0%	37.0%	19.5%	51.2%	20.4%	30.8%	98.8%
Working part time	1017	961	379	192	575	216	359	994
%V	9.8%	9.9%	10.1%	10.0%	9.9%	10.0%	9.9%	10.2%
%H		94.5%	37.3%	18.9%	56.5%	21.2%	35.3%	97.7%
Not working	3761	3545	1294	633	2325	784	1541	3229
%V	36.2%	36.6%	34.5%	32.9%	40.2%	36.5%	42.4%	33.0%
%H		94.3%	34.4%	16.8%	61.8%	20.8%	41.0%	85.9%
Houseperson	5299	4879	1729	898	3018	964	2054	4793
%V	50.9%	50.4%	46.1%	46.7%	52.2%	44.8%	56.6%	49.0%
%H		92.1%	32.6%	16.9%	57.0%	18.2%	38.8%	90.5%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5130	4762	1870	959	2798	1069	1729	4859
%H		92.8%	36.5%	18.7%	54.5%	20.8%	33.7%	94.7%
16 - 19	267	255	116	62	145	74	71	265
%V	5.2%	5.4%	6.2%	6.5%	5.2%	6.9%	4.1%	5.5%
%H		95.5%	43.4%	23.2%	54.3%	27.7%	26.6%	99.3%
20 - 24	363	322	125	78	170	75	95	362
%V	7.1%	6.8%	6.7%	8.1%	6.1%	7.0%	5.5%	7.5%
%H		88.7%	34.4%	21.5%	46.8%	20.7%	26.2%	99.7%
25 - 34	1083	936	353	169	489	167	323	1072
%V	21.1%	19.7%	18.9%	17.6%	17.5%	15.6%	18.7%	22.1%
%H		86.4%	32.6%	15.6%	45.2%	15.4%	29.8%	99.0%
35 - 44	1013	928	375	192	470	168	302	998
%V	19.7%	19.5%	20.1%	20.0%	16.8%	15.7%	17.5%	20.5%
%H		91.6%	37.0%	19.0%	46.4%	16.6%	29.8%	98.5%
45 - 54	893	849	356	177	502	210	292	864
%V	17.4%	17.8%	19.0%	18.5%	17.9%	19.6%	16.9%	17.8%
%H		95.1%	39.9%	19.8%	56.2%	23.5%	32.7%	96.8%
55 - 64	692	670	260	149	435	179	256	652
%V	13.5%	14.1%	13.9%	15.5%	15.5%	16.7%	14.8%	13.4%
%H		96.8%	37.6%	21.5%	62.9%	25.9%	37.0%	94.2%
65+	820	803	284	131	586	195	390	646
%V	16.0%	16.9%	15.2%	13.7%	20.9%	18.2%	22.6%	13.3%
%H		97.9%	34.6%	16.0%	71.5%	23.8%	47.6%	78.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)		5130	4762	1870	959	2798	1069	1729	4859
	%H		92.8%	36.5%	18.7%	54.5%	20.8%	33.7%	94.7%
AB		1505	1421	538	318	818	310	507	1486
	%V	29.3%	29.8%	28.8%	33.2%	29.2%	29.0%	29.3%	30.6%
	%H		94.4%	35.7%	21.1%	54.4%	20.6%	33.7%	98.7%
C1		1507	1403	568	305	835	369	466	1465
	%V	29.4%	29.5%	30.4%	31.8%	29.8%	34.5%	27.0%	30.2%
	%H		93.1%	37.7%	20.2%	55.4%	24.5%	30.9%	97.2%
C2		1003	923	386	178	547	219	328	946
	%V	19.6%	19.4%	20.6%	18.6%	19.5%	20.5%	19.0%	19.5%
	%H		92.0%	38.5%	17.7%	54.5%	21.8%	32.7%	94.3%
D		807	728	291	116	396	123	273	753
	%V	15.7%	15.3%	15.6%	12.1%	14.2%	11.5%	15.8%	15.5%
	%H		90.2%	36.1%	14.4%	49.1%	15.2%	33.8%	93.3%
E		308	287	87	42	202	47	155	209
	%V	6.0%	6.0%	4.7%	4.4%	7.2%	4.4%	9.0%	4.3%
	%H		93.2%	28.2%	13.6%	65.6%	15.3%	50.3%	67.9%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5130	4762	1870	959	2798	1069	1729	4859
%H		92.8%	36.5%	18.7%	54.5%	20.8%	33.7%	94.7%
Working full time	3368	3106	1261	651	1704	679	1024	3324
%V	65.7%	65.2%	67.4%	67.9%	60.9%	63.5%	59.2%	68.4%
%H		92.2%	37.4%	19.3%	50.6%	20.2%	30.4%	98.7%
Working part time	254	232	87	39	144	49	95	244
%V	5.0%	4.9%	4.7%	4.1%	5.1%	4.6%	5.5%	5.0%
%H		91.3%	34.3%	15.4%	56.7%	19.3%	37.4%	96.1%
Not working	1508	1424	523	270	950	341	609	1290
%V	29.4%	29.9%	28.0%	28.2%	34.0%	31.9%	35.2%	26.5%
%H		94.4%	34.7%	17.9%	63.0%	22.6%	40.4%	85.5%
Houseperson	1212	1052	317	166	687	174	513	1030
%V	23.6%	22.1%	17.0%	17.3%	24.6%	16.3%	29.7%	21.2%
%H		86.8%	26.2%	13.7%	56.7%	14.4%	42.3%	85.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5273	4919	1884	965	2984	1081	1903	4921
%H		93.3%	35.7%	18.3%	56.6%	20.5%	36.1%	93.3%
16 - 19	221	209	91	45	126	57	69	218
%V	4.2%	4.2%	4.8%	4.7%	4.2%	5.3%	3.6%	4.4%
%H		94.6%	41.2%	20.4%	57.0%	25.8%	31.2%	98.6%
20 - 24	366	301	122	60	171	68	103	363
%V	6.9%	6.1%	6.5%	6.2%	5.7%	6.3%	5.4%	7.4%
%H		82.2%	33.3%	16.4%	46.7%	18.6%	28.1%	99.2%
25 - 34	1084	948	353	174	514	173	341	1069
%V	20.6%	19.3%	18.7%	18.0%	17.2%	16.0%	17.9%	21.7%
%H		87.5%	32.6%	16.1%	47.4%	16.0%	31.5%	98.6%
35 - 44	1007	939	395	198	481	178	303	995
%V	19.1%	19.1%	21.0%	20.5%	16.1%	16.5%	15.9%	20.2%
%H		93.2%	39.2%	19.7%	47.8%	17.7%	30.1%	98.8%
45 - 54	889	847	355	199	500	225	275	876
%V	16.9%	17.2%	18.8%	20.6%	16.8%	20.8%	14.5%	17.8%
%H		95.3%	39.9%	22.4%	56.2%	25.3%	30.9%	98.5%
55 - 64	714	697	282	146	445	180	264	686
%V	13.5%	14.2%	15.0%	15.1%	14.9%	16.7%	13.9%	13.9%
%H		97.6%	39.5%	20.4%	62.3%	25.2%	37.0%	96.1%
65+	991	977	287	141	746	199	547	712
%V	18.8%	19.9%	15.2%	14.6%	25.0%	18.4%	28.7%	14.5%
%H		98.6%	29.0%	14.2%	75.3%	20.1%	55.2%	71.8%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5273	4919	1884	965	2984	1081	1903	4921
%H		93.3%	35.7%	18.3%	56.6%	20.5%	36.1%	93.3%
AB	1466	1383	518	305	818	300	518	1442
%V	27.8%	28.1%	27.5%	31.6%	27.4%	27.8%	27.2%	29.3%
%H		94.3%	35.3%	20.8%	55.8%	20.5%	35.3%	98.4%
C1	1674	1554	587	336	980	398	582	1586
%V	31.7%	31.6%	31.2%	34.8%	32.8%	36.8%	30.6%	32.2%
%H		92.8%	35.1%	20.1%	58.5%	23.8%	34.8%	94.7%
C2	857	817	339	152	487	191	296	818
%V	16.3%	16.6%	18.0%	15.8%	16.3%	17.7%	15.6%	16.6%
%H		95.3%	39.6%	17.7%	56.8%	22.3%	34.5%	95.4%
D	864	773	321	118	421	129	292	793
%V	16.4%	15.7%	17.0%	12.2%	14.1%	11.9%	15.3%	16.1%
%H		89.5%	37.2%	13.7%	48.7%	14.9%	33.8%	91.8%
E	411	392	120	54	277	63	215	281
%V	7.8%	8.0%	6.4%	5.6%	9.3%	5.8%	11.3%	5.7%
%H		95.4%	29.2%	13.1%	67.4%	15.3%	52.3%	68.4%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5273	4919	1884	965	2984	1081	1903	4921
%H		93.3%	35.7%	18.3%	56.6%	20.5%	36.1%	93.3%
Working full time	2257	2069	820	448	1178	470	708	2232
%V	42.8%	42.1%	43.5%	46.4%	39.5%	43.5%	37.2%	45.4%
%H		91.7%	36.3%	19.8%	52.2%	20.8%	31.4%	98.9%
Working part time	763	729	293	154	431	167	264	750
%V	14.5%	14.8%	15.6%	16.0%	14.4%	15.4%	13.9%	15.2%
%H		95.5%	38.4%	20.2%	56.5%	21.9%	34.6%	98.3%
Not working	2253	2121	772	363	1374	443	931	1938
%V	42.7%	43.1%	41.0%	37.6%	46.0%	41.0%	48.9%	39.4%
%H		94.1%	34.3%	16.1%	61.0%	19.7%	41.3%	86.0%
Houseperson	4088	3826	1413	732	2331	790	1541	3763
%V	77.5%	77.8%	75.0%	75.9%	78.1%	73.1%	81.0%	76.5%
%H		93.6%	34.6%	17.9%	57.0%	19.3%	37.7%	92.0%

Base: BBC London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
AB	307	300	137	31	186	73	113	298
%V	26.9%	27.3%	28.4%	23.3%	26.4%	27.5%	25.7%	29.2%
%H (All HH)		97.7%	44.6%	10.1%	60.6%	23.8%	36.8%	97.1%
%H (TV HH)			45.7%	10.3%	62.0%	24.3%	37.7%	
C1	380	366	167	45	239	96	143	355
%V	33.3%	33.4%	34.6%	33.8%	33.9%	36.2%	32.5%	34.8%
%H (All HH)		96.3%	43.9%	11.8%	62.9%	25.3%	37.6%	93.4%
%H (TV HH)			45.6%	12.3%	65.3%	26.2%	39.1%	
C2	213	205	95	32	128	53	75	189
%V	18.7%	18.7%	19.7%	24.1%	18.2%	20.0%	17.0%	18.5%
%H (All HH)		96.2%	44.6%	15.0%	60.1%	24.9%	35.2%	88.7%
%H (TV HH)			46.3%	15.6%	62.4%	25.9%	36.6%	
D	139	133	54	20	84	30	54	114
%V	12.2%	12.1%	11.2%	15.0%	11.9%	11.3%	12.3%	11.2%
%H (All HH)		95.7%	38.8%	14.4%	60.4%	21.6%	38.8%	82.0%
%H (TV HH)			40.6%	15.0%	63.2%	22.6%	40.6%	
E	102	92	30	4	68	13	55	65
%V	8.9%	8.4%	6.2%	3.0%	9.6%	4.9%	12.5%	6.4%
%H (All HH)		90.2%	29.4%	3.9%	66.7%	12.7%	53.9%	63.7%
%H (TV HH)			32.6%	4.3%	73.9%	14.1%	59.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Under 25	45	37	15	3	18	8	10	45
%V	3.9%	3.4%	3.1%	2.3%	2.6%	3.0%	2.3%	4.4%
%H (All HH)		82.2%	33.3%	6.7%	40.0%	17.8%	22.2%	100.0%
%H (TV HH)			40.5%	8.1%	48.6%	21.6%	27.0%	
25 - 34	137	133	67	11	56	20	37	135
%V	12.0%	12.1%	13.9%	8.3%	7.9%	7.5%	8.4%	13.2%
%H (All HH)		97.1%	48.9%	8.0%	40.9%	14.6%	27.0%	98.5%
%H (TV HH)			50.4%	8.3%	42.1%	15.0%	27.8%	
35 - 44	186	175	88	22	92	34	58	179
%V	16.3%	16.0%	18.2%	16.5%	13.0%	12.8%	13.2%	17.5%
%H (All HH)		94.1%	47.3%	11.8%	49.5%	18.3%	31.2%	96.2%
%H (TV HH)			50.3%	12.6%	52.6%	19.4%	33.1%	
45 - 54	202	195	92	38	124	61	62	198
%V	17.7%	17.8%	19.0%	28.6%	17.6%	23.0%	14.1%	19.4%
%H (All HH)		96.5%	45.5%	18.8%	61.4%	30.2%	30.7%	98.0%
%H (TV HH)			47.2%	19.5%	63.6%	31.3%	31.8%	
55 - 64	209	205	82	23	147	50	97	198
%V	18.3%	18.7%	17.0%	17.3%	20.9%	18.9%	22.0%	19.4%
%H (All HH)		98.1%	39.2%	11.0%	70.3%	23.9%	46.4%	94.7%
%H (TV HH)			40.0%	11.2%	71.7%	24.4%	47.3%	
65 +	362	352	139	35	269	92	177	267
%V	31.8%	32.1%	28.8%	26.3%	38.2%	34.7%	40.2%	26.2%
%H (All HH)		97.2%	38.4%	9.7%	74.3%	25.4%	48.9%	73.8%
%H (TV HH)			39.5%	9.9%	76.4%	26.1%	50.3%	

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

Jul 2018 - Jun 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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
1	353	331	110	18	248	55	193	271
%V	31.0%	30.2%	22.8%	13.5%	35.2%	20.8%	43.9%	26.5%
%H (All HH)		93.8%	31.2%	5.1%	70.3%	15.6%	54.7%	76.8%
%H (TV HH)			33.2%	5.4%	74.9%	16.6%	58.3%	
2	383	372	160	49	259	108	151	349
%V	33.6%	33.9%	33.1%	36.8%	36.7%	40.8%	34.3%	34.2%
%H (All HH)		97.1%	41.8%	12.8%	67.6%	28.2%	39.4%	91.1%
%H (TV HH)			43.0%	13.2%	69.6%	29.0%	40.6%	
3	153	149	81	23	82	42	40	152
%V	13.4%	13.6%	16.8%	17.3%	11.6%	15.8%	9.1%	14.9%
%H (All HH)		97.4%	52.9%	15.0%	53.6%	27.5%	26.1%	99.3%
%H (TV HH)			54.4%	15.4%	55.0%	28.2%	26.8%	
4	176	173	94	28	84	44	40	175
%V	15.4%	15.8%	19.5%	21.1%	11.9%	16.6%	9.1%	17.1%
%H (All HH)		98.3%	53.4%	15.9%	47.7%	25.0%	22.7%	99.4%
%H (TV HH)			54.3%	16.2%	48.6%	25.4%	23.1%	
5+	75	73	37	15	33	16	16	74
%V	6.6%	6.7%	7.7%	11.3%	4.7%	6.0%	3.6%	7.2%
%H (All HH)		97.3%	49.3%	20.0%	44.0%	21.3%	21.3%	98.7%
%H (TV HH)			50.7%	20.5%	45.2%	21.9%	21.9%	
Average HH size	2.35	2.37	2.57	2.86	2.16	2.47	1.97	2.47

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Without	856	819	332	97	574	208	366	740
%V	75.1%	74.7%	68.7%	72.9%	81.4%	78.5%	83.2%	72.5%
%H (All HH)		95.7%	38.8%	11.3%	67.1%	24.3%	42.8%	86.4%
%H (TV HH)			40.5%	11.8%	70.1%	25.4%	44.7%	
With	284	278	151	36	131	57	74	281
%V	24.9%	25.3%	31.3%	27.1%	18.6%	21.5%	16.8%	27.5%
%H (All HH)		97.9%	53.2%	12.7%	46.1%	20.1%	26.1%	98.9%
%H (TV HH)			54.3%	12.9%	47.1%	20.5%	26.6%	
0 - 3	107	106	62	11	45	20	25	107
%V	9.4%	9.7%	12.8%	8.3%	6.4%	7.5%	5.7%	10.5%
%H (All HH)		99.1%	57.9%	10.3%	42.1%	18.7%	23.4%	100.0%
%H (TV HH)			58.5%	10.4%	42.5%	18.9%	23.6%	
4 - 9	152	148	76	21	68	26	42	149
%V	13.3%	13.5%	15.7%	15.8%	9.6%	9.8%	9.5%	14.6%
%H (All HH)		97.4%	50.0%	13.8%	44.7%	17.1%	27.6%	98.0%
%H (TV HH)			51.4%	14.2%	45.9%	17.6%	28.4%	
10 - 15	142	140	80	18	66	29	37	141
%V	12.5%	12.8%	16.6%	13.5%	9.4%	10.9%	8.4%	13.8%
%H (All HH)		98.6%	56.3%	12.7%	46.5%	20.4%	26.1%	99.3%
%H (TV HH)			57.1%	12.9%	47.1%	20.7%	26.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
1	416	416	136	37	246	39	208	355
%V	36.5%	37.9%	28.2%	27.8%	34.9%	14.7%	47.3%	34.8%
%H (All HH)		100.0%	32.7%	8.9%	59.1%	9.4%	50.0%	85.3%
%H (TV HH)			32.7%	8.9%	59.1%	9.4%	50.0%	
2	377	377	181	43	246	100	146	337
%V	33.1%	34.4%	37.5%	32.3%	34.9%	37.7%	33.2%	33.0%
%H (All HH)		100.0%	48.0%	11.4%	65.3%	26.5%	38.7%	89.4%
%H (TV HH)			48.0%	11.4%	65.3%	26.5%	38.7%	
3	180	180	88	28	130	66	64	172
%V	15.8%	16.4%	18.2%	21.1%	18.4%	24.9%	14.5%	16.8%
%H (All HH)		100.0%	48.9%	15.6%	72.2%	36.7%	35.6%	95.6%
%H (TV HH)			48.9%	15.6%	72.2%	36.7%	35.6%	
4	82	82	46	19	55	37	18	82
%V	7.2%	7.5%	9.5%	14.3%	7.8%	14.0%	4.1%	8.0%
%H (All HH)		100.0%	56.1%	23.2%	67.1%	45.1%	22.0%	100.0%
%H (TV HH)			56.1%	23.2%	67.1%	45.1%	22.0%	
5+	41	41	32	5	28	24	4	41
%V	3.6%	3.7%	6.6%	3.8%	4.0%	9.1%	0.9%	4.0%
%H (All HH)		100.0%	78.0%	12.2%	68.3%	58.5%	9.8%	100.0%
%H (TV HH)			78.0%	12.2%	68.3%	58.5%	9.8%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	1140	1097	483	133	705	265	440	1021
%V (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Under 20"	120	120	53	17	96	46	50	108
%V	10.5%	10.9%	11.0%	12.8%	13.6%	17.4%	11.4%	10.6%
%H (All HH)		100.0%	44.2%	14.2%	80.0%	38.3%	41.7%	90.0%
%H (TV HH)			44.2%	14.2%	80.0%	38.3%	41.7%	
20" - 29"	322	322	141	39	244	105	140	282
%V	28.2%	29.4%	29.2%	29.3%	34.6%	39.6%	31.8%	27.6%
%H (All HH)		100.0%	43.8%	12.1%	75.8%	32.6%	43.5%	87.6%
%H (TV HH)			43.8%	12.1%	75.8%	32.6%	43.5%	
30" - 39"	506	506	207	62	353	130	223	459
%V	44.4%	46.1%	42.9%	46.6%	50.1%	49.1%	50.7%	45.0%
%H (All HH)		100.0%	40.9%	12.3%	69.8%	25.7%	44.1%	90.7%
%H (TV HH)			40.9%	12.3%	69.8%	25.7%	44.1%	
40" - 49"	530	530	267	73	318	147	171	504
%V	46.5%	48.3%	55.3%	54.9%	45.1%	55.5%	38.9%	49.4%
%H (All HH)		100.0%	50.4%	13.8%	60.0%	27.7%	32.3%	95.1%
%H (TV HH)			50.4%	13.8%	60.0%	27.7%	32.3%	
50" - 59"	218	218	124	36	121	71	49	212
%V	19.1%	19.9%	25.7%	27.1%	17.2%	26.8%	11.1%	20.8%
%H (All HH)		100.0%	56.9%	16.5%	55.5%	32.6%	22.5%	97.2%
%H (TV HH)			56.9%	16.5%	55.5%	32.6%	22.5%	
60"+	33	33	26	3	11	8	3	33
%V	2.9%	3.0%	5.4%	2.3%	1.6%	3.0%	0.7%	3.2%
%H (All HH)		100.0%	78.8%	9.1%	33.3%	24.2%	9.1%	100.0%
%H (TV HH)			78.8%	9.1%	33.3%	24.2%	9.1%	

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

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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Main living room	1082	1082	482	132	697	264	432	975
%V	94.9%	98.6%	99.8%	99.2%	98.9%	99.6%	98.2%	95.5%
%H (All HH)		100.0%	44.5%	12.2%	64.4%	24.4%	39.9%	90.1%
%H (TV HH)			44.5%	12.2%	64.4%	24.4%	39.9%	
Kitchen	112	112	57	12	93	50	43	104
%V	9.8%	10.2%	11.8%	9.0%	13.2%	18.9%	9.8%	10.2%
%H (All HH)		100.0%	50.9%	10.7%	83.0%	44.6%	38.4%	92.9%
%H (TV HH)			50.9%	10.7%	83.0%	44.6%	38.4%	
Adult's bedroom	546	546	268	79	375	185	191	506
%V	47.9%	49.8%	55.5%	59.4%	53.2%	69.8%	43.4%	49.6%
%H (All HH)		100.0%	49.1%	14.5%	68.7%	33.9%	35.0%	92.7%
%H (TV HH)			49.1%	14.5%	68.7%	33.9%	35.0%	
Child's bedroom	103	103	58	21	53	32	21	103
%V	9.0%	9.4%	12.0%	15.8%	7.5%	12.1%	4.8%	10.1%
%H (All HH)		100.0%	56.3%	20.4%	51.5%	31.1%	20.4%	100.0%
%H (TV HH)			56.3%	20.4%	51.5%	31.1%	20.4%	
Other bedroom	97	97	57	15	72	45	27	93
%V	8.5%	8.8%	11.8%	11.3%	10.2%	17.0%	6.1%	9.1%
%H (All HH)		100.0%	58.8%	15.5%	74.2%	46.4%	27.8%	95.9%
%H (TV HH)			58.8%	15.5%	74.2%	46.4%	27.8%	
Second living/dining room	86	86	49	14	57	33	24	83
%V	7.5%	7.8%	10.1%	10.5%	8.1%	12.5%	5.5%	8.1%
%H (All HH)		100.0%	57.0%	16.3%	66.3%	38.4%	27.9%	96.5%
%H (TV HH)			57.0%	16.3%	66.3%	38.4%	27.9%	
Study/office	27	27	16	4	19	12	7	27
%V	2.4%	2.5%	3.3%	3.0%	2.7%	4.5%	1.6%	2.6%
%H (All HH)		100.0%	59.3%	14.8%	70.4%	44.4%	25.9%	100.0%
%H (TV HH)			59.3%	14.8%	70.4%	44.4%	25.9%	
TV room	12	12	9	0	5	3	2	12
%V	1.1%	1.1%	1.9%	0.0%	0.7%	1.1%	0.5%	1.2%
%H (All HH)		100.0%	75.0%	0.0%	41.7%	25.0%	16.7%	100.0%
%H (TV HH)			75.0%	0.0%	41.7%	25.0%	16.7%	
Conservatory	21	21	11	3	18	10	7	20
%V	1.8%	1.9%	2.3%	2.3%	2.6%	3.8%	1.6%	2.0%
%H (All HH)		100.0%	52.4%	14.3%	85.7%	47.6%	33.3%	95.2%
%H (TV HH)			52.4%	14.3%	85.7%	47.6%	33.3%	
Attic or loft room	3	3	2	0	2	1	1	3
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
No specific location	1	1	1	0	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	16	16	11	2	11	8	4	15
%V	1.4%	1.5%	2.3%	1.5%	1.6%	3.0%	0.9%	1.5%
%H (All HH)		100.0%	68.8%	12.5%	68.8%	50.0%	25.0%	93.8%
%H (TV HH)			68.8%	12.5%	68.8%	50.0%	25.0%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1140	1097	483	133	705	265	440	1021
%V (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Any DSAT provider	483	483	483	7	211	211	0	462
%V	42.4%	44.0%	100.0%	5.3%	29.9%	79.6%	0.0%	45.2%
%H (All HH)			100.0%	1.4%	43.7%	43.7%	0.0%	95.7%
%H (TV HH)			100.0%	1.4%	43.7%	43.7%	0.0%	
Sky with subscription	394	394	394	2	172	172	0	383
%V	34.6%	35.9%	81.6%	1.5%	24.4%	64.9%	0.0%	37.5%
%H (All HH)			100.0%	0.5%	43.7%	43.7%	0.0%	97.2%
%H (TV HH)			100.0%	0.5%	43.7%	43.7%	0.0%	
Sky without subscription	14	14	14	0	6	6	0	12
%V	1.2%	1.3%	2.9%	0.0%	0.9%	2.3%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	42.9%	42.9%	0.0%	85.7%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	
Freesat	78	78	78	4	35	35	0	70
%V	6.8%	7.1%	16.1%	3.0%	5.0%	13.2%	0.0%	6.9%
%H (All HH)			100.0%	5.1%	44.9%	44.9%	0.0%	89.7%
%H (TV HH)			100.0%	5.1%	44.9%	44.9%	0.0%	
Other satellite provider	18	18	18	0	9	9	0	18
%V	1.6%	1.6%	3.7%	0.0%	1.3%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	133	133	7	133	57	57	0	125
%V	11.7%	12.1%	1.4%	100.0%	8.1%	21.5%	0.0%	12.2%
%H (All HH)			5.3%	100.0%	42.9%	42.9%	0.0%	94.0%
%H (TV HH)			5.3%	100.0%	42.9%	42.9%	0.0%	
DTT	705	705	211	57	705	265	440	612
%V	61.8%	64.3%	43.7%	42.9%	100.0%	100.0%	100.0%	59.9%
%H (All HH)		100.0%	29.9%	8.1%	100.0%	37.6%	62.4%	86.8%
%H (TV HH)			29.9%	8.1%	100.0%	37.6%	62.4%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
PVR	738	738	440	127	421	247	174	697
%V	64.7%	67.3%	91.1%	95.5%	59.7%	93.2%	39.5%	68.3%
%H (All HH)		100.0%	59.6%	17.2%	57.0%	33.5%	23.6%	94.4%
%H (TV HH)			59.6%	17.2%	57.0%	33.5%	23.6%	
DVDR	28	28	9	7	25	13	12	23
%V	2.5%	2.6%	1.9%	5.3%	3.5%	4.9%	2.7%	2.3%
%H (All HH)		100.0%	32.1%	25.0%	89.3%	46.4%	42.9%	82.1%
%H (TV HH)			32.1%	25.0%	89.3%	46.4%	42.9%	
VCR	6	6	3	0	6	3	3	4
%V	0.5%	0.5%	0.6%	0.0%	0.9%	1.1%	0.7%	0.4%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	66.7%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Any recorder	749	749	442	127	432	250	182	704
%V	65.7%	68.3%	91.5%	95.5%	61.3%	94.3%	41.4%	69.0%
%H (All HH)		100.0%	59.0%	17.0%	57.7%	33.4%	24.3%	94.0%
%H (TV HH)			59.0%	17.0%	57.7%	33.4%	24.3%	
Receives HDTV (via STB or built-in reception)	842	842	438	120	540	248	291	789
%V	73.9%	76.8%	90.7%	90.2%	76.6%	93.6%	66.1%	77.3%
%H (All HH)		100.0%	52.0%	14.3%	64.1%	29.5%	34.6%	93.7%
%H (TV HH)			52.0%	14.3%	64.1%	29.5%	34.6%	
DVD/Blu-ray player or recorder	804	804	363	98	530	214	316	742
%V	70.5%	73.3%	75.2%	73.7%	75.2%	80.8%	71.8%	72.7%
%H (All HH)		100.0%	45.1%	12.2%	65.9%	26.6%	39.3%	92.3%
%H (TV HH)			45.1%	12.2%	65.9%	26.6%	39.3%	

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	1140	1097	483	133	705	265	440	1021
%H (All HH)		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%
%H (TV HH)			44.0%	12.1%	64.3%	24.2%	40.1%	
Has broadband internet	1021	988	462	125	612	252	360	1021
%V	89.6%	90.1%	95.7%	94.0%	86.8%	95.1%	81.8%	100.0%
%H (All HH)		96.8%	45.2%	12.2%	59.9%	24.7%	35.3%	100.0%
%H (TV HH)			46.8%	12.7%	61.9%	25.5%	36.4%	
Number of computers (PCs and laptops)								
0	164	155	45	12	120	23	97	59
%V	14.4%	14.1%	9.3%	9.0%	17.0%	8.7%	22.0%	5.8%
%H (All HH)		94.5%	27.4%	7.3%	73.2%	14.0%	59.1%	36.0%
%H (TV HH)			29.0%	7.7%	77.4%	14.8%	62.6%	
1	268	255	105	23	159	47	113	257
%V	23.5%	23.2%	21.7%	17.3%	22.6%	17.7%	25.7%	25.2%
%H (All HH)		95.1%	39.2%	8.6%	59.3%	17.5%	42.2%	95.9%
%H (TV HH)			41.2%	9.0%	62.4%	18.4%	44.3%	
2	281	271	130	31	174	75	99	277
%V	24.6%	24.7%	26.9%	23.3%	24.7%	28.3%	22.5%	27.1%
%H (All HH)		96.4%	46.3%	11.0%	61.9%	26.7%	35.2%	98.6%
%H (TV HH)			48.0%	11.4%	64.2%	27.7%	36.5%	
3	176	173	79	24	113	53	60	176
%V	15.4%	15.8%	16.4%	18.0%	16.0%	20.0%	13.6%	17.2%
%H (All HH)		98.3%	44.9%	13.6%	64.2%	30.1%	34.1%	100.0%
%H (TV HH)			45.7%	13.9%	65.3%	30.6%	34.7%	
4	119	114	55	14	72	29	44	119
%V	10.4%	10.4%	11.4%	10.5%	10.2%	10.9%	10.0%	11.7%
%H (All HH)		95.8%	46.2%	11.8%	60.5%	24.4%	37.0%	100.0%
%H (TV HH)			48.2%	12.3%	63.2%	25.4%	38.6%	
5+	134	129	68	29	66	38	28	134
%V	11.8%	11.8%	14.1%	21.8%	9.4%	14.3%	6.4%	13.1%
%H (All HH)		96.3%	50.7%	21.6%	49.3%	28.4%	20.9%	100.0%
%H (TV HH)			52.7%	22.5%	51.2%	29.5%	21.7%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2261	1119	311	1500	713	786	2094
%H		49.5%	13.8%	66.3%	31.5%	34.8%	92.6%
Under 20"	152	68	24	123	62	61	139
%V	6.7%	6.1%	7.7%	8.2%	8.7%	7.8%	6.6%
%H		44.7%	15.8%	80.9%	40.8%	40.1%	91.4%
20" - 29"	429	206	54	337	169	168	384
%V	19.0%	18.4%	17.4%	22.5%	23.7%	21.4%	18.3%
%H		48.0%	12.6%	78.6%	39.4%	39.2%	89.5%
30" - 39"	640	282	82	438	176	262	591
%V	28.3%	25.2%	26.4%	29.2%	24.7%	33.3%	28.2%
%H		44.1%	12.8%	68.4%	27.5%	40.9%	92.3%
40" - 49"	636	337	92	380	193	187	606
%V	28.1%	30.1%	29.6%	25.3%	27.1%	23.8%	28.9%
%H		53.0%	14.5%	59.7%	30.3%	29.4%	95.3%
50" - 59"	240	135	42	132	78	54	234
%V	10.6%	12.1%	13.5%	8.8%	10.9%	6.9%	11.2%
%H		56.3%	17.5%	55.0%	32.5%	22.5%	97.5%
60"+	36	28	3	12	8	4	35
%V	1.6%	2.5%	1.0%	0.8%	1.1%	0.5%	1.7%
%H		77.8%	8.3%	33.3%	22.2%	11.1%	97.2%
Don't know	128	63	14	78	28	50	106
%V	5.7%	5.6%	4.5%	5.2%	3.9%	6.4%	5.1%
%H		49.2%	10.9%	60.9%	21.9%	39.1%	82.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2261	1119	311	1500	713	786	2094
%H		49.5%	13.8%	66.3%	31.5%	34.8%	92.6%
Main living room	1091	485	134	703	267	436	983
%V	48.3%	43.3%	43.1%	46.9%	37.4%	55.5%	46.9%
%H		44.5%	12.3%	64.4%	24.5%	40.0%	90.1%
Kitchen	113	58	12	94	51	43	105
%V	5.0%	5.2%	3.9%	6.3%	7.2%	5.5%	5.0%
%H		51.3%	10.6%	83.2%	45.1%	38.1%	92.9%
Adult's bedroom	638	327	99	437	231	206	598
%V	28.2%	29.2%	31.8%	29.1%	32.4%	26.2%	28.6%
%H		51.3%	15.5%	68.5%	36.2%	32.3%	93.7%
Child's bedroom	134	79	26	67	41	26	134
%V	5.9%	7.1%	8.4%	4.5%	5.8%	3.3%	6.4%
%H		59.0%	19.4%	50.0%	30.6%	19.4%	100.0%
Other bedroom	113	68	17	84	54	30	109
%V	5.0%	6.1%	5.5%	5.6%	7.6%	3.8%	5.2%
%H		60.2%	15.0%	74.3%	47.8%	26.5%	96.5%
Second living/dining room	88	50	14	58	34	24	84
%V	3.9%	4.5%	4.5%	3.9%	4.8%	3.1%	4.0%
%H		56.8%	15.9%	65.9%	38.6%	27.3%	95.5%
Study/office	27	16	4	19	12	7	27
%V	1.2%	1.4%	1.3%	1.3%	1.7%	0.9%	1.3%
%H		59.3%	14.8%	70.4%	44.4%	25.9%	100.0%
TV room	12	9	0	5	3	2	12
%V	0.5%	0.8%	0.0%	0.3%	0.4%	0.3%	0.6%
%H		75.0%	0.0%	41.7%	25.0%	16.7%	100.0%
Conservatory	21	11	3	18	10	7	20
%V	0.9%	1.0%	1.0%	1.2%	1.4%	0.9%	1.0%
%H		52.4%	14.3%	85.7%	47.6%	33.3%	95.2%
Attic or loft room	3	2	0	2	1	1	3
%V	0.1%	0.2%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	19	13	2	14	9	4	18
%V	0.8%	1.2%	0.6%	0.9%	1.3%	0.5%	0.9%
%H		68.4%	10.5%	73.7%	47.4%	21.1%	94.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2261	1119	311	1500	713	786	2094
%H		49.5%	13.8%	66.3%	31.5%	34.8%	92.6%
PVR	1074	701	193	553	363	191	1028
%V	47.5%	62.6%	62.1%	36.9%	50.9%	24.3%	49.1%
%H		65.3%	18.0%	51.5%	33.8%	17.8%	95.7%
DVDR	32	9	8	28	14	14	25
%V	1.4%	0.8%	2.6%	1.9%	2.0%	1.8%	1.2%
%H		28.1%	25.0%	87.5%	43.8%	43.8%	78.1%
VCR	6	3	0	6	3	3	4
%V	0.3%	0.3%	0.0%	0.4%	0.4%	0.4%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	66.7%
Any recorder	1095	706	197	573	370	202	1043
%V	48.4%	63.1%	63.3%	38.2%	51.9%	25.7%	49.8%
%H		64.5%	18.0%	52.3%	33.8%	18.4%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2261	1119	311	1500	713	786	2094
%H		49.5%	13.8%	66.3%	31.5%	34.8%	92.6%
Receives HDTV (via STB or built-in reception)	1377	783	203	876	472	404	1314
%V	60.9%	70.0%	65.3%	58.4%	66.2%	51.4%	62.8%
%H		56.9%	14.7%	63.6%	34.3%	29.3%	95.4%
DVD/Blu-ray player or recorder	1177	580	164	764	361	403	1101
%V	52.1%	51.8%	52.7%	50.9%	50.6%	51.3%	52.6%
%H		49.3%	13.9%	64.9%	30.7%	34.2%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South East

Set level data

Table 2.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1097	483	133	705	265	440	988
%H		44.0%	12.1%	64.3%	24.2%	40.1%	90.1%
Under 20"	4	1	0	3	0	3	2
%V	0.4%	0.2%	0.0%	0.4%	0.0%	0.7%	0.2%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	50.0%
20" - 29"	87	19	9	68	10	58	63
%V	7.9%	3.9%	6.8%	9.6%	3.8%	13.2%	6.4%
%H		21.8%	10.3%	78.2%	11.5%	66.7%	72.4%
30" - 39"	279	89	24	206	53	152	238
%V	25.4%	18.4%	18.0%	29.2%	20.0%	34.5%	24.1%
%H		31.9%	8.6%	73.8%	19.0%	54.5%	85.3%
40" - 49"	450	222	60	273	121	152	424
%V	41.0%	46.0%	45.1%	38.7%	45.7%	34.5%	42.9%
%H		49.3%	13.3%	60.7%	26.9%	33.8%	94.2%
50" - 59"	190	105	32	106	62	45	184
%V	17.3%	21.7%	24.1%	15.0%	23.4%	10.2%	18.6%
%H		55.3%	16.8%	55.8%	32.6%	23.7%	96.8%
60"+	28	22	2	10	8	3	27
%V	2.6%	4.6%	1.5%	1.4%	3.0%	0.7%	2.7%
%H		78.6%	7.1%	35.7%	28.6%	10.7%	96.4%
Don't know	60	25	5	39	11	28	49
%V	5.5%	5.2%	3.8%	5.5%	4.2%	6.4%	5.0%
%H		41.7%	8.3%	65.0%	18.3%	46.7%	81.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1097	483	133	705	265	440	988
%H		44.0%	12.1%	64.3%	24.2%	40.1%	90.1%
PVR	731	437	127	417	247	170	690
%V	66.6%	90.5%	95.5%	59.1%	93.2%	38.6%	69.8%
%H		59.8%	17.4%	57.0%	33.8%	23.3%	94.4%
DVDR	23	7	5	21	10	11	19
%V	2.1%	1.4%	3.8%	3.0%	3.8%	2.5%	1.9%
%H		30.4%	21.7%	91.3%	43.5%	47.8%	82.6%
VCR	5	1	0	5	1	3	2
%V	0.5%	0.2%	0.0%	0.7%	0.4%	0.7%	0.2%
%H		20.0%	0.0%	100.0%	20.0%	60.0%	40.0%
Any recorder	742	439	127	428	249	179	698
%V	67.6%	90.9%	95.5%	60.7%	94.0%	40.7%	70.6%
%H		59.2%	17.1%	57.7%	33.6%	24.1%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: 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	1097	483	133	705	265	440	988
%H		44.0%	12.1%	64.3%	24.2%	40.1%	90.1%
Receives HDTV (via STB or built-in reception)	829	435	118	528	247	281	780
%V	75.6%	90.1%	88.7%	74.9%	93.2%	63.9%	78.9%
%H		52.5%	14.2%	63.7%	29.8%	33.9%	94.1%
DVD/Blu-ray player or recorder	726	320	91	480	191	289	668
%V	66.2%	66.3%	68.4%	68.1%	72.1%	65.7%	67.6%
%H		44.1%	12.5%	66.1%	26.3%	39.8%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1163	636	178	794	448	346	1107
%H		54.7%	15.3%	68.3%	38.5%	29.8%	95.2%
Under 20"	148	67	24	120	62	58	137
%V	12.7%	10.5%	13.5%	15.1%	13.8%	16.8%	12.4%
%H		45.3%	16.2%	81.1%	41.9%	39.2%	92.6%
20" - 29"	342	188	45	269	159	110	320
%V	29.4%	29.6%	25.3%	33.9%	35.5%	31.8%	28.9%
%H		55.0%	13.2%	78.7%	46.5%	32.2%	93.6%
30" - 39"	361	193	58	232	123	109	353
%V	31.0%	30.3%	32.6%	29.2%	27.5%	31.5%	31.9%
%H		53.5%	16.1%	64.3%	34.1%	30.2%	97.8%
40" - 49"	186	115	32	107	72	36	182
%V	16.0%	18.1%	18.0%	13.5%	16.1%	10.4%	16.4%
%H		61.8%	17.2%	57.5%	38.7%	19.4%	97.8%
50" - 59"	50	29	9	26	16	10	50
%V	4.3%	4.6%	5.1%	3.3%	3.6%	2.9%	4.5%
%H		58.0%	18.0%	52.0%	32.0%	20.0%	100.0%
60"+	8	6	1	2	0	1	8
%V	0.7%	0.9%	0.6%	0.3%	0.0%	0.3%	0.7%
%H		75.0%	12.5%	25.0%	0.0%	12.5%	100.0%
Don't know	68	38	9	39	17	22	57
%V	5.8%	6.0%	5.1%	4.9%	3.8%	6.4%	5.1%
%H		55.9%	13.2%	57.4%	25.0%	32.4%	83.8%

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 2.19: 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	1163	636	178	794	448	346	1107
%H		54.7%	15.3%	68.3%	38.5%	29.8%	95.2%
PVR	344	264	66	137	116	21	338
%V	29.6%	41.5%	37.1%	17.3%	25.9%	6.1%	30.5%
%H		76.7%	19.2%	39.8%	33.7%	6.1%	98.3%
DVDR	9	2	3	7	4	3	6
%V	0.8%	0.3%	1.7%	0.9%	0.9%	0.9%	0.5%
%H		22.2%	33.3%	77.8%	44.4%	33.3%	66.7%
VCR	2	2	0	2	2	0	2
%V	0.2%	0.3%	0.0%	0.3%	0.4%	0.0%	0.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	353	267	69	145	121	24	345
%V	30.4%	42.0%	38.8%	18.3%	27.0%	6.9%	31.2%
%H		75.6%	19.5%	41.1%	34.3%	6.8%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1163	636	178	794	448	346	1107
%H		54.7%	15.3%	68.3%	38.5%	29.8%	95.2%
Receives HDTV (via STB or built-in reception)	548	347	85	349	225	123	534
%V	47.1%	54.6%	47.8%	44.0%	50.2%	35.5%	48.2%
%H		63.3%	15.5%	63.7%	41.1%	22.4%	97.4%
DVD/Blu-ray player or recorder	451	260	73	284	171	114	434
%V	38.8%	40.9%	41.0%	35.8%	38.2%	32.9%	39.2%
%H		57.6%	16.2%	63.0%	37.9%	25.3%	96.2%

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
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	2682	2600	1242	379	1522	656	866	2520
%H		96.9%	46.3%	14.1%	56.7%	24.5%	32.3%	94.0%
Total Children	513	503	262	69	227	90	137	505
%V	19.1%	19.3%	21.1%	18.2%	14.9%	13.7%	15.8%	20.0%
%H		98.1%	51.1%	13.5%	44.2%	17.5%	26.7%	98.4%
0 - 3	133	131	72	13	55	23	32	131
%V	5.0%	5.0%	5.8%	3.4%	3.6%	3.5%	3.7%	5.2%
%H		98.5%	54.1%	9.8%	41.4%	17.3%	24.1%	98.5%
4 - 15	380	372	190	56	173	67	105	375
%V	14.2%	14.3%	15.3%	14.8%	11.4%	10.2%	12.1%	14.9%
%H		97.9%	50.0%	14.7%	45.5%	17.6%	27.6%	98.7%
4 - 9	201	195	91	30	89	30	59	197
%V	7.5%	7.5%	7.3%	7.9%	5.8%	4.6%	6.8%	7.8%
%H		97.0%	45.3%	14.9%	44.3%	14.9%	29.4%	98.0%
10 - 15	179	177	99	25	84	37	46	178
%V	6.7%	6.8%	8.0%	6.6%	5.5%	5.6%	5.3%	7.1%
%H		98.9%	55.3%	14.0%	46.9%	20.7%	25.7%	99.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2682	2600	1242	379	1522	656	866	2520
%H		96.9%	46.3%	14.1%	56.7%	24.5%	32.3%	94.0%
Total Adults (16+)	2169	2098	980	310	1295	566	729	2015
%V	80.9%	80.7%	78.9%	81.8%	85.1%	86.3%	84.2%	80.0%
%H		96.7%	45.2%	14.3%	59.7%	26.1%	33.6%	92.9%
16 - 19	107	103	55	17	59	29	30	107
%V	4.0%	4.0%	4.4%	4.5%	3.9%	4.4%	3.5%	4.2%
%H		96.3%	51.4%	15.9%	55.1%	27.1%	28.0%	100.0%
20 - 24	166	153	74	33	78	50	27	166
%V	6.2%	5.9%	6.0%	8.7%	5.1%	7.6%	3.1%	6.6%
%H		92.2%	44.6%	19.9%	47.0%	30.1%	16.3%	100.0%
35 - 44	325	313	148	47	151	67	84	322
%V	12.1%	12.0%	11.9%	12.4%	9.9%	10.2%	9.7%	12.8%
%H		96.3%	45.5%	14.5%	46.5%	20.6%	25.8%	99.1%
35 - 44	319	302	154	34	153	53	100	310
%V	11.9%	11.6%	12.4%	9.0%	10.1%	8.1%	11.5%	12.3%
%H		94.7%	48.3%	10.7%	48.0%	16.6%	31.3%	97.2%
45 - 54	361	353	178	70	213	114	99	354
%V	13.5%	13.6%	14.3%	18.5%	14.0%	17.4%	11.4%	14.0%
%H		97.8%	49.3%	19.4%	59.0%	31.6%	27.4%	98.1%
55 - 64	343	337	144	46	233	91	141	330
%V	12.8%	13.0%	11.6%	12.1%	15.3%	13.9%	16.3%	13.1%
%H		98.3%	42.0%	13.4%	67.9%	26.5%	41.1%	96.2%
65+	549	538	227	63	409	162	248	427
%V	20.5%	20.7%	18.3%	16.6%	26.9%	24.7%	28.6%	16.9%
%H		98.0%	41.3%	11.5%	74.5%	29.5%	45.2%	77.8%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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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+)		2169	2098	980	310	1295	566	729	2015
	%H		96.7%	45.2%	14.3%	59.7%	26.1%	33.6%	92.9%
AB		618	606	285	76	364	155	209	606
	%V	28.5%	28.9%	29.1%	24.5%	28.1%	27.4%	28.7%	30.1%
	%H		98.1%	46.1%	12.3%	58.9%	25.1%	33.8%	98.1%
C1		736	711	343	104	452	212	240	705
	%V	33.9%	33.9%	35.0%	33.5%	34.9%	37.5%	32.9%	35.0%
	%H		96.6%	46.6%	14.1%	61.4%	28.8%	32.6%	95.8%
C2		430	418	210	78	246	123	123	397
	%V	19.8%	19.9%	21.4%	25.2%	19.0%	21.7%	16.9%	19.7%
	%H		97.2%	48.8%	18.1%	57.2%	28.6%	28.6%	92.3%
D		252	240	100	42	146	56	90	216
	%V	11.6%	11.4%	10.2%	13.5%	11.3%	9.9%	12.3%	10.7%
	%H		95.2%	39.7%	16.7%	57.9%	22.2%	35.7%	85.7%
E		133	122	42	9	87	19	68	92
	%V	6.1%	5.8%	4.3%	2.9%	6.7%	3.4%	9.3%	4.6%
	%H		91.7%	31.6%	6.8%	65.4%	14.3%	51.1%	69.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2169	2098	980	310	1295	566	729	2015
%H		96.7%	45.2%	14.3%	59.7%	26.1%	33.6%	92.9%
Working full time	1011	985	482	165	557	266	291	998
%V	46.6%	46.9%	49.2%	53.2%	43.0%	47.0%	39.9%	49.5%
%H		97.4%	47.7%	16.3%	55.1%	26.3%	28.8%	98.7%
Working part time	264	253	132	34	142	65	77	254
%V	12.2%	12.1%	13.5%	11.0%	11.0%	11.5%	10.6%	12.6%
%H		95.8%	50.0%	12.9%	53.8%	24.6%	29.2%	96.2%
Not working	893	859	366	111	596	235	361	763
%V	41.2%	40.9%	37.3%	35.8%	46.0%	41.5%	49.5%	37.9%
%H		96.2%	41.0%	12.4%	66.7%	26.3%	40.4%	85.4%
Houseperson	1140	1097	483	133	705	265	440	1021
%V	52.6%	52.3%	49.3%	42.9%	54.4%	46.8%	60.4%	50.7%
%H		96.2%	42.4%	11.7%	61.8%	23.2%	38.6%	89.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1048	1003	472	150	607	274	334	985
%H		95.7%	45.0%	14.3%	57.9%	26.1%	31.9%	94.0%
16 - 19	58	55	29	10	27	12	15	58
%V	5.5%	5.5%	6.1%	6.7%	4.4%	4.4%	4.5%	5.9%
%H		94.8%	50.0%	17.2%	46.6%	20.7%	25.9%	100.0%
20 - 24	79	73	35	17	36	24	11	79
%V	7.5%	7.3%	7.4%	11.3%	5.9%	8.8%	3.3%	8.0%
%H		92.4%	44.3%	21.5%	45.6%	30.4%	13.9%	100.0%
25 - 34	159	151	70	24	77	38	40	158
%V	15.2%	15.1%	14.8%	16.0%	12.7%	13.9%	12.0%	16.0%
%H		95.0%	44.0%	15.1%	48.4%	23.9%	25.2%	99.4%
35 - 44	160	148	74	16	70	20	50	155
%V	15.3%	14.8%	15.7%	10.7%	11.5%	7.3%	15.0%	15.7%
%H		92.5%	46.3%	10.0%	43.8%	12.5%	31.3%	96.9%
45 - 54	176	172	92	29	105	58	48	171
%V	16.8%	17.1%	19.5%	19.3%	17.3%	21.2%	14.4%	17.4%
%H		97.7%	52.3%	16.5%	59.7%	33.0%	27.3%	97.2%
55 - 64	168	164	66	24	113	43	70	160
%V	16.0%	16.4%	14.0%	16.0%	18.6%	15.7%	21.0%	16.2%
%H		97.6%	39.3%	14.3%	67.3%	25.6%	41.7%	95.2%
65+	247	238	107	31	179	80	99	203
%V	23.6%	23.7%	22.7%	20.7%	29.5%	29.2%	29.6%	20.6%
%H		96.4%	43.3%	12.6%	72.5%	32.4%	40.1%	82.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1048	1003	472	150	607	274	334	985
%H		95.7%	45.0%	14.3%	57.9%	26.1%	31.9%	94.0%
AB	314	306	145	38	178	77	101	310
%V	30.0%	30.5%	30.7%	25.3%	29.3%	28.1%	30.2%	31.5%
%H		97.5%	46.2%	12.1%	56.7%	24.5%	32.2%	98.7%
C1	340	326	155	49	204	96	108	329
%V	32.4%	32.5%	32.8%	32.7%	33.6%	35.0%	32.3%	33.4%
%H		95.9%	45.6%	14.4%	60.0%	28.2%	31.8%	96.8%
C2	224	216	107	40	130	65	65	207
%V	21.4%	21.5%	22.7%	26.7%	21.4%	23.7%	19.5%	21.0%
%H		96.4%	47.8%	17.9%	58.0%	29.0%	29.0%	92.4%
D	114	108	47	18	65	27	38	99
%V	10.9%	10.8%	10.0%	12.0%	10.7%	9.9%	11.4%	10.1%
%H		94.7%	41.2%	15.8%	57.0%	23.7%	33.3%	86.8%
E	56	47	20	5	31	9	22	40
%V	5.3%	4.7%	4.2%	3.3%	5.1%	3.3%	6.6%	4.1%
%H		83.9%	35.7%	8.9%	55.4%	16.1%	39.3%	71.4%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1048	1003	472	150	607	274	334	985
%H		95.7%	45.0%	14.3%	57.9%	26.1%	31.9%	94.0%
Working full time	623	602	298	99	336	164	172	612
%V	59.4%	60.0%	63.1%	66.0%	55.4%	59.9%	51.5%	62.1%
%H		96.6%	47.8%	15.9%	53.9%	26.3%	27.6%	98.2%
Working part time	55	50	22	4	29	8	21	49
%V	5.2%	5.0%	4.7%	2.7%	4.8%	2.9%	6.3%	5.0%
%H		90.9%	40.0%	7.3%	52.7%	14.5%	38.2%	89.1%
Not working	370	350	152	47	242	101	140	323
%V	35.3%	34.9%	32.2%	31.3%	39.9%	36.9%	41.9%	32.8%
%H		94.6%	41.1%	12.7%	65.4%	27.3%	37.8%	87.3%
Houseperson	226	205	75	16	136	39	97	192
%V	21.6%	20.4%	15.9%	10.7%	22.4%	14.2%	29.0%	19.5%
%H		90.7%	33.2%	7.1%	60.2%	17.3%	42.9%	85.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South East

Individual level data

Table 2.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1095	507	160	687	292	396	1030
%H		97.7%	45.2%	14.3%	61.3%	26.0%	35.3%	91.9%
16 - 19	49	48	26	8	32	18	14	49
%V	4.4%	4.4%	5.1%	5.0%	4.7%	6.2%	3.5%	4.8%
%H		98.0%	53.1%	16.3%	65.3%	36.7%	28.6%	100.0%
20 - 24	87	79	40	16	42	26	16	87
%V	7.8%	7.2%	7.9%	10.0%	6.1%	8.9%	4.0%	8.4%
%H		90.8%	46.0%	18.4%	48.3%	29.9%	18.4%	100.0%
25 - 34	165	161	78	23	74	29	45	164
%V	14.7%	14.7%	15.4%	14.4%	10.8%	9.9%	11.4%	15.9%
%H		97.6%	47.3%	13.9%	44.8%	17.6%	27.3%	99.4%
35 - 44	159	153	80	18	83	33	50	155
%V	14.2%	14.0%	15.8%	11.3%	12.1%	11.3%	12.6%	15.0%
%H		96.2%	50.3%	11.3%	52.2%	20.8%	31.4%	97.5%
45 - 54	184	181	86	41	107	56	51	183
%V	16.4%	16.5%	17.0%	25.6%	15.6%	19.2%	12.9%	17.8%
%H		98.4%	46.7%	22.3%	58.2%	30.4%	27.7%	99.5%
55 - 64	175	172	78	22	120	48	71	170
%V	15.6%	15.7%	15.4%	13.8%	17.5%	16.4%	17.9%	16.5%
%H		98.3%	44.6%	12.6%	68.6%	27.4%	40.6%	97.1%
65+	302	300	119	32	230	82	148	224
%V	26.9%	27.4%	23.5%	20.0%	33.5%	28.1%	37.4%	21.7%
%H		99.3%	39.4%	10.6%	76.2%	27.2%	49.0%	74.2%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South East

Individual level data

Table 2.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1095	507	160	687	292	396	1030
%H		97.7%	45.2%	14.3%	61.3%	26.0%	35.3%	91.9%
AB	305	300	140	39	186	79	108	296
%V	27.2%	27.4%	27.6%	24.4%	27.1%	27.1%	27.3%	28.7%
%H		98.4%	45.9%	12.8%	61.0%	25.9%	35.4%	97.0%
C1	396	386	188	55	248	116	133	376
%V	35.3%	35.3%	37.1%	34.4%	36.1%	39.7%	33.6%	36.5%
%H		97.5%	47.5%	13.9%	62.6%	29.3%	33.6%	94.9%
C2	205	202	103	39	116	58	58	190
%V	18.3%	18.4%	20.3%	24.4%	16.9%	19.9%	14.6%	18.4%
%H		98.5%	50.2%	19.0%	56.6%	28.3%	28.3%	92.7%
D	139	131	54	24	81	30	51	117
%V	12.4%	12.0%	10.7%	15.0%	11.8%	10.3%	12.9%	11.4%
%H		94.2%	38.8%	17.3%	58.3%	21.6%	36.7%	84.2%
E	77	75	23	4	56	10	46	52
%V	6.9%	6.8%	4.5%	2.5%	8.2%	3.4%	11.6%	5.0%
%H		97.4%	29.9%	5.2%	72.7%	13.0%	59.7%	67.5%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South East

Individual level data

Table 2.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1121	1095	507	160	687	292	396	1030
%H		97.7%	45.2%	14.3%	61.3%	26.0%	35.3%	91.9%
Working full time	388	383	184	66	220	101	119	385
%V	34.6%	35.0%	36.3%	41.3%	32.0%	34.6%	30.1%	37.4%
%H		98.7%	47.4%	17.0%	56.7%	26.0%	30.7%	99.2%
Working part time	209	203	109	30	113	57	56	205
%V	18.6%	18.5%	21.5%	18.8%	16.4%	19.5%	14.1%	19.9%
%H		97.1%	52.2%	14.4%	54.1%	27.3%	26.8%	98.1%
Not working	524	509	213	64	354	134	221	440
%V	46.7%	46.5%	42.0%	40.0%	51.5%	45.9%	55.8%	42.7%
%H		97.1%	40.6%	12.2%	67.6%	25.6%	42.2%	84.0%
Houseperson	914	892	408	117	569	226	343	829
%V	81.5%	81.5%	80.5%	73.1%	82.8%	77.4%	86.6%	80.5%
%H		97.6%	44.6%	12.8%	62.3%	24.7%	37.5%	90.7%

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	3712	3569	1278	620	2568	1001	1567	3168
%V (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
AB	832	813	318	140	573	246	327	810
%V	22.4%	22.8%	24.9%	22.6%	22.3%	24.6%	20.9%	25.6%
%H (All HH)		97.7%	38.2%	16.8%	68.9%	29.6%	39.3%	97.4%
%H (TV HH)			39.1%	17.2%	70.5%	30.3%	40.2%	
C1	984	943	357	166	671	278	393	892
%V	26.5%	26.4%	27.9%	26.8%	26.1%	27.8%	25.1%	28.2%
%H (All HH)		95.8%	36.3%	16.9%	68.2%	28.3%	39.9%	90.7%
%H (TV HH)			37.9%	17.6%	71.2%	29.5%	41.7%	
C2	812	785	271	145	592	240	352	694
%V	21.9%	22.0%	21.2%	23.4%	23.1%	24.0%	22.5%	21.9%
%H (All HH)		96.7%	33.4%	17.9%	72.9%	29.6%	43.3%	85.5%
%H (TV HH)			34.5%	18.5%	75.4%	30.6%	44.8%	
D	653	622	225	117	428	169	259	525
%V	17.6%	17.4%	17.6%	18.9%	16.7%	16.9%	16.5%	16.6%
%H (All HH)		95.3%	34.5%	17.9%	65.5%	25.9%	39.7%	80.4%
%H (TV HH)			36.2%	18.8%	68.8%	27.2%	41.6%	
E	432	406	109	52	304	67	237	248
%V	11.6%	11.4%	8.5%	8.4%	11.8%	6.7%	15.1%	7.8%
%H (All HH)		94.0%	25.2%	12.0%	70.4%	15.5%	54.9%	57.4%
%H (TV HH)			26.8%	12.8%	74.9%	16.5%	58.4%	

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

Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%V (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Under 25	163	140	40	23	90	27	63	153
%V	4.4%	3.9%	3.1%	3.7%	3.5%	2.7%	4.0%	4.8%
%H (All HH)		85.9%	24.5%	14.1%	55.2%	16.6%	38.7%	93.9%
%H (TV HH)			28.6%	16.4%	64.3%	19.3%	45.0%	
25 - 34	551	513	184	95	302	123	179	529
%V	14.8%	14.4%	14.4%	15.3%	11.8%	12.3%	11.4%	16.7%
%H (All HH)		93.1%	33.4%	17.2%	54.8%	22.3%	32.5%	96.0%
%H (TV HH)			35.9%	18.5%	58.9%	24.0%	34.9%	
35 - 44	612	579	239	105	374	172	203	588
%V	16.5%	16.2%	18.7%	16.9%	14.6%	17.2%	13.0%	18.6%
%H (All HH)		94.6%	39.1%	17.2%	61.1%	28.1%	33.2%	96.1%
%H (TV HH)			41.3%	18.1%	64.6%	29.7%	35.1%	
45 - 54	705	685	288	136	486	231	255	667
%V	19.0%	19.2%	22.5%	21.9%	18.9%	23.1%	16.3%	21.1%
%H (All HH)		97.2%	40.9%	19.3%	68.9%	32.8%	36.2%	94.6%
%H (TV HH)			42.0%	19.9%	70.9%	33.7%	37.2%	
55 - 64	620	603	218	123	458	196	262	561
%V	16.7%	16.9%	17.1%	19.8%	17.8%	19.6%	16.7%	17.7%
%H (All HH)		97.3%	35.2%	19.8%	73.9%	31.6%	42.3%	90.5%
%H (TV HH)			36.2%	20.4%	76.0%	32.5%	43.4%	
65 +	1061	1049	310	137	857	252	605	669
%V	28.6%	29.4%	24.3%	22.1%	33.4%	25.2%	38.6%	21.1%
%H (All HH)		98.9%	29.2%	12.9%	80.8%	23.8%	57.0%	63.1%
%H (TV HH)			29.6%	13.1%	81.7%	24.0%	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
Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
1	1112	1046	268	128	819	187	632	717
%V	30.0%	29.3%	21.0%	20.6%	31.9%	18.7%	40.3%	22.6%
%H (All HH)		94.1%	24.1%	11.5%	73.7%	16.8%	56.8%	64.5%
%H (TV HH)			25.6%	12.2%	78.3%	17.9%	60.4%	
2	1217	1190	440	202	876	358	517	1096
%V	32.8%	33.3%	34.4%	32.6%	34.1%	35.8%	33.0%	34.6%
%H (All HH)		97.8%	36.2%	16.6%	72.0%	29.4%	42.5%	90.1%
%H (TV HH)			37.0%	17.0%	73.6%	30.1%	43.4%	
3	612	588	243	126	398	204	194	597
%V	16.5%	16.5%	19.0%	20.3%	15.5%	20.4%	12.4%	18.8%
%H (All HH)		96.1%	39.7%	20.6%	65.0%	33.3%	31.7%	97.5%
%H (TV HH)			41.3%	21.4%	67.7%	34.7%	33.0%	
4	510	495	212	115	323	172	150	503
%V	13.7%	13.9%	16.6%	18.5%	12.6%	17.2%	9.6%	15.9%
%H (All HH)		97.1%	41.6%	22.5%	63.3%	33.7%	29.4%	98.6%
%H (TV HH)			42.8%	23.2%	65.3%	34.7%	30.3%	
5+	262	250	115	50	153	79	74	255
%V	7.1%	7.0%	9.0%	8.1%	6.0%	7.9%	4.7%	8.0%
%H (All HH)		95.4%	43.9%	19.1%	58.4%	30.2%	28.2%	97.3%
%H (TV HH)			46.0%	20.0%	61.2%	31.6%	29.6%	
Average HH size	2.39	2.39	2.63	2.65	2.30	2.64	2.08	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

Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Without	2718	2607	867	433	1961	705	1256	2198
%V	73.2%	73.0%	67.8%	69.8%	76.4%	70.4%	80.2%	69.4%
%H (All HH)		95.9%	31.9%	15.9%	72.1%	25.9%	46.2%	80.9%
%H (TV HH)			33.3%	16.6%	75.2%	27.0%	48.2%	
With	994	961	412	186	607	296	311	970
%V	26.8%	26.9%	32.2%	30.0%	23.6%	29.6%	19.8%	30.6%
%H (All HH)		96.7%	41.4%	18.7%	61.1%	29.8%	31.3%	97.6%
%H (TV HH)			42.9%	19.4%	63.2%	30.8%	32.4%	
0 - 3	360	346	148	60	210	96	114	349
%V	9.7%	9.7%	11.6%	9.7%	8.2%	9.6%	7.3%	11.0%
%H (All HH)		96.1%	41.1%	16.7%	58.3%	26.7%	31.7%	96.9%
%H (TV HH)			42.8%	17.3%	60.7%	27.7%	32.9%	
4 - 9	517	496	220	93	301	146	155	502
%V	13.9%	13.9%	17.2%	15.0%	11.7%	14.6%	9.9%	15.8%
%H (All HH)		95.9%	42.6%	18.0%	58.2%	28.2%	30.0%	97.1%
%H (TV HH)			44.4%	18.8%	60.7%	29.4%	31.3%	
10 - 15	492	477	208	98	312	161	150	484
%V	13.3%	13.4%	16.3%	15.8%	12.1%	16.1%	9.6%	15.3%
%H (All HH)		97.0%	42.3%	19.9%	63.4%	32.7%	30.5%	98.4%
%H (TV HH)			43.6%	20.5%	65.4%	33.8%	31.4%	

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
Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
1	1485	1485	412	205	963	178	785	1148
%V	40.0%	41.6%	32.2%	33.1%	37.5%	17.8%	50.1%	36.2%
%H (All HH)		100.0%	27.7%	13.8%	64.8%	12.0%	52.9%	77.3%
%H (TV HH)			27.7%	13.8%	64.8%	12.0%	52.9%	
2	1168	1168	450	225	859	385	474	1040
%V	31.5%	32.7%	35.2%	36.3%	33.5%	38.5%	30.2%	32.8%
%H (All HH)		100.0%	38.5%	19.3%	73.5%	33.0%	40.6%	89.0%
%H (TV HH)			38.5%	19.3%	73.5%	33.0%	40.6%	
3	567	567	246	119	458	258	200	535
%V	15.3%	15.9%	19.2%	19.2%	17.8%	25.8%	12.8%	16.9%
%H (All HH)		100.0%	43.4%	21.0%	80.8%	45.5%	35.3%	94.4%
%H (TV HH)			43.4%	21.0%	80.8%	45.5%	35.3%	
4	231	231	105	50	192	115	78	222
%V	6.2%	6.5%	8.2%	8.1%	7.5%	11.5%	5.0%	7.0%
%H (All HH)		100.0%	45.5%	21.6%	83.1%	49.8%	33.8%	96.1%
%H (TV HH)			45.5%	21.6%	83.1%	49.8%	33.8%	
5+	117	117	66	22	97	66	31	117
%V	3.2%	3.3%	5.2%	3.5%	3.8%	6.6%	2.0%	3.7%
%H (All HH)		100.0%	56.4%	18.8%	82.9%	56.4%	26.5%	100.0%
%H (TV HH)			56.4%	18.8%	82.9%	56.4%	26.5%	

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%V (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Under 20"	337	337	109	64	294	132	162	293
%V	9.1%	9.4%	8.5%	10.3%	11.4%	13.2%	10.3%	9.2%
%H (All HH)		100.0%	32.3%	19.0%	87.2%	39.2%	48.1%	86.9%
%H (TV HH)			32.3%	19.0%	87.2%	39.2%	48.1%	
20" - 29"	974	974	347	173	795	349	447	829
%V	26.2%	27.3%	27.2%	27.9%	31.0%	34.9%	28.5%	26.2%
%H (All HH)		100.0%	35.6%	17.8%	81.6%	35.8%	45.9%	85.1%
%H (TV HH)			35.6%	17.8%	81.6%	35.8%	45.9%	
30" - 39"	1721	1721	626	299	1303	534	769	1469
%V	46.4%	48.2%	49.0%	48.2%	50.7%	53.3%	49.1%	46.4%
%H (All HH)		100.0%	36.4%	17.4%	75.7%	31.0%	44.7%	85.4%
%H (TV HH)			36.4%	17.4%	75.7%	31.0%	44.7%	
40" - 49"	1774	1774	716	342	1240	575	666	1634
%V	47.8%	49.7%	56.0%	55.2%	48.3%	57.4%	42.5%	51.6%
%H (All HH)		100.0%	40.4%	19.3%	69.9%	32.4%	37.5%	92.1%
%H (TV HH)			40.4%	19.3%	69.9%	32.4%	37.5%	
50" - 59"	667	667	338	126	446	263	183	646
%V	18.0%	18.7%	26.4%	20.3%	17.4%	26.3%	11.7%	20.4%
%H (All HH)		100.0%	50.7%	18.9%	66.9%	39.4%	27.4%	96.9%
%H (TV HH)			50.7%	18.9%	66.9%	39.4%	27.4%	
60"+	68	68	42	12	42	30	12	68
%V	1.8%	1.9%	3.3%	1.9%	1.6%	3.0%	0.8%	2.1%
%H (All HH)		100.0%	61.8%	17.6%	61.8%	44.1%	17.6%	100.0%
%H (TV HH)			61.8%	17.6%	61.8%	44.1%	17.6%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC Midlands

Household level data

Table 3.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Main living room	3532	3532	1270	615	2543	995	1548	3031
%V	95.2%	99.0%	99.4%	99.2%	99.0%	99.4%	98.8%	95.7%
%H (All HH)		100.0%	36.0%	17.4%	72.0%	28.2%	43.8%	85.8%
%H (TV HH)			36.0%	17.4%	72.0%	28.2%	43.8%	
Kitchen	362	362	159	54	313	163	149	329
%V	9.8%	10.1%	12.4%	8.7%	12.2%	16.3%	9.5%	10.4%
%H (All HH)		100.0%	43.9%	14.9%	86.5%	45.0%	41.2%	90.9%
%H (TV HH)			43.9%	14.9%	86.5%	45.0%	41.2%	
Adult's bedroom	1624	1624	680	327	1265	660	605	1498
%V	43.8%	45.5%	53.2%	52.7%	49.3%	65.9%	38.6%	47.3%
%H (All HH)		100.0%	41.9%	20.1%	77.9%	40.6%	37.3%	92.2%
%H (TV HH)			41.9%	20.1%	77.9%	40.6%	37.3%	
Child's bedroom	285	285	137	59	206	125	82	283
%V	7.7%	8.0%	10.7%	9.5%	8.0%	12.5%	5.2%	8.9%
%H (All HH)		100.0%	48.1%	20.7%	72.3%	43.9%	28.8%	99.3%
%H (TV HH)			48.1%	20.7%	72.3%	43.9%	28.8%	
Other bedroom	181	181	85	41	147	92	55	173
%V	4.9%	5.1%	6.7%	6.6%	5.7%	9.2%	3.5%	5.5%
%H (All HH)		100.0%	47.0%	22.7%	81.2%	50.8%	30.4%	95.6%
%H (TV HH)			47.0%	22.7%	81.2%	50.8%	30.4%	
Second living/dining room	371	371	161	65	292	149	142	340
%V	10.0%	10.4%	12.6%	10.5%	11.4%	14.9%	9.1%	10.7%
%H (All HH)		100.0%	43.4%	17.5%	78.7%	40.2%	38.3%	91.6%
%H (TV HH)			43.4%	17.5%	78.7%	40.2%	38.3%	
Study/office	52	52	27	10	37	21	16	52
%V	1.4%	1.5%	2.1%	1.6%	1.4%	2.1%	1.0%	1.6%
%H (All HH)		100.0%	51.9%	19.2%	71.2%	40.4%	30.8%	100.0%
%H (TV HH)			51.9%	19.2%	71.2%	40.4%	30.8%	
TV room	27	27	17	3	21	15	7	26
%V	0.7%	0.8%	1.3%	0.5%	0.8%	1.5%	0.4%	0.8%
%H (All HH)		100.0%	63.0%	11.1%	77.8%	55.6%	25.9%	96.3%
%H (TV HH)			63.0%	11.1%	77.8%	55.6%	25.9%	
Conservatory	97	97	47	19	80	48	31	88
%V	2.6%	2.7%	3.7%	3.1%	3.1%	4.8%	2.0%	2.8%
%H (All HH)		100.0%	48.5%	19.6%	82.5%	49.5%	32.0%	90.7%
%H (TV HH)			48.5%	19.6%	82.5%	49.5%	32.0%	
Attic or loft room	6	6	3	1	3	2	1	6
%V	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	50.0%	33.3%	16.7%	100.0%
%H (TV HH)			50.0%	16.7%	50.0%	33.3%	16.7%	
No specific location	5	5	1	1	3	1	2	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			20.0%	20.0%	60.0%	20.0%	40.0%	
Other	45	45	21	7	34	17	17	45
%V	1.2%	1.3%	1.6%	1.1%	1.3%	1.7%	1.1%	1.4%
%H (All HH)		100.0%	46.7%	15.6%	75.6%	37.8%	37.8%	100.0%
%H (TV HH)			46.7%	15.6%	75.6%	37.8%	37.8%	

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

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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	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Any DSAT provider	1278	1278	1278	17	664	664	0	1194
%V	34.4%	35.8%	100.0%	2.7%	25.9%	66.3%	0.0%	37.7%
%H (All HH)			100.0%	1.3%	52.0%	52.0%	0.0%	93.4%
%H (TV HH)			100.0%	1.3%	52.0%	52.0%	0.0%	
Sky with subscription	1074	1074	1074	11	552	552	0	1010
%V	28.9%	30.1%	84.0%	1.8%	21.5%	55.1%	0.0%	31.9%
%H (All HH)			100.0%	1.0%	51.4%	51.4%	0.0%	94.0%
%H (TV HH)			100.0%	1.0%	51.4%	51.4%	0.0%	
Sky without subscription	51	51	51	1	30	30	0	45
%V	1.4%	1.4%	4.0%	0.2%	1.2%	3.0%	0.0%	1.4%
%H (All HH)			100.0%	2.0%	58.8%	58.8%	0.0%	88.2%
%H (TV HH)			100.0%	2.0%	58.8%	58.8%	0.0%	
Freesat	129	129	129	5	76	76	0	118
%V	3.5%	3.6%	10.1%	0.8%	3.0%	7.6%	0.0%	3.7%
%H (All HH)			100.0%	3.9%	58.9%	58.9%	0.0%	91.5%
%H (TV HH)			100.0%	3.9%	58.9%	58.9%	0.0%	
Other satellite provider	79	79	79	1	38	38	0	76
%V	2.1%	2.2%	6.2%	0.2%	1.5%	3.8%	0.0%	2.4%
%H (All HH)			100.0%	1.3%	48.1%	48.1%	0.0%	96.2%
%H (TV HH)			100.0%	1.3%	48.1%	48.1%	0.0%	
DCAB	620	620	17	620	346	346	0	584
%V	16.7%	17.4%	1.3%	100.0%	13.5%	34.6%	0.0%	18.4%
%H (All HH)			2.7%	100.0%	55.8%	55.8%	0.0%	94.2%
%H (TV HH)			2.7%	100.0%	55.8%	55.8%	0.0%	
DTT	2568	2568	664	346	2568	1001	1567	2127
%V	69.2%	72.0%	52.0%	55.8%	100.0%	100.0%	100.0%	67.1%
%H (All HH)		100.0%	25.9%	13.5%	100.0%	39.0%	61.0%	82.8%
%H (TV HH)			25.9%	13.5%	100.0%	39.0%	61.0%	

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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Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
PVR	2216	2216	1147	602	1417	935	482	2061
%V	59.7%	62.1%	89.7%	97.1%	55.2%	93.4%	30.8%	65.1%
%H (All HH)		100.0%	51.8%	27.2%	63.9%	42.2%	21.8%	93.0%
%H (TV HH)			51.8%	27.2%	63.9%	42.2%	21.8%	
DVDR	42	42	19	3	31	12	19	35
%V	1.1%	1.2%	1.5%	0.5%	1.2%	1.2%	1.2%	1.1%
%H (All HH)		100.0%	45.2%	7.1%	73.8%	28.6%	45.2%	83.3%
%H (TV HH)			45.2%	7.1%	73.8%	28.6%	45.2%	
VCR	14	14	3	2	13	4	10	10
%V	0.4%	0.4%	0.2%	0.3%	0.5%	0.4%	0.6%	0.3%
%H (All HH)		100.0%	21.4%	14.3%	92.9%	28.6%	71.4%	71.4%
%H (TV HH)			21.4%	14.3%	92.9%	28.6%	71.4%	
Any recorder	2237	2237	1149	602	1435	935	500	2075
%V	60.3%	62.7%	89.9%	97.1%	55.9%	93.4%	31.9%	65.5%
%H (All HH)		100.0%	51.4%	26.9%	64.1%	41.8%	22.4%	92.8%
%H (TV HH)			51.4%	26.9%	64.1%	41.8%	22.4%	
Receives HDTV (via STB or built-in reception)	2534	2534	1071	553	1816	889	926	2340
%V	68.3%	71.0%	83.8%	89.2%	70.7%	88.8%	59.1%	73.9%
%H (All HH)		100.0%	42.3%	21.8%	71.7%	35.1%	36.5%	92.3%
%H (TV HH)			42.3%	21.8%	71.7%	35.1%	36.5%	
DVD/Blu-ray player or recorder	2044	2044	763	379	1485	637	848	1832
%V	55.1%	57.3%	59.7%	61.1%	57.8%	63.6%	54.1%	57.8%
%H (All HH)		100.0%	37.3%	18.5%	72.7%	31.2%	41.5%	89.6%
%H (TV HH)			37.3%	18.5%	72.7%	31.2%	41.5%	

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3712	3569	1278	620	2568	1001	1567	3168
%H (All HH)		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%
%H (TV HH)			35.8%	17.4%	72.0%	28.0%	43.9%	
Has broadband internet	3168	3061	1194	584	2127	941	1187	3168
%V	85.3%	85.8%	93.4%	94.2%	82.8%	94.0%	75.7%	100.0%
%H (All HH)		96.6%	37.7%	18.4%	67.1%	29.7%	37.5%	100.0%
%H (TV HH)			39.0%	19.1%	69.5%	30.7%	38.8%	
Number of computers (PCs and laptops)								
0	777	726	164	73	577	108	469	262
%V	20.9%	20.3%	12.8%	11.8%	22.5%	10.8%	29.9%	8.3%
%H (All HH)		93.4%	21.1%	9.4%	74.3%	13.9%	60.4%	33.7%
%H (TV HH)			22.6%	10.1%	79.5%	14.9%	64.6%	
1	1000	963	325	168	670	236	434	978
%V	26.9%	27.0%	25.4%	27.1%	26.1%	23.6%	27.7%	30.9%
%H (All HH)		96.3%	32.5%	16.8%	67.0%	23.6%	43.4%	97.8%
%H (TV HH)			33.7%	17.4%	69.6%	24.5%	45.1%	
2	849	828	335	160	584	272	312	844
%V	22.9%	23.2%	26.2%	25.8%	22.7%	27.2%	19.9%	26.6%
%H (All HH)		97.5%	39.5%	18.8%	68.8%	32.0%	36.7%	99.4%
%H (TV HH)			40.5%	19.3%	70.5%	32.9%	37.7%	
3	504	487	204	105	338	174	164	503
%V	13.6%	13.6%	16.0%	16.9%	13.2%	17.4%	10.5%	15.9%
%H (All HH)		96.6%	40.5%	20.8%	67.1%	34.5%	32.5%	99.8%
%H (TV HH)			41.9%	21.6%	69.4%	35.7%	33.7%	
4	275	270	120	57	189	100	88	275
%V	7.4%	7.6%	9.4%	9.2%	7.4%	10.0%	5.6%	8.7%
%H (All HH)		98.2%	43.6%	20.7%	68.7%	36.4%	32.0%	100.0%
%H (TV HH)			44.4%	21.1%	70.0%	37.0%	32.6%	
5+	306	297	131	57	210	111	99	306
%V	8.2%	8.3%	10.3%	9.2%	8.2%	11.1%	6.3%	9.7%
%H (All HH)		97.1%	42.8%	18.6%	68.6%	36.3%	32.4%	100.0%
%H (TV HH)			44.1%	19.2%	70.7%	37.4%	33.3%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	7085	2832	1325	5346	2539	2808	6355
%H		40.0%	18.7%	75.5%	35.8%	39.6%	89.7%
Under 20"	403	126	81	352	159	193	352
%V	5.7%	4.4%	6.1%	6.6%	6.3%	6.9%	5.5%
%H		31.3%	20.1%	87.3%	39.5%	47.9%	87.3%
20" - 29"	1244	465	228	1034	487	547	1077
%V	17.6%	16.4%	17.2%	19.3%	19.2%	19.5%	16.9%
%H		37.4%	18.3%	83.1%	39.1%	44.0%	86.6%
30" - 39"	2205	837	396	1688	745	943	1931
%V	31.1%	29.6%	29.9%	31.6%	29.3%	33.6%	30.4%
%H		38.0%	18.0%	76.6%	33.8%	42.8%	87.6%
40" - 49"	2123	892	428	1500	744	755	1973
%V	30.0%	31.5%	32.3%	28.1%	29.3%	26.9%	31.0%
%H		42.0%	20.2%	70.7%	35.0%	35.6%	92.9%
50" - 59"	751	391	140	509	311	199	727
%V	10.6%	13.8%	10.6%	9.5%	12.2%	7.1%	11.4%
%H		52.1%	18.6%	67.8%	41.4%	26.5%	96.8%
60"+	73	46	12	44	32	12	73
%V	1.0%	1.6%	0.9%	0.8%	1.3%	0.4%	1.1%
%H		63.0%	16.4%	60.3%	43.8%	16.4%	100.0%
Don't know	286	76	40	218	60	158	222
%V	4.0%	2.7%	3.0%	4.1%	2.4%	5.6%	3.5%
%H		26.6%	14.0%	76.2%	21.0%	55.2%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	7085	2832	1325	5346	2539	2808	6355
%H		40.0%	18.7%	75.5%	35.8%	39.6%	89.7%
Main living room	3554	1280	620	2560	1005	1555	3050
%V	50.2%	45.2%	46.8%	47.9%	39.6%	55.4%	48.0%
%H		36.0%	17.4%	72.0%	28.3%	43.8%	85.8%
Kitchen	363	159	54	313	163	150	329
%V	5.1%	5.6%	4.1%	5.9%	6.4%	5.3%	5.2%
%H		43.8%	14.9%	86.2%	44.9%	41.3%	90.6%
Adult's bedroom	1982	834	421	1556	839	717	1840
%V	28.0%	29.4%	31.8%	29.1%	33.0%	25.5%	29.0%
%H		42.1%	21.2%	78.5%	42.3%	36.2%	92.8%
Child's bedroom	366	176	74	267	159	108	364
%V	5.2%	6.2%	5.6%	5.0%	6.3%	3.8%	5.7%
%H		48.1%	20.2%	73.0%	43.4%	29.5%	99.5%
Other bedroom	210	102	47	173	113	61	203
%V	3.0%	3.6%	3.5%	3.2%	4.5%	2.2%	3.2%
%H		48.6%	22.4%	82.4%	53.8%	29.0%	96.7%
Second living/dining room	376	163	67	296	153	143	344
%V	5.3%	5.8%	5.1%	5.5%	6.0%	5.1%	5.4%
%H		43.4%	17.8%	78.7%	40.7%	38.0%	91.5%
Study/office	53	27	10	38	21	16	52
%V	0.7%	1.0%	0.8%	0.7%	0.8%	0.6%	0.8%
%H		50.9%	18.9%	71.7%	39.6%	30.2%	98.1%
TV room	27	18	3	22	15	7	27
%V	0.4%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		66.7%	11.1%	81.5%	55.6%	25.9%	100.0%
Conservatory	97	47	19	80	48	31	88
%V	1.4%	1.7%	1.4%	1.5%	1.9%	1.1%	1.4%
%H		48.5%	19.6%	82.5%	49.5%	32.0%	90.7%
Attic or loft room	7	4	1	3	2	1	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		57.1%	14.3%	42.9%	28.6%	14.3%	100.0%
No specific location	5	1	1	3	1	2	5
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
Other	46	22	7	35	17	17	46
%V	0.6%	0.8%	0.5%	0.7%	0.7%	0.6%	0.7%
%H		47.8%	15.2%	76.1%	37.0%	37.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	7085	2832	1325	5346	2539	2808	6355
%H		40.0%	18.7%	75.5%	35.8%	39.6%	89.7%
PVR	3113	1734	857	1871	1320	551	2934
%V	43.9%	61.2%	64.7%	35.0%	52.0%	19.6%	46.2%
%H		55.7%	27.5%	60.1%	42.4%	17.7%	94.2%
DVDR	43	20	4	32	13	20	37
%V	0.6%	0.7%	0.3%	0.6%	0.5%	0.7%	0.6%
%H		46.5%	9.3%	74.4%	30.2%	46.5%	86.0%
VCR	15	4	2	15	5	10	12
%V	0.2%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		26.7%	13.3%	100.0%	33.3%	66.7%	80.0%
Any recorder	3144	1739	860	1898	1325	573	2957
%V	44.4%	61.4%	64.9%	35.5%	52.2%	20.4%	46.5%
%H		55.3%	27.4%	60.4%	42.1%	18.2%	94.1%

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	7085	2832	1325	5346	2539	2808	6355
%H		40.0%	18.7%	75.5%	35.8%	39.6%	89.7%
Receives HDTV (via STB or built-in reception)	3958	1820	870	2852	1555	1298	3727
%V	55.9%	64.3%	65.7%	53.3%	61.2%	46.2%	58.6%
%H		46.0%	22.0%	72.1%	39.3%	32.8%	94.2%
DVD/Blu-ray player or recorder	2827	1111	557	2089	989	1100	2584
%V	39.9%	39.2%	42.0%	39.1%	39.0%	39.2%	40.7%
%H		39.3%	19.7%	73.9%	35.0%	38.9%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3569	1278	620	2568	1001	1567	3061
%H		35.8%	17.4%	72.0%	28.0%	43.9%	85.8%
Under 20"	21	6	2	17	4	13	15
%V	0.6%	0.5%	0.3%	0.7%	0.4%	0.8%	0.5%
%H		28.6%	9.5%	81.0%	19.0%	61.9%	71.4%
20" - 29"	219	38	24	179	27	152	138
%V	6.1%	3.0%	3.9%	7.0%	2.7%	9.7%	4.5%
%H		17.4%	11.0%	81.7%	12.3%	69.4%	63.0%
30" - 39"	984	275	158	756	229	527	760
%V	27.6%	21.5%	25.5%	29.4%	22.9%	33.6%	24.8%
%H		27.9%	16.1%	76.8%	23.3%	53.6%	77.2%
40" - 49"	1530	581	298	1065	459	606	1395
%V	42.9%	45.5%	48.1%	41.5%	45.9%	38.7%	45.6%
%H		38.0%	19.5%	69.6%	30.0%	39.6%	91.2%
50" - 59"	606	310	111	402	236	165	586
%V	17.0%	24.3%	17.9%	15.7%	23.6%	10.5%	19.1%
%H		51.2%	18.3%	66.3%	38.9%	27.2%	96.7%
60"+	61	38	10	36	25	10	61
%V	1.7%	3.0%	1.6%	1.4%	2.5%	0.6%	2.0%
%H		62.3%	16.4%	59.0%	41.0%	16.4%	100.0%
Don't know	148	31	16	114	20	93	107
%V	4.1%	2.4%	2.6%	4.4%	2.0%	5.9%	3.5%
%H		20.9%	10.8%	77.0%	13.5%	62.8%	72.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3569	1278	620	2568	1001	1567	3061
%H		35.8%	17.4%	72.0%	28.0%	43.9%	85.8%
PVR	2169	1132	594	1376	919	457	2020
%V	60.8%	88.6%	95.8%	53.6%	91.8%	29.2%	66.0%
%H		52.2%	27.4%	63.4%	42.4%	21.1%	93.1%
DVDR	36	17	2	26	9	18	31
%V	1.0%	1.3%	0.3%	1.0%	0.9%	1.1%	1.0%
%H		47.2%	5.6%	72.2%	25.0%	50.0%	86.1%
VCR	12	3	2	11	4	8	8
%V	0.3%	0.2%	0.3%	0.4%	0.4%	0.5%	0.3%
%H		25.0%	16.7%	91.7%	33.3%	66.7%	66.7%
Any recorder	2191	1135	594	1396	919	476	2035
%V	61.4%	88.8%	95.8%	54.4%	91.8%	30.4%	66.5%
%H		51.8%	27.1%	63.7%	41.9%	21.7%	92.9%

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	3569	1278	620	2568	1001	1567	3061
%H		35.8%	17.4%	72.0%	28.0%	43.9%	85.8%
Receives HDTV (via STB or built-in reception)	2472	1045	543	1763	864	899	2284
%V	69.3%	81.8%	87.6%	68.7%	86.3%	57.4%	74.6%
%H		42.3%	22.0%	71.3%	35.0%	36.4%	92.4%
DVD/Blu-ray player or recorder	1772	638	325	1290	528	763	1566
%V	49.6%	49.9%	52.4%	50.2%	52.7%	48.7%	51.2%
%H		36.0%	18.3%	72.8%	29.8%	43.1%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3516	1554	705	2778	1538	1240	3294
%H		44.2%	20.1%	79.0%	43.7%	35.3%	93.7%
Under 20"	382	121	79	335	155	180	337
%V	10.9%	7.8%	11.2%	12.1%	10.1%	14.5%	10.2%
%H		31.7%	20.7%	87.7%	40.6%	47.1%	88.2%
20" - 29"	1025	427	204	855	460	395	939
%V	29.2%	27.5%	28.9%	30.8%	29.9%	31.9%	28.5%
%H		41.7%	19.9%	83.4%	44.9%	38.5%	91.6%
30" - 39"	1221	562	238	932	516	416	1171
%V	34.7%	36.2%	33.8%	33.5%	33.6%	33.5%	35.5%
%H		46.0%	19.5%	76.3%	42.3%	34.1%	95.9%
40" - 49"	593	311	130	435	286	150	578
%V	16.9%	20.0%	18.4%	15.7%	18.6%	12.1%	17.5%
%H		52.4%	21.9%	73.4%	48.2%	25.3%	97.5%
50" - 59"	145	81	29	108	75	33	141
%V	4.1%	5.2%	4.1%	3.9%	4.9%	2.7%	4.3%
%H		55.9%	20.0%	74.5%	51.7%	22.8%	97.2%
60"+	13	8	2	8	6	2	13
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		61.5%	15.4%	61.5%	46.2%	15.4%	100.0%
Don't know	137	45	24	105	40	65	115
%V	3.9%	2.9%	3.4%	3.8%	2.6%	5.2%	3.5%
%H		32.8%	17.5%	76.6%	29.2%	47.4%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3516	1554	705	2778	1538	1240	3294
%H		44.2%	20.1%	79.0%	43.7%	35.3%	93.7%
PVR	944	602	263	495	401	94	913
%V	26.8%	38.7%	37.3%	17.8%	26.1%	7.6%	27.7%
%H		63.8%	27.9%	52.4%	42.5%	10.0%	96.7%
DVDR	7	3	2	6	4	2	6
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%	0.2%
%H		42.9%	28.6%	85.7%	57.1%	28.6%	85.7%
VCR	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	953	605	266	503	406	97	922
%V	27.1%	38.9%	37.7%	18.1%	26.4%	7.8%	28.0%
%H		63.5%	27.9%	52.8%	42.6%	10.2%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3516	1554	705	2778	1538	1240	3294
%H		44.2%	20.1%	79.0%	43.7%	35.3%	93.7%
Receives HDTV (via STB or built-in reception)	1486	775	327	1089	691	399	1443
%V	42.3%	49.9%	46.4%	39.2%	44.9%	32.2%	43.8%
%H		52.2%	22.0%	73.3%	46.5%	26.9%	97.1%
DVD/Blu-ray player or recorder	1055	473	232	799	461	338	1018
%V	30.0%	30.4%	32.9%	28.8%	30.0%	27.3%	30.9%
%H		44.8%	22.0%	75.7%	43.7%	32.0%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	8859	8544	3362	1641	5897	2645	3252	8113
%H		96.4%	38.0%	18.5%	66.6%	29.9%	36.7%	91.6%
Total Children	1747	1680	730	330	1041	514	527	1702
%V	19.7%	19.7%	21.7%	20.1%	17.7%	19.4%	16.2%	21.0%
%H		96.2%	41.8%	18.9%	59.6%	29.4%	30.2%	97.4%
0 - 3	409	394	169	67	236	105	130	397
%V	4.6%	4.6%	5.0%	4.1%	4.0%	4.0%	4.0%	4.9%
%H		96.3%	41.3%	16.4%	57.7%	25.7%	31.8%	97.1%
4 - 15	1339	1286	562	263	806	409	397	1305
%V	15.1%	15.1%	16.7%	16.0%	13.7%	15.5%	12.2%	16.1%
%H		96.0%	42.0%	19.6%	60.2%	30.5%	29.6%	97.5%
4 - 9	688	657	293	124	396	193	203	666
%V	7.8%	7.7%	8.7%	7.6%	6.7%	7.3%	6.2%	8.2%
%H		95.5%	42.6%	18.0%	57.6%	28.1%	29.5%	96.8%
10 - 15	650	629	269	139	410	215	194	639
%V	7.3%	7.4%	8.0%	8.5%	7.0%	8.1%	6.0%	7.9%
%H		96.8%	41.4%	21.4%	63.1%	33.1%	29.8%	98.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	8859	8544	3362	1641	5897	2645	3252	8113
%H		96.4%	38.0%	18.5%	66.6%	29.9%	36.7%	91.6%
Total Adults (16+)	7111	6865	2631	1311	4855	2131	2725	6411
%V	80.3%	80.3%	78.3%	79.9%	82.3%	80.6%	83.8%	79.0%
%H		96.5%	37.0%	18.4%	68.3%	30.0%	38.3%	90.2%
16 - 19	360	353	155	60	249	120	128	354
%V	4.1%	4.1%	4.6%	3.7%	4.2%	4.5%	3.9%	4.4%
%H		98.1%	43.1%	16.7%	69.2%	33.3%	35.6%	98.3%
20 - 24	587	527	188	116	340	154	185	572
%V	6.6%	6.2%	5.6%	7.1%	5.8%	5.8%	5.7%	7.1%
%H		89.8%	32.0%	19.8%	57.9%	26.2%	31.5%	97.4%
25 - 34	1188	1124	429	242	682	320	362	1149
%V	13.4%	13.2%	12.8%	14.7%	11.6%	12.1%	11.1%	14.2%
%H		94.6%	36.1%	20.4%	57.4%	26.9%	30.5%	96.7%
35 - 44	1087	1035	446	197	656	316	340	1056
%V	12.3%	12.1%	13.3%	12.0%	11.1%	11.9%	10.5%	13.0%
%H		95.2%	41.0%	18.1%	60.3%	29.1%	31.3%	97.1%
45 - 54	1204	1177	508	248	834	425	409	1150
%V	13.6%	13.8%	15.1%	15.1%	14.1%	16.1%	12.6%	14.2%
%H		97.8%	42.2%	20.6%	69.3%	35.3%	34.0%	95.5%
55 - 64	1051	1028	388	220	778	357	421	980
%V	11.9%	12.0%	11.5%	13.4%	13.2%	13.5%	12.9%	12.1%
%H		97.8%	36.9%	20.9%	74.0%	34.0%	40.1%	93.2%
65+	1634	1620	517	228	1317	438	880	1149
%V	18.4%	19.0%	15.4%	13.9%	22.3%	16.6%	27.1%	14.2%
%H		99.1%	31.6%	14.0%	80.6%	26.8%	53.9%	70.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)		7111	6865	2631	1311	4855	2131	2725	6411
	%H		96.5%	37.0%	18.4%	68.3%	30.0%	38.3%	90.2%
AB		1692	1656	680	296	1165	534	631	1664
	%V	23.8%	24.1%	25.8%	22.6%	24.0%	25.1%	23.2%	26.0%
	%H		97.9%	40.2%	17.5%	68.9%	31.6%	37.3%	98.3%
C1		1954	1875	745	377	1311	611	700	1838
	%V	27.5%	27.3%	28.3%	28.8%	27.0%	28.7%	25.7%	28.7%
	%H		96.0%	38.1%	19.3%	67.1%	31.3%	35.8%	94.1%
C2		1625	1585	581	314	1179	528	651	1459
	%V	22.9%	23.1%	22.1%	24.0%	24.3%	24.8%	23.9%	22.8%
	%H		97.5%	35.8%	19.3%	72.6%	32.5%	40.1%	89.8%
D		1232	1170	460	242	770	350	420	1067
	%V	17.3%	17.0%	17.5%	18.5%	15.9%	16.4%	15.4%	16.6%
	%H		95.0%	37.3%	19.6%	62.5%	28.4%	34.1%	86.6%
E		609	579	166	81	431	108	323	383
	%V	8.6%	8.4%	6.3%	6.2%	8.9%	5.1%	11.9%	6.0%
	%H		95.1%	27.3%	13.3%	70.8%	17.7%	53.0%	62.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	7111	6865	2631	1311	4855	2131	2725	6411
%H		96.5%	37.0%	18.4%	68.3%	30.0%	38.3%	90.2%
Working full time	3402	3299	1340	716	2216	1104	1112	3313
%V	47.8%	48.1%	50.9%	54.6%	45.6%	51.8%	40.8%	51.7%
%H		97.0%	39.4%	21.0%	65.1%	32.5%	32.7%	97.4%
Working part time	668	653	272	139	456	225	230	646
%V	9.4%	9.5%	10.3%	10.6%	9.4%	10.6%	8.4%	10.1%
%H		97.8%	40.7%	20.8%	68.3%	33.7%	34.4%	96.7%
Not working	3041	2912	1019	455	2184	801	1383	2452
%V	42.8%	42.4%	38.7%	34.7%	45.0%	37.6%	50.8%	38.2%
%H		95.8%	33.5%	15.0%	71.8%	26.3%	45.5%	80.6%
Houseperson	3712	3569	1278	620	2568	1001	1567	3168
%V	52.2%	52.0%	48.6%	47.3%	52.9%	47.0%	57.5%	49.4%
%H		96.1%	34.4%	16.7%	69.2%	27.0%	42.2%	85.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3492	3352	1296	650	2348	1056	1292	3176
%H		96.0%	37.1%	18.6%	67.2%	30.2%	37.0%	91.0%
16 - 19	180	176	82	30	120	61	59	177
%V	5.2%	5.3%	6.3%	4.6%	5.1%	5.8%	4.6%	5.6%
%H		97.8%	45.6%	16.7%	66.7%	33.9%	32.8%	98.3%
20 - 24	299	274	101	59	170	82	88	294
%V	8.6%	8.2%	7.8%	9.1%	7.2%	7.8%	6.8%	9.3%
%H		91.6%	33.8%	19.7%	56.9%	27.4%	29.4%	98.3%
25 - 34	608	568	215	127	343	165	178	583
%V	17.4%	16.9%	16.6%	19.5%	14.6%	15.6%	13.8%	18.4%
%H		93.4%	35.4%	20.9%	56.4%	27.1%	29.3%	95.9%
35 - 44	533	502	209	94	315	142	172	513
%V	15.3%	15.0%	16.1%	14.5%	13.4%	13.4%	13.3%	16.2%
%H		94.2%	39.2%	17.6%	59.1%	26.6%	32.3%	96.2%
45 - 54	586	569	245	118	408	209	199	554
%V	16.8%	17.0%	18.9%	18.2%	17.4%	19.8%	15.4%	17.4%
%H		97.1%	41.8%	20.1%	69.6%	35.7%	34.0%	94.5%
55 - 64	525	509	194	108	385	179	206	489
%V	15.0%	15.2%	15.0%	16.6%	16.4%	17.0%	15.9%	15.4%
%H		97.0%	37.0%	20.6%	73.3%	34.1%	39.2%	93.1%
65+	762	754	250	113	607	216	391	566
%V	21.8%	22.5%	19.3%	17.4%	25.9%	20.5%	30.3%	17.8%
%H		99.0%	32.8%	14.8%	79.7%	28.3%	51.3%	74.3%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3492	3352	1296	650	2348	1056	1292	3176
%H		96.0%	37.1%	18.6%	67.2%	30.2%	37.0%	91.0%
AB	857	841	346	152	588	272	316	842
%V	24.5%	25.1%	26.7%	23.4%	25.0%	25.8%	24.5%	26.5%
%H		98.1%	40.4%	17.7%	68.6%	31.7%	36.9%	98.2%
C1	920	881	353	186	601	293	307	873
%V	26.3%	26.3%	27.2%	28.6%	25.6%	27.7%	23.8%	27.5%
%H		95.8%	38.4%	20.2%	65.3%	31.8%	33.4%	94.9%
C2	860	834	305	164	621	279	342	759
%V	24.6%	24.9%	23.5%	25.2%	26.4%	26.4%	26.5%	23.9%
%H		97.0%	35.5%	19.1%	72.2%	32.4%	39.8%	88.3%
D	607	567	223	119	367	168	199	540
%V	17.4%	16.9%	17.2%	18.3%	15.6%	15.9%	15.4%	17.0%
%H		93.4%	36.7%	19.6%	60.5%	27.7%	32.8%	89.0%
E	248	229	69	29	171	44	127	161
%V	7.1%	6.8%	5.3%	4.5%	7.3%	4.2%	9.8%	5.1%
%H		92.3%	27.8%	11.7%	69.0%	17.7%	51.2%	64.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3492	3352	1296	650	2348	1056	1292	3176
%H		96.0%	37.1%	18.6%	67.2%	30.2%	37.0%	91.0%
Working full time	2067	1995	805	431	1333	664	669	2008
%V	59.2%	59.5%	62.1%	66.3%	56.8%	62.9%	51.8%	63.2%
%H		96.5%	38.9%	20.9%	64.5%	32.1%	32.4%	97.1%
Working part time	151	145	63	31	97	49	49	144
%V	4.3%	4.3%	4.9%	4.8%	4.1%	4.6%	3.8%	4.5%
%H		96.0%	41.7%	20.5%	64.2%	32.5%	32.5%	95.4%
Not working	1274	1212	428	188	917	343	574	1024
%V	36.5%	36.2%	33.0%	28.9%	39.1%	32.5%	44.4%	32.2%
%H		95.1%	33.6%	14.8%	72.0%	26.9%	45.1%	80.4%
Houseperson	800	734	214	108	531	155	376	612
%V	22.9%	21.9%	16.5%	16.6%	22.6%	14.7%	29.1%	19.3%
%H		91.8%	26.8%	13.5%	66.4%	19.4%	47.0%	76.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3619	3513	1335	661	2508	1075	1433	3235
%H		97.1%	36.9%	18.3%	69.3%	29.7%	39.6%	89.4%
16 - 19	180	178	73	30	129	59	70	177
%V	5.0%	5.1%	5.5%	4.5%	5.1%	5.5%	4.9%	5.5%
%H		98.9%	40.6%	16.7%	71.7%	32.8%	38.9%	98.3%
20 - 24	288	254	87	57	170	72	97	279
%V	8.0%	7.2%	6.5%	8.6%	6.8%	6.7%	6.8%	8.6%
%H		88.2%	30.2%	19.8%	59.0%	25.0%	33.7%	96.9%
25 - 34	580	556	214	114	339	155	184	566
%V	16.0%	15.8%	16.0%	17.2%	13.5%	14.4%	12.8%	17.5%
%H		95.9%	36.9%	19.7%	58.4%	26.7%	31.7%	97.6%
35 - 44	554	533	237	103	341	173	168	544
%V	15.3%	15.2%	17.8%	15.6%	13.6%	16.1%	11.7%	16.8%
%H		96.2%	42.8%	18.6%	61.6%	31.2%	30.3%	98.2%
45 - 54	618	607	263	130	427	216	210	596
%V	17.1%	17.3%	19.7%	19.7%	17.0%	20.1%	14.7%	18.4%
%H		98.2%	42.6%	21.0%	69.1%	35.0%	34.0%	96.4%
55 - 64	526	519	194	112	393	178	215	491
%V	14.5%	14.8%	14.5%	16.9%	15.7%	16.6%	15.0%	15.2%
%H		98.7%	36.9%	21.3%	74.7%	33.8%	40.9%	93.3%
65+	872	866	266	115	710	221	489	583
%V	24.1%	24.7%	19.9%	17.4%	28.3%	20.6%	34.1%	18.0%
%H		99.3%	30.5%	13.2%	81.4%	25.3%	56.1%	66.9%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3619	3513	1335	661	2508	1075	1433	3235
%H		97.1%	36.9%	18.3%	69.3%	29.7%	39.6%	89.4%
AB	835	815	334	145	578	262	315	822
%V	23.1%	23.2%	25.0%	21.9%	23.0%	24.4%	22.0%	25.4%
%H		97.6%	40.0%	17.4%	69.2%	31.4%	37.7%	98.4%
C1	1033	994	391	191	710	318	392	965
%V	28.5%	28.3%	29.3%	28.9%	28.3%	29.6%	27.4%	29.8%
%H		96.2%	37.9%	18.5%	68.7%	30.8%	37.9%	93.4%
C2	765	751	275	151	558	249	309	700
%V	21.1%	21.4%	20.6%	22.8%	22.2%	23.2%	21.6%	21.6%
%H		98.2%	35.9%	19.7%	72.9%	32.5%	40.4%	91.5%
D	625	604	237	123	403	182	221	527
%V	17.3%	17.2%	17.8%	18.6%	16.1%	16.9%	15.4%	16.3%
%H		96.6%	37.9%	19.7%	64.5%	29.1%	35.4%	84.3%
E	361	349	98	52	259	64	195	222
%V	10.0%	9.9%	7.3%	7.9%	10.3%	6.0%	13.6%	6.9%
%H		96.7%	27.1%	14.4%	71.7%	17.7%	54.0%	61.5%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	3619	3513	1335	661	2508	1075	1433	3235
%H		97.1%	36.9%	18.3%	69.3%	29.7%	39.6%	89.4%
Working full time	1335	1305	534	285	883	441	442	1305
%V	36.9%	37.1%	40.0%	43.1%	35.2%	41.0%	30.8%	40.3%
%H		97.8%	40.0%	21.3%	66.1%	33.0%	33.1%	97.8%
Working part time	517	508	209	108	358	177	182	502
%V	14.3%	14.5%	15.7%	16.3%	14.3%	16.5%	12.7%	15.5%
%H		98.3%	40.4%	20.9%	69.2%	34.2%	35.2%	97.1%
Not working	1768	1700	591	268	1266	458	809	1428
%V	48.9%	48.4%	44.3%	40.5%	50.5%	42.6%	56.5%	44.1%
%H		96.2%	33.4%	15.2%	71.6%	25.9%	45.8%	80.8%
Houseperson	2912	2835	1064	512	2037	846	1191	2556
%V	80.5%	80.7%	79.7%	77.5%	81.2%	78.7%	83.1%	79.0%
%H		97.4%	36.5%	17.6%	70.0%	29.1%	40.9%	87.8%

Base: BBC Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2005	1930	818	216	1350	521	829	1788
%H (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
AB	519	497	224	54	359	152	207	501
%V	25.9%	25.8%	27.4%	25.0%	26.6%	29.2%	25.0%	28.0%
%H (All HH)		95.8%	43.2%	10.4%	69.2%	29.3%	39.9%	96.5%
%H (TV HH)			45.1%	10.9%	72.2%	30.6%	41.6%	
C1	606	583	246	70	408	163	245	554
%V	30.2%	30.2%	30.1%	32.4%	30.2%	31.3%	29.6%	31.0%
%H (All HH)		96.2%	40.6%	11.6%	67.3%	26.9%	40.4%	91.4%
%H (TV HH)			42.2%	12.0%	70.0%	28.0%	42.0%	
C2	450	439	189	49	314	125	190	401
%V	22.4%	22.7%	23.1%	22.7%	23.3%	24.0%	22.9%	22.4%
%H (All HH)		97.6%	42.0%	10.9%	69.8%	27.8%	42.2%	89.1%
%H (TV HH)			43.1%	11.2%	71.5%	28.5%	43.3%	
D	283	275	112	35	164	55	109	241
%V	14.1%	14.2%	13.7%	16.2%	12.1%	10.6%	13.1%	13.5%
%H (All HH)		97.2%	39.6%	12.4%	58.0%	19.4%	38.5%	85.2%
%H (TV HH)			40.7%	12.7%	59.6%	20.0%	39.6%	
E	147	136	47	7	105	27	77	91
%V	7.3%	7.0%	5.7%	3.2%	7.8%	5.2%	9.3%	5.1%
%H (All HH)		92.5%	32.0%	4.8%	71.4%	18.4%	52.4%	61.9%
%H (TV HH)			34.6%	5.1%	77.2%	19.9%	56.6%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2005	1930	818	216	1350	521	829	1788
%V (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Under 25	56	50	18	4	28	10	18	54
%V	2.8%	2.6%	2.2%	1.9%	2.1%	1.9%	2.2%	3.0%
%H (All HH)		89.3%	32.1%	7.1%	50.0%	17.9%	32.1%	96.4%
%H (TV HH)			36.0%	8.0%	56.0%	20.0%	36.0%	
25 - 34	293	272	111	35	151	50	100	289
%V	14.6%	14.1%	13.6%	16.2%	11.2%	9.6%	12.1%	16.2%
%H (All HH)		92.8%	37.9%	11.9%	51.5%	17.1%	34.1%	98.6%
%H (TV HH)			40.8%	12.9%	55.5%	18.4%	36.8%	
35 - 44	319	300	144	28	183	73	109	315
%V	15.9%	15.5%	17.6%	13.0%	13.6%	14.0%	13.1%	17.6%
%H (All HH)		94.0%	45.1%	8.8%	57.4%	22.9%	34.2%	98.7%
%H (TV HH)			48.0%	9.3%	61.0%	24.3%	36.3%	
45 - 54	395	388	188	59	262	129	133	381
%V	19.7%	20.1%	23.0%	27.3%	19.4%	24.8%	16.0%	21.3%
%H (All HH)		98.2%	47.6%	14.9%	66.3%	32.7%	33.7%	96.5%
%H (TV HH)			48.5%	15.2%	67.5%	33.2%	34.3%	
55 - 64	354	342	163	45	243	115	128	336
%V	17.7%	17.7%	19.9%	20.8%	18.0%	22.1%	15.4%	18.8%
%H (All HH)		96.6%	46.0%	12.7%	68.6%	32.5%	36.2%	94.9%
%H (TV HH)			47.7%	13.2%	71.1%	33.6%	37.4%	
65 +	588	578	193	46	485	144	340	413
%V	29.3%	29.9%	23.6%	21.3%	35.9%	27.6%	41.0%	23.1%
%H (All HH)		98.3%	32.8%	7.8%	82.5%	24.5%	57.8%	70.2%
%H (TV HH)			33.4%	8.0%	83.9%	24.9%	58.8%	

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
Jul 2018 - Jun 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	2005	1930	818	216	1350	521	829	1788
%H (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
1	571	532	153	40	420	93	327	403
%V	28.5%	27.6%	18.7%	18.5%	31.1%	17.9%	39.4%	22.5%
%H (All HH)		93.2%	26.8%	7.0%	73.6%	16.3%	57.3%	70.6%
%H (TV HH)			28.8%	7.5%	78.9%	17.5%	61.5%	
2	682	663	305	69	472	206	266	644
%V	34.0%	34.4%	37.3%	31.9%	35.0%	39.5%	32.1%	36.0%
%H (All HH)		97.2%	44.7%	10.1%	69.2%	30.2%	39.0%	94.4%
%H (TV HH)			46.0%	10.4%	71.2%	31.1%	40.1%	
3	328	321	157	41	207	102	105	322
%V	16.4%	16.6%	19.2%	19.0%	15.3%	19.6%	12.7%	18.0%
%H (All HH)		97.9%	47.9%	12.5%	63.1%	31.1%	32.0%	98.2%
%H (TV HH)			48.9%	12.8%	64.5%	31.8%	32.7%	
4	296	288	142	44	179	85	94	294
%V	14.8%	14.9%	17.4%	20.4%	13.3%	16.3%	11.3%	16.4%
%H (All HH)		97.3%	48.0%	14.9%	60.5%	28.7%	31.8%	99.3%
%H (TV HH)			49.3%	15.3%	62.2%	29.5%	32.6%	
5+	128	126	62	22	72	35	38	126
%V	6.4%	6.5%	7.6%	10.2%	5.3%	6.7%	4.6%	7.0%
%H (All HH)		98.4%	48.4%	17.2%	56.3%	27.3%	29.7%	98.4%
%H (TV HH)			49.2%	17.5%	57.1%	27.8%	30.2%	
Average HH size	2.39	2.41	2.61	2.77	2.28	2.57	2.10	2.52

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2005	1930	818	216	1350	521	829	1788
%H (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Without	1471	1406	566	151	1026	379	648	1258
%V	73.4%	72.8%	69.2%	69.9%	76.0%	72.7%	78.2%	70.4%
%H (All HH)		95.6%	38.5%	10.3%	69.7%	25.8%	44.1%	85.5%
%H (TV HH)			40.3%	10.7%	73.0%	27.0%	46.1%	
With	534	525	252	66	323	142	181	530
%V	26.6%	27.2%	30.8%	30.6%	23.9%	27.3%	21.8%	29.6%
%H (All HH)		98.3%	47.2%	12.4%	60.5%	26.6%	33.9%	99.3%
%H (TV HH)			48.0%	12.6%	61.5%	27.0%	34.5%	
0 - 3	199	192	90	18	112	44	68	196
%V	9.9%	9.9%	11.0%	8.3%	8.3%	8.4%	8.2%	11.0%
%H (All HH)		96.5%	45.2%	9.0%	56.3%	22.1%	34.2%	98.5%
%H (TV HH)			46.9%	9.4%	58.3%	22.9%	35.4%	
4 - 9	274	268	132	36	158	72	86	272
%V	13.7%	13.9%	16.1%	16.7%	11.7%	13.8%	10.4%	15.2%
%H (All HH)		97.8%	48.2%	13.1%	57.7%	26.3%	31.4%	99.3%
%H (TV HH)			49.3%	13.4%	59.0%	26.9%	32.1%	
10 - 15	259	258	127	35	163	76	88	256
%V	12.9%	13.4%	15.5%	16.2%	12.1%	14.6%	10.6%	14.3%
%H (All HH)		99.6%	49.0%	13.5%	62.9%	29.3%	34.0%	98.8%
%H (TV HH)			49.2%	13.6%	63.2%	29.5%	34.1%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC East

Household level data

Table 4.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1930	818	216	1350	521	829	1788
%H (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
1	776	776	256	87	491	111	380	661
%V	38.7%	40.2%	31.3%	40.3%	36.4%	21.3%	45.8%	37.0%
%H (All HH)		100.0%	33.0%	11.2%	63.3%	14.3%	49.0%	85.2%
%H (TV HH)			33.0%	11.2%	63.3%	14.3%	49.0%	
2	624	624	267	65	455	174	281	554
%V	31.1%	32.3%	32.6%	30.1%	33.7%	33.4%	33.9%	31.0%
%H (All HH)		100.0%	42.8%	10.4%	72.9%	27.9%	45.0%	88.8%
%H (TV HH)			42.8%	10.4%	72.9%	27.9%	45.0%	
3	304	304	174	30	228	129	99	291
%V	15.2%	15.8%	21.3%	13.9%	16.9%	24.8%	11.9%	16.3%
%H (All HH)		100.0%	57.2%	9.9%	75.0%	42.4%	32.6%	95.7%
%H (TV HH)			57.2%	9.9%	75.0%	42.4%	32.6%	
4	145	145	70	20	112	60	52	140
%V	7.2%	7.5%	8.6%	9.3%	8.3%	11.5%	6.3%	7.8%
%H (All HH)		100.0%	48.3%	13.8%	77.2%	41.4%	35.9%	96.6%
%H (TV HH)			48.3%	13.8%	77.2%	41.4%	35.9%	
5+	80	80	51	14	64	47	17	80
%V	4.0%	4.1%	6.2%	6.5%	4.7%	9.0%	2.1%	4.5%
%H (All HH)		100.0%	63.8%	17.5%	80.0%	58.8%	21.3%	100.0%
%H (TV HH)			63.8%	17.5%	80.0%	58.8%	21.3%	

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

Jul 2018 - Jun 2019

BBC East

Household level data

Table 4.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1930	818	216	1350	521	829	1788
%V (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Under 20"	297	297	123	30	255	114	141	255
%V	14.8%	15.4%	15.0%	13.9%	18.9%	21.9%	17.0%	14.3%
%H (All HH)		100.0%	41.4%	10.1%	85.9%	38.4%	47.5%	85.9%
%H (TV HH)			41.4%	10.1%	85.9%	38.4%	47.5%	
20" - 29"	554	554	228	58	436	180	256	487
%V	27.6%	28.7%	27.9%	26.9%	32.3%	34.5%	30.9%	27.2%
%H (All HH)		100.0%	41.2%	10.5%	78.7%	32.5%	46.2%	87.9%
%H (TV HH)			41.2%	10.5%	78.7%	32.5%	46.2%	
30" - 39"	867	867	368	99	634	251	384	774
%V	43.2%	44.9%	45.0%	45.8%	47.0%	48.2%	46.3%	43.3%
%H (All HH)		100.0%	42.4%	11.4%	73.1%	29.0%	44.3%	89.3%
%H (TV HH)			42.4%	11.4%	73.1%	29.0%	44.3%	
40" - 49"	947	947	449	122	633	287	347	898
%V	47.2%	49.1%	54.9%	56.5%	46.9%	55.1%	41.9%	50.2%
%H (All HH)		100.0%	47.4%	12.9%	66.8%	30.3%	36.6%	94.8%
%H (TV HH)			47.4%	12.9%	66.8%	30.3%	36.6%	
50" - 59"	387	387	224	45	247	142	104	376
%V	19.3%	20.1%	27.4%	20.8%	18.3%	27.3%	12.5%	21.0%
%H (All HH)		100.0%	57.9%	11.6%	63.8%	36.7%	26.9%	97.2%
%H (TV HH)			57.9%	11.6%	63.8%	36.7%	26.9%	
60"+	59	59	34	5	37	20	17	58
%V	2.9%	3.1%	4.2%	2.3%	2.7%	3.8%	2.1%	3.2%
%H (All HH)		100.0%	57.6%	8.5%	62.7%	33.9%	28.8%	98.3%
%H (TV HH)			57.6%	8.5%	62.7%	33.9%	28.8%	

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

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Household level data

Table 4.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2005	1930	818	216	1350	521	829	1788
%V (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Main living room	1908	1908	815	214	1335	518	816	1704
%V	95.2%	98.9%	99.6%	99.1%	98.9%	99.4%	98.4%	95.3%
%H (All HH)		100.0%	42.7%	11.2%	70.0%	27.1%	42.8%	89.3%
%H (TV HH)			42.7%	11.2%	70.0%	27.1%	42.8%	
Kitchen	255	255	122	25	222	113	109	230
%V	12.7%	13.2%	14.9%	11.6%	16.4%	21.7%	13.1%	12.9%
%H (All HH)		100.0%	47.8%	9.8%	87.1%	44.3%	42.7%	90.2%
%H (TV HH)			47.8%	9.8%	87.1%	44.3%	42.7%	
Adult's bedroom	870	870	430	104	653	328	326	809
%V	43.4%	45.1%	52.6%	48.1%	48.4%	63.0%	39.3%	45.2%
%H (All HH)		100.0%	49.4%	12.0%	75.1%	37.7%	37.5%	93.0%
%H (TV HH)			49.4%	12.0%	75.1%	37.7%	37.5%	
Child's bedroom	168	168	99	22	102	61	41	167
%V	8.4%	8.7%	12.1%	10.2%	7.6%	11.7%	4.9%	9.3%
%H (All HH)		100.0%	58.9%	13.1%	60.7%	36.3%	24.4%	99.4%
%H (TV HH)			58.9%	13.1%	60.7%	36.3%	24.4%	
Other bedroom	98	98	59	8	79	52	28	95
%V	4.9%	5.1%	7.2%	3.7%	5.9%	10.0%	3.4%	5.3%
%H (All HH)		100.0%	60.2%	8.2%	80.6%	53.1%	28.6%	96.9%
%H (TV HH)			60.2%	8.2%	80.6%	53.1%	28.6%	
Second living/dining room	197	197	94	26	147	71	76	187
%V	9.8%	10.2%	11.5%	12.0%	10.9%	13.6%	9.2%	10.5%
%H (All HH)		100.0%	47.7%	13.2%	74.6%	36.0%	38.6%	94.9%
%H (TV HH)			47.7%	13.2%	74.6%	36.0%	38.6%	
Study/office	45	45	24	6	37	21	16	45
%V	2.2%	2.3%	2.9%	2.8%	2.7%	4.0%	1.9%	2.5%
%H (All HH)		100.0%	53.3%	13.3%	82.2%	46.7%	35.6%	100.0%
%H (TV HH)			53.3%	13.3%	82.2%	46.7%	35.6%	
TV room	26	26	15	1	19	9	10	26
%V	1.3%	1.3%	1.8%	0.5%	1.4%	1.7%	1.2%	1.5%
%H (All HH)		100.0%	57.7%	3.8%	73.1%	34.6%	38.5%	100.0%
%H (TV HH)			57.7%	3.8%	73.1%	34.6%	38.5%	
Conservatory	47	47	25	6	41	23	17	45
%V	2.3%	2.4%	3.1%	2.8%	3.0%	4.4%	2.1%	2.5%
%H (All HH)		100.0%	53.2%	12.8%	87.2%	48.9%	36.2%	95.7%
%H (TV HH)			53.2%	12.8%	87.2%	48.9%	36.2%	
Attic or loft room	2	2	0	0	2	0	2	2
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	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	38	38	26	4	27	19	7	35
%V	1.9%	2.0%	3.2%	1.9%	2.0%	3.6%	0.8%	2.0%
%H (All HH)		100.0%	68.4%	10.5%	71.1%	50.0%	18.4%	92.1%
%H (TV HH)			68.4%	10.5%	71.1%	50.0%	18.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.8: 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	2005	1930	818	216	1350	521	829	1788
%V (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Any DSAT provider	818	818	818	15	433	433	0	774
%V	40.8%	42.4%	100.0%	6.9%	32.1%	83.1%	0.0%	43.3%
%H (All HH)			100.0%	1.8%	52.9%	52.9%	0.0%	94.6%
%H (TV HH)			100.0%	1.8%	52.9%	52.9%	0.0%	
Sky with subscription	662	662	662	7	343	343	0	638
%V	33.0%	34.3%	80.9%	3.2%	25.4%	65.8%	0.0%	35.7%
%H (All HH)			100.0%	1.1%	51.8%	51.8%	0.0%	96.4%
%H (TV HH)			100.0%	1.1%	51.8%	51.8%	0.0%	
Sky without subscription	32	32	32	3	17	17	0	25
%V	1.6%	1.7%	3.9%	1.4%	1.3%	3.3%	0.0%	1.4%
%H (All HH)			100.0%	9.4%	53.1%	53.1%	0.0%	78.1%
%H (TV HH)			100.0%	9.4%	53.1%	53.1%	0.0%	
Freesat	104	104	104	4	63	63	0	92
%V	5.2%	5.4%	12.7%	1.9%	4.7%	12.1%	0.0%	5.1%
%H (All HH)			100.0%	3.8%	60.6%	60.6%	0.0%	88.5%
%H (TV HH)			100.0%	3.8%	60.6%	60.6%	0.0%	
Other satellite provider	57	57	57	3	30	30	0	54
%V	2.8%	3.0%	7.0%	1.4%	2.2%	5.8%	0.0%	3.0%
%H (All HH)			100.0%	5.3%	52.6%	52.6%	0.0%	94.7%
%H (TV HH)			100.0%	5.3%	52.6%	52.6%	0.0%	
DCAB	216	216	15	216	100	100	0	211
%V	10.8%	11.2%	1.8%	100.0%	7.4%	19.2%	0.0%	11.8%
%H (All HH)			6.9%	100.0%	46.3%	46.3%	0.0%	97.7%
%H (TV HH)			6.9%	100.0%	46.3%	46.3%	0.0%	
DTT	1350	1350	433	100	1350	521	829	1173
%V	67.3%	69.9%	52.9%	46.3%	100.0%	100.0%	100.0%	65.6%
%H (All HH)		100.0%	32.1%	7.4%	100.0%	38.6%	61.4%	86.9%
%H (TV HH)			32.1%	7.4%	100.0%	38.6%	61.4%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

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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	2005	1930	818	216	1350	521	829	1788
%H (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
PVR	1198	1198	737	201	747	475	271	1134
%V	59.8%	62.1%	90.1%	93.1%	55.3%	91.2%	32.7%	63.4%
%H (All HH)		100.0%	61.5%	16.8%	62.4%	39.6%	22.6%	94.7%
%H (TV HH)			61.5%	16.8%	62.4%	39.6%	22.6%	
DVDR	17	17	9	2	14	8	6	16
%V	0.8%	0.9%	1.1%	0.9%	1.0%	1.5%	0.7%	0.9%
%H (All HH)		100.0%	52.9%	11.8%	82.4%	47.1%	35.3%	94.1%
%H (TV HH)			52.9%	11.8%	82.4%	47.1%	35.3%	
VCR	18	18	9	2	17	10	7	13
%V	0.9%	0.9%	1.1%	0.9%	1.3%	1.9%	0.8%	0.7%
%H (All HH)		100.0%	50.0%	11.1%	94.4%	55.6%	38.9%	72.2%
%H (TV HH)			50.0%	11.1%	94.4%	55.6%	38.9%	
Any recorder	1208	1208	741	201	754	477	277	1140
%V	60.2%	62.6%	90.6%	93.1%	55.9%	91.6%	33.4%	63.8%
%H (All HH)		100.0%	61.3%	16.6%	62.4%	39.5%	22.9%	94.4%
%H (TV HH)			61.3%	16.6%	62.4%	39.5%	22.9%	
Receives HDTV (via STB or built-in reception)	1501	1501	721	196	1076	478	599	1392
%V	74.9%	77.8%	88.1%	90.7%	79.7%	91.7%	72.3%	77.9%
%H (All HH)		100.0%	48.0%	13.1%	71.7%	31.8%	39.9%	92.7%
%H (TV HH)			48.0%	13.1%	71.7%	31.8%	39.9%	
DVD/Blu-ray player or recorder	1280	1280	579	141	914	385	529	1177
%V	63.8%	66.3%	70.8%	65.3%	67.7%	73.9%	63.8%	65.8%
%H (All HH)		100.0%	45.2%	11.0%	71.4%	30.1%	41.3%	92.0%
%H (TV HH)			45.2%	11.0%	71.4%	30.1%	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

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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	2005	1930	818	216	1350	521	829	1788
%V (All HH)		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%
%H (TV HH)			42.4%	11.2%	69.9%	27.0%	43.0%	
Has broadband internet	1788	1725	774	211	1173	496	676	1788
%V	89.2%	89.4%	94.6%	97.7%	86.9%	95.2%	81.5%	100.0%
%H (All HH)		96.5%	43.3%	11.8%	65.6%	27.7%	37.8%	100.0%
%H (TV HH)			44.9%	12.2%	68.0%	28.8%	39.2%	
Number of computers (PCs and laptops)								
0	294	276	69	13	218	37	181	92
%V	14.7%	14.3%	8.4%	6.0%	16.1%	7.1%	21.8%	5.1%
%H (All HH)		93.9%	23.5%	4.4%	74.1%	12.6%	61.6%	31.3%
%H (TV HH)			25.0%	4.7%	79.0%	13.4%	65.6%	
1	484	456	195	50	308	116	192	473
%V	24.1%	23.6%	23.8%	23.1%	22.8%	22.3%	23.2%	26.5%
%H (All HH)		94.2%	40.3%	10.3%	63.6%	24.0%	39.7%	97.7%
%H (TV HH)			42.8%	11.0%	67.5%	25.4%	42.1%	
2	486	477	198	58	341	135	206	483
%V	24.2%	24.7%	24.2%	26.9%	25.3%	25.9%	24.8%	27.0%
%H (All HH)		98.1%	40.7%	11.9%	70.2%	27.8%	42.4%	99.4%
%H (TV HH)			41.5%	12.2%	71.5%	28.3%	43.2%	
3	339	331	161	38	223	103	120	339
%V	16.9%	17.2%	19.7%	17.6%	16.5%	19.8%	14.5%	19.0%
%H (All HH)		97.6%	47.5%	11.2%	65.8%	30.4%	35.4%	100.0%
%H (TV HH)			48.6%	11.5%	67.4%	31.1%	36.3%	
4	189	184	99	18	120	59	61	189
%V	9.4%	9.5%	12.1%	8.3%	8.9%	11.3%	7.4%	10.6%
%H (All HH)		97.4%	52.4%	9.5%	63.5%	31.2%	32.3%	100.0%
%H (TV HH)			53.8%	9.8%	65.2%	32.1%	33.2%	
5+	212	207	95	40	140	71	68	211
%V	10.6%	10.7%	11.6%	18.5%	10.4%	13.6%	8.2%	11.8%
%H (All HH)		97.6%	44.8%	18.9%	66.0%	33.5%	32.1%	99.5%
%H (TV HH)			45.9%	19.3%	67.6%	34.3%	32.9%	

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

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	3952	1863	461	2878	1337	1542	3632
%H		47.1%	11.7%	72.8%	33.8%	39.0%	91.9%
Under 20"	356	153	38	304	144	161	306
%V	9.0%	8.2%	8.2%	10.6%	10.8%	10.4%	8.4%
%H		43.0%	10.7%	85.4%	40.4%	45.2%	86.0%
20" - 29"	704	305	69	562	246	316	627
%V	17.8%	16.4%	15.0%	19.5%	18.4%	20.5%	17.3%
%H		43.3%	9.8%	79.8%	34.9%	44.9%	89.1%
30" - 39"	1098	493	132	806	351	455	992
%V	27.8%	26.5%	28.6%	28.0%	26.3%	29.5%	27.3%
%H		44.9%	12.0%	73.4%	32.0%	41.4%	90.3%
40" - 49"	1166	574	148	775	363	411	1112
%V	29.5%	30.8%	32.1%	26.9%	27.2%	26.7%	30.6%
%H		49.2%	12.7%	66.5%	31.1%	35.2%	95.4%
50" - 59"	437	257	55	276	163	113	426
%V	11.1%	13.8%	11.9%	9.6%	12.2%	7.3%	11.7%
%H		58.8%	12.6%	63.2%	37.3%	25.9%	97.5%
60"+	67	39	7	43	25	18	66
%V	1.7%	2.1%	1.5%	1.5%	1.9%	1.2%	1.8%
%H		58.2%	10.4%	64.2%	37.3%	26.9%	98.5%
Don't know	124	43	12	113	44	69	104
%V	3.1%	2.3%	2.6%	3.9%	3.3%	4.5%	2.9%
%H		34.7%	9.7%	91.1%	35.5%	55.6%	83.9%

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 4.12: 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	3952	1863	461	2878	1337	1542	3632
%H		47.1%	11.7%	72.8%	33.8%	39.0%	91.9%
Main living room	1914	819	214	1338	521	817	1708
%V	48.4%	44.0%	46.4%	46.5%	39.0%	53.0%	47.0%
%H		42.8%	11.2%	69.9%	27.2%	42.7%	89.2%
Kitchen	255	122	25	222	113	109	230
%V	6.5%	6.5%	5.4%	7.7%	8.5%	7.1%	6.3%
%H		47.8%	9.8%	87.1%	44.3%	42.7%	90.2%
Adult's bedroom	1076	532	140	805	409	396	1006
%V	27.2%	28.6%	30.4%	28.0%	30.6%	25.7%	27.7%
%H		49.4%	13.0%	74.8%	38.0%	36.8%	93.5%
Child's bedroom	223	133	28	138	84	54	222
%V	5.6%	7.1%	6.1%	4.8%	6.3%	3.5%	6.1%
%H		59.6%	12.6%	61.9%	37.7%	24.2%	99.6%
Other bedroom	116	70	10	93	61	32	113
%V	2.9%	3.8%	2.2%	3.2%	4.6%	2.1%	3.1%
%H		60.3%	8.6%	80.2%	52.6%	27.6%	97.4%
Second living/dining room	202	96	27	151	73	78	192
%V	5.1%	5.2%	5.9%	5.2%	5.5%	5.1%	5.3%
%H		47.5%	13.4%	74.8%	36.1%	38.6%	95.0%
Study/office	47	24	6	39	22	17	47
%V	1.2%	1.3%	1.3%	1.4%	1.6%	1.1%	1.3%
%H		51.1%	12.8%	83.0%	46.8%	36.2%	100.0%
TV room	26	16	1	19	9	10	26
%V	0.7%	0.9%	0.2%	0.7%	0.7%	0.6%	0.7%
%H		61.5%	3.8%	73.1%	34.6%	38.5%	100.0%
Conservatory	47	25	6	41	23	17	45
%V	1.2%	1.3%	1.3%	1.4%	1.7%	1.1%	1.2%
%H		53.2%	12.8%	87.2%	48.9%	36.2%	95.7%
Attic or loft room	2	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	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	41	27	5	29	21	7	38
%V	1.0%	1.4%	1.1%	1.0%	1.6%	0.5%	1.0%
%H		65.9%	12.2%	70.7%	51.2%	17.1%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3952	1863	461	2878	1337	1542	3632
%H		47.1%	11.7%	72.8%	33.8%	39.0%	91.9%
PVR	1737	1152	293	1017	705	313	1664
%V	44.0%	61.8%	63.6%	35.3%	52.7%	20.3%	45.8%
%H		66.3%	16.9%	58.5%	40.6%	18.0%	95.8%
DVDR	21	10	3	17	9	7	19
%V	0.5%	0.5%	0.7%	0.6%	0.7%	0.5%	0.5%
%H		47.6%	14.3%	81.0%	42.9%	33.3%	90.5%
VCR	18	9	2	17	10	7	14
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.5%	0.4%
%H		50.0%	11.1%	94.4%	55.6%	38.9%	77.8%
Any recorder	1754	1160	294	1032	711	321	1676
%V	44.4%	62.3%	63.8%	35.9%	53.2%	20.8%	46.1%
%H		66.1%	16.8%	58.8%	40.5%	18.3%	95.6%

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	3952	1863	461	2878	1337	1542	3632
%H		47.1%	11.7%	72.8%	33.8%	39.0%	91.9%
Receives HDTV (via STB or built-in reception)	2448	1275	324	1775	896	879	2304
%V	61.9%	68.4%	70.3%	61.7%	67.0%	57.0%	63.4%
%H		52.1%	13.2%	72.5%	36.6%	35.9%	94.1%
DVD/Blu-ray player or recorder	1814	868	208	1301	606	695	1688
%V	45.9%	46.6%	45.1%	45.2%	45.3%	45.1%	46.5%
%H		47.9%	11.5%	71.7%	33.4%	38.3%	93.1%

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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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	1928	818	216	1348	521	827	1724
%H		42.4%	11.2%	69.9%	27.0%	42.9%	89.4%
Under 20"	21	5	3	16	4	12	15
%V	1.1%	0.6%	1.4%	1.2%	0.8%	1.5%	0.9%
%H		23.8%	14.3%	76.2%	19.0%	57.1%	71.4%
20" - 29"	160	35	17	127	23	105	118
%V	8.3%	4.3%	7.9%	9.4%	4.4%	12.7%	6.8%
%H		21.9%	10.6%	79.4%	14.4%	65.6%	73.8%
30" - 39"	496	177	45	369	113	256	412
%V	25.7%	21.6%	20.8%	27.4%	21.7%	31.0%	23.9%
%H		35.7%	9.1%	74.4%	22.8%	51.6%	83.1%
40" - 49"	794	354	102	531	221	310	748
%V	41.2%	43.3%	47.2%	39.4%	42.4%	37.5%	43.4%
%H		44.6%	12.8%	66.9%	27.8%	39.0%	94.2%
50" - 59"	348	203	39	222	129	93	337
%V	18.0%	24.8%	18.1%	16.5%	24.8%	11.2%	19.5%
%H		58.3%	11.2%	63.8%	37.1%	26.7%	96.8%
60"+	51	32	4	30	17	13	51
%V	2.6%	3.9%	1.9%	2.2%	3.3%	1.6%	3.0%
%H		62.7%	7.8%	58.8%	33.3%	25.5%	100.0%
Don't know	59	12	7	53	13	40	43
%V	3.1%	1.5%	3.2%	3.9%	2.5%	4.8%	2.5%
%H		20.3%	11.9%	89.8%	22.0%	67.8%	72.9%

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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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	1928	818	216	1348	521	827	1724
%H		42.4%	11.2%	69.9%	27.0%	42.9%	89.4%
PVR	1175	727	199	725	466	259	1112
%V	60.9%	88.9%	92.1%	53.8%	89.4%	31.3%	64.5%
%H		61.9%	16.9%	61.7%	39.7%	22.0%	94.6%
DVDR	15	7	2	12	7	6	14
%V	0.8%	0.9%	0.9%	0.9%	1.3%	0.7%	0.8%
%H		46.7%	13.3%	80.0%	46.7%	40.0%	93.3%
VCR	12	5	1	11	6	5	10
%V	0.6%	0.6%	0.5%	0.8%	1.2%	0.6%	0.6%
%H		41.7%	8.3%	91.7%	50.0%	41.7%	83.3%
Any recorder	1182	730	200	731	467	264	1117
%V	61.3%	89.2%	92.6%	54.2%	89.6%	31.9%	64.8%
%H		61.8%	16.9%	61.8%	39.5%	22.3%	94.5%

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	1928	818	216	1348	521	827	1724
%H		42.4%	11.2%	69.9%	27.0%	42.9%	89.4%
Receives HDTV (via STB or built-in reception)	1469	711	193	1046	466	580	1361
%V	76.2%	86.9%	89.4%	77.6%	89.4%	70.1%	78.9%
%H		48.4%	13.1%	71.2%	31.7%	39.5%	92.6%
DVD/Blu-ray player or recorder	1132	508	120	812	335	477	1038
%V	58.7%	62.1%	55.6%	60.2%	64.3%	57.7%	60.2%
%H		44.9%	10.6%	71.7%	29.6%	42.1%	91.7%

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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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	2024	1045	245	1530	815	715	1908
%H		51.6%	12.1%	75.6%	40.3%	35.3%	94.3%
Under 20"	335	148	35	288	139	149	291
%V	16.6%	14.2%	14.3%	18.8%	17.1%	20.8%	15.3%
%H		44.2%	10.4%	86.0%	41.5%	44.5%	86.9%
20" - 29"	544	270	53	435	224	211	509
%V	26.9%	25.8%	21.6%	28.4%	27.5%	29.5%	26.7%
%H		49.6%	9.7%	80.0%	41.2%	38.8%	93.6%
30" - 39"	602	315	88	437	238	200	580
%V	29.7%	30.1%	35.9%	28.6%	29.2%	28.0%	30.4%
%H		52.3%	14.6%	72.6%	39.5%	33.2%	96.3%
40" - 49"	372	220	46	244	142	101	364
%V	18.4%	21.1%	18.8%	15.9%	17.4%	14.1%	19.1%
%H		59.1%	12.4%	65.6%	38.2%	27.2%	97.8%
50" - 59"	90	54	16	54	34	20	89
%V	4.4%	5.2%	6.5%	3.5%	4.2%	2.8%	4.7%
%H		60.0%	17.8%	60.0%	37.8%	22.2%	98.9%
60"+	15	6	3	12	8	5	15
%V	0.7%	0.6%	1.2%	0.8%	1.0%	0.7%	0.8%
%H		40.0%	20.0%	80.0%	53.3%	33.3%	100.0%
Don't know	65	32	5	60	31	29	61
%V	3.2%	3.1%	2.0%	3.9%	3.8%	4.1%	3.2%
%H		49.2%	7.7%	92.3%	47.7%	44.6%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC East

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2024	1045	245	1530	815	715	1908
%H		51.6%	12.1%	75.6%	40.3%	35.3%	94.3%
PVR	563	425	94	293	239	54	552
%V	27.8%	40.7%	38.4%	19.2%	29.3%	7.6%	28.9%
%H		75.5%	16.7%	52.0%	42.5%	9.6%	98.0%
DVDR	5	3	1	4	3	2	5
%V	0.2%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%
%H		60.0%	20.0%	80.0%	60.0%	40.0%	100.0%
VCR	6	3	1	5	4	2	4
%V	0.3%	0.3%	0.4%	0.3%	0.5%	0.3%	0.2%
%H		50.0%	16.7%	83.3%	66.7%	33.3%	66.7%
Any recorder	572	430	94	301	244	57	560
%V	28.3%	41.1%	38.4%	19.7%	29.9%	8.0%	29.4%
%H		75.2%	16.4%	52.6%	42.7%	10.0%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2024	1045	245	1530	815	715	1908
%H		51.6%	12.1%	75.6%	40.3%	35.3%	94.3%
Receives HDTV (via STB or built-in reception)	979	565	131	728	430	299	943
%V	48.4%	54.1%	53.5%	47.6%	52.8%	41.8%	49.4%
%H		57.7%	13.4%	74.4%	43.9%	30.5%	96.3%
DVD/Blu-ray player or recorder	683	359	88	489	271	218	649
%V	33.7%	34.4%	35.9%	32.0%	33.3%	30.5%	34.0%
%H		52.6%	12.9%	71.6%	39.7%	31.9%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC East
Individual level data
Table 4.21: Age of Children
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4651	2133	599	3083	1340	1743	4508
%H		97.1%	44.5%	12.5%	64.4%	28.0%	36.4%	94.1%
Total Children	938	923	448	119	556	248	308	931
%V	19.6%	19.8%	21.0%	19.9%	18.0%	18.5%	17.7%	20.7%
%H		98.4%	47.8%	12.7%	59.3%	26.4%	32.8%	99.3%
0 - 3	233	225	108	22	133	54	79	230
%V	4.9%	4.8%	5.1%	3.7%	4.3%	4.0%	4.5%	5.1%
%H		96.6%	46.4%	9.4%	57.1%	23.2%	33.9%	98.7%
4 - 15	705	698	340	97	423	194	229	701
%V	14.7%	15.0%	15.9%	16.2%	13.7%	14.5%	13.1%	15.6%
%H		99.0%	48.2%	13.8%	60.0%	27.5%	32.5%	99.4%
4 - 9	356	349	174	48	200	93	107	355
%V	7.4%	7.5%	8.2%	8.0%	6.5%	6.9%	6.1%	7.9%
%H		98.0%	48.9%	13.5%	56.2%	26.1%	30.1%	99.7%
10 - 15	349	349	166	49	223	101	122	346
%V	7.3%	7.5%	7.8%	8.2%	7.2%	7.5%	7.0%	7.7%
%H		100.0%	47.6%	14.0%	63.9%	28.9%	35.0%	99.1%

Base: BBC East - Individuals (000s)
%V = percentage of vertical total
%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC East

Individual level data

Table 4.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4790	4651	2133	599	3083	1340	1743	4508
%H		97.1%	44.5%	12.5%	64.4%	28.0%	36.4%	94.1%
Total Adults (16+)	3851	3728	1685	480	2527	1093	1435	3578
%V	80.4%	80.2%	79.0%	80.1%	82.0%	81.6%	82.3%	79.4%
%H		96.8%	43.8%	12.5%	65.6%	28.4%	37.3%	92.9%
16 - 19	202	201	104	36	126	69	57	198
%V	4.2%	4.3%	4.9%	6.0%	4.1%	5.1%	3.3%	4.4%
%H		99.5%	51.5%	17.8%	62.4%	34.2%	28.2%	98.0%
20 - 24	257	235	104	42	143	73	70	255
%V	5.4%	5.1%	4.9%	7.0%	4.6%	5.4%	4.0%	5.7%
%H		91.4%	40.5%	16.3%	55.6%	28.4%	27.2%	99.2%
25 - 34	614	578	232	89	321	121	200	604
%V	12.8%	12.4%	10.9%	14.9%	10.4%	9.0%	11.5%	13.4%
%H		94.1%	37.8%	14.5%	52.3%	19.7%	32.6%	98.4%
35 - 44	592	566	287	56	337	146	192	582
%V	12.4%	12.2%	13.5%	9.3%	10.9%	10.9%	11.0%	12.9%
%H		95.6%	48.5%	9.5%	56.9%	24.7%	32.4%	98.3%
45 - 54	682	672	332	105	454	229	225	666
%V	14.2%	14.4%	15.6%	17.5%	14.7%	17.1%	12.9%	14.8%
%H		98.5%	48.7%	15.4%	66.6%	33.6%	33.0%	97.7%
55 - 64	603	588	303	70	411	201	210	582
%V	12.6%	12.6%	14.2%	11.7%	13.3%	15.0%	12.0%	12.9%
%H		97.5%	50.2%	11.6%	68.2%	33.3%	34.8%	96.5%
65+	901	888	321	83	735	253	481	691
%V	18.8%	19.1%	15.0%	13.9%	23.8%	18.9%	27.6%	15.3%
%H		98.6%	35.6%	9.2%	81.6%	28.1%	53.4%	76.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC East

Individual level data

Table 4.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3851	3728	1685	480	2527	1093	1435	3578
%H		96.8%	43.8%	12.5%	65.6%	28.4%	37.3%	92.9%
AB	1021	988	466	115	699	315	384	998
%V	26.5%	26.5%	27.7%	24.0%	27.7%	28.8%	26.8%	27.9%
%H		96.8%	45.6%	11.3%	68.5%	30.9%	37.6%	97.7%
C1	1148	1108	513	148	748	346	402	1086
%V	29.8%	29.7%	30.4%	30.8%	29.6%	31.7%	28.0%	30.4%
%H		96.5%	44.7%	12.9%	65.2%	30.1%	35.0%	94.6%
C2	921	903	412	119	629	275	354	850
%V	23.9%	24.2%	24.5%	24.8%	24.9%	25.2%	24.7%	23.8%
%H		98.0%	44.7%	12.9%	68.3%	29.9%	38.4%	92.3%
D	561	542	226	81	313	116	198	507
%V	14.6%	14.5%	13.4%	16.9%	12.4%	10.6%	13.8%	14.2%
%H		96.6%	40.3%	14.4%	55.8%	20.7%	35.3%	90.4%
E	200	187	68	17	138	41	96	136
%V	5.2%	5.0%	4.0%	3.5%	5.5%	3.8%	6.7%	3.8%
%H		93.5%	34.0%	8.5%	69.0%	20.5%	48.0%	68.0%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC East
Individual level data
Table 4.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3851	3728	1685	480	2527	1093	1435	3578
%H		96.8%	43.8%	12.5%	65.6%	28.4%	37.3%	92.9%
Working full time	1867	1804	848	246	1143	521	622	1830
%V	48.5%	48.4%	50.3%	51.3%	45.2%	47.7%	43.3%	51.1%
%H		96.6%	45.4%	13.2%	61.2%	27.9%	33.3%	98.0%
Working part time	454	444	214	57	296	137	159	448
%V	11.8%	11.9%	12.7%	11.9%	11.7%	12.5%	11.1%	12.5%
%H		97.8%	47.1%	12.6%	65.2%	30.2%	35.0%	98.7%
Not working	1530	1480	622	176	1088	435	654	1301
%V	39.7%	39.7%	36.9%	36.7%	43.1%	39.8%	45.6%	36.4%
%H		96.7%	40.7%	11.5%	71.1%	28.4%	42.7%	85.0%
Houseperson	2005	1930	818	216	1350	521	829	1788
%V	52.1%	51.8%	48.5%	45.0%	53.4%	47.7%	57.8%	50.0%
%H		96.3%	40.8%	10.8%	67.3%	26.0%	41.3%	89.2%

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 4.25: 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+)	1896	1823	850	243	1218	558	660	1777
%H		96.1%	44.8%	12.8%	64.2%	29.4%	34.8%	93.7%
16 - 19	109	109	54	21	63	36	28	105
%V	5.7%	6.0%	6.4%	8.6%	5.2%	6.5%	4.2%	5.9%
%H		100.0%	49.5%	19.3%	57.8%	33.0%	25.7%	96.3%
20 - 24	124	113	53	24	68	43	25	123
%V	6.5%	6.2%	6.2%	9.9%	5.6%	7.7%	3.8%	6.9%
%H		91.1%	42.7%	19.4%	54.8%	34.7%	20.2%	99.2%
25 - 34	305	282	115	44	158	64	95	301
%V	16.1%	15.5%	13.5%	18.1%	13.0%	11.5%	14.4%	16.9%
%H		92.5%	37.7%	14.4%	51.8%	21.0%	31.1%	98.7%
35 - 44	299	284	143	29	168	71	97	293
%V	15.8%	15.6%	16.8%	11.9%	13.8%	12.7%	14.7%	16.5%
%H		95.0%	47.8%	9.7%	56.2%	23.7%	32.4%	98.0%
45 - 54	329	323	159	51	219	110	109	321
%V	17.4%	17.7%	18.7%	21.0%	18.0%	19.7%	16.5%	18.1%
%H		98.2%	48.3%	15.5%	66.6%	33.4%	33.1%	97.6%
55 - 64	307	298	159	32	205	100	105	295
%V	16.2%	16.3%	18.7%	13.2%	16.8%	17.9%	15.9%	16.6%
%H		97.1%	51.8%	10.4%	66.8%	32.6%	34.2%	96.1%
65+	422	414	168	42	337	135	201	337
%V	22.3%	22.7%	19.8%	17.3%	27.7%	24.2%	30.5%	19.0%
%H		98.1%	39.8%	10.0%	79.9%	32.0%	47.6%	79.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)		1896	1823	850	243	1218	558	660	1777
	%H		96.1%	44.8%	12.8%	64.2%	29.4%	34.8%	93.7%
AB		524	504	245	57	356	166	190	516
	%V	27.6%	27.6%	28.8%	23.5%	29.2%	29.7%	28.8%	29.0%
	%H		96.2%	46.8%	10.9%	67.9%	31.7%	36.3%	98.5%
C1		528	505	243	74	330	168	162	508
	%V	27.8%	27.7%	28.6%	30.5%	27.1%	30.1%	24.5%	28.6%
	%H		95.6%	46.0%	14.0%	62.5%	31.8%	30.7%	96.2%
C2		491	478	220	65	332	148	184	450
	%V	25.9%	26.2%	25.9%	26.7%	27.3%	26.5%	27.9%	25.3%
	%H		97.4%	44.8%	13.2%	67.6%	30.1%	37.5%	91.6%
D		271	262	109	41	148	56	92	246
	%V	14.3%	14.4%	12.8%	16.9%	12.2%	10.0%	13.9%	13.8%
	%H		96.7%	40.2%	15.1%	54.6%	20.7%	33.9%	90.8%
E		82	74	32	6	52	20	32	57
	%V	4.3%	4.1%	3.8%	2.5%	4.3%	3.6%	4.8%	3.2%
	%H		90.2%	39.0%	7.3%	63.4%	24.4%	39.0%	69.5%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1896	1823	850	243	1218	558	660	1777
%H		96.1%	44.8%	12.8%	64.2%	29.4%	34.8%	93.7%
Working full time	1148	1104	530	153	705	336	369	1124
%V	60.5%	60.6%	62.4%	63.0%	57.9%	60.2%	55.9%	63.3%
%H		96.2%	46.2%	13.3%	61.4%	29.3%	32.1%	97.9%
Working part time	96	93	44	17	60	30	31	94
%V	5.1%	5.1%	5.2%	7.0%	4.9%	5.4%	4.7%	5.3%
%H		96.9%	45.8%	17.7%	62.5%	31.3%	32.3%	97.9%
Not working	652	627	277	74	453	193	259	559
%V	34.4%	34.4%	32.6%	30.5%	37.2%	34.6%	39.2%	31.5%
%H		96.2%	42.5%	11.3%	69.5%	29.6%	39.7%	85.7%
Houseperson	432	395	164	42	285	110	174	359
%V	22.8%	21.7%	19.3%	17.3%	23.4%	19.7%	26.4%	20.2%
%H		91.4%	38.0%	9.7%	66.0%	25.5%	40.3%	83.1%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1956	1905	834	237	1309	534	775	1801
%H		97.4%	42.6%	12.1%	66.9%	27.3%	39.6%	92.1%
16 - 19	93	92	50	15	63	34	29	92
%V	4.8%	4.8%	6.0%	6.3%	4.8%	6.4%	3.7%	5.1%
%H		98.9%	53.8%	16.1%	67.7%	36.6%	31.2%	98.9%
20 - 24	133	122	52	17	75	30	45	131
%V	6.8%	6.4%	6.2%	7.2%	5.7%	5.6%	5.8%	7.3%
%H		91.7%	39.1%	12.8%	56.4%	22.6%	33.8%	98.5%
25 - 34	308	296	117	45	163	58	105	304
%V	15.7%	15.5%	14.0%	19.0%	12.5%	10.9%	13.5%	16.9%
%H		96.1%	38.0%	14.6%	52.9%	18.8%	34.1%	98.7%
35 - 44	293	281	144	26	169	75	95	288
%V	15.0%	14.8%	17.3%	11.0%	12.9%	14.0%	12.3%	16.0%
%H		95.9%	49.1%	8.9%	57.7%	25.6%	32.4%	98.3%
45 - 54	354	349	174	54	235	119	116	345
%V	18.1%	18.3%	20.9%	22.8%	18.0%	22.3%	15.0%	19.2%
%H		98.6%	49.2%	15.3%	66.4%	33.6%	32.8%	97.5%
55 - 64	296	290	144	38	206	101	105	287
%V	15.1%	15.2%	17.3%	16.0%	15.7%	18.9%	13.5%	15.9%
%H		98.0%	48.6%	12.8%	69.6%	34.1%	35.5%	97.0%
65+	479	474	153	41	398	118	280	353
%V	24.5%	24.9%	18.3%	17.3%	30.4%	22.1%	36.1%	19.6%
%H		99.0%	31.9%	8.6%	83.1%	24.6%	58.5%	73.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1956	1905	834	237	1309	534	775	1801
%H		97.4%	42.6%	12.1%	66.9%	27.3%	39.6%	92.1%
AB	497	484	221	58	343	149	194	482
%V	25.4%	25.4%	26.5%	24.5%	26.2%	27.9%	25.0%	26.8%
%H		97.4%	44.5%	11.7%	69.0%	30.0%	39.0%	97.0%
C1	620	603	270	74	418	178	240	579
%V	31.7%	31.7%	32.4%	31.2%	31.9%	33.3%	31.0%	32.1%
%H		97.3%	43.5%	11.9%	67.4%	28.7%	38.7%	93.4%
C2	430	425	192	54	297	127	171	400
%V	22.0%	22.3%	23.0%	22.8%	22.7%	23.8%	22.1%	22.2%
%H		98.8%	44.7%	12.6%	69.1%	29.5%	39.8%	93.0%
D	291	280	116	40	165	59	106	261
%V	14.9%	14.7%	13.9%	16.9%	12.6%	11.0%	13.7%	14.5%
%H		96.2%	39.9%	13.7%	56.7%	20.3%	36.4%	89.7%
E	118	113	36	10	86	22	64	79
%V	6.0%	5.9%	4.3%	4.2%	6.6%	4.1%	8.3%	4.4%
%H		95.8%	30.5%	8.5%	72.9%	18.6%	54.2%	66.9%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1956	1905	834	237	1309	534	775	1801
%H		97.4%	42.6%	12.1%	66.9%	27.3%	39.6%	92.1%
Working full time	719	700	319	94	438	185	253	706
%V	36.8%	36.7%	38.2%	39.7%	33.5%	34.6%	32.6%	39.2%
%H		97.4%	44.4%	13.1%	60.9%	25.7%	35.2%	98.2%
Working part time	358	351	170	41	236	107	128	353
%V	18.3%	18.4%	20.4%	17.3%	18.0%	20.0%	16.5%	19.6%
%H		98.0%	47.5%	11.5%	65.9%	29.9%	35.8%	98.6%
Not working	879	853	345	102	636	241	394	742
%V	44.9%	44.8%	41.4%	43.0%	48.6%	45.1%	50.8%	41.2%
%H		97.0%	39.2%	11.6%	72.4%	27.4%	44.8%	84.4%
Houseperson	1573	1535	654	174	1065	411	654	1429
%V	80.4%	80.6%	78.4%	73.4%	81.4%	77.0%	84.4%	79.3%
%H		97.6%	41.6%	11.1%	67.7%	26.1%	41.6%	90.8%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
AB	295	285	104	32	200	62	138	287
%V	27.6%	28.2%	30.7%	23.2%	30.3%	33.7%	29.0%	30.3%
%H (All HH)		96.6%	35.3%	10.8%	67.8%	21.0%	46.8%	97.3%
%H (TV HH)			36.5%	11.2%	70.2%	21.8%	48.4%	
C1	338	321	95	53	199	52	148	314
%V	31.7%	31.8%	28.0%	38.4%	30.2%	28.3%	31.1%	33.2%
%H (All HH)		95.0%	28.1%	15.7%	58.9%	15.4%	43.8%	92.9%
%H (TV HH)			29.6%	16.5%	62.0%	16.2%	46.1%	
C2	228	218	77	33	138	39	99	200
%V	21.4%	21.6%	22.7%	23.9%	20.9%	21.2%	20.8%	21.1%
%H (All HH)		95.6%	33.8%	14.5%	60.5%	17.1%	43.4%	87.7%
%H (TV HH)			35.3%	15.1%	63.3%	17.9%	45.4%	
D	128	115	41	15	75	20	55	97
%V	12.0%	11.4%	12.1%	10.9%	11.4%	10.9%	11.6%	10.3%
%H (All HH)		89.8%	32.0%	11.7%	58.6%	15.6%	43.0%	75.8%
%H (TV HH)			35.7%	13.0%	65.2%	17.4%	47.8%	
E	77	71	22	6	48	11	37	48
%V	7.2%	7.0%	6.5%	4.3%	7.3%	6.0%	7.8%	5.1%
%H (All HH)		92.2%	28.6%	7.8%	62.3%	14.3%	48.1%	62.3%
%H (TV HH)			31.0%	8.5%	67.6%	15.5%	52.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Under 25	40	29	8	2	14	3	11	38
%V	3.7%	2.9%	2.4%	1.4%	2.1%	1.6%	2.3%	4.0%
%H (All HH)		72.5%	20.0%	5.0%	35.0%	7.5%	27.5%	95.0%
%H (TV HH)			27.6%	6.9%	48.3%	10.3%	37.9%	
25 - 34	170	151	48	25	79	22	56	165
%V	15.9%	15.0%	14.2%	18.1%	12.0%	12.0%	11.8%	17.4%
%H (All HH)		88.8%	28.2%	14.7%	46.5%	12.9%	32.9%	97.1%
%H (TV HH)			31.8%	16.6%	52.3%	14.6%	37.1%	
35 - 44	156	145	56	22	77	24	54	150
%V	14.6%	14.4%	16.5%	15.9%	11.7%	13.0%	11.3%	15.9%
%H (All HH)		92.9%	35.9%	14.1%	49.4%	15.4%	34.6%	96.2%
%H (TV HH)			38.6%	15.2%	53.1%	16.6%	37.2%	
45 - 54	203	199	79	29	128	45	84	195
%V	19.0%	19.7%	23.3%	21.0%	19.4%	24.5%	17.6%	20.6%
%H (All HH)		98.0%	38.9%	14.3%	63.1%	22.2%	41.4%	96.1%
%H (TV HH)			39.7%	14.6%	64.3%	22.6%	42.2%	
55 - 64	198	190	64	29	132	41	91	185
%V	18.6%	18.8%	18.9%	21.0%	20.0%	22.3%	19.1%	19.6%
%H (All HH)		96.0%	32.3%	14.6%	66.7%	20.7%	46.0%	93.4%
%H (TV HH)			33.7%	15.3%	69.5%	21.6%	47.9%	
65 +	300	295	84	31	230	50	180	214
%V	28.1%	29.2%	24.8%	22.5%	34.8%	27.2%	37.8%	22.6%
%H (All HH)		98.3%	28.0%	10.3%	76.7%	16.7%	60.0%	71.3%
%H (TV HH)			28.5%	10.5%	78.0%	16.9%	61.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
1	327	300	71	31	216	37	178	240
%V	30.6%	29.7%	20.9%	22.5%	32.7%	20.1%	37.4%	25.4%
%H (All HH)		91.7%	21.7%	9.5%	66.1%	11.3%	54.4%	73.4%
%H (TV HH)			23.7%	10.3%	72.0%	12.3%	59.3%	
2	383	370	120	48	247	63	184	357
%V	35.9%	36.6%	35.4%	34.8%	37.4%	34.2%	38.7%	37.7%
%H (All HH)		96.6%	31.3%	12.5%	64.5%	16.4%	48.0%	93.2%
%H (TV HH)			32.4%	13.0%	66.8%	17.0%	49.7%	
3	156	148	62	27	90	38	52	152
%V	14.6%	14.7%	18.3%	19.6%	13.6%	20.7%	10.9%	16.1%
%H (All HH)		94.9%	39.7%	17.3%	57.7%	24.4%	33.3%	97.4%
%H (TV HH)			41.9%	18.2%	60.8%	25.7%	35.1%	
4	145	138	60	25	80	34	47	142
%V	13.6%	13.7%	17.7%	18.1%	12.1%	18.5%	9.9%	15.0%
%H (All HH)		95.2%	41.4%	17.2%	55.2%	23.4%	32.4%	97.9%
%H (TV HH)			43.5%	18.1%	58.0%	24.6%	34.1%	
5+	56	54	26	7	28	12	16	56
%V	5.2%	5.3%	7.7%	5.1%	4.2%	6.5%	3.4%	5.9%
%H (All HH)		96.4%	46.4%	12.5%	50.0%	21.4%	28.6%	100.0%
%H (TV HH)			48.1%	13.0%	51.9%	22.2%	29.6%	
Average HH size	2.29	2.31	2.60	2.50	2.20	2.60	2.04	2.41

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Without	814	768	242	102	525	140	385	698
%V	76.3%	76.0%	71.4%	73.9%	79.5%	76.1%	80.9%	73.8%
%H (All HH)		94.3%	29.7%	12.5%	64.5%	17.2%	47.3%	85.7%
%H (TV HH)			31.5%	13.3%	68.4%	18.2%	50.1%	
With	253	242	97	36	136	44	91	248
%V	23.7%	24.0%	28.6%	26.1%	20.6%	23.9%	19.1%	26.2%
%H (All HH)		95.7%	38.3%	14.2%	53.8%	17.4%	36.0%	98.0%
%H (TV HH)			40.1%	14.9%	56.2%	18.2%	37.6%	
0 - 3	83	78	25	13	53	17	36	82
%V	7.8%	7.7%	7.4%	9.4%	8.0%	9.2%	7.6%	8.7%
%H (All HH)		94.0%	30.1%	15.7%	63.9%	20.5%	43.4%	98.8%
%H (TV HH)			32.1%	16.7%	67.9%	21.8%	46.2%	
4 - 9	137	132	51	19	74	24	50	135
%V	12.8%	13.1%	15.0%	13.8%	11.2%	13.0%	10.5%	14.3%
%H (All HH)		96.4%	37.2%	13.9%	54.0%	17.5%	36.5%	98.5%
%H (TV HH)			38.6%	14.4%	56.1%	18.2%	37.9%	
10 - 15	113	108	51	16	56	20	36	111
%V	10.6%	10.7%	15.0%	11.6%	8.5%	10.9%	7.6%	11.7%
%H (All HH)		95.6%	45.1%	14.2%	49.6%	17.7%	31.9%	98.2%
%H (TV HH)			47.2%	14.8%	51.9%	18.5%	33.3%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
1	432	432	97	56	263	25	237	362
%V	40.5%	42.8%	28.6%	40.6%	39.8%	13.6%	49.8%	38.3%
%H (All HH)		100.0%	22.5%	13.0%	60.9%	5.8%	54.9%	83.8%
%H (TV HH)			22.5%	13.0%	60.9%	5.8%	54.9%	
2	340	340	128	50	222	74	148	308
%V	31.9%	33.7%	37.8%	36.2%	33.6%	40.2%	31.1%	32.6%
%H (All HH)		100.0%	37.6%	14.7%	65.3%	21.8%	43.5%	90.6%
%H (TV HH)			37.6%	14.7%	65.3%	21.8%	43.5%	
3	147	147	64	20	111	50	61	139
%V	13.8%	14.6%	18.9%	14.5%	16.8%	27.2%	12.8%	14.7%
%H (All HH)		100.0%	43.5%	13.6%	75.5%	34.0%	41.5%	94.6%
%H (TV HH)			43.5%	13.6%	75.5%	34.0%	41.5%	
4	65	65	35	8	47	24	23	64
%V	6.1%	6.4%	10.3%	5.8%	7.1%	13.0%	4.8%	6.8%
%H (All HH)		100.0%	53.8%	12.3%	72.3%	36.9%	35.4%	98.5%
%H (TV HH)			53.8%	12.3%	72.3%	36.9%	35.4%	
5+	27	27	15	4	18	11	7	26
%V	2.5%	2.7%	4.4%	2.9%	2.7%	6.0%	1.5%	2.7%
%H (All HH)		100.0%	55.6%	14.8%	66.7%	40.7%	25.9%	96.3%
%H (TV HH)			55.6%	14.8%	66.7%	40.7%	25.9%	

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Under 20"	71	71	27	4	59	19	40	58
%V	6.7%	7.0%	8.0%	2.9%	8.9%	10.3%	8.4%	6.1%
%H (All HH)		100.0%	38.0%	5.6%	83.1%	26.8%	56.3%	81.7%
%H (TV HH)			38.0%	5.6%	83.1%	26.8%	56.3%	
20" - 29"	249	249	81	36	191	63	128	223
%V	23.3%	24.7%	23.9%	26.1%	28.9%	34.2%	26.9%	23.6%
%H (All HH)		100.0%	32.5%	14.5%	76.7%	25.3%	51.4%	89.6%
%H (TV HH)			32.5%	14.5%	76.7%	25.3%	51.4%	
30" - 39"	459	459	153	63	313	91	222	408
%V	43.0%	45.4%	45.1%	45.7%	47.4%	49.5%	46.6%	43.1%
%H (All HH)		100.0%	33.3%	13.7%	68.2%	19.8%	48.4%	88.9%
%H (TV HH)			33.3%	13.7%	68.2%	19.8%	48.4%	
40" - 49"	450	450	179	65	290	101	189	421
%V	42.2%	44.6%	52.8%	47.1%	43.9%	54.9%	39.7%	44.5%
%H (All HH)		100.0%	39.8%	14.4%	64.4%	22.4%	42.0%	93.6%
%H (TV HH)			39.8%	14.4%	64.4%	22.4%	42.0%	
50" - 59"	177	177	85	31	92	44	48	173
%V	16.6%	17.5%	25.1%	22.5%	13.9%	23.9%	10.1%	18.3%
%H (All HH)		100.0%	48.0%	17.5%	52.0%	24.9%	27.1%	97.7%
%H (TV HH)			48.0%	17.5%	52.0%	24.9%	27.1%	
60"+	16	16	8	4	9	6	3	16
%V	1.5%	1.6%	2.4%	2.9%	1.4%	3.3%	0.6%	1.7%
%H (All HH)		100.0%	50.0%	25.0%	56.3%	37.5%	18.8%	100.0%
%H (TV HH)			50.0%	25.0%	56.3%	37.5%	18.8%	

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Main living room	1004	1004	338	138	658	184	473	895
%V	94.1%	99.4%	99.7%	100.0%	99.7%	100.0%	99.4%	94.6%
%H (All HH)		100.0%	33.7%	13.7%	65.5%	18.3%	47.1%	89.1%
%H (TV HH)			33.7%	13.7%	65.5%	18.3%	47.1%	
Kitchen	109	109	50	9	90	40	50	99
%V	10.2%	10.8%	14.7%	6.5%	13.6%	21.7%	10.5%	10.5%
%H (All HH)		100.0%	45.9%	8.3%	82.6%	36.7%	45.9%	90.8%
%H (TV HH)			45.9%	8.3%	82.6%	36.7%	45.9%	
Adult's bedroom	439	439	187	65	303	128	175	408
%V	41.1%	43.5%	55.2%	47.1%	45.9%	69.6%	36.8%	43.1%
%H (All HH)		100.0%	42.6%	14.8%	69.0%	29.2%	39.9%	92.9%
%H (TV HH)			42.6%	14.8%	69.0%	29.2%	39.9%	
Child's bedroom	57	57	30	9	32	15	17	57
%V	5.3%	5.6%	8.8%	6.5%	4.8%	8.2%	3.6%	6.0%
%H (All HH)		100.0%	52.6%	15.8%	56.1%	26.3%	29.8%	100.0%
%H (TV HH)			52.6%	15.8%	56.1%	26.3%	29.8%	
Other bedroom	61	61	24	8	47	20	27	60
%V	5.7%	6.0%	7.1%	5.8%	7.1%	10.9%	5.7%	6.3%
%H (All HH)		100.0%	39.3%	13.1%	77.0%	32.8%	44.3%	98.4%
%H (TV HH)			39.3%	13.1%	77.0%	32.8%	44.3%	
Second living/dining room	109	109	48	11	74	26	48	103
%V	10.2%	10.8%	14.2%	8.0%	11.2%	14.1%	10.1%	10.9%
%H (All HH)		100.0%	44.0%	10.1%	67.9%	23.9%	44.0%	94.5%
%H (TV HH)			44.0%	10.1%	67.9%	23.9%	44.0%	
Study/office	17	17	9	2	10	5	5	17
%V	1.6%	1.7%	2.7%	1.4%	1.5%	2.7%	1.1%	1.8%
%H (All HH)		100.0%	52.9%	11.8%	58.8%	29.4%	29.4%	100.0%
%H (TV HH)			52.9%	11.8%	58.8%	29.4%	29.4%	
TV room	4	4	1	1	2	1	2	3
%V	0.4%	0.4%	0.3%	0.7%	0.3%	0.5%	0.4%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	50.0%	25.0%	50.0%	75.0%
%H (TV HH)			25.0%	25.0%	50.0%	25.0%	50.0%	
Conservatory	22	22	12	2	19	10	9	21
%V	2.1%	2.2%	3.5%	1.4%	2.9%	5.4%	1.9%	2.2%
%H (All HH)		100.0%	54.5%	9.1%	86.4%	45.5%	40.9%	95.5%
%H (TV HH)			54.5%	9.1%	86.4%	45.5%	40.9%	
Attic or loft room	3	3	1	0	2	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.5%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	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	7	7	4	1	6	4	1	7
%V	0.7%	0.7%	1.2%	0.7%	0.9%	2.2%	0.2%	0.7%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	14.3%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	14.3%	

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

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BBC West

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Any DSAT provider	339	339	339	2	128	128	0	315
%V	31.8%	33.6%	100.0%	1.4%	19.4%	69.6%	0.0%	33.3%
%H (All HH)			100.0%	0.6%	37.8%	37.8%	0.0%	92.9%
%H (TV HH)			100.0%	0.6%	37.8%	37.8%	0.0%	
Sky with subscription	283	283	283	1	105	105	0	263
%V	26.5%	28.0%	83.5%	0.7%	15.9%	57.1%	0.0%	27.8%
%H (All HH)			100.0%	0.4%	37.1%	37.1%	0.0%	92.9%
%H (TV HH)			100.0%	0.4%	37.1%	37.1%	0.0%	
Sky without subscription	12	12	12	0	5	5	0	10
%V	1.1%	1.2%	3.5%	0.0%	0.8%	2.7%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	41.7%	41.7%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	41.7%	41.7%	0.0%	
Freesat	41	41	41	1	16	16	0	39
%V	3.8%	4.1%	12.1%	0.7%	2.4%	8.7%	0.0%	4.1%
%H (All HH)			100.0%	2.4%	39.0%	39.0%	0.0%	95.1%
%H (TV HH)			100.0%	2.4%	39.0%	39.0%	0.0%	
Other satellite provider	11	11	11	0	5	5	0	11
%V	1.0%	1.1%	3.2%	0.0%	0.8%	2.7%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
DCAB	138	138	2	138	59	59	0	133
%V	12.9%	13.7%	0.6%	100.0%	8.9%	32.1%	0.0%	14.1%
%H (All HH)			1.4%	100.0%	42.8%	42.8%	0.0%	96.4%
%H (TV HH)			1.4%	100.0%	42.8%	42.8%	0.0%	
DTT	660	660	128	59	660	184	476	571
%V	61.9%	65.3%	37.8%	42.8%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	19.4%	8.9%	100.0%	27.9%	72.1%	86.5%
%H (TV HH)			19.4%	8.9%	100.0%	27.9%	72.1%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC West
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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	1067	1010	339	138	660	184	476	946
%H (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
PVR	639	639	315	136	364	175	189	601
%V	59.9%	63.3%	92.9%	98.6%	55.2%	95.1%	39.7%	63.5%
%H (All HH)		100.0%	49.3%	21.3%	57.0%	27.4%	29.6%	94.1%
%H (TV HH)			49.3%	21.3%	57.0%	27.4%	29.6%	
DVDR	6	6	1	0	6	1	5	6
%V	0.6%	0.6%	0.3%	0.0%	0.9%	0.5%	1.1%	0.6%
%H (All HH)		100.0%	16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
%H (TV HH)			16.7%	0.0%	100.0%	16.7%	83.3%	
VCR	3	3	1	0	3	1	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.5%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	648	648	318	136	372	176	196	609
%V	60.7%	64.2%	93.8%	98.6%	56.4%	95.7%	41.2%	64.4%
%H (All HH)		100.0%	49.1%	21.0%	57.4%	27.2%	30.2%	94.0%
%H (TV HH)			49.1%	21.0%	57.4%	27.2%	30.2%	
Receives HDTV (via STB or built-in reception)	743	743	307	123	485	169	316	698
%V	69.6%	73.6%	90.6%	89.1%	73.5%	91.8%	66.4%	73.8%
%H (All HH)		100.0%	41.3%	16.6%	65.3%	22.7%	42.5%	93.9%
%H (TV HH)			41.3%	16.6%	65.3%	22.7%	42.5%	
DVD/Blu-ray player or recorder	670	670	235	100	458	150	308	627
%V	62.8%	66.3%	69.3%	72.5%	69.4%	81.5%	64.7%	66.3%
%H (All HH)		100.0%	35.1%	14.9%	68.4%	22.4%	46.0%	93.6%
%H (TV HH)			35.1%	14.9%	68.4%	22.4%	46.0%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC West

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1067	1010	339	138	660	184	476	946
%V (All HH)		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%
%H (TV HH)			33.6%	13.7%	65.3%	18.2%	47.1%	
Has broadband internet	946	899	315	133	571	175	397	946
%V	88.7%	89.0%	92.9%	96.4%	86.5%	95.1%	83.4%	100.0%
%H (All HH)		95.0%	33.3%	14.1%	60.4%	18.5%	42.0%	100.0%
%H (TV HH)			35.0%	14.8%	63.5%	19.5%	44.2%	
Number of computers (PCs and laptops)								
0	172	158	40	9	114	13	101	56
%V	16.1%	15.6%	11.8%	6.5%	17.3%	7.1%	21.2%	5.9%
%H (All HH)		91.9%	23.3%	5.2%	66.3%	7.6%	58.7%	32.6%
%H (TV HH)			25.3%	5.7%	72.2%	8.2%	63.9%	
1	250	232	64	34	152	35	117	248
%V	23.4%	23.0%	18.9%	24.6%	23.0%	19.0%	24.6%	26.2%
%H (All HH)		92.8%	25.6%	13.6%	60.8%	14.0%	46.8%	99.2%
%H (TV HH)			27.6%	14.7%	65.5%	15.1%	50.4%	
2	263	251	89	37	157	45	112	262
%V	24.6%	24.9%	26.3%	26.8%	23.8%	24.5%	23.5%	27.7%
%H (All HH)		95.4%	33.8%	14.1%	59.7%	17.1%	42.6%	99.6%
%H (TV HH)			35.5%	14.7%	62.5%	17.9%	44.6%	
3	156	151	58	18	96	31	65	155
%V	14.6%	15.0%	17.1%	13.0%	14.5%	16.8%	13.7%	16.4%
%H (All HH)		96.8%	37.2%	11.5%	61.5%	19.9%	41.7%	99.4%
%H (TV HH)			38.4%	11.9%	63.6%	20.5%	43.0%	
4	127	123	47	25	81	35	46	127
%V	11.9%	12.2%	13.9%	18.1%	12.3%	19.0%	9.7%	13.4%
%H (All HH)		96.9%	37.0%	19.7%	63.8%	27.6%	36.2%	100.0%
%H (TV HH)			38.2%	20.3%	65.9%	28.5%	37.4%	
5+	98	95	41	15	60	25	35	98
%V	9.2%	9.4%	12.1%	10.9%	9.1%	13.6%	7.4%	10.4%
%H (All HH)		96.9%	41.8%	15.3%	61.2%	25.5%	35.7%	100.0%
%H (TV HH)			43.2%	15.8%	63.2%	26.3%	36.8%	

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC West
Set level data
Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1964	771	268	1332	483	849	1801
%H		39.3%	13.6%	67.8%	24.6%	43.2%	91.7%
Under 20"	88	34	5	75	25	50	75
%V	4.5%	4.4%	1.9%	5.6%	5.2%	5.9%	4.2%
%H		38.6%	5.7%	85.2%	28.4%	56.8%	85.2%
20" - 29"	309	105	44	236	82	154	275
%V	15.7%	13.6%	16.4%	17.7%	17.0%	18.1%	15.3%
%H		34.0%	14.2%	76.4%	26.5%	49.8%	89.0%
30" - 39"	574	204	82	391	127	263	519
%V	29.2%	26.5%	30.6%	29.4%	26.3%	31.0%	28.8%
%H		35.5%	14.3%	68.1%	22.1%	45.8%	90.4%
40" - 49"	543	227	78	341	123	218	509
%V	27.6%	29.4%	29.1%	25.6%	25.5%	25.7%	28.3%
%H		41.8%	14.4%	62.8%	22.7%	40.1%	93.7%
50" - 59"	196	98	32	102	50	52	192
%V	10.0%	12.7%	11.9%	7.7%	10.4%	6.1%	10.7%
%H		50.0%	16.3%	52.0%	25.5%	26.5%	98.0%
60"+	16	8	4	9	6	3	16
%V	0.8%	1.0%	1.5%	0.7%	1.2%	0.4%	0.9%
%H		50.0%	25.0%	56.3%	37.5%	18.8%	100.0%
Don't know	238	94	24	179	70	109	215
%V	12.1%	12.2%	9.0%	13.4%	14.5%	12.8%	11.9%
%H		39.5%	10.1%	75.2%	29.4%	45.8%	90.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC West
Set level data
Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1964	771	268	1332	483	849	1801
%H		39.3%	13.6%	67.8%	24.6%	43.2%	91.7%
Main living room	1008	340	138	660	186	474	898
%V	51.3%	44.1%	51.5%	49.5%	38.5%	55.8%	49.9%
%H		33.7%	13.7%	65.5%	18.5%	47.0%	89.1%
Kitchen	109	50	9	90	40	50	99
%V	5.5%	6.5%	3.4%	6.8%	8.3%	5.9%	5.5%
%H		45.9%	8.3%	82.6%	36.7%	45.9%	90.8%
Adult's bedroom	528	233	81	362	160	201	495
%V	26.9%	30.2%	30.2%	27.2%	33.1%	23.7%	27.5%
%H		44.1%	15.3%	68.6%	30.3%	38.1%	93.8%
Child's bedroom	80	41	14	48	24	24	79
%V	4.1%	5.3%	5.2%	3.6%	5.0%	2.8%	4.4%
%H		51.3%	17.5%	60.0%	30.0%	30.0%	98.8%
Other bedroom	72	31	9	55	25	31	70
%V	3.7%	4.0%	3.4%	4.1%	5.2%	3.7%	3.9%
%H		43.1%	12.5%	76.4%	34.7%	43.1%	97.2%
Second living/dining room	111	49	11	77	27	50	105
%V	5.7%	6.4%	4.1%	5.8%	5.6%	5.9%	5.8%
%H		44.1%	9.9%	69.4%	24.3%	45.0%	94.6%
Study/office	17	9	2	11	5	5	17
%V	0.9%	1.2%	0.7%	0.8%	1.0%	0.6%	0.9%
%H		52.9%	11.8%	64.7%	29.4%	29.4%	100.0%
TV room	4	1	1	2	1	2	3
%V	0.2%	0.1%	0.4%	0.2%	0.2%	0.2%	0.2%
%H		25.0%	25.0%	50.0%	25.0%	50.0%	75.0%
Conservatory	22	12	2	19	10	9	21
%V	1.1%	1.6%	0.7%	1.4%	2.1%	1.1%	1.2%
%H		54.5%	9.1%	86.4%	45.5%	40.9%	95.5%
Attic or loft room	3	1	0	2	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	66.7%	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	7	4	1	6	4	2	7
%V	0.4%	0.5%	0.4%	0.5%	0.8%	0.2%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1964	771	268	1332	483	849	1801
%H		39.3%	13.6%	67.8%	24.6%	43.2%	91.7%
PVR	892	502	183	443	234	209	847
%V	45.4%	65.1%	68.3%	33.3%	48.4%	24.6%	47.0%
%H		56.3%	20.5%	49.7%	26.2%	23.4%	95.0%
DVDR	6	1	0	6	1	5	6
%V	0.3%	0.1%	0.0%	0.5%	0.2%	0.6%	0.3%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
VCR	3	1	0	3	1	2	2
%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%	66.7%
Any recorder	902	505	183	452	236	216	857
%V	45.9%	65.5%	68.3%	33.9%	48.9%	25.4%	47.6%
%H		56.0%	20.3%	50.1%	26.2%	23.9%	95.0%

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	1964	771	268	1332	483	849	1801
%H		39.3%	13.6%	67.8%	24.6%	43.2%	91.7%
Receives HDTV (via STB or built-in reception)	1126	531	178	715	293	422	1068
%V	57.3%	68.9%	66.4%	53.7%	60.7%	49.7%	59.3%
%H		47.2%	15.8%	63.5%	26.0%	37.5%	94.8%
DVD/Blu-ray player or recorder	934	353	142	645	240	405	889
%V	47.6%	45.8%	53.0%	48.4%	49.7%	47.7%	49.4%
%H		37.8%	15.2%	69.1%	25.7%	43.4%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Set level data

Table 5.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1010	339	138	660	184	476	899
%H		33.6%	13.7%	65.3%	18.2%	47.1%	89.0%
Under 20"	5	0	0	5	0	5	1
%V	0.5%	0.0%	0.0%	0.8%	0.0%	1.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	20.0%
20" - 29"	58	9	11	44	7	37	44
%V	5.7%	2.7%	8.0%	6.7%	3.8%	7.8%	4.9%
%H		15.5%	19.0%	75.9%	12.1%	63.8%	75.9%
30" - 39"	288	66	37	203	36	166	241
%V	28.5%	19.5%	26.8%	30.8%	19.6%	34.9%	26.8%
%H		22.9%	12.8%	70.5%	12.5%	57.6%	83.7%
40" - 49"	390	146	52	255	80	174	362
%V	38.6%	43.1%	37.7%	38.6%	43.5%	36.6%	40.3%
%H		37.4%	13.3%	65.4%	20.5%	44.6%	92.8%
50" - 59"	166	80	29	84	40	44	162
%V	16.4%	23.6%	21.0%	12.7%	21.7%	9.2%	18.0%
%H		48.2%	17.5%	50.6%	24.1%	26.5%	97.6%
60"+	14	8	3	8	5	2	14
%V	1.4%	2.4%	2.2%	1.2%	2.7%	0.4%	1.6%
%H		57.1%	21.4%	57.1%	35.7%	14.3%	100.0%
Don't know	89	29	6	62	15	47	75
%V	8.8%	8.6%	4.3%	9.4%	8.2%	9.9%	8.3%
%H		32.6%	6.7%	69.7%	16.9%	52.8%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1010	339	138	660	184	476	899
%H		33.6%	13.7%	65.3%	18.2%	47.1%	89.0%
PVR	630	314	135	355	172	184	592
%V	62.4%	92.6%	97.8%	53.8%	93.5%	38.7%	65.9%
%H		49.8%	21.4%	56.3%	27.3%	29.2%	94.0%
DVDR	6	1	0	5	1	4	6
%V	0.6%	0.3%	0.0%	0.8%	0.5%	0.8%	0.7%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	100.0%
VCR	2	1	0	2	1	2	1
%V	0.2%	0.3%	0.0%	0.3%	0.5%	0.4%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%
Any recorder	638	316	135	362	173	189	599
%V	63.2%	93.2%	97.8%	54.8%	94.0%	39.7%	66.6%
%H		49.5%	21.2%	56.7%	27.1%	29.6%	93.9%

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	1010	339	138	660	184	476	899
%H		33.6%	13.7%	65.3%	18.2%	47.1%	89.0%
Receives HDTV (via STB or built-in reception)	731	302	123	475	167	309	686
%V	72.4%	89.1%	89.1%	72.0%	90.8%	64.9%	76.3%
%H		41.3%	16.8%	65.0%	22.8%	42.3%	93.8%
DVD/Blu-ray player or recorder	572	193	82	398	125	273	533
%V	56.6%	56.9%	59.4%	60.3%	67.9%	57.4%	59.3%
%H		33.7%	14.3%	69.6%	21.9%	47.7%	93.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	954	432	130	672	299	373	901
%H		45.3%	13.6%	70.4%	31.3%	39.1%	94.4%
Under 20"	83	34	5	69	25	45	74
%V	8.7%	7.9%	3.8%	10.3%	8.4%	12.1%	8.2%
%H		41.0%	6.0%	83.1%	30.1%	54.2%	89.2%
20" - 29"	251	96	33	192	75	117	231
%V	26.3%	22.2%	25.4%	28.6%	25.1%	31.4%	25.6%
%H		38.2%	13.1%	76.5%	29.9%	46.6%	92.0%
30" - 39"	285	138	45	188	91	97	278
%V	29.9%	31.9%	34.6%	28.0%	30.4%	26.0%	30.9%
%H		48.4%	15.8%	66.0%	31.9%	34.0%	97.5%
40" - 49"	153	81	26	86	43	43	147
%V	16.0%	18.8%	20.0%	12.8%	14.4%	11.5%	16.3%
%H		52.9%	17.0%	56.2%	28.1%	28.1%	96.1%
50" - 59"	30	18	3	18	10	9	30
%V	3.1%	4.2%	2.3%	2.7%	3.3%	2.4%	3.3%
%H		60.0%	10.0%	60.0%	33.3%	30.0%	100.0%
60"+	2	1	1	1	1	1	2
%V	0.2%	0.2%	0.8%	0.1%	0.3%	0.3%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	50.0%	100.0%
Don't know	149	65	18	117	55	62	139
%V	15.6%	15.0%	13.8%	17.4%	18.4%	16.6%	15.4%
%H		43.6%	12.1%	78.5%	36.9%	41.6%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	954	432	130	672	299	373	901
%H		45.3%	13.6%	70.4%	31.3%	39.1%	94.4%
PVR	261	188	49	88	62	25	255
%V	27.4%	43.5%	37.7%	13.1%	20.7%	6.7%	28.3%
%H		72.0%	18.8%	33.7%	23.8%	9.6%	97.7%
DVDR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	264	189	49	90	63	27	257
%V	27.7%	43.8%	37.7%	13.4%	21.1%	7.2%	28.5%
%H		71.6%	18.6%	34.1%	23.9%	10.2%	97.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	954	432	130	672	299	373	901
%H		45.3%	13.6%	70.4%	31.3%	39.1%	94.4%
Receives HDTV (via STB or built-in reception)	395	229	55	240	127	113	382
%V	41.4%	53.0%	42.3%	35.7%	42.5%	30.3%	42.4%
%H		58.0%	13.9%	60.8%	32.2%	28.6%	96.7%
DVD/Blu-ray player or recorder	362	160	60	247	116	132	357
%V	37.9%	37.0%	46.2%	36.8%	38.8%	35.4%	39.6%
%H		44.2%	16.6%	68.2%	32.0%	36.5%	98.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC West

Individual level data

Table 5.21: 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	2444	2330	881	345	1450	479	970	2279
%H		95.3%	36.0%	14.1%	59.3%	19.6%	39.7%	93.2%
Total Children	433	416	174	61	231	80	152	426
%V	17.7%	17.9%	19.8%	17.7%	15.9%	16.7%	15.7%	18.7%
%H		96.1%	40.2%	14.1%	53.3%	18.5%	35.1%	98.4%
0 - 3	100	95	32	15	61	20	41	99
%V	4.1%	4.1%	3.6%	4.3%	4.2%	4.2%	4.2%	4.3%
%H		95.0%	32.0%	15.0%	61.0%	20.0%	41.0%	99.0%
4 - 15	333	321	142	46	170	59	111	327
%V	13.6%	13.8%	16.1%	13.3%	11.7%	12.3%	11.4%	14.3%
%H		96.4%	42.6%	13.8%	51.1%	17.7%	33.3%	98.2%
4 - 9	181	175	72	25	94	32	62	178
%V	7.4%	7.5%	8.2%	7.2%	6.5%	6.7%	6.4%	7.8%
%H		96.7%	39.8%	13.8%	51.9%	17.7%	34.3%	98.3%
10 - 15	152	147	70	21	76	27	49	149
%V	6.2%	6.3%	7.9%	6.1%	5.2%	5.6%	5.1%	6.5%
%H		96.7%	46.1%	13.8%	50.0%	17.8%	32.2%	98.0%

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 5.22: 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	2444	2330	881	345	1450	479	970	2279
%H		95.3%	36.0%	14.1%	59.3%	19.6%	39.7%	93.2%
Total Adults (16+)	2011	1914	707	284	1218	400	818	1853
%V	82.3%	82.1%	80.2%	82.3%	84.0%	83.5%	84.3%	81.3%
%H		95.2%	35.2%	14.1%	60.6%	19.9%	40.7%	92.1%
16 - 19	86	85	36	17	47	21	26	85
%V	3.5%	3.6%	4.1%	4.9%	3.2%	4.4%	2.7%	3.7%
%H		98.8%	41.9%	19.8%	54.7%	24.4%	30.2%	98.8%
20 - 24	166	142	59	20	74	33	41	161
%V	6.8%	6.1%	6.7%	5.8%	5.1%	6.9%	4.2%	7.1%
%H		85.5%	35.5%	12.0%	44.6%	19.9%	24.7%	97.0%
25 - 34	328	295	101	46	163	55	108	321
%V	13.4%	12.7%	11.5%	13.3%	11.2%	11.5%	11.1%	14.1%
%H		89.9%	30.8%	14.0%	49.7%	16.8%	32.9%	97.9%
35 - 44	292	276	109	46	146	47	99	281
%V	11.9%	11.8%	12.4%	13.3%	10.1%	9.8%	10.2%	12.3%
%H		94.5%	37.3%	15.8%	50.0%	16.1%	33.9%	96.2%
45 - 54	353	346	144	54	224	85	139	340
%V	14.4%	14.8%	16.3%	15.7%	15.4%	17.7%	14.3%	14.9%
%H		98.0%	40.8%	15.3%	63.5%	24.1%	39.4%	96.3%
55 - 64	321	312	117	46	216	72	143	306
%V	13.1%	13.4%	13.3%	13.3%	14.9%	15.0%	14.7%	13.4%
%H		97.2%	36.4%	14.3%	67.3%	22.4%	44.5%	95.3%
65+	464	458	142	55	349	87	263	359
%V	19.0%	19.7%	16.1%	15.9%	24.1%	18.2%	27.1%	15.8%
%H		98.7%	30.6%	11.9%	75.2%	18.8%	56.7%	77.4%

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+)		2011	1914	707	284	1218	400	818	1853
%H			95.2%	35.2%	14.1%	60.6%	19.9%	40.7%	92.1%
AB		586	566	228	73	388	141	247	575
%V		29.1%	29.6%	32.2%	25.7%	31.9%	35.3%	30.2%	31.0%
%H			96.6%	38.9%	12.5%	66.2%	24.1%	42.2%	98.1%
C1		640	609	195	100	367	106	261	609
%V		31.8%	31.8%	27.6%	35.2%	30.1%	26.5%	31.9%	32.9%
%H			95.2%	30.5%	15.6%	57.3%	16.6%	40.8%	95.2%
C2		459	443	176	73	274	96	178	418
%V		22.8%	23.1%	24.9%	25.7%	22.5%	24.0%	21.8%	22.6%
%H			96.5%	38.3%	15.9%	59.7%	20.9%	38.8%	91.1%
D		217	195	76	28	122	40	82	173
%V		10.8%	10.2%	10.7%	9.9%	10.0%	10.0%	10.0%	9.3%
%H			89.9%	35.0%	12.9%	56.2%	18.4%	37.8%	79.7%
E		110	101	32	10	68	18	50	78
%V		5.5%	5.3%	4.5%	3.5%	5.6%	4.5%	6.1%	4.2%
%H			91.8%	29.1%	9.1%	61.8%	16.4%	45.5%	70.9%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	2011	1914	707	284	1218	400	818	1853
%H		95.2%	35.2%	14.1%	60.6%	19.9%	40.7%	92.1%
Working full time	998	947	373	149	555	200	355	972
%V	49.6%	49.5%	52.8%	52.5%	45.6%	50.0%	43.4%	52.5%
%H		94.9%	37.4%	14.9%	55.6%	20.0%	35.6%	97.4%
Working part time	236	227	84	35	152	52	100	221
%V	11.7%	11.9%	11.9%	12.3%	12.5%	13.0%	12.2%	11.9%
%H		96.2%	35.6%	14.8%	64.4%	22.0%	42.4%	93.6%
Not working	777	740	251	100	511	148	364	660
%V	38.6%	38.7%	35.5%	35.2%	42.0%	37.0%	44.5%	35.6%
%H		95.2%	32.3%	12.9%	65.8%	19.0%	46.8%	84.9%
Houseperson	1067	1010	339	138	660	184	476	946
%V	53.1%	52.8%	47.9%	48.6%	54.2%	46.0%	58.2%	51.1%
%H		94.7%	31.8%	12.9%	61.9%	17.2%	44.6%	88.7%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	997	942	356	138	589	198	391	925
%H		94.5%	35.7%	13.8%	59.1%	19.9%	39.2%	92.8%
16 - 19	46	45	20	8	25	10	15	45
%V	4.6%	4.8%	5.6%	5.8%	4.2%	5.1%	3.8%	4.9%
%H		97.8%	43.5%	17.4%	54.3%	21.7%	32.6%	97.8%
20 - 24	84	72	34	7	36	17	19	82
%V	8.4%	7.6%	9.6%	5.1%	6.1%	8.6%	4.9%	8.9%
%H		85.7%	40.5%	8.3%	42.9%	20.2%	22.6%	97.6%
25 - 34	172	150	51	24	82	30	52	166
%V	17.3%	15.9%	14.3%	17.4%	13.9%	15.2%	13.3%	17.9%
%H		87.2%	29.7%	14.0%	47.7%	17.4%	30.2%	96.5%
35 - 44	145	138	52	26	69	23	47	140
%V	14.5%	14.6%	14.6%	18.8%	11.7%	11.6%	12.0%	15.1%
%H		95.2%	35.9%	17.9%	47.6%	15.9%	32.4%	96.6%
45 - 54	176	172	69	26	115	42	73	167
%V	17.7%	18.3%	19.4%	18.8%	19.5%	21.2%	18.7%	18.1%
%H		97.7%	39.2%	14.8%	65.3%	23.9%	41.5%	94.9%
55 - 64	158	153	60	19	103	34	69	151
%V	15.8%	16.2%	16.9%	13.8%	17.5%	17.2%	17.6%	16.3%
%H		96.8%	38.0%	12.0%	65.2%	21.5%	43.7%	95.6%
65+	217	214	70	28	159	42	117	173
%V	21.8%	22.7%	19.7%	20.3%	27.0%	21.2%	29.9%	18.7%
%H		98.6%	32.3%	12.9%	73.3%	19.4%	53.9%	79.7%

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 5.26: 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+)	997	942	356	138	589	198	391	925
%H		94.5%	35.7%	13.8%	59.1%	19.9%	39.2%	92.8%
AB	303	290	118	36	201	76	125	297
%V	30.4%	30.8%	33.1%	26.1%	34.1%	38.4%	32.0%	32.1%
%H		95.7%	38.9%	11.9%	66.3%	25.1%	41.3%	98.0%
C1	294	280	97	43	158	46	112	282
%V	29.5%	29.7%	27.2%	31.2%	26.8%	23.2%	28.6%	30.5%
%H		95.2%	33.0%	14.6%	53.7%	15.6%	38.1%	95.9%
C2	252	242	96	43	146	51	95	229
%V	25.3%	25.7%	27.0%	31.2%	24.8%	25.8%	24.3%	24.8%
%H		96.0%	38.1%	17.1%	57.9%	20.2%	37.7%	90.9%
D	97	86	34	12	53	18	36	80
%V	9.7%	9.1%	9.6%	8.7%	9.0%	9.1%	9.2%	8.6%
%H		88.7%	35.1%	12.4%	54.6%	18.6%	37.1%	82.5%
E	50	45	11	5	31	7	23	37
%V	5.0%	4.8%	3.1%	3.6%	5.3%	3.5%	5.9%	4.0%
%H		90.0%	22.0%	10.0%	62.0%	14.0%	46.0%	74.0%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	997	942	356	138	589	198	391	925
%H		94.5%	35.7%	13.8%	59.1%	19.9%	39.2%	92.8%
Working full time	606	572	229	89	333	120	213	588
%V	60.8%	60.7%	64.3%	64.5%	56.5%	60.6%	54.5%	63.6%
%H		94.4%	37.8%	14.7%	55.0%	19.8%	35.1%	97.0%
Working part time	44	43	15	7	32	13	19	39
%V	4.4%	4.6%	4.2%	5.1%	5.4%	6.6%	4.9%	4.2%
%H		97.7%	34.1%	15.9%	72.7%	29.5%	43.2%	88.6%
Not working	347	327	111	42	224	66	158	298
%V	34.8%	34.7%	31.2%	30.4%	38.0%	33.3%	40.4%	32.2%
%H		94.2%	32.0%	12.1%	64.6%	19.0%	45.5%	85.9%
Houseperson	212	192	53	20	125	26	98	172
%V	21.3%	20.4%	14.9%	14.5%	21.2%	13.1%	25.1%	18.6%
%H		90.6%	25.0%	9.4%	59.0%	12.3%	46.2%	81.1%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1015	972	352	146	629	202	428	928
%H		95.8%	34.7%	14.4%	62.0%	19.9%	42.2%	91.4%
16 - 19	41	41	16	9	22	11	12	40
%V	4.0%	4.2%	4.5%	6.2%	3.5%	5.4%	2.8%	4.3%
%H		100.0%	39.0%	22.0%	53.7%	26.8%	29.3%	97.6%
20 - 24	81	70	25	13	38	16	22	79
%V	8.0%	7.2%	7.1%	8.9%	6.0%	7.9%	5.1%	8.5%
%H		86.4%	30.9%	16.0%	46.9%	19.8%	27.2%	97.5%
25 - 34	156	145	50	22	81	25	56	155
%V	15.4%	14.9%	14.2%	15.1%	12.9%	12.4%	13.1%	16.7%
%H		92.9%	32.1%	14.1%	51.9%	16.0%	35.9%	99.4%
35 - 44	148	138	57	20	76	24	52	141
%V	14.6%	14.2%	16.2%	13.7%	12.1%	11.9%	12.1%	15.2%
%H		93.2%	38.5%	13.5%	51.4%	16.2%	35.1%	95.3%
45 - 54	178	174	74	29	109	43	66	173
%V	17.5%	17.9%	21.0%	19.9%	17.3%	21.3%	15.4%	18.6%
%H		97.8%	41.6%	16.3%	61.2%	24.2%	37.1%	97.2%
55 - 64	163	160	57	27	113	38	74	154
%V	16.1%	16.5%	16.2%	18.5%	18.0%	18.8%	17.3%	16.6%
%H		98.2%	35.0%	16.6%	69.3%	23.3%	45.4%	94.5%
65+	247	244	72	27	190	45	145	186
%V	24.3%	25.1%	20.5%	18.5%	30.2%	22.3%	33.9%	20.0%
%H		98.8%	29.1%	10.9%	76.9%	18.2%	58.7%	75.3%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1015	972	352	146	629	202	428	928
%H		95.8%	34.7%	14.4%	62.0%	19.9%	42.2%	91.4%
AB	283	276	110	37	187	65	121	278
%V	27.9%	28.4%	31.3%	25.3%	29.7%	32.2%	28.3%	30.0%
%H		97.5%	38.9%	13.1%	66.1%	23.0%	42.8%	98.2%
C1	346	329	98	58	209	59	149	326
%V	34.1%	33.8%	27.8%	39.7%	33.2%	29.2%	34.8%	35.1%
%H		95.1%	28.3%	16.8%	60.4%	17.1%	43.1%	94.2%
C2	206	201	80	31	128	44	83	189
%V	20.3%	20.7%	22.7%	21.2%	20.3%	21.8%	19.4%	20.4%
%H		97.6%	38.8%	15.0%	62.1%	21.4%	40.3%	91.7%
D	120	109	42	16	69	22	47	93
%V	11.8%	11.2%	11.9%	11.0%	11.0%	10.9%	11.0%	10.0%
%H		90.8%	35.0%	13.3%	57.5%	18.3%	39.2%	77.5%
E	59	56	21	5	37	11	27	41
%V	5.8%	5.8%	6.0%	3.4%	5.9%	5.4%	6.3%	4.4%
%H		94.9%	35.6%	8.5%	62.7%	18.6%	45.8%	69.5%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	1015	972	352	146	629	202	428	928
%H		95.8%	34.7%	14.4%	62.0%	19.9%	42.2%	91.4%
Working full time	392	375	143	60	223	81	142	384
%V	38.6%	38.6%	40.6%	41.1%	35.5%	40.1%	33.2%	41.4%
%H		95.7%	36.5%	15.3%	56.9%	20.7%	36.2%	98.0%
Working part time	192	184	68	27	119	39	80	182
%V	18.9%	18.9%	19.3%	18.5%	18.9%	19.3%	18.7%	19.6%
%H		95.8%	35.4%	14.1%	62.0%	20.3%	41.7%	94.8%
Not working	430	413	140	59	287	82	205	361
%V	42.4%	42.5%	39.8%	40.4%	45.6%	40.6%	47.9%	38.9%
%H		96.0%	32.6%	13.7%	66.7%	19.1%	47.7%	84.0%
Houseperson	855	818	286	118	536	158	378	775
%V	84.2%	84.2%	81.3%	80.8%	85.2%	78.2%	88.3%	83.5%
%H		95.7%	33.5%	13.8%	62.7%	18.5%	44.2%	90.6%

Base: BBC West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
AB	267	261	109	18	193	63	130	252
%V	29.9%	30.0%	31.1%	28.6%	30.6%	30.4%	30.7%	32.1%
%H (All HH)		97.8%	40.8%	6.7%	72.3%	23.6%	48.7%	94.4%
%H (TV HH)			41.8%	6.9%	73.9%	24.1%	49.8%	
C1	264	258	113	17	181	69	111	240
%V	29.6%	29.6%	32.3%	27.0%	28.7%	33.3%	26.2%	30.5%
%H (All HH)		97.7%	42.8%	6.4%	68.6%	26.1%	42.0%	90.9%
%H (TV HH)			43.8%	6.6%	70.2%	26.7%	43.0%	
C2	184	183	68	21	134	44	89	164
%V	20.6%	21.0%	19.4%	33.3%	21.2%	21.3%	21.0%	20.9%
%H (All HH)		99.5%	37.0%	11.4%	72.8%	23.9%	48.4%	89.1%
%H (TV HH)			37.2%	11.5%	73.2%	24.0%	48.6%	
D	114	109	38	7	79	20	59	90
%V	12.8%	12.5%	10.9%	11.1%	12.5%	9.7%	13.9%	11.5%
%H (All HH)		95.6%	33.3%	6.1%	69.3%	17.5%	51.8%	78.9%
%H (TV HH)			34.9%	6.4%	72.5%	18.3%	54.1%	
E	64	60	23	1	45	10	35	40
%V	7.2%	6.9%	6.6%	1.6%	7.1%	4.8%	8.3%	5.1%
%H (All HH)		93.8%	35.9%	1.6%	70.3%	15.6%	54.7%	62.5%
%H (TV HH)			38.3%	1.7%	75.0%	16.7%	58.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%V (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
Under 25	41	38	8	7	23	10	13	41
%V	4.6%	4.4%	2.3%	11.1%	3.6%	4.8%	3.1%	5.2%
%H (All HH)		92.7%	19.5%	17.1%	56.1%	24.4%	31.7%	100.0%
%H (TV HH)			21.1%	18.4%	60.5%	26.3%	34.2%	
25 - 34	101	98	34	8	65	19	46	101
%V	11.3%	11.3%	9.7%	12.7%	10.3%	9.2%	10.8%	12.8%
%H (All HH)		97.0%	33.7%	7.9%	64.4%	18.8%	45.5%	100.0%
%H (TV HH)			34.7%	8.2%	66.3%	19.4%	46.9%	
35 - 44	104	100	39	9	65	20	45	102
%V	11.6%	11.5%	11.1%	14.3%	10.3%	9.7%	10.6%	13.0%
%H (All HH)		96.2%	37.5%	8.7%	62.5%	19.2%	43.3%	98.1%
%H (TV HH)			39.0%	9.0%	65.0%	20.0%	45.0%	
45 - 54	149	144	72	16	88	39	50	146
%V	16.7%	16.5%	20.6%	25.4%	13.9%	18.8%	11.8%	18.6%
%H (All HH)		96.6%	48.3%	10.7%	59.1%	26.2%	33.6%	98.0%
%H (TV HH)			50.0%	11.1%	61.1%	27.1%	34.7%	
55 - 64	168	166	79	9	120	43	77	163
%V	18.8%	19.1%	22.6%	14.3%	19.0%	20.8%	18.2%	20.7%
%H (All HH)		98.8%	47.0%	5.4%	71.4%	25.6%	45.8%	97.0%
%H (TV HH)			47.6%	5.4%	72.3%	25.9%	46.4%	
65 +	330	327	118	14	270	77	193	232
%V	37.0%	37.5%	33.7%	22.2%	42.8%	37.2%	45.5%	29.5%
%H (All HH)		99.1%	35.8%	4.2%	81.8%	23.3%	58.5%	70.3%
%H (TV HH)			36.1%	4.3%	82.6%	23.5%	59.0%	

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
Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
1	278	266	83	12	211	48	162	196
%V	31.1%	30.5%	23.7%	19.0%	33.4%	23.2%	38.2%	24.9%
%H (All HH)		95.7%	29.9%	4.3%	75.9%	17.3%	58.3%	70.5%
%H (TV HH)			31.2%	4.5%	79.3%	18.0%	60.9%	
2	347	342	149	23	251	92	159	323
%V	38.9%	39.3%	42.6%	36.5%	39.8%	44.4%	37.5%	41.1%
%H (All HH)		98.6%	42.9%	6.6%	72.3%	26.5%	45.8%	93.1%
%H (TV HH)			43.6%	6.7%	73.4%	26.9%	46.5%	
3	117	115	57	10	69	27	42	117
%V	13.1%	13.2%	16.3%	15.9%	10.9%	13.0%	9.9%	14.9%
%H (All HH)		98.3%	48.7%	8.5%	59.0%	23.1%	35.9%	100.0%
%H (TV HH)			49.6%	8.7%	60.0%	23.5%	36.5%	
4	104	104	41	13	73	28	45	104
%V	11.6%	11.9%	11.7%	20.6%	11.6%	13.5%	10.6%	13.2%
%H (All HH)		100.0%	39.4%	12.5%	70.2%	26.9%	43.3%	100.0%
%H (TV HH)			39.4%	12.5%	70.2%	26.9%	43.3%	
5+	46	45	20	5	28	12	16	46
%V	5.2%	5.2%	5.7%	7.9%	4.4%	5.8%	3.8%	5.9%
%H (All HH)		97.8%	43.5%	10.9%	60.9%	26.1%	34.8%	100.0%
%H (TV HH)			44.4%	11.1%	62.2%	26.7%	35.6%	
Average HH size	2.24	2.24	2.36	2.67	2.16	2.37	2.05	2.38

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
Without	694	675	269	45	501	162	339	587
%V	77.7%	77.5%	76.9%	71.4%	79.4%	78.3%	80.0%	74.7%
%H (All HH)		97.3%	38.8%	6.5%	72.2%	23.3%	48.8%	84.6%
%H (TV HH)			39.9%	6.7%	74.2%	24.0%	50.2%	
With	199	196	81	19	130	45	85	199
%V	22.3%	22.5%	23.1%	30.2%	20.6%	21.7%	20.0%	25.3%
%H (All HH)		98.5%	40.7%	9.5%	65.3%	22.6%	42.7%	100.0%
%H (TV HH)			41.3%	9.7%	66.3%	23.0%	43.4%	
0 - 3	66	66	23	6	47	16	31	66
%V	7.4%	7.6%	6.6%	9.5%	7.4%	7.7%	7.3%	8.4%
%H (All HH)		100.0%	34.8%	9.1%	71.2%	24.2%	47.0%	100.0%
%H (TV HH)			34.8%	9.1%	71.2%	24.2%	47.0%	
4 - 9	103	103	39	10	68	24	44	103
%V	11.5%	11.8%	11.1%	15.9%	10.8%	11.6%	10.4%	13.1%
%H (All HH)		100.0%	37.9%	9.7%	66.0%	23.3%	42.7%	100.0%
%H (TV HH)			37.9%	9.7%	66.0%	23.3%	42.7%	
10 - 15	100	99	44	9	62	22	41	100
%V	11.2%	11.4%	12.6%	14.3%	9.8%	10.6%	9.7%	12.7%
%H (All HH)		99.0%	44.0%	9.0%	62.0%	22.0%	41.0%	100.0%
%H (TV HH)			44.4%	9.1%	62.6%	22.2%	41.4%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
1	356	356	121	25	235	49	186	298
%V	39.9%	40.9%	34.6%	39.7%	37.2%	23.7%	43.9%	37.9%
%H (All HH)		100.0%	34.0%	7.0%	66.0%	13.8%	52.2%	83.7%
%H (TV HH)			34.0%	7.0%	66.0%	13.8%	52.2%	
2	321	321	129	21	243	81	162	284
%V	35.9%	36.9%	36.9%	33.3%	38.5%	39.1%	38.2%	36.1%
%H (All HH)		100.0%	40.2%	6.5%	75.7%	25.2%	50.5%	88.5%
%H (TV HH)			40.2%	6.5%	75.7%	25.2%	50.5%	
3	126	126	65	13	100	52	48	119
%V	14.1%	14.5%	18.6%	20.6%	15.8%	25.1%	11.3%	15.1%
%H (All HH)		100.0%	51.6%	10.3%	79.4%	41.3%	38.1%	94.4%
%H (TV HH)			51.6%	10.3%	79.4%	41.3%	38.1%	
4	45	45	25	3	32	14	18	44
%V	5.0%	5.2%	7.1%	4.8%	5.1%	6.8%	4.2%	5.6%
%H (All HH)		100.0%	55.6%	6.7%	71.1%	31.1%	40.0%	97.8%
%H (TV HH)			55.6%	6.7%	71.1%	31.1%	40.0%	
5+	23	23	10	2	21	11	10	22
%V	2.6%	2.6%	2.9%	3.2%	3.3%	5.3%	2.4%	2.8%
%H (All HH)		100.0%	43.5%	8.7%	91.3%	47.8%	43.5%	95.7%
%H (TV HH)			43.5%	8.7%	91.3%	47.8%	43.5%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
Under 20"	129	129	59	6	111	48	63	111
%V	14.4%	14.8%	16.9%	9.5%	17.6%	23.2%	14.9%	14.1%
%H (All HH)		100.0%	45.7%	4.7%	86.0%	37.2%	48.8%	86.0%
%H (TV HH)			45.7%	4.7%	86.0%	37.2%	48.8%	
20" - 29"	250	250	86	16	204	60	143	215
%V	28.0%	28.7%	24.6%	25.4%	32.3%	29.0%	33.7%	27.4%
%H (All HH)		100.0%	34.4%	6.4%	81.6%	24.0%	57.2%	86.0%
%H (TV HH)			34.4%	6.4%	81.6%	24.0%	57.2%	
30" - 39"	429	429	163	30	320	102	219	375
%V	48.0%	49.3%	46.6%	47.6%	50.7%	49.3%	51.7%	47.7%
%H (All HH)		100.0%	38.0%	7.0%	74.6%	23.8%	51.0%	87.4%
%H (TV HH)			38.0%	7.0%	74.6%	23.8%	51.0%	
40" - 49"	425	425	200	36	306	128	178	388
%V	47.6%	48.8%	57.1%	57.1%	48.5%	61.8%	42.0%	49.4%
%H (All HH)		100.0%	47.1%	8.5%	72.0%	30.1%	41.9%	91.3%
%H (TV HH)			47.1%	8.5%	72.0%	30.1%	41.9%	
50" - 59"	150	150	76	14	95	41	54	148
%V	16.8%	17.2%	21.7%	22.2%	15.1%	19.8%	12.7%	18.8%
%H (All HH)		100.0%	50.7%	9.3%	63.3%	27.3%	36.0%	98.7%
%H (TV HH)			50.7%	9.3%	63.3%	27.3%	36.0%	
60"+	19	19	13	0	10	5	5	19
%V	2.1%	2.2%	3.7%	0.0%	1.6%	2.4%	1.2%	2.4%
%H (All HH)		100.0%	68.4%	0.0%	52.6%	26.3%	26.3%	100.0%
%H (TV HH)			68.4%	0.0%	52.6%	26.3%	26.3%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
Main living room	866	866	349	63	628	206	422	762
%V	97.0%	99.4%	99.7%	100.0%	99.5%	99.5%	99.5%	96.9%
%H (All HH)		100.0%	40.3%	7.3%	72.5%	23.8%	48.7%	88.0%
%H (TV HH)			40.3%	7.3%	72.5%	23.8%	48.7%	
Kitchen	121	121	56	9	101	44	57	107
%V	13.5%	13.9%	16.0%	14.3%	16.0%	21.3%	13.4%	13.6%
%H (All HH)		100.0%	46.3%	7.4%	83.5%	36.4%	47.1%	88.4%
%H (TV HH)			46.3%	7.4%	83.5%	36.4%	47.1%	
Adult's bedroom	375	375	179	29	284	125	159	347
%V	42.0%	43.1%	51.1%	46.0%	45.0%	60.4%	37.5%	44.1%
%H (All HH)		100.0%	47.7%	7.7%	75.7%	33.3%	42.4%	92.5%
%H (TV HH)			47.7%	7.7%	75.7%	33.3%	42.4%	
Child's bedroom	61	61	27	5	39	13	26	60
%V	6.8%	7.0%	7.7%	7.9%	6.2%	6.3%	6.1%	7.6%
%H (All HH)		100.0%	44.3%	8.2%	63.9%	21.3%	42.6%	98.4%
%H (TV HH)			44.3%	8.2%	63.9%	21.3%	42.6%	
Other bedroom	40	40	17	3	34	14	20	38
%V	4.5%	4.6%	4.9%	4.8%	5.4%	6.8%	4.7%	4.8%
%H (All HH)		100.0%	42.5%	7.5%	85.0%	35.0%	50.0%	95.0%
%H (TV HH)			42.5%	7.5%	85.0%	35.0%	50.0%	
Second living/dining room	82	82	34	6	70	29	42	72
%V	9.2%	9.4%	9.7%	9.5%	11.1%	14.0%	9.9%	9.2%
%H (All HH)		100.0%	41.5%	7.3%	85.4%	35.4%	51.2%	87.8%
%H (TV HH)			41.5%	7.3%	85.4%	35.4%	51.2%	
Study/office	16	16	6	1	13	5	8	15
%V	1.8%	1.8%	1.7%	1.6%	2.1%	2.4%	1.9%	1.9%
%H (All HH)		100.0%	37.5%	6.3%	81.3%	31.3%	50.0%	93.8%
%H (TV HH)			37.5%	6.3%	81.3%	31.3%	50.0%	
TV room	6	6	5	0	5	4	1	6
%V	0.7%	0.7%	1.4%	0.0%	0.8%	1.9%	0.2%	0.8%
%H (All HH)		100.0%	83.3%	0.0%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	83.3%	66.7%	16.7%	
Conservatory	16	16	6	1	12	4	8	14
%V	1.8%	1.8%	1.7%	1.6%	1.9%	1.9%	1.9%	1.8%
%H (All HH)		100.0%	37.5%	6.3%	75.0%	25.0%	50.0%	87.5%
%H (TV HH)			37.5%	6.3%	75.0%	25.0%	50.0%	
Attic or loft room	3	3	1	0	2	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
No specific location	2	2	1	0	2	1	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	7	7	3	0	6	2	4	5
%V	0.8%	0.8%	0.9%	0.0%	1.0%	1.0%	0.9%	0.6%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%	71.4%
%H (TV HH)			42.9%	0.0%	85.7%	28.6%	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

Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
Any DSAT provider	350	350	350	2	175	175	0	321
%V	39.2%	40.2%	100.0%	3.2%	27.7%	84.5%	0.0%	40.8%
%H (All HH)			100.0%	0.6%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	0.6%	50.0%	50.0%	0.0%	
Sky with subscription	265	265	265	1	131	131	0	246
%V	29.7%	30.4%	75.7%	1.6%	20.8%	63.3%	0.0%	31.3%
%H (All HH)			100.0%	0.4%	49.4%	49.4%	0.0%	92.8%
%H (TV HH)			100.0%	0.4%	49.4%	49.4%	0.0%	
Sky without subscription	23	23	23	0	14	14	0	20
%V	2.6%	2.6%	6.6%	0.0%	2.2%	6.8%	0.0%	2.5%
%H (All HH)			100.0%	0.0%	60.9%	60.9%	0.0%	87.0%
%H (TV HH)			100.0%	0.0%	60.9%	60.9%	0.0%	
Freesat	56	56	56	0	27	27	0	49
%V	6.3%	6.4%	16.0%	0.0%	4.3%	13.0%	0.0%	6.2%
%H (All HH)			100.0%	0.0%	48.2%	48.2%	0.0%	87.5%
%H (TV HH)			100.0%	0.0%	48.2%	48.2%	0.0%	
Other satellite provider	22	22	22	1	11	11	0	20
%V	2.5%	2.5%	6.3%	1.6%	1.7%	5.3%	0.0%	2.5%
%H (All HH)			100.0%	4.5%	50.0%	50.0%	0.0%	90.9%
%H (TV HH)			100.0%	4.5%	50.0%	50.0%	0.0%	
DCAB	63	63	2	63	32	32	0	62
%V	7.1%	7.2%	0.6%	100.0%	5.1%	15.5%	0.0%	7.9%
%H (All HH)			3.2%	100.0%	50.8%	50.8%	0.0%	98.4%
%H (TV HH)			3.2%	100.0%	50.8%	50.8%	0.0%	
DTT	631	631	175	32	631	207	424	543
%V	70.7%	72.4%	50.0%	50.8%	100.0%	100.0%	100.0%	69.1%
%H (All HH)		100.0%	27.7%	5.1%	100.0%	32.8%	67.2%	86.1%
%H (TV HH)			27.7%	5.1%	100.0%	32.8%	67.2%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%H (All HH)		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (TV HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
PVR	567	567	307	60	389	189	200	522
%V	63.5%	65.1%	87.7%	95.2%	61.6%	91.3%	47.2%	66.4%
%H (All HH)		100.0%	54.1%	10.6%	68.6%	33.3%	35.3%	92.1%
%H (TV HH)			54.1%	10.6%	68.6%	33.3%	35.3%	
DVDR	4	4	1	1	4	2	2	4
%V	0.4%	0.5%	0.3%	1.6%	0.6%	1.0%	0.5%	0.5%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
VCR	4	4	2	1	3	2	1	2
%V	0.4%	0.5%	0.6%	1.6%	0.5%	1.0%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	50.0%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Any recorder	569	569	307	60	390	189	202	522
%V	63.7%	65.3%	87.7%	95.2%	61.8%	91.3%	47.6%	66.4%
%H (All HH)		100.0%	54.0%	10.5%	68.5%	33.2%	35.5%	91.7%
%H (TV HH)			54.0%	10.5%	68.5%	33.2%	35.5%	
Receives HDTV (via STB or built-in reception)	670	670	307	61	493	190	303	615
%V	75.0%	76.9%	87.7%	96.8%	78.1%	91.8%	71.5%	78.2%
%H (All HH)		100.0%	45.8%	9.1%	73.6%	28.4%	45.2%	91.8%
%H (TV HH)			45.8%	9.1%	73.6%	28.4%	45.2%	
DVD/Blu-ray player or recorder	661	661	261	53	486	165	321	593
%V	74.0%	75.9%	74.6%	84.1%	77.0%	79.7%	75.7%	75.4%
%H (All HH)		100.0%	39.5%	8.0%	73.5%	25.0%	48.6%	89.7%
%H (TV HH)			39.5%	8.0%	73.5%	25.0%	48.6%	

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

Jul 2018 - Jun 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	893	871	350	63	631	207	424	786
%V		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%
%H (All HH)			40.2%	7.2%	72.4%	23.8%	48.7%	
%H (TV HH)								
Has broadband internet	786	767	321	62	543	192	351	786
%V	88.0%	88.1%	91.7%	98.4%	86.1%	92.8%	82.8%	100.0%
%H (All HH)		97.6%	40.8%	7.9%	69.1%	24.4%	44.7%	100.0%
%H (TV HH)			41.9%	8.1%	70.8%	25.0%	45.8%	
Number of computers (PCs and laptops)								
0	141	138	42	4	109	20	89	36
%V	15.8%	15.8%	12.0%	6.3%	17.3%	9.7%	21.0%	4.6%
%H (All HH)		97.9%	29.8%	2.8%	77.3%	14.2%	63.1%	25.5%
%H (TV HH)			30.4%	2.9%	79.0%	14.5%	64.5%	
1	207	200	74	11	150	43	107	205
%V	23.2%	23.0%	21.1%	17.5%	23.8%	20.8%	25.2%	26.1%
%H (All HH)		96.6%	35.7%	5.3%	72.5%	20.8%	51.7%	99.0%
%H (TV HH)			37.0%	5.5%	75.0%	21.5%	53.5%	
2	235	228	99	15	169	66	102	235
%V	26.3%	26.2%	28.3%	23.8%	26.8%	31.9%	24.1%	29.9%
%H (All HH)		97.0%	42.1%	6.4%	71.9%	28.1%	43.4%	100.0%
%H (TV HH)			43.4%	6.6%	74.1%	28.9%	44.7%	
3	135	133	58	11	88	31	57	135
%V	15.1%	15.3%	16.6%	17.5%	13.9%	15.0%	13.4%	17.2%
%H (All HH)		98.5%	43.0%	8.1%	65.2%	23.0%	42.2%	100.0%
%H (TV HH)			43.6%	8.3%	66.2%	23.3%	42.9%	
4	82	82	37	9	48	16	33	82
%V	9.2%	9.4%	10.6%	14.3%	7.6%	7.7%	7.8%	10.4%
%H (All HH)		100.0%	45.1%	11.0%	58.5%	19.5%	40.2%	100.0%
%H (TV HH)			45.1%	11.0%	58.5%	19.5%	40.2%	
5+	93	91	41	12	67	32	36	93
%V	10.4%	10.4%	11.7%	19.0%	10.6%	15.5%	8.5%	11.8%
%H (All HH)		97.8%	44.1%	12.9%	72.0%	34.4%	38.7%	100.0%
%H (TV HH)			45.1%	13.2%	73.6%	35.2%	39.6%	

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

Jul 2018 - Jun 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	1680	728	128	1261	482	779	1516
%H		43.3%	7.6%	75.1%	28.7%	46.4%	90.2%
Under 20"	160	75	7	139	61	78	139
%V	9.5%	10.3%	5.5%	11.0%	12.7%	10.0%	9.2%
%H		46.9%	4.4%	86.9%	38.1%	48.8%	86.9%
20" - 29"	315	112	20	253	77	176	274
%V	18.8%	15.4%	15.6%	20.1%	16.0%	22.6%	18.1%
%H		35.6%	6.3%	80.3%	24.4%	55.9%	87.0%
30" - 39"	511	200	39	387	133	255	449
%V	30.4%	27.5%	30.5%	30.7%	27.6%	32.7%	29.6%
%H		39.1%	7.6%	75.7%	26.0%	49.9%	87.9%
40" - 49"	498	232	48	361	156	205	460
%V	29.6%	31.9%	37.5%	28.6%	32.4%	26.3%	30.3%
%H		46.6%	9.6%	72.5%	31.3%	41.2%	92.4%
50" - 59"	168	88	14	104	47	58	165
%V	10.0%	12.1%	10.9%	8.2%	9.8%	7.4%	10.9%
%H		52.4%	8.3%	61.9%	28.0%	34.5%	98.2%
60"+	20	14	0	10	5	5	20
%V	1.2%	1.9%	0.0%	0.8%	1.0%	0.6%	1.3%
%H		70.0%	0.0%	50.0%	25.0%	25.0%	100.0%
Don't know	9	6	0	6	3	3	9
%V	0.5%	0.8%	0.0%	0.5%	0.6%	0.4%	0.6%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1680	728	128	1261	482	779	1516
%H		43.3%	7.6%	75.1%	28.7%	46.4%	90.2%
Main living room	868	349	64	630	207	422	764
%V	51.7%	47.9%	50.0%	50.0%	42.9%	54.2%	50.4%
%H		40.2%	7.4%	72.6%	23.8%	48.6%	88.0%
Kitchen	121	56	9	101	44	57	107
%V	7.2%	7.7%	7.0%	8.0%	9.1%	7.3%	7.1%
%H		46.3%	7.4%	83.5%	36.4%	47.1%	88.4%
Adult's bedroom	436	212	37	328	149	179	406
%V	26.0%	29.1%	28.9%	26.0%	30.9%	23.0%	26.8%
%H		48.6%	8.5%	75.2%	34.2%	41.1%	93.1%
Child's bedroom	79	34	7	52	18	34	78
%V	4.7%	4.7%	5.5%	4.1%	3.7%	4.4%	5.1%
%H		43.0%	8.9%	65.8%	22.8%	43.0%	98.7%
Other bedroom	43	18	4	37	16	21	41
%V	2.6%	2.5%	3.1%	2.9%	3.3%	2.7%	2.7%
%H		41.9%	9.3%	86.0%	37.2%	48.8%	95.3%
Second living/dining room	83	35	6	72	30	42	73
%V	4.9%	4.8%	4.7%	5.7%	6.2%	5.4%	4.8%
%H		42.2%	7.2%	86.7%	36.1%	50.6%	88.0%
Study/office	17	7	1	14	6	8	17
%V	1.0%	1.0%	0.8%	1.1%	1.2%	1.0%	1.1%
%H		41.2%	5.9%	82.4%	35.3%	47.1%	100.0%
TV room	6	5	0	5	4	1	6
%V	0.4%	0.7%	0.0%	0.4%	0.8%	0.1%	0.4%
%H		83.3%	0.0%	83.3%	66.7%	16.7%	100.0%
Conservatory	16	6	1	12	4	8	14
%V	1.0%	0.8%	0.8%	1.0%	0.8%	1.0%	0.9%
%H		37.5%	6.3%	75.0%	25.0%	50.0%	87.5%
Attic or loft room	3	1	0	2	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
No specific location	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Other	7	3	0	6	2	4	5
%V	0.4%	0.4%	0.0%	0.5%	0.4%	0.5%	0.3%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	71.4%

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 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1680	728	128	1261	482	779	1516
%H		43.3%	7.6%	75.1%	28.7%	46.4%	90.2%
PVR	776	473	82	497	275	221	723
%V	46.2%	65.0%	64.1%	39.4%	57.1%	28.4%	47.7%
%H		61.0%	10.6%	64.0%	35.4%	28.5%	93.2%
DVDR	4	1	1	4	2	2	4
%V	0.2%	0.1%	0.8%	0.3%	0.4%	0.3%	0.3%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
VCR	4	2	1	3	2	1	2
%V	0.2%	0.3%	0.8%	0.2%	0.4%	0.1%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	50.0%
Any recorder	780	473	83	500	275	225	725
%V	46.4%	65.0%	64.8%	39.7%	57.1%	28.9%	47.8%
%H		60.6%	10.6%	64.1%	35.3%	28.8%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: 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	1680	728	128	1261	482	779	1516
%H		43.3%	7.6%	75.1%	28.7%	46.4%	90.2%
Receives HDTV (via STB or built-in reception)	1018	507	96	745	329	416	948
%V	60.6%	69.6%	75.0%	59.1%	68.3%	53.4%	62.5%
%H		49.8%	9.4%	73.2%	32.3%	40.9%	93.1%
DVD/Blu-ray player or recorder	935	387	79	688	251	437	856
%V	55.7%	53.2%	61.7%	54.6%	52.1%	56.1%	56.5%
%H		41.4%	8.4%	73.6%	26.8%	46.7%	91.6%

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 6.15: 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	871	350	63	631	207	424	767
%H		40.2%	7.2%	72.4%	23.8%	48.7%	88.1%
Under 20"	9	2	0	7	1	6	8
%V	1.0%	0.6%	0.0%	1.1%	0.5%	1.4%	1.0%
%H		22.2%	0.0%	77.8%	11.1%	66.7%	88.9%
20" - 29"	67	13	3	56	9	47	47
%V	7.7%	3.7%	4.8%	8.9%	4.3%	11.1%	6.1%
%H		19.4%	4.5%	83.6%	13.4%	70.1%	70.1%
30" - 39"	272	84	16	208	47	160	225
%V	31.2%	24.0%	25.4%	33.0%	22.7%	37.7%	29.3%
%H		30.9%	5.9%	76.5%	17.3%	58.8%	82.7%
40" - 49"	363	167	31	263	108	155	328
%V	41.7%	47.7%	49.2%	41.7%	52.2%	36.6%	42.8%
%H		46.0%	8.5%	72.5%	29.8%	42.7%	90.4%
50" - 59"	138	69	13	87	37	50	136
%V	15.8%	19.7%	20.6%	13.8%	17.9%	11.8%	17.7%
%H		50.0%	9.4%	63.0%	26.8%	36.2%	98.6%
60"+	18	13	0	9	5	4	18
%V	2.1%	3.7%	0.0%	1.4%	2.4%	0.9%	2.3%
%H		72.2%	0.0%	50.0%	27.8%	22.2%	100.0%
Don't know	4	3	0	2	1	1	4
%V	0.5%	0.9%	0.0%	0.3%	0.5%	0.2%	0.5%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South West

Set level data

Table 6.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	871	350	63	631	207	424	767
%H		40.2%	7.2%	72.4%	23.8%	48.7%	88.1%
PVR	551	299	59	375	181	193	507
%V	63.3%	85.4%	93.7%	59.4%	87.4%	45.5%	66.1%
%H		54.3%	10.7%	68.1%	32.8%	35.0%	92.0%
DVDR	2	1	1	2	1	1	2
%V	0.2%	0.3%	1.6%	0.3%	0.5%	0.2%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	3	1	1	2	1	1	1
%V	0.3%	0.3%	1.6%	0.3%	0.5%	0.2%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	33.3%
Any recorder	554	300	59	376	181	195	508
%V	63.6%	85.7%	93.7%	59.6%	87.4%	46.0%	66.2%
%H		54.2%	10.6%	67.9%	32.7%	35.2%	91.7%

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	871	350	63	631	207	424	767
%H		40.2%	7.2%	72.4%	23.8%	48.7%	88.1%
Receives HDTV (via STB or built-in reception)	653	296	60	478	181	297	600
%V	75.0%	84.6%	95.2%	75.8%	87.4%	70.0%	78.2%
%H		45.3%	9.2%	73.2%	27.7%	45.5%	91.9%
DVD/Blu-ray player or recorder	601	230	49	442	144	297	537
%V	69.0%	65.7%	77.8%	70.0%	69.6%	70.0%	70.0%
%H		38.3%	8.2%	73.5%	24.0%	49.4%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC South West
Set level data
Table 6.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	809	378	65	630	275	355	749
%H		46.7%	8.0%	77.9%	34.0%	43.9%	92.6%
Under 20"	151	73	7	132	61	72	131
%V	18.7%	19.3%	10.8%	21.0%	22.2%	20.3%	17.5%
%H		48.3%	4.6%	87.4%	40.4%	47.7%	86.8%
20" - 29"	248	99	18	197	68	129	227
%V	30.7%	26.2%	27.7%	31.3%	24.7%	36.3%	30.3%
%H		39.9%	7.3%	79.4%	27.4%	52.0%	91.5%
30" - 39"	239	116	23	180	85	94	224
%V	29.5%	30.7%	35.4%	28.6%	30.9%	26.5%	29.9%
%H		48.5%	9.6%	75.3%	35.6%	39.3%	93.7%
40" - 49"	135	66	16	99	49	50	132
%V	16.7%	17.5%	24.6%	15.7%	17.8%	14.1%	17.6%
%H		48.9%	11.9%	73.3%	36.3%	37.0%	97.8%
50" - 59"	30	19	2	17	9	8	29
%V	3.7%	5.0%	3.1%	2.7%	3.3%	2.3%	3.9%
%H		63.3%	6.7%	56.7%	30.0%	26.7%	96.7%
60"+	2	1	0	1	1	1	2
%V	0.2%	0.3%	0.0%	0.2%	0.4%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
Don't know	5	4	0	3	2	1	5
%V	0.6%	1.1%	0.0%	0.5%	0.7%	0.3%	0.7%
%H		80.0%	0.0%	60.0%	40.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	809	378	65	630	275	355	749
%H		46.7%	8.0%	77.9%	34.0%	43.9%	92.6%
PVR	225	174	24	122	94	28	216
%V	27.8%	46.0%	36.9%	19.4%	34.2%	7.9%	28.8%
%H		77.3%	10.7%	54.2%	41.8%	12.4%	96.0%
DVDR	2	0	1	2	1	1	2
%V	0.2%	0.0%	1.5%	0.3%	0.4%	0.3%	0.3%
%H		0.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	226	174	24	123	94	30	217
%V	27.9%	46.0%	36.9%	19.5%	34.2%	8.5%	29.0%
%H		77.0%	10.6%	54.4%	41.6%	13.3%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.20: 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	809	378	65	630	275	355	749
%H		46.7%	8.0%	77.9%	34.0%	43.9%	92.6%
Receives HDTV (via STB or built-in reception)	365	211	36	267	148	119	348
%V	45.1%	55.8%	55.4%	42.4%	53.8%	33.5%	46.5%
%H		57.8%	9.9%	73.2%	40.5%	32.6%	95.3%
DVD/Blu-ray player or recorder	334	157	30	246	107	139	320
%V	41.3%	41.5%	46.2%	39.0%	38.9%	39.2%	42.7%
%H		47.0%	9.0%	73.7%	32.0%	41.6%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South West

Individual level data

Table 6.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1995	1952	826	169	1361	490	871	1864
%H		97.8%	41.4%	8.5%	68.2%	24.6%	43.7%	93.4%
Total Children	341	334	136	30	221	78	143	341
%V	17.1%	17.1%	16.5%	17.8%	16.2%	15.9%	16.4%	18.3%
%H		97.9%	39.9%	8.8%	64.8%	22.9%	41.9%	100.0%
0 - 3	74	73	26	6	52	17	35	74
%V	3.7%	3.7%	3.1%	3.6%	3.8%	3.5%	4.0%	4.0%
%H		98.6%	35.1%	8.1%	70.3%	23.0%	47.3%	100.0%
4 - 15	267	261	110	24	169	61	108	267
%V	13.4%	13.4%	13.3%	14.2%	12.4%	12.4%	12.4%	14.3%
%H		97.8%	41.2%	9.0%	63.3%	22.8%	40.4%	100.0%
4 - 9	134	133	52	13	88	32	56	134
%V	6.7%	6.8%	6.3%	7.7%	6.5%	6.5%	6.4%	7.2%
%H		99.3%	38.8%	9.7%	65.7%	23.9%	41.8%	100.0%
10 - 15	133	127	58	11	81	29	52	133
%V	6.7%	6.5%	7.0%	6.5%	6.0%	5.9%	6.0%	7.1%
%H		95.5%	43.6%	8.3%	60.9%	21.8%	39.1%	100.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South West

Individual level data

Table 6.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1995	1952	826	169	1361	490	871	1864
%H		97.8%	41.4%	8.5%	68.2%	24.6%	43.7%	93.4%
Total Adults (16+)	1654	1618	691	140	1140	412	728	1523
%V	82.9%	82.9%	83.7%	82.8%	83.8%	84.1%	83.6%	81.7%
%H		97.8%	41.8%	8.5%	68.9%	24.9%	44.0%	92.1%
16 - 19	82	79	33	10	48	17	31	81
%V	4.1%	4.0%	4.0%	5.9%	3.5%	3.5%	3.6%	4.3%
%H		96.3%	40.2%	12.2%	58.5%	20.7%	37.8%	98.8%
20 - 24	117	109	42	23	67	36	31	117
%V	5.9%	5.6%	5.1%	13.6%	4.9%	7.3%	3.6%	6.3%
%H		93.2%	35.9%	19.7%	57.3%	30.8%	26.5%	100.0%
25 - 34	205	200	77	18	128	43	85	205
%V	10.3%	10.2%	9.3%	10.7%	9.4%	8.8%	9.8%	11.0%
%H		97.6%	37.6%	8.8%	62.4%	21.0%	41.5%	100.0%
35 - 44	202	196	84	17	124	41	83	199
%V	10.1%	10.0%	10.2%	10.1%	9.1%	8.4%	9.5%	10.7%
%H		97.0%	41.6%	8.4%	61.4%	20.3%	41.1%	98.5%
45 - 54	265	256	129	31	164	74	89	262
%V	13.3%	13.1%	15.6%	18.3%	12.0%	15.1%	10.2%	14.1%
%H		96.6%	48.7%	11.7%	61.9%	27.9%	33.6%	98.9%
55 - 64	279	276	131	18	198	74	125	273
%V	14.0%	14.1%	15.9%	10.7%	14.5%	15.1%	14.4%	14.6%
%H		98.9%	47.0%	6.5%	71.0%	26.5%	44.8%	97.8%
65+	505	502	195	22	411	128	283	386
%V	25.3%	25.7%	23.6%	13.0%	30.2%	26.1%	32.5%	20.7%
%H		99.4%	38.6%	4.4%	81.4%	25.3%	56.0%	76.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC South West
Individual level data
Table 6.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1654	1618	691	140	1140	412	728	1523
%H		97.8%	41.8%	8.5%	68.9%	24.9%	44.0%	92.1%
AB	526	511	218	37	369	122	247	505
%V	31.8%	31.6%	31.5%	26.4%	32.4%	29.6%	33.9%	33.2%
%H		97.1%	41.4%	7.0%	70.2%	23.2%	47.0%	96.0%
C1	499	490	225	49	333	147	186	470
%V	30.2%	30.3%	32.6%	35.0%	29.2%	35.7%	25.5%	30.9%
%H		98.2%	45.1%	9.8%	66.7%	29.5%	37.3%	94.2%
C2	347	346	134	42	249	89	161	320
%V	21.0%	21.4%	19.4%	30.0%	21.8%	21.6%	22.1%	21.0%
%H		99.7%	38.6%	12.1%	71.8%	25.6%	46.4%	92.2%
D	192	184	75	11	129	39	90	164
%V	11.6%	11.4%	10.9%	7.9%	11.3%	9.5%	12.4%	10.8%
%H		95.8%	39.1%	5.7%	67.2%	20.3%	46.9%	85.4%
E	90	86	39	1	60	16	44	63
%V	5.4%	5.3%	5.6%	0.7%	5.3%	3.9%	6.0%	4.1%
%H		95.6%	43.3%	1.1%	66.7%	17.8%	48.9%	70.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC South West
Individual level data
Table 6.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1654	1618	691	140	1140	412	728	1523
%H		97.8%	41.8%	8.5%	68.9%	24.9%	44.0%	92.1%
Working full time	683	665	307	63	438	169	268	679
%V	41.3%	41.1%	44.4%	45.0%	38.4%	41.0%	36.8%	44.6%
%H		97.4%	44.9%	9.2%	64.1%	24.7%	39.2%	99.4%
Working part time	200	197	80	22	142	56	86	194
%V	12.1%	12.2%	11.6%	15.7%	12.5%	13.6%	11.8%	12.7%
%H		98.5%	40.0%	11.0%	71.0%	28.0%	43.0%	97.0%
Not working	771	756	304	55	560	187	373	650
%V	46.6%	46.7%	44.0%	39.3%	49.1%	45.4%	51.2%	42.7%
%H		98.1%	39.4%	7.1%	72.6%	24.3%	48.4%	84.3%
Houseperson	893	871	350	63	631	207	424	786
%V	54.0%	53.8%	50.7%	45.0%	55.4%	50.2%	58.2%	51.6%
%H		97.5%	39.2%	7.1%	70.7%	23.2%	47.5%	88.0%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	787	762	326	68	536	199	337	737
%H		96.8%	41.4%	8.6%	68.1%	25.3%	42.8%	93.6%
16 - 19	38	37	16	4	23	8	14	37
%V	4.8%	4.9%	4.9%	5.9%	4.3%	4.0%	4.2%	5.0%
%H		97.4%	42.1%	10.5%	60.5%	21.1%	36.8%	97.4%
20 - 24	61	55	22	10	34	17	18	61
%V	7.8%	7.2%	6.7%	14.7%	6.3%	8.5%	5.3%	8.3%
%H		90.2%	36.1%	16.4%	55.7%	27.9%	29.5%	100.0%
25 - 34	96	94	34	9	61	21	40	96
%V	12.2%	12.3%	10.4%	13.2%	11.4%	10.6%	11.9%	13.0%
%H		97.9%	35.4%	9.4%	63.5%	21.9%	41.7%	100.0%
35 - 44	102	98	43	9	61	20	41	100
%V	13.0%	12.9%	13.2%	13.2%	11.4%	10.1%	12.2%	13.6%
%H		96.1%	42.2%	8.8%	59.8%	19.6%	40.2%	98.0%
45 - 54	125	119	57	16	78	35	43	123
%V	15.9%	15.6%	17.5%	23.5%	14.6%	17.6%	12.8%	16.7%
%H		95.2%	45.6%	12.8%	62.4%	28.0%	34.4%	98.4%
55 - 64	128	126	59	9	90	33	57	125
%V	16.3%	16.5%	18.1%	13.2%	16.8%	16.6%	16.9%	17.0%
%H		98.4%	46.1%	7.0%	70.3%	25.8%	44.5%	97.7%
65+	236	233	96	11	189	65	124	194
%V	30.0%	30.6%	29.4%	16.2%	35.3%	32.7%	36.8%	26.3%
%H		98.7%	40.7%	4.7%	80.1%	27.5%	52.5%	82.2%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)		787	762	326	68	536	199	337	737
	%H		96.8%	41.4%	8.6%	68.1%	25.3%	42.8%	93.6%
AB		252	244	103	19	178	59	118	245
	%V	32.0%	32.0%	31.6%	27.9%	33.2%	29.6%	35.0%	33.2%
	%H		96.8%	40.9%	7.5%	70.6%	23.4%	46.8%	97.2%
C1		238	232	107	24	158	72	86	228
	%V	30.2%	30.4%	32.8%	35.3%	29.5%	36.2%	25.5%	30.9%
	%H		97.5%	45.0%	10.1%	66.4%	30.3%	36.1%	95.8%
C2		176	175	66	21	130	47	83	162
	%V	22.4%	23.0%	20.2%	30.9%	24.3%	23.6%	24.6%	22.0%
	%H		99.4%	37.5%	11.9%	73.9%	26.7%	47.2%	92.0%
D		86	79	33	5	51	16	35	75
	%V	10.9%	10.4%	10.1%	7.4%	9.5%	8.0%	10.4%	10.2%
	%H		91.9%	38.4%	5.8%	59.3%	18.6%	40.7%	87.2%
E		35	32	16	0	19	5	14	26
	%V	4.4%	4.2%	4.9%	0.0%	3.5%	2.5%	4.2%	3.5%
	%H		91.4%	45.7%	0.0%	54.3%	14.3%	40.0%	74.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	787	762	326	68	536	199	337	737
%H		96.8%	41.4%	8.6%	68.1%	25.3%	42.8%	93.6%
Working full time	403	390	174	38	261	100	161	400
%V	51.2%	51.2%	53.4%	55.9%	48.7%	50.3%	47.8%	54.3%
%H		96.8%	43.2%	9.4%	64.8%	24.8%	40.0%	99.3%
Working part time	40	40	19	3	28	12	16	39
%V	5.1%	5.2%	5.8%	4.4%	5.2%	6.0%	4.7%	5.3%
%H		100.0%	47.5%	7.5%	70.0%	30.0%	40.0%	97.5%
Not working	344	331	133	27	247	87	160	298
%V	43.7%	43.4%	40.8%	39.7%	46.1%	43.7%	47.5%	40.4%
%H		96.2%	38.7%	7.8%	71.8%	25.3%	46.5%	86.6%
Houseperson	168	154	51	11	115	33	82	140
%V	21.3%	20.2%	15.6%	16.2%	21.5%	16.6%	24.3%	19.0%
%H		91.7%	30.4%	6.5%	68.5%	19.6%	48.8%	83.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	856	364	72	605	214	391	786
%H		98.7%	42.0%	8.3%	69.8%	24.7%	45.1%	90.7%
16 - 19	43	42	17	6	25	9	16	43
%V	5.0%	4.9%	4.7%	8.3%	4.1%	4.2%	4.1%	5.5%
%H		97.7%	39.5%	14.0%	58.1%	20.9%	37.2%	100.0%
20 - 24	56	54	21	13	33	20	14	56
%V	6.5%	6.3%	5.8%	18.1%	5.5%	9.3%	3.6%	7.1%
%H		96.4%	37.5%	23.2%	58.9%	35.7%	25.0%	100.0%
25 - 34	109	107	43	9	67	21	45	109
%V	12.6%	12.5%	11.8%	12.5%	11.1%	9.8%	11.5%	13.9%
%H		98.2%	39.4%	8.3%	61.5%	19.3%	41.3%	100.0%
35 - 44	100	98	42	8	64	21	43	99
%V	11.5%	11.4%	11.5%	11.1%	10.6%	9.8%	11.0%	12.6%
%H		98.0%	42.0%	8.0%	64.0%	21.0%	43.0%	99.0%
45 - 54	139	137	72	15	86	39	46	139
%V	16.0%	16.0%	19.8%	20.8%	14.2%	18.2%	11.8%	17.7%
%H		98.6%	51.8%	10.8%	61.9%	28.1%	33.1%	100.0%
55 - 64	151	150	72	9	108	41	68	148
%V	17.4%	17.5%	19.8%	12.5%	17.9%	19.2%	17.4%	18.8%
%H		99.3%	47.7%	6.0%	71.5%	27.2%	45.0%	98.0%
65+	269	269	98	11	222	63	159	192
%V	31.0%	31.4%	26.9%	15.3%	36.7%	29.4%	40.7%	24.4%
%H		100.0%	36.4%	4.1%	82.5%	23.4%	59.1%	71.4%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	856	364	72	605	214	391	786
%H		98.7%	42.0%	8.3%	69.8%	24.7%	45.1%	90.7%
AB	274	267	115	18	192	63	129	261
%V	31.6%	31.2%	31.6%	25.0%	31.7%	29.4%	33.0%	33.2%
%H		97.4%	42.0%	6.6%	70.1%	23.0%	47.1%	95.3%
C1	261	258	117	26	175	75	100	242
%V	30.1%	30.1%	32.1%	36.1%	28.9%	35.0%	25.6%	30.8%
%H		98.9%	44.8%	10.0%	67.0%	28.7%	38.3%	92.7%
C2	171	171	68	21	119	42	78	157
%V	19.7%	20.0%	18.7%	29.2%	19.7%	19.6%	19.9%	20.0%
%H		100.0%	39.8%	12.3%	69.6%	24.6%	45.6%	91.8%
D	106	106	41	7	78	23	55	89
%V	12.2%	12.4%	11.3%	9.7%	12.9%	10.7%	14.1%	11.3%
%H		100.0%	38.7%	6.6%	73.6%	21.7%	51.9%	84.0%
E	55	54	23	1	40	11	30	37
%V	6.3%	6.3%	6.3%	1.4%	6.6%	5.1%	7.7%	4.7%
%H		98.2%	41.8%	1.8%	72.7%	20.0%	54.5%	67.3%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	856	364	72	605	214	391	786
%H		98.7%	42.0%	8.3%	69.8%	24.7%	45.1%	90.7%
Working full time	280	275	134	25	177	70	107	279
%V	32.3%	32.1%	36.8%	34.7%	29.3%	32.7%	27.4%	35.5%
%H		98.2%	47.9%	8.9%	63.2%	25.0%	38.2%	99.6%
Working part time	160	156	60	18	114	44	70	155
%V	18.5%	18.2%	16.5%	25.0%	18.8%	20.6%	17.9%	19.7%
%H		97.5%	37.5%	11.3%	71.3%	27.5%	43.8%	96.9%
Not working	427	425	170	28	314	100	214	352
%V	49.3%	49.6%	46.7%	38.9%	51.9%	46.7%	54.7%	44.8%
%H		99.5%	39.8%	6.6%	73.5%	23.4%	50.1%	82.4%
Houseperson	725	718	299	52	517	174	342	646
%V	83.6%	83.9%	82.1%	72.2%	85.5%	81.3%	87.5%	82.2%
%H		99.0%	41.2%	7.2%	71.3%	24.0%	47.2%	89.1%

Base: BBC South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
AB	622	593	237	83	381	129	252	600
%V	28.9%	28.8%	31.6%	31.4%	27.6%	32.4%	25.7%	31.2%
%H (All HH)		95.3%	38.1%	13.3%	61.3%	20.7%	40.5%	96.5%
%H (TV HH)			40.0%	14.0%	64.2%	21.8%	42.5%	
C1	744	710	262	91	466	127	339	667
%V	34.6%	34.5%	35.0%	34.5%	33.8%	31.9%	34.6%	34.6%
%H (All HH)		95.4%	35.2%	12.2%	62.6%	17.1%	45.6%	89.7%
%H (TV HH)			36.9%	12.8%	65.6%	17.9%	47.7%	
C2	429	419	151	60	286	90	195	377
%V	19.9%	20.3%	20.2%	22.7%	20.8%	22.6%	19.9%	19.6%
%H (All HH)		97.7%	35.2%	14.0%	66.7%	21.0%	45.5%	87.9%
%H (TV HH)			36.0%	14.3%	68.3%	21.5%	46.5%	
D	236	224	71	22	157	35	122	190
%V	11.0%	10.9%	9.5%	8.3%	11.4%	8.8%	12.4%	9.9%
%H (All HH)		94.9%	30.1%	9.3%	66.5%	14.8%	51.7%	80.5%
%H (TV HH)			31.7%	9.8%	70.1%	15.6%	54.5%	
E	123	112	28	8	88	16	72	91
%V	5.7%	5.4%	3.7%	3.0%	6.4%	4.0%	7.3%	4.7%
%H (All HH)		91.1%	22.8%	6.5%	71.5%	13.0%	58.5%	74.0%
%H (TV HH)			25.0%	7.1%	78.6%	14.3%	64.3%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Under 25	56	40	10	5	25	6	19	52
%V	2.6%	1.9%	1.3%	1.9%	1.8%	1.5%	1.9%	2.7%
%H (All HH)		71.4%	17.9%	8.9%	44.6%	10.7%	33.9%	92.9%
%H (TV HH)			25.0%	12.5%	62.5%	15.0%	47.5%	
25 - 34	280	255	87	36	125	31	94	278
%V	13.0%	12.4%	11.6%	13.6%	9.1%	7.8%	9.6%	14.4%
%H (All HH)		91.1%	31.1%	12.9%	44.6%	11.1%	33.6%	99.3%
%H (TV HH)			34.1%	14.1%	49.0%	12.2%	36.9%	
35 - 44	359	332	128	51	200	57	143	353
%V	16.7%	16.1%	17.1%	19.3%	14.5%	14.3%	14.6%	18.3%
%H (All HH)		92.5%	35.7%	14.2%	55.7%	15.9%	39.8%	98.3%
%H (TV HH)			38.6%	15.4%	60.2%	17.2%	43.1%	
45 - 54	401	390	167	62	236	86	150	394
%V	18.6%	18.9%	22.3%	23.5%	17.1%	21.6%	15.3%	20.5%
%H (All HH)		97.3%	41.6%	15.5%	58.9%	21.4%	37.4%	98.3%
%H (TV HH)			42.8%	15.9%	60.5%	22.1%	38.5%	
55 - 64	378	374	159	53	265	101	163	363
%V	17.6%	18.2%	21.2%	20.1%	19.2%	25.4%	16.6%	18.8%
%H (All HH)		98.9%	42.1%	14.0%	70.1%	26.7%	43.1%	96.0%
%H (TV HH)			42.5%	14.2%	70.9%	27.0%	43.6%	
65 +	679	666	198	57	528	116	411	487
%V	31.5%	32.3%	26.4%	21.6%	38.3%	29.1%	41.9%	25.3%
%H (All HH)		98.1%	29.2%	8.4%	77.8%	17.1%	60.5%	71.7%
%H (TV HH)			29.7%	8.6%	79.3%	17.4%	61.7%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
1	634	589	136	48	460	65	395	458
%V	29.4%	28.6%	18.2%	18.2%	33.4%	16.3%	40.3%	23.8%
%H (All HH)		92.9%	21.5%	7.6%	72.6%	10.3%	62.3%	72.2%
%H (TV HH)			23.1%	8.1%	78.1%	11.0%	67.1%	
2	760	736	281	94	505	165	340	721
%V	35.3%	35.7%	37.5%	35.6%	36.6%	41.5%	34.7%	37.4%
%H (All HH)		96.8%	37.0%	12.4%	66.4%	21.7%	44.7%	94.9%
%H (TV HH)			38.2%	12.8%	68.6%	22.4%	46.2%	
3	305	297	127	43	181	66	115	297
%V	14.2%	14.4%	17.0%	16.3%	13.1%	16.6%	11.7%	15.4%
%H (All HH)		97.4%	41.6%	14.1%	59.3%	21.6%	37.7%	97.4%
%H (TV HH)			42.8%	14.5%	60.9%	22.2%	38.7%	
4	313	303	143	47	158	63	95	312
%V	14.5%	14.7%	19.1%	17.8%	11.5%	15.8%	9.7%	16.2%
%H (All HH)		96.8%	45.7%	15.0%	50.5%	20.1%	30.4%	99.7%
%H (TV HH)			47.2%	15.5%	52.1%	20.8%	31.4%	
5+	141	133	62	32	74	38	35	138
%V	6.5%	6.5%	8.3%	12.1%	5.4%	9.5%	3.6%	7.2%
%H (All HH)		94.3%	44.0%	22.7%	52.5%	27.0%	24.8%	97.9%
%H (TV HH)			46.6%	24.1%	55.6%	28.6%	26.3%	
Average HH size	2.35	2.36	2.64	2.72	2.20	2.62	2.02	2.48

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Without	1604	1527	507	186	1093	290	803	1384
%V	74.5%	74.2%	67.7%	70.5%	79.3%	72.9%	81.9%	71.9%
%H (All HH)		95.2%	31.6%	11.6%	68.1%	18.1%	50.1%	86.3%
%H (TV HH)			33.2%	12.2%	71.6%	19.0%	52.6%	
With	549	531	242	78	285	108	177	542
%V	25.5%	25.8%	32.3%	29.5%	20.7%	27.1%	18.1%	28.1%
%H (All HH)		96.7%	44.1%	14.2%	51.9%	19.7%	32.2%	98.7%
%H (TV HH)			45.6%	14.7%	53.7%	20.3%	33.3%	
0 - 3	179	175	76	21	89	32	57	179
%V	8.3%	8.5%	10.1%	8.0%	6.5%	8.0%	5.8%	9.3%
%H (All HH)		97.8%	42.5%	11.7%	49.7%	17.9%	31.8%	100.0%
%H (TV HH)			43.4%	12.0%	50.9%	18.3%	32.6%	
4 - 9	299	285	125	42	154	53	100	293
%V	13.9%	13.8%	16.7%	15.9%	11.2%	13.3%	10.2%	15.2%
%H (All HH)		95.3%	41.8%	14.0%	51.5%	17.7%	33.4%	98.0%
%H (TV HH)			43.9%	14.7%	54.0%	18.6%	35.1%	
10 - 15	274	268	130	50	143	62	82	273
%V	12.7%	13.0%	17.4%	18.9%	10.4%	15.6%	8.4%	14.2%
%H (All HH)		97.8%	47.4%	18.2%	52.2%	22.6%	29.9%	99.6%
%H (TV HH)			48.5%	18.7%	53.4%	23.1%	30.6%	

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

Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
1	971	971	247	106	616	53	563	807
%V	45.1%	47.2%	33.0%	40.2%	44.7%	13.3%	57.4%	41.9%
%H (All HH)		100.0%	25.4%	10.9%	63.4%	5.5%	58.0%	83.1%
%H (TV HH)			25.4%	10.9%	63.4%	5.5%	58.0%	
2	637	637	277	82	437	170	267	597
%V	29.6%	30.9%	37.0%	31.1%	31.7%	42.7%	27.2%	31.0%
%H (All HH)		100.0%	43.5%	12.9%	68.6%	26.7%	41.9%	93.7%
%H (TV HH)			43.5%	12.9%	68.6%	26.7%	41.9%	
3	261	261	118	41	184	85	99	253
%V	12.1%	12.7%	15.8%	15.5%	13.4%	21.4%	10.1%	13.1%
%H (All HH)		100.0%	45.2%	15.7%	70.5%	32.6%	37.9%	96.9%
%H (TV HH)			45.2%	15.7%	70.5%	32.6%	37.9%	
4	135	135	76	24	97	61	37	131
%V	6.3%	6.6%	10.1%	9.1%	7.0%	15.3%	3.8%	6.8%
%H (All HH)		100.0%	56.3%	17.8%	71.9%	45.2%	27.4%	97.0%
%H (TV HH)			56.3%	17.8%	71.9%	45.2%	27.4%	
5+	54	54	31	10	43	30	14	52
%V	2.5%	2.6%	4.1%	3.8%	3.1%	7.5%	1.4%	2.7%
%H (All HH)		100.0%	57.4%	18.5%	79.6%	55.6%	25.9%	96.3%
%H (TV HH)			57.4%	18.5%	79.6%	55.6%	25.9%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%V (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Under 20"	178	178	76	20	145	64	80	158
%V	8.3%	8.6%	10.1%	7.6%	10.5%	16.1%	8.2%	8.2%
%H (All HH)		100.0%	42.7%	11.2%	81.5%	36.0%	44.9%	88.8%
%H (TV HH)			42.7%	11.2%	81.5%	36.0%	44.9%	
20" - 29"	506	506	201	59	378	135	243	445
%V	23.5%	24.6%	26.8%	22.3%	27.4%	33.9%	24.8%	23.1%
%H (All HH)		100.0%	39.7%	11.7%	74.7%	26.7%	48.0%	87.9%
%H (TV HH)			39.7%	11.7%	74.7%	26.7%	48.0%	
30" - 39"	915	915	321	141	654	216	438	823
%V	42.5%	44.4%	42.9%	53.4%	47.5%	54.3%	44.7%	42.7%
%H (All HH)		100.0%	35.1%	15.4%	71.5%	23.6%	47.9%	89.9%
%H (TV HH)			35.1%	15.4%	71.5%	23.6%	47.9%	
40" - 49"	903	903	391	126	576	222	354	845
%V	41.9%	43.9%	52.2%	47.7%	41.8%	55.8%	36.1%	43.9%
%H (All HH)		100.0%	43.3%	14.0%	63.8%	24.6%	39.2%	93.6%
%H (TV HH)			43.3%	14.0%	63.8%	24.6%	39.2%	
50" - 59"	309	309	165	48	181	98	84	302
%V	14.4%	15.0%	22.0%	18.2%	13.1%	24.6%	8.6%	15.7%
%H (All HH)		100.0%	53.4%	15.5%	58.6%	31.7%	27.2%	97.7%
%H (TV HH)			53.4%	15.5%	58.6%	31.7%	27.2%	
60"+	44	44	25	10	17	12	6	43
%V	2.0%	2.1%	3.3%	3.8%	1.2%	3.0%	0.6%	2.2%
%H (All HH)		100.0%	56.8%	22.7%	38.6%	27.3%	13.6%	97.7%
%H (TV HH)			56.8%	22.7%	38.6%	27.3%	13.6%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Main living room	2033	2033	744	263	1359	397	961	1822
%V	94.4%	98.7%	99.3%	99.6%	98.6%	99.7%	98.1%	94.6%
%H (All HH)		100.0%	36.6%	12.9%	66.8%	19.5%	47.3%	89.6%
%H (TV HH)			36.6%	12.9%	66.8%	19.5%	47.3%	
Kitchen	217	217	108	23	172	85	87	206
%V	10.1%	10.5%	14.4%	8.7%	12.5%	21.4%	8.9%	10.7%
%H (All HH)		100.0%	49.8%	10.6%	79.3%	39.2%	40.1%	94.9%
%H (TV HH)			49.8%	10.6%	79.3%	39.2%	40.1%	
Adult's bedroom	830	830	376	126	585	266	319	780
%V	38.6%	40.3%	50.2%	47.7%	42.5%	66.8%	32.6%	40.5%
%H (All HH)		100.0%	45.3%	15.2%	70.5%	32.0%	38.4%	94.0%
%H (TV HH)			45.3%	15.2%	70.5%	32.0%	38.4%	
Child's bedroom	130	130	77	21	74	45	30	129
%V	6.0%	6.3%	10.3%	8.0%	5.4%	11.3%	3.1%	6.7%
%H (All HH)		100.0%	59.2%	16.2%	56.9%	34.6%	23.1%	99.2%
%H (TV HH)			59.2%	16.2%	56.9%	34.6%	23.1%	
Other bedroom	127	127	69	19	95	56	39	124
%V	5.9%	6.2%	9.2%	7.2%	6.9%	14.1%	4.0%	6.4%
%H (All HH)		100.0%	54.3%	15.0%	74.8%	44.1%	30.7%	97.6%
%H (TV HH)			54.3%	15.0%	74.8%	44.1%	30.7%	
Second living/dining room	192	192	88	30	136	60	76	186
%V	8.9%	9.3%	11.7%	11.4%	9.9%	15.1%	7.8%	9.7%
%H (All HH)		100.0%	45.8%	15.6%	70.8%	31.3%	39.6%	96.9%
%H (TV HH)			45.8%	15.6%	70.8%	31.3%	39.6%	
Study/office	42	42	19	3	37	17	19	39
%V	2.0%	2.0%	2.5%	1.1%	2.7%	4.3%	1.9%	2.0%
%H (All HH)		100.0%	45.2%	7.1%	88.1%	40.5%	45.2%	92.9%
%H (TV HH)			45.2%	7.1%	88.1%	40.5%	45.2%	
TV room	13	13	9	1	9	4	5	13
%V	0.6%	0.6%	1.2%	0.4%	0.7%	1.0%	0.5%	0.7%
%H (All HH)		100.0%	69.2%	7.7%	69.2%	30.8%	38.5%	100.0%
%H (TV HH)			69.2%	7.7%	69.2%	30.8%	38.5%	
Conservatory	41	41	22	10	31	19	12	40
%V	1.9%	2.0%	2.9%	3.8%	2.2%	4.8%	1.2%	2.1%
%H (All HH)		100.0%	53.7%	24.4%	75.6%	46.3%	29.3%	97.6%
%H (TV HH)			53.7%	24.4%	75.6%	46.3%	29.3%	
Attic or loft room	3	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.3%	0.4%	0.2%	0.8%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	100.0%	0.0%	
No specific location	3	3	3	1	3	3	0	3
%V	0.1%	0.1%	0.4%	0.4%	0.2%	0.8%	0.0%	0.2%
%H (All HH)		100.0%	100.0%	33.3%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	33.3%	100.0%	100.0%	0.0%	
Other	14	14	10	1	10	7	3	14
%V	0.7%	0.7%	1.3%	0.4%	0.7%	1.8%	0.3%	0.7%
%H (All HH)		100.0%	71.4%	7.1%	71.4%	50.0%	21.4%	100.0%
%H (TV HH)			71.4%	7.1%	71.4%	50.0%	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
Jul 2018 - Jun 2019
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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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Any DSAT provider	749	749	749	12	314	314	0	716
%V	34.8%	36.4%	100.0%	4.5%	22.8%	78.9%	0.0%	37.2%
%H (All HH)			100.0%	1.6%	41.9%	41.9%	0.0%	95.6%
%H (TV HH)			100.0%	1.6%	41.9%	41.9%	0.0%	
Sky with subscription	628	628	628	4	256	256	0	598
%V	29.2%	30.5%	83.8%	1.5%	18.6%	64.3%	0.0%	31.0%
%H (All HH)			100.0%	0.6%	40.8%	40.8%	0.0%	95.2%
%H (TV HH)			100.0%	0.6%	40.8%	40.8%	0.0%	
Sky without subscription	19	19	19	1	11	11	0	19
%V	0.9%	0.9%	2.5%	0.4%	0.8%	2.8%	0.0%	1.0%
%H (All HH)			100.0%	5.3%	57.9%	57.9%	0.0%	100.0%
%H (TV HH)			100.0%	5.3%	57.9%	57.9%	0.0%	
Freesat	84	84	84	4	39	39	0	82
%V	3.9%	4.1%	11.2%	1.5%	2.8%	9.8%	0.0%	4.3%
%H (All HH)			100.0%	4.8%	46.4%	46.4%	0.0%	97.6%
%H (TV HH)			100.0%	4.8%	46.4%	46.4%	0.0%	
Other satellite provider	44	44	44	3	19	19	0	44
%V	2.0%	2.1%	5.9%	1.1%	1.4%	4.8%	0.0%	2.3%
%H (All HH)			100.0%	6.8%	43.2%	43.2%	0.0%	100.0%
%H (TV HH)			100.0%	6.8%	43.2%	43.2%	0.0%	
DCAB	264	264	12	264	91	91	0	254
%V	12.3%	12.8%	1.6%	100.0%	6.6%	22.9%	0.0%	13.2%
%H (All HH)			4.5%	100.0%	34.5%	34.5%	0.0%	96.2%
%H (TV HH)			4.5%	100.0%	34.5%	34.5%	0.0%	
DTT	1378	1378	314	91	1378	398	980	1189
%V	64.0%	66.9%	41.9%	34.5%	100.0%	100.0%	100.0%	61.7%
%H (All HH)		100.0%	22.8%	6.6%	100.0%	28.9%	71.1%	86.3%
%H (TV HH)			22.8%	6.6%	100.0%	28.9%	71.1%	

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

DATA PERIOD: ANNUAL

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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	2153	2059	749	264	1378	398	980	1926
%H (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
PVR	1259	1259	683	252	701	367	334	1199
%V	58.5%	61.1%	91.2%	95.5%	50.9%	92.2%	34.1%	62.3%
%H (All HH)		100.0%	54.2%	20.0%	55.7%	29.2%	26.5%	95.2%
%H (TV HH)			54.2%	20.0%	55.7%	29.2%	26.5%	
DVDR	35	35	21	6	25	14	11	30
%V	1.6%	1.7%	2.8%	2.3%	1.8%	3.5%	1.1%	1.6%
%H (All HH)		100.0%	60.0%	17.1%	71.4%	40.0%	31.4%	85.7%
%H (TV HH)			60.0%	17.1%	71.4%	40.0%	31.4%	
VCR	6	6	1	0	5	1	4	5
%V	0.3%	0.3%	0.1%	0.0%	0.4%	0.3%	0.4%	0.3%
%H (All HH)		100.0%	16.7%	0.0%	83.3%	16.7%	66.7%	83.3%
%H (TV HH)			16.7%	0.0%	83.3%	16.7%	66.7%	
Any recorder	1272	1272	684	252	713	368	345	1209
%V	59.1%	61.8%	91.3%	95.5%	51.7%	92.5%	35.2%	62.8%
%H (All HH)		100.0%	53.8%	19.8%	56.1%	28.9%	27.1%	95.0%
%H (TV HH)			53.8%	19.8%	56.1%	28.9%	27.1%	
Receives HDTV (via STB or built-in reception)	1592	1592	662	237	1074	369	704	1492
%V	73.9%	77.3%	88.4%	89.8%	77.9%	92.7%	71.8%	77.5%
%H (All HH)		100.0%	41.6%	14.9%	67.5%	23.2%	44.2%	93.7%
%H (TV HH)			41.6%	14.9%	67.5%	23.2%	44.2%	
DVD/Blu-ray player or recorder	1297	1297	505	170	894	303	591	1209
%V	60.2%	63.0%	67.4%	64.4%	64.9%	76.1%	60.3%	62.8%
%H (All HH)		100.0%	38.9%	13.1%	68.9%	23.4%	45.6%	93.2%
%H (TV HH)			38.9%	13.1%	68.9%	23.4%	45.6%	

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

Jul 2018 - Jun 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	2153	2059	749	264	1378	398	980	1926
%V (All HH)		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%
%H (TV HH)			36.4%	12.8%	66.9%	19.3%	47.6%	
Has broadband internet	1926	1840	716	254	1189	385	804	1926
%V	89.5%	89.4%	95.6%	96.2%	86.3%	96.7%	82.0%	100.0%
%H (All HH)		95.5%	37.2%	13.2%	61.7%	20.0%	41.7%	100.0%
%H (TV HH)			38.9%	13.8%	64.6%	20.9%	43.7%	
Number of computers (PCs and laptops)								
0	285	269	53	13	213	17	196	79
%V	13.2%	13.1%	7.1%	4.9%	15.5%	4.3%	20.0%	4.1%
%H (All HH)		94.4%	18.6%	4.6%	74.7%	6.0%	68.8%	27.7%
%H (TV HH)			19.7%	4.8%	79.2%	6.3%	72.9%	
1	558	535	158	60	380	79	300	548
%V	25.9%	26.0%	21.1%	22.7%	27.6%	19.8%	30.6%	28.5%
%H (All HH)		95.9%	28.3%	10.8%	68.1%	14.2%	53.8%	98.2%
%H (TV HH)			29.5%	11.2%	71.0%	14.8%	56.1%	
2	577	549	202	74	359	110	250	571
%V	26.8%	26.7%	27.0%	28.0%	26.1%	27.6%	25.5%	29.6%
%H (All HH)		95.1%	35.0%	12.8%	62.2%	19.1%	43.3%	99.0%
%H (TV HH)			36.8%	13.5%	65.4%	20.0%	45.5%	
3	317	306	138	40	189	75	115	313
%V	14.7%	14.9%	18.4%	15.2%	13.7%	18.8%	11.7%	16.3%
%H (All HH)		96.5%	43.5%	12.6%	59.6%	23.7%	36.3%	98.7%
%H (TV HH)			45.1%	13.1%	61.8%	24.5%	37.6%	
4	203	195	101	34	113	54	59	203
%V	9.4%	9.5%	13.5%	12.9%	8.2%	13.6%	6.0%	10.5%
%H (All HH)		96.1%	49.8%	16.7%	55.7%	26.6%	29.1%	100.0%
%H (TV HH)			51.8%	17.4%	57.9%	27.7%	30.3%	
5+	213	206	96	42	124	64	60	211
%V	9.9%	10.0%	12.8%	15.9%	9.0%	16.1%	6.1%	11.0%
%H (All HH)		96.7%	45.1%	19.7%	58.2%	30.0%	28.2%	99.1%
%H (TV HH)			46.6%	20.4%	60.2%	31.1%	29.1%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC South
Set level data
Table 7.11: Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3862	1624	550	2669	1056	1613	3568
%H		42.1%	14.2%	69.1%	27.3%	41.8%	92.4%
Under 20"	223	95	25	189	87	102	202
%V	5.8%	5.8%	4.5%	7.1%	8.2%	6.3%	5.7%
%H		42.6%	11.2%	84.8%	39.0%	45.7%	90.6%
20" - 29"	626	254	79	472	181	291	560
%V	16.2%	15.6%	14.4%	17.7%	17.1%	18.0%	15.7%
%H		40.6%	12.6%	75.4%	28.9%	46.5%	89.5%
30" - 39"	1137	419	179	819	291	527	1038
%V	29.4%	25.8%	32.5%	30.7%	27.6%	32.7%	29.1%
%H		36.9%	15.7%	72.0%	25.6%	46.4%	91.3%
40" - 49"	1072	491	155	686	294	392	1008
%V	27.8%	30.2%	28.2%	25.7%	27.8%	24.3%	28.3%
%H		45.8%	14.5%	64.0%	27.4%	36.6%	94.0%
50" - 59"	333	182	52	195	109	86	325
%V	8.6%	11.2%	9.5%	7.3%	10.3%	5.3%	9.1%
%H		54.7%	15.6%	58.6%	32.7%	25.8%	97.6%
60"+	48	27	11	20	14	6	47
%V	1.2%	1.7%	2.0%	0.7%	1.3%	0.4%	1.3%
%H		56.3%	22.9%	41.7%	29.2%	12.5%	97.9%
Don't know	422	156	48	288	80	208	387
%V	10.9%	9.6%	8.7%	10.8%	7.6%	12.9%	10.8%
%H		37.0%	11.4%	68.2%	19.0%	49.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3862	1624	550	2669	1056	1613	3568
%H		42.1%	14.2%	69.1%	27.3%	41.8%	92.4%
Main living room	2045	750	264	1365	401	965	1830
%V	53.0%	46.2%	48.0%	51.1%	38.0%	59.8%	51.3%
%H		36.7%	12.9%	66.7%	19.6%	47.2%	89.5%
Kitchen	218	108	25	173	86	87	207
%V	5.6%	6.7%	4.5%	6.5%	8.1%	5.4%	5.8%
%H		49.5%	11.5%	79.4%	39.4%	39.9%	95.0%
Adult's bedroom	971	442	156	694	330	364	916
%V	25.1%	27.2%	28.4%	26.0%	31.3%	22.6%	25.7%
%H		45.5%	16.1%	71.5%	34.0%	37.5%	94.3%
Child's bedroom	169	99	31	95	60	35	169
%V	4.4%	6.1%	5.6%	3.6%	5.7%	2.2%	4.7%
%H		58.6%	18.3%	56.2%	35.5%	20.7%	100.0%
Other bedroom	146	71	28	110	64	46	143
%V	3.8%	4.4%	5.1%	4.1%	6.1%	2.9%	4.0%
%H		48.6%	19.2%	75.3%	43.8%	31.5%	97.9%
Second living/dining room	194	89	30	138	60	77	189
%V	5.0%	5.5%	5.5%	5.2%	5.7%	4.8%	5.3%
%H		45.9%	15.5%	71.1%	30.9%	39.7%	97.4%
Study/office	42	19	3	37	17	19	39
%V	1.1%	1.2%	0.5%	1.4%	1.6%	1.2%	1.1%
%H		45.2%	7.1%	88.1%	40.5%	45.2%	92.9%
TV room	13	9	1	9	4	5	13
%V	0.3%	0.6%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		69.2%	7.7%	69.2%	30.8%	38.5%	100.0%
Conservatory	41	22	10	31	19	12	40
%V	1.1%	1.4%	1.8%	1.2%	1.8%	0.7%	1.1%
%H		53.7%	24.4%	75.6%	46.3%	29.3%	97.6%
Attic or loft room	3	2	1	3	3	0	3
%V	0.1%	0.1%	0.2%	0.1%	0.3%	0.0%	0.1%
%H		66.7%	33.3%	100.0%	100.0%	0.0%	100.0%
No specific location	4	3	1	4	4	0	4
%V	0.1%	0.2%	0.2%	0.1%	0.4%	0.0%	0.1%
%H		75.0%	25.0%	100.0%	100.0%	0.0%	100.0%
Other	14	11	1	11	8	3	14
%V	0.4%	0.7%	0.2%	0.4%	0.8%	0.2%	0.4%
%H		78.6%	7.1%	78.6%	57.1%	21.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Set level data

Table 7.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3862	1624	550	2669	1056	1613	3568
%H		42.1%	14.2%	69.1%	27.3%	41.8%	92.4%
PVR	1805	1079	378	915	549	366	1733
%V	46.7%	66.4%	68.7%	34.3%	52.0%	22.7%	48.6%
%H		59.8%	20.9%	50.7%	30.4%	20.3%	96.0%
DVDR	38	23	6	25	14	11	32
%V	1.0%	1.4%	1.1%	0.9%	1.3%	0.7%	0.9%
%H		60.5%	15.8%	65.8%	36.8%	28.9%	84.2%
VCR	6	1	0	5	1	4	5
%V	0.2%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	83.3%
Any recorder	1822	1082	380	931	552	379	1748
%V	47.2%	66.6%	69.1%	34.9%	52.3%	23.5%	49.0%
%H		59.4%	20.9%	51.1%	30.3%	20.8%	95.9%

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	3862	1624	550	2669	1056	1613	3568
%H		42.1%	14.2%	69.1%	27.3%	41.8%	92.4%
Receives HDTV (via STB or built-in reception)	2479	1162	367	1685	713	972	2350
%V	64.2%	71.6%	66.7%	63.1%	67.5%	60.3%	65.9%
%H		46.9%	14.8%	68.0%	28.8%	39.2%	94.8%
DVD/Blu-ray player or recorder	1758	737	258	1214	484	730	1661
%V	45.5%	45.4%	46.9%	45.5%	45.8%	45.3%	46.6%
%H		41.9%	14.7%	69.1%	27.5%	41.5%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC South
Set level data
Table 7.15: Main Set Screen Size
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2057	749	264	1376	398	978	1838
%H		36.4%	12.8%	66.9%	19.3%	47.5%	89.4%
Under 20"	15	3	0	13	1	13	9
%V	0.7%	0.4%	0.0%	0.9%	0.3%	1.3%	0.5%
%H		20.0%	0.0%	86.7%	6.7%	86.7%	60.0%
20" - 29"	126	22	8	100	7	93	89
%V	6.1%	2.9%	3.0%	7.3%	1.8%	9.5%	4.8%
%H		17.5%	6.3%	79.4%	5.6%	73.8%	70.6%
30" - 39"	575	151	77	422	89	332	492
%V	28.0%	20.2%	29.2%	30.7%	22.4%	33.9%	26.8%
%H		26.3%	13.4%	73.4%	15.5%	57.7%	85.6%
40" - 49"	775	332	102	496	182	314	721
%V	37.7%	44.3%	38.6%	36.0%	45.7%	32.1%	39.2%
%H		42.8%	13.2%	64.0%	23.5%	40.5%	93.0%
50" - 59"	275	141	43	163	83	80	270
%V	13.4%	18.8%	16.3%	11.8%	20.9%	8.2%	14.7%
%H		51.3%	15.6%	59.3%	30.2%	29.1%	98.2%
60"+	44	24	10	17	11	6	42
%V	2.1%	3.2%	3.8%	1.2%	2.8%	0.6%	2.3%
%H		54.5%	22.7%	38.6%	25.0%	13.6%	95.5%
Don't know	247	75	23	165	26	139	215
%V	12.0%	10.0%	8.7%	12.0%	6.5%	14.2%	11.7%
%H		30.4%	9.3%	66.8%	10.5%	56.3%	87.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Set level data

Table 7.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2057	749	264	1376	398	978	1838
%H		36.4%	12.8%	66.9%	19.3%	47.5%	89.4%
PVR	1234	675	249	678	358	319	1174
%V	60.0%	90.1%	94.3%	49.3%	89.9%	32.6%	63.9%
%H		54.7%	20.2%	54.9%	29.0%	25.9%	95.1%
DVDR	29	18	4	19	10	10	25
%V	1.4%	2.4%	1.5%	1.4%	2.5%	1.0%	1.4%
%H		62.1%	13.8%	65.5%	34.5%	34.5%	86.2%
VCR	4	1	0	3	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.3%	0.2%	0.2%
%H		25.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Any recorder	1244	676	249	687	358	328	1181
%V	60.5%	90.3%	94.3%	49.9%	89.9%	33.5%	64.3%
%H		54.3%	20.0%	55.2%	28.8%	26.4%	94.9%

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	2057	749	264	1376	398	978	1838
%H		36.4%	12.8%	66.9%	19.3%	47.5%	89.4%
Receives HDTV (via STB or built-in reception)	1569	650	237	1054	360	694	1470
%V	76.3%	86.8%	89.8%	76.6%	90.5%	71.0%	80.0%
%H		41.4%	15.1%	67.2%	22.9%	44.2%	93.7%
DVD/Blu-ray player or recorder	1148	440	146	783	253	530	1067
%V	55.8%	58.7%	55.3%	56.9%	63.6%	54.2%	58.1%
%H		38.3%	12.7%	68.2%	22.0%	46.2%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1805	875	287	1292	657	635	1729
%H		48.5%	15.9%	71.6%	36.4%	35.2%	95.8%
Under 20"	208	92	25	175	86	89	194
%V	11.5%	10.5%	8.7%	13.5%	13.1%	14.0%	11.2%
%H		44.2%	12.0%	84.1%	41.3%	42.8%	93.3%
20" - 29"	500	232	71	372	173	198	470
%V	27.7%	26.5%	24.7%	28.8%	26.3%	31.2%	27.2%
%H		46.4%	14.2%	74.4%	34.6%	39.6%	94.0%
30" - 39"	562	267	102	397	202	195	546
%V	31.1%	30.5%	35.5%	30.7%	30.7%	30.7%	31.6%
%H		47.5%	18.1%	70.6%	35.9%	34.7%	97.2%
40" - 49"	297	158	53	190	112	78	288
%V	16.5%	18.1%	18.5%	14.7%	17.0%	12.3%	16.7%
%H		53.2%	17.8%	64.0%	37.7%	26.3%	97.0%
50" - 59"	58	41	9	32	27	6	55
%V	3.2%	4.7%	3.1%	2.5%	4.1%	0.9%	3.2%
%H		70.7%	15.5%	55.2%	46.6%	10.3%	94.8%
60"+	5	3	1	3	3	0	5
%V	0.3%	0.3%	0.3%	0.2%	0.5%	0.0%	0.3%
%H		60.0%	20.0%	60.0%	60.0%	0.0%	100.0%
Don't know	175	81	25	123	54	69	172
%V	9.7%	9.3%	8.7%	9.5%	8.2%	10.9%	9.9%
%H		46.3%	14.3%	70.3%	30.9%	39.4%	98.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1805	875	287	1292	657	635	1729
%H		48.5%	15.9%	71.6%	36.4%	35.2%	95.8%
PVR	571	404	128	238	191	47	559
%V	31.6%	46.2%	44.6%	18.4%	29.1%	7.4%	32.3%
%H		70.8%	22.4%	41.7%	33.5%	8.2%	97.9%
DVDR	8	5	2	6	4	1	8
%V	0.4%	0.6%	0.7%	0.5%	0.6%	0.2%	0.5%
%H		62.5%	25.0%	75.0%	50.0%	12.5%	100.0%
VCR	2	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	579	407	130	245	194	50	566
%V	32.1%	46.5%	45.3%	19.0%	29.5%	7.9%	32.7%
%H		70.3%	22.5%	42.3%	33.5%	8.6%	97.8%

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	1805	875	287	1292	657	635	1729
%H		48.5%	15.9%	71.6%	36.4%	35.2%	95.8%
Receives HDTV (via STB or built-in reception)	910	512	130	631	353	278	880
%V	50.4%	58.5%	45.3%	48.8%	53.7%	43.8%	50.9%
%H		56.3%	14.3%	69.3%	38.8%	30.5%	96.7%
DVD/Blu-ray player or recorder	610	297	112	431	232	200	593
%V	33.8%	33.9%	39.0%	33.4%	35.3%	31.5%	34.3%
%H		48.7%	18.4%	70.7%	38.0%	32.8%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Individual level data

Table 7.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5065	4863	1976	717	3025	1042	1983	4767
%H		96.0%	39.0%	14.2%	59.7%	20.6%	39.2%	94.1%
Total Children	967	939	431	148	495	188	307	956
%V	19.1%	19.3%	21.8%	20.6%	16.4%	18.0%	15.5%	20.1%
%H		97.1%	44.6%	15.3%	51.2%	19.4%	31.7%	98.9%
0 - 3	210	206	92	28	103	38	65	210
%V	4.1%	4.2%	4.7%	3.9%	3.4%	3.6%	3.3%	4.4%
%H		98.1%	43.8%	13.3%	49.0%	18.1%	31.0%	100.0%
4 - 15	757	732	338	120	391	150	241	745
%V	14.9%	15.1%	17.1%	16.7%	12.9%	14.4%	12.2%	15.6%
%H		96.7%	44.6%	15.9%	51.7%	19.8%	31.8%	98.4%
4 - 9	392	375	170	54	198	68	130	383
%V	7.7%	7.7%	8.6%	7.5%	6.5%	6.5%	6.6%	8.0%
%H		95.7%	43.4%	13.8%	50.5%	17.3%	33.2%	97.7%
10 - 15	364	357	168	66	193	82	111	362
%V	7.2%	7.3%	8.5%	9.2%	6.4%	7.9%	5.6%	7.6%
%H		98.1%	46.2%	18.1%	53.0%	22.5%	30.5%	99.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Individual level data

Table 7.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	5065	4863	1976	717	3025	1042	1983	4767
%H		96.0%	39.0%	14.2%	59.7%	20.6%	39.2%	94.1%
Total Adults (16+)	4098	3925	1546	569	2531	854	1676	3812
%V	80.9%	80.7%	78.2%	79.4%	83.7%	82.0%	84.5%	80.0%
%H		95.8%	37.7%	13.9%	61.8%	20.8%	40.9%	93.0%
16 - 19	199	186	84	35	115	52	63	198
%V	3.9%	3.8%	4.3%	4.9%	3.8%	5.0%	3.2%	4.2%
%H		93.5%	42.2%	17.6%	57.8%	26.1%	31.7%	99.5%
20 - 24	255	213	85	38	121	51	70	245
%V	5.0%	4.4%	4.3%	5.3%	4.0%	4.9%	3.5%	5.1%
%H		83.5%	33.3%	14.9%	47.5%	20.0%	27.5%	96.1%
25 - 34	575	538	188	90	268	78	190	571
%V	11.4%	11.1%	9.5%	12.6%	8.9%	7.5%	9.6%	12.0%
%H		93.6%	32.7%	15.7%	46.6%	13.6%	33.0%	99.3%
35 - 44	668	624	245	97	363	109	254	654
%V	13.2%	12.8%	12.4%	13.5%	12.0%	10.5%	12.8%	13.7%
%H		93.4%	36.7%	14.5%	54.3%	16.3%	38.0%	97.9%
45 - 54	716	700	323	115	410	163	246	706
%V	14.1%	14.4%	16.3%	16.0%	13.6%	15.6%	12.4%	14.8%
%H		97.8%	45.1%	16.1%	57.3%	22.8%	34.4%	98.6%
55 - 64	632	626	272	90	449	182	267	614
%V	12.5%	12.9%	13.8%	12.6%	14.8%	17.5%	13.5%	12.9%
%H		99.1%	43.0%	14.2%	71.0%	28.8%	42.2%	97.2%
65+	1052	1038	349	103	805	219	586	824
%V	20.8%	21.3%	17.7%	14.4%	26.6%	21.0%	29.6%	17.3%
%H		98.7%	33.2%	9.8%	76.5%	20.8%	55.7%	78.3%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	4098	3925	1546	569	2531	854	1676	3812
%H		95.8%	37.7%	13.9%	61.8%	20.8%	40.9%	93.0%
AB	1248	1202	498	189	758	282	476	1218
%V	30.5%	30.6%	32.2%	33.2%	29.9%	33.0%	28.4%	32.0%
%H		96.3%	39.9%	15.1%	60.7%	22.6%	38.1%	97.6%
C1	1437	1364	557	198	845	281	564	1341
%V	35.1%	34.8%	36.0%	34.8%	33.4%	32.9%	33.7%	35.2%
%H		94.9%	38.8%	13.8%	58.8%	19.6%	39.2%	93.3%
C2	824	809	316	128	543	200	343	758
%V	20.1%	20.6%	20.4%	22.5%	21.5%	23.4%	20.5%	19.9%
%H		98.2%	38.3%	15.5%	65.9%	24.3%	41.6%	92.0%
D	426	398	138	38	267	66	202	368
%V	10.4%	10.1%	8.9%	6.7%	10.5%	7.7%	12.1%	9.7%
%H		93.4%	32.4%	8.9%	62.7%	15.5%	47.4%	86.4%
E	163	151	37	15	117	25	92	127
%V	4.0%	3.8%	2.4%	2.6%	4.6%	2.9%	5.5%	3.3%
%H		92.6%	22.7%	9.2%	71.8%	15.3%	56.4%	77.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	4098	3925	1546	569	2531	854	1676	3812
%H		95.8%	37.7%	13.9%	61.8%	20.8%	40.9%	93.0%
Working full time	2030	1930	803	329	1137	422	715	1993
%V	49.5%	49.2%	51.9%	57.8%	44.9%	49.4%	42.7%	52.3%
%H		95.1%	39.6%	16.2%	56.0%	20.8%	35.2%	98.2%
Working part time	449	440	188	68	274	102	172	445
%V	11.0%	11.2%	12.2%	12.0%	10.8%	11.9%	10.3%	11.7%
%H		98.0%	41.9%	15.1%	61.0%	22.7%	38.3%	99.1%
Not working	1619	1554	555	172	1120	330	789	1374
%V	39.5%	39.6%	35.9%	30.2%	44.3%	38.6%	47.1%	36.0%
%H		96.0%	34.3%	10.6%	69.2%	20.4%	48.7%	84.9%
Houseperson	2153	2059	749	264	1378	398	980	1926
%V	52.5%	52.5%	48.4%	46.4%	54.4%	46.6%	58.5%	50.5%
%H		95.6%	34.8%	12.3%	64.0%	18.5%	45.5%	89.5%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2015	1913	760	289	1207	420	787	1894
%H		94.9%	37.7%	14.3%	59.9%	20.8%	39.1%	94.0%
16 - 19	88	86	37	17	51	22	30	87
%V	4.4%	4.5%	4.9%	5.9%	4.2%	5.2%	3.8%	4.6%
%H		97.7%	42.0%	19.3%	58.0%	25.0%	34.1%	98.9%
20 - 24	148	124	53	21	68	29	39	141
%V	7.3%	6.5%	7.0%	7.3%	5.6%	6.9%	5.0%	7.4%
%H		83.8%	35.8%	14.2%	45.9%	19.6%	26.4%	95.3%
25 - 34	297	270	93	46	126	36	90	295
%V	14.7%	14.1%	12.2%	15.9%	10.4%	8.6%	11.4%	15.6%
%H		90.9%	31.3%	15.5%	42.4%	12.1%	30.3%	99.3%
35 - 44	326	304	111	47	179	51	128	318
%V	16.2%	15.9%	14.6%	16.3%	14.8%	12.1%	16.3%	16.8%
%H		93.3%	34.0%	14.4%	54.9%	15.6%	39.3%	97.5%
45 - 54	357	346	168	58	196	83	113	351
%V	17.7%	18.1%	22.1%	20.1%	16.2%	19.8%	14.4%	18.5%
%H		96.9%	47.1%	16.2%	54.9%	23.2%	31.7%	98.3%
55 - 64	308	305	123	48	223	89	134	302
%V	15.3%	15.9%	16.2%	16.6%	18.5%	21.2%	17.0%	15.9%
%H		99.0%	39.9%	15.6%	72.4%	28.9%	43.5%	98.1%
65+	489	479	175	52	364	111	252	401
%V	24.3%	25.0%	23.0%	18.0%	30.2%	26.4%	32.0%	21.2%
%H		98.0%	35.8%	10.6%	74.4%	22.7%	51.5%	82.0%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2015	1913	760	289	1207	420	787	1894
%H		94.9%	37.7%	14.3%	59.9%	20.8%	39.1%	94.0%
AB	629	604	247	95	375	137	238	617
%V	31.2%	31.6%	32.5%	32.9%	31.1%	32.6%	30.2%	32.6%
%H		96.0%	39.3%	15.1%	59.6%	21.8%	37.8%	98.1%
C1	685	637	265	98	384	135	249	649
%V	34.0%	33.3%	34.9%	33.9%	31.8%	32.1%	31.6%	34.3%
%H		93.0%	38.7%	14.3%	56.1%	19.7%	36.4%	94.7%
C2	446	436	167	73	291	109	182	409
%V	22.1%	22.8%	22.0%	25.3%	24.1%	26.0%	23.1%	21.6%
%H		97.8%	37.4%	16.4%	65.2%	24.4%	40.8%	91.7%
D	187	176	67	19	111	31	80	166
%V	9.3%	9.2%	8.8%	6.6%	9.2%	7.4%	10.2%	8.8%
%H		94.1%	35.8%	10.2%	59.4%	16.6%	42.8%	88.8%
E	67	60	14	5	46	8	38	53
%V	3.3%	3.1%	1.8%	1.7%	3.8%	1.9%	4.8%	2.8%
%H		89.6%	20.9%	7.5%	68.7%	11.9%	56.7%	79.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2015	1913	760	289	1207	420	787	1894
%H		94.9%	37.7%	14.3%	59.9%	20.8%	39.1%	94.0%
Working full time	1249	1181	493	203	687	256	431	1224
%V	62.0%	61.7%	64.9%	70.2%	56.9%	61.0%	54.8%	64.6%
%H		94.6%	39.5%	16.3%	55.0%	20.5%	34.5%	98.0%
Working part time	85	85	32	14	57	23	34	84
%V	4.2%	4.4%	4.2%	4.8%	4.7%	5.5%	4.3%	4.4%
%H		100.0%	37.6%	16.5%	67.1%	27.1%	40.0%	98.8%
Not working	681	647	235	72	463	141	321	586
%V	33.8%	33.8%	30.9%	24.9%	38.4%	33.6%	40.8%	30.9%
%H		95.0%	34.5%	10.6%	68.0%	20.7%	47.1%	86.0%
Houseperson	441	397	119	49	280	70	210	373
%V	21.9%	20.8%	15.7%	17.0%	23.2%	16.7%	26.7%	19.7%
%H		90.0%	27.0%	11.1%	63.5%	15.9%	47.6%	84.6%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2083	2012	785	279	1324	435	889	1918
%H		96.6%	37.7%	13.4%	63.6%	20.9%	42.7%	92.1%
16 - 19	111	101	47	18	64	31	33	111
%V	5.3%	5.0%	6.0%	6.5%	4.8%	7.1%	3.7%	5.8%
%H		91.0%	42.3%	16.2%	57.7%	27.9%	29.7%	100.0%
20 - 24	107	89	32	18	52	22	30	105
%V	5.1%	4.4%	4.1%	6.5%	3.9%	5.1%	3.4%	5.5%
%H		83.2%	29.9%	16.8%	48.6%	20.6%	28.0%	98.1%
25 - 34	278	267	95	44	142	42	100	277
%V	13.3%	13.3%	12.1%	15.8%	10.7%	9.7%	11.2%	14.4%
%H		96.0%	34.2%	15.8%	51.1%	15.1%	36.0%	99.6%
35 - 44	342	320	133	50	184	58	126	336
%V	16.4%	15.9%	16.9%	17.9%	13.9%	13.3%	14.2%	17.5%
%H		93.6%	38.9%	14.6%	53.8%	17.0%	36.8%	98.2%
45 - 54	359	354	155	57	214	81	133	355
%V	17.2%	17.6%	19.7%	20.4%	16.2%	18.6%	15.0%	18.5%
%H		98.6%	43.2%	15.9%	59.6%	22.6%	37.0%	98.9%
55 - 64	324	321	149	42	226	93	133	313
%V	15.6%	16.0%	19.0%	15.1%	17.1%	21.4%	15.0%	16.3%
%H		99.1%	46.0%	13.0%	69.8%	28.7%	41.0%	96.6%
65+	562	559	174	51	441	108	333	422
%V	27.0%	27.8%	22.2%	18.3%	33.3%	24.8%	37.5%	22.0%
%H		99.5%	31.0%	9.1%	78.5%	19.2%	59.3%	75.1%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2083	2012	785	279	1324	435	889	1918
%H		96.6%	37.7%	13.4%	63.6%	20.9%	42.7%	92.1%
AB	618	598	251	94	384	145	238	602
%V	29.7%	29.7%	32.0%	33.7%	29.0%	33.3%	26.8%	31.4%
%H		96.8%	40.6%	15.2%	62.1%	23.5%	38.5%	97.4%
C1	752	727	292	100	461	145	315	692
%V	36.1%	36.1%	37.2%	35.8%	34.8%	33.3%	35.4%	36.1%
%H		96.7%	38.8%	13.3%	61.3%	19.3%	41.9%	92.0%
C2	378	373	149	55	252	92	160	349
%V	18.1%	18.5%	19.0%	19.7%	19.0%	21.1%	18.0%	18.2%
%H		98.7%	39.4%	14.6%	66.7%	24.3%	42.3%	92.3%
D	239	222	71	20	157	35	122	201
%V	11.5%	11.0%	9.0%	7.2%	11.9%	8.0%	13.7%	10.5%
%H		92.9%	29.7%	8.4%	65.7%	14.6%	51.0%	84.1%
E	95	91	22	10	71	17	53	74
%V	4.6%	4.5%	2.8%	3.6%	5.4%	3.9%	6.0%	3.9%
%H		95.8%	23.2%	10.5%	74.7%	17.9%	55.8%	77.9%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	2083	2012	785	279	1324	435	889	1918
%H		96.6%	37.7%	13.4%	63.6%	20.9%	42.7%	92.1%
Working full time	781	749	310	126	450	166	284	770
%V	37.5%	37.2%	39.5%	45.2%	34.0%	38.2%	31.9%	40.1%
%H		95.9%	39.7%	16.1%	57.6%	21.3%	36.4%	98.6%
Working part time	364	356	156	53	217	79	138	361
%V	17.5%	17.7%	19.9%	19.0%	16.4%	18.2%	15.5%	18.8%
%H		97.8%	42.9%	14.6%	59.6%	21.7%	37.9%	99.2%
Not working	938	907	320	99	657	189	468	788
%V	45.0%	45.1%	40.8%	35.5%	49.6%	43.4%	52.6%	41.1%
%H		96.7%	34.1%	10.6%	70.0%	20.1%	49.9%	84.0%
Houseperson	1712	1661	630	215	1098	328	770	1553
%V	82.2%	82.6%	80.3%	77.1%	82.9%	75.4%	86.6%	81.0%
%H		97.0%	36.8%	12.6%	64.1%	19.2%	45.0%	90.7%

Base: BBC South - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
AB	567	548	234	65	398	163	235	545
%V	21.4%	21.5%	23.9%	23.6%	21.0%	23.8%	19.4%	24.1%
%H (All HH)		96.6%	41.3%	11.5%	70.2%	28.7%	41.4%	96.1%
%H (TV HH)			42.7%	11.9%	72.6%	29.7%	42.9%	
C1	722	692	273	84	503	190	314	651
%V	27.2%	27.2%	27.9%	30.5%	26.5%	27.8%	25.9%	28.8%
%H (All HH)		95.8%	37.8%	11.6%	69.7%	26.3%	43.5%	90.2%
%H (TV HH)			39.5%	12.1%	72.7%	27.5%	45.4%	
C2	598	579	248	63	432	181	251	508
%V	22.6%	22.7%	25.3%	22.9%	22.8%	26.5%	20.7%	22.5%
%H (All HH)		96.8%	41.5%	10.5%	72.2%	30.3%	42.0%	84.9%
%H (TV HH)			42.8%	10.9%	74.6%	31.3%	43.4%	
D	421	402	150	38	299	101	198	341
%V	15.9%	15.8%	15.3%	13.8%	15.8%	14.8%	16.4%	15.1%
%H (All HH)		95.5%	35.6%	9.0%	71.0%	24.0%	47.0%	81.0%
%H (TV HH)			37.3%	9.5%	74.4%	25.1%	49.3%	
E	342	324	75	25	262	48	214	214
%V	12.9%	12.7%	7.7%	9.1%	13.8%	7.0%	17.7%	9.5%
%H (All HH)		94.7%	21.9%	7.3%	76.6%	14.0%	62.6%	62.6%
%H (TV HH)			23.1%	7.7%	80.9%	14.8%	66.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Under 25	105	89	22	7	57	13	44	101
%V	4.0%	3.5%	2.2%	2.5%	3.0%	1.9%	3.6%	4.5%
%H (All HH)		84.8%	21.0%	6.7%	54.3%	12.4%	41.9%	96.2%
%H (TV HH)			24.7%	7.9%	64.0%	14.6%	49.4%	
25 - 34	419	382	165	45	215	84	131	407
%V	15.8%	15.0%	16.8%	16.4%	11.3%	12.3%	10.8%	18.0%
%H (All HH)		91.2%	39.4%	10.7%	51.3%	20.0%	31.3%	97.1%
%H (TV HH)			43.2%	11.8%	56.3%	22.0%	34.3%	
35 - 44	404	382	166	56	255	110	145	390
%V	15.2%	15.0%	16.9%	20.4%	13.5%	16.1%	12.0%	17.3%
%H (All HH)		94.6%	41.1%	13.9%	63.1%	27.2%	35.9%	96.5%
%H (TV HH)			43.5%	14.7%	66.8%	28.8%	38.0%	
45 - 54	479	464	200	69	343	152	191	458
%V	18.1%	18.2%	20.4%	25.1%	18.1%	22.2%	15.8%	20.3%
%H (All HH)		96.9%	41.8%	14.4%	71.6%	31.7%	39.9%	95.6%
%H (TV HH)			43.1%	14.9%	73.9%	32.8%	41.2%	
55 - 64	462	453	189	37	362	138	224	414
%V	17.4%	17.8%	19.3%	13.5%	19.1%	20.2%	18.5%	18.3%
%H (All HH)		98.1%	40.9%	8.0%	78.4%	29.9%	48.5%	89.6%
%H (TV HH)			41.7%	8.2%	79.9%	30.5%	49.4%	
65 +	781	776	237	61	663	187	476	488
%V	29.5%	30.5%	24.2%	22.2%	35.0%	27.3%	39.3%	21.6%
%H (All HH)		99.4%	30.3%	7.8%	84.9%	23.9%	60.9%	62.5%
%H (TV HH)			30.5%	7.9%	85.4%	24.1%	61.3%	

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

Jul 2018 - Jun 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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
1	823	768	201	55	635	139	496	535
%V	31.1%	30.2%	20.5%	20.0%	33.5%	20.3%	41.0%	23.7%
%H (All HH)		93.3%	24.4%	6.7%	77.2%	16.9%	60.3%	65.0%
%H (TV HH)			26.2%	7.2%	82.7%	18.1%	64.6%	
2	934	913	384	96	684	278	406	846
%V	35.2%	35.9%	39.2%	34.9%	36.1%	40.6%	33.5%	37.5%
%H (All HH)		97.8%	41.1%	10.3%	73.2%	29.8%	43.5%	90.6%
%H (TV HH)			42.1%	10.5%	74.9%	30.4%	44.5%	
3	390	377	166	54	249	109	140	381
%V	14.7%	14.8%	16.9%	19.6%	13.1%	15.9%	11.6%	16.9%
%H (All HH)		96.7%	42.6%	13.8%	63.8%	27.9%	35.9%	97.7%
%H (TV HH)			44.0%	14.3%	66.0%	28.9%	37.1%	
4	337	328	151	46	225	107	119	336
%V	12.7%	12.9%	15.4%	16.7%	11.9%	15.6%	9.8%	14.9%
%H (All HH)		97.3%	44.8%	13.6%	66.8%	31.8%	35.3%	99.7%
%H (TV HH)			46.0%	14.0%	68.6%	32.6%	36.3%	
5+	166	160	78	24	101	51	51	161
%V	6.3%	6.3%	8.0%	8.7%	5.3%	7.5%	4.2%	7.1%
%H (All HH)		96.4%	47.0%	14.5%	60.8%	30.7%	30.7%	97.0%
%H (TV HH)			48.8%	15.0%	63.1%	31.9%	31.9%	
Average HH size	2.31	2.32	2.55	2.64	2.22	2.52	2.05	2.48

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Without	1984	1895	698	184	1468	503	965	1604
%V	74.9%	74.4%	71.2%	66.9%	77.5%	73.5%	79.7%	71.0%
%H (All HH)		95.5%	35.2%	9.3%	74.0%	25.4%	48.6%	80.8%
%H (TV HH)			36.8%	9.7%	77.5%	26.5%	50.9%	
With	666	651	282	91	427	181	246	655
%V	25.1%	25.6%	28.8%	33.1%	22.5%	26.5%	20.3%	29.0%
%H (All HH)		97.7%	42.3%	13.7%	64.1%	27.2%	36.9%	98.3%
%H (TV HH)			43.3%	14.0%	65.6%	27.8%	37.8%	
0 - 3	245	237	102	25	136	51	85	242
%V	9.2%	9.3%	10.4%	9.1%	7.2%	7.5%	7.0%	10.7%
%H (All HH)		96.7%	41.6%	10.2%	55.5%	20.8%	34.7%	98.8%
%H (TV HH)			43.0%	10.5%	57.4%	21.5%	35.9%	
4 - 9	351	343	159	45	214	94	121	344
%V	13.2%	13.5%	16.2%	16.4%	11.3%	13.7%	10.0%	15.2%
%H (All HH)		97.7%	45.3%	12.8%	61.0%	26.8%	34.5%	98.0%
%H (TV HH)			46.4%	13.1%	62.4%	27.4%	35.3%	
10 - 15	326	320	137	54	231	103	128	321
%V	12.3%	12.6%	14.0%	19.6%	12.2%	15.1%	10.6%	14.2%
%H (All HH)		98.2%	42.0%	16.6%	70.9%	31.6%	39.3%	98.5%
%H (TV HH)			42.8%	16.9%	72.2%	32.2%	40.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
1	1059	1059	301	98	730	146	584	821
%V	40.0%	41.6%	30.7%	35.6%	38.5%	21.3%	48.2%	36.3%
%H (All HH)		100.0%	28.4%	9.3%	68.9%	13.8%	55.1%	77.5%
%H (TV HH)			28.4%	9.3%	68.9%	13.8%	55.1%	
2	845	845	358	103	644	267	377	740
%V	31.9%	33.2%	36.5%	37.5%	34.0%	39.0%	31.1%	32.8%
%H (All HH)		100.0%	42.4%	12.2%	76.2%	31.6%	44.6%	87.6%
%H (TV HH)			42.4%	12.2%	76.2%	31.6%	44.6%	
3	381	381	181	44	315	157	159	362
%V	14.4%	15.0%	18.5%	16.0%	16.6%	23.0%	13.1%	16.0%
%H (All HH)		100.0%	47.5%	11.5%	82.7%	41.2%	41.7%	95.0%
%H (TV HH)			47.5%	11.5%	82.7%	41.2%	41.7%	
4	174	174	78	22	140	65	75	166
%V	6.6%	6.8%	8.0%	8.0%	7.4%	9.5%	6.2%	7.3%
%H (All HH)		100.0%	44.8%	12.6%	80.5%	37.4%	43.1%	95.4%
%H (TV HH)			44.8%	12.6%	80.5%	37.4%	43.1%	
5+	86	86	61	8	66	49	17	85
%V	3.2%	3.4%	6.2%	2.9%	3.5%	7.2%	1.4%	3.8%
%H (All HH)		100.0%	70.9%	9.3%	76.7%	57.0%	19.8%	98.8%
%H (TV HH)			70.9%	9.3%	76.7%	57.0%	19.8%	

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

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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	2650	2546	980	275	1895	684	1211	2259
%V (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Under 20"	222	222	96	19	193	87	107	197
%V	8.4%	8.7%	9.8%	6.9%	10.2%	12.7%	8.8%	8.7%
%H (All HH)		100.0%	43.2%	8.6%	86.9%	39.2%	48.2%	88.7%
%H (TV HH)			43.2%	8.6%	86.9%	39.2%	48.2%	
20" - 29"	633	633	244	63	524	206	318	551
%V	23.9%	24.9%	24.9%	22.9%	27.7%	30.1%	26.3%	24.4%
%H (All HH)		100.0%	38.5%	10.0%	82.8%	32.5%	50.2%	87.0%
%H (TV HH)			38.5%	10.0%	82.8%	32.5%	50.2%	
30" - 39"	1055	1055	421	128	801	315	486	931
%V	39.8%	41.4%	43.0%	46.5%	42.3%	46.1%	40.1%	41.2%
%H (All HH)		100.0%	39.9%	12.1%	75.9%	29.9%	46.1%	88.2%
%H (TV HH)			39.9%	12.1%	75.9%	29.9%	46.1%	
40" - 49"	1222	1222	532	165	861	373	488	1103
%V	46.1%	48.0%	54.3%	60.0%	45.4%	54.5%	40.3%	48.8%
%H (All HH)		100.0%	43.5%	13.5%	70.5%	30.5%	39.9%	90.3%
%H (TV HH)			43.5%	13.5%	70.5%	30.5%	39.9%	
50" - 59"	521	521	289	58	361	191	170	494
%V	19.7%	20.5%	29.5%	21.1%	19.1%	27.9%	14.0%	21.9%
%H (All HH)		100.0%	55.5%	11.1%	69.3%	36.7%	32.6%	94.8%
%H (TV HH)			55.5%	11.1%	69.3%	36.7%	32.6%	
60"+	79	79	40	9	46	20	26	73
%V	3.0%	3.1%	4.1%	3.3%	2.4%	2.9%	2.1%	3.2%
%H (All HH)		100.0%	50.6%	11.4%	58.2%	25.3%	32.9%	92.4%
%H (TV HH)			50.6%	11.4%	58.2%	25.3%	32.9%	

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

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BBC Yorkshire and Lincolnshire

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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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Main living room	2515	2515	978	272	1875	682	1192	2150
%V	94.9%	98.8%	99.8%	98.9%	98.9%	99.7%	98.4%	95.2%
%H (All HH)		100.0%	38.9%	10.8%	74.6%	27.1%	47.4%	85.5%
%H (TV HH)			38.9%	10.8%	74.6%	27.1%	47.4%	
Kitchen	283	283	137	21	241	113	128	247
%V	10.7%	11.1%	14.0%	7.6%	12.7%	16.5%	10.6%	10.9%
%H (All HH)		100.0%	48.4%	7.4%	85.2%	39.9%	45.2%	87.3%
%H (TV HH)			48.4%	7.4%	85.2%	39.9%	45.2%	
Adult's bedroom	1090	1090	509	131	856	414	442	1009
%V	41.1%	42.8%	51.9%	47.6%	45.2%	60.5%	36.5%	44.7%
%H (All HH)		100.0%	46.7%	12.0%	78.5%	38.0%	40.6%	92.6%
%H (TV HH)			46.7%	12.0%	78.5%	38.0%	40.6%	
Child's bedroom	224	224	112	32	168	88	80	218
%V	8.5%	8.8%	11.4%	11.6%	8.9%	12.9%	6.6%	9.7%
%H (All HH)		100.0%	50.0%	14.3%	75.0%	39.3%	35.7%	97.3%
%H (TV HH)			50.0%	14.3%	75.0%	39.3%	35.7%	
Other bedroom	144	144	72	19	117	63	54	140
%V	5.4%	5.7%	7.3%	6.9%	6.2%	9.2%	4.5%	6.2%
%H (All HH)		100.0%	50.0%	13.2%	81.3%	43.8%	37.5%	97.2%
%H (TV HH)			50.0%	13.2%	81.3%	43.8%	37.5%	
Second living/dining room	292	292	136	42	228	113	114	264
%V	11.0%	11.5%	13.9%	15.3%	12.0%	16.5%	9.4%	11.7%
%H (All HH)		100.0%	46.6%	14.4%	78.1%	38.7%	39.0%	90.4%
%H (TV HH)			46.6%	14.4%	78.1%	38.7%	39.0%	
Study/office	40	40	16	2	32	10	22	39
%V	1.5%	1.6%	1.6%	0.7%	1.7%	1.5%	1.8%	1.7%
%H (All HH)		100.0%	40.0%	5.0%	80.0%	25.0%	55.0%	97.5%
%H (TV HH)			40.0%	5.0%	80.0%	25.0%	55.0%	
TV room	12	12	6	0	9	4	5	12
%V	0.5%	0.5%	0.6%	0.0%	0.5%	0.6%	0.4%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	33.3%	41.7%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	33.3%	41.7%	
Conservatory	70	70	32	10	61	33	28	62
%V	2.6%	2.7%	3.3%	3.6%	3.2%	4.8%	2.3%	2.7%
%H (All HH)		100.0%	45.7%	14.3%	87.1%	47.1%	40.0%	88.6%
%H (TV HH)			45.7%	14.3%	87.1%	47.1%	40.0%	
Attic or loft room	9	9	4	1	8	4	4	9
%V	0.3%	0.4%	0.4%	0.4%	0.4%	0.6%	0.3%	0.4%
%H (All HH)		100.0%	44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	88.9%	44.4%	44.4%	
No specific location	6	6	3	0	6	3	4	6
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	66.7%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	66.7%	
Other	34	34	17	2	27	11	16	31
%V	1.3%	1.3%	1.7%	0.7%	1.4%	1.6%	1.3%	1.4%
%H (All HH)		100.0%	50.0%	5.9%	79.4%	32.4%	47.1%	91.2%
%H (TV HH)			50.0%	5.9%	79.4%	32.4%	47.1%	

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

%V = percentage of vertical total

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

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

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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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Any DSAT provider	980	980	980	11	553	553	0	925
%V	37.0%	38.5%	100.0%	4.0%	29.2%	80.8%	0.0%	40.9%
%H (All HH)			100.0%	1.1%	56.4%	56.4%	0.0%	94.4%
%H (TV HH)			100.0%	1.1%	56.4%	56.4%	0.0%	
Sky with subscription	820	820	820	1	467	467	0	776
%V	30.9%	32.2%	83.7%	0.4%	24.6%	68.3%	0.0%	34.4%
%H (All HH)			100.0%	0.1%	57.0%	57.0%	0.0%	94.6%
%H (TV HH)			100.0%	0.1%	57.0%	57.0%	0.0%	
Sky without subscription	48	48	48	3	25	25	0	44
%V	1.8%	1.9%	4.9%	1.1%	1.3%	3.7%	0.0%	1.9%
%H (All HH)			100.0%	6.3%	52.1%	52.1%	0.0%	91.7%
%H (TV HH)			100.0%	6.3%	52.1%	52.1%	0.0%	
Freesat	101	101	101	5	56	56	0	93
%V	3.8%	4.0%	10.3%	1.8%	3.0%	8.2%	0.0%	4.1%
%H (All HH)			100.0%	5.0%	55.4%	55.4%	0.0%	92.1%
%H (TV HH)			100.0%	5.0%	55.4%	55.4%	0.0%	
Other satellite provider	72	72	72	6	33	33	0	69
%V	2.7%	2.8%	7.3%	2.2%	1.7%	4.8%	0.0%	3.1%
%H (All HH)			100.0%	8.3%	45.8%	45.8%	0.0%	95.8%
%H (TV HH)			100.0%	8.3%	45.8%	45.8%	0.0%	
DCAB	275	275	11	275	138	138	0	264
%V	10.4%	10.8%	1.1%	100.0%	7.3%	20.2%	0.0%	11.7%
%H (All HH)			4.0%	100.0%	50.2%	50.2%	0.0%	96.0%
%H (TV HH)			4.0%	100.0%	50.2%	50.2%	0.0%	
DTT	1895	1895	553	138	1895	684	1211	1557
%V	71.5%	74.4%	56.4%	50.2%	100.0%	100.0%	100.0%	68.9%
%H (All HH)		100.0%	29.2%	7.3%	100.0%	36.1%	63.9%	82.2%
%H (TV HH)			29.2%	7.3%	100.0%	36.1%	63.9%	

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

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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	2650	2546	980	275	1895	684	1211	2259
%H (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
PVR	1457	1457	854	258	964	610	354	1357
%V	55.0%	57.2%	87.1%	93.8%	50.9%	89.2%	29.2%	60.1%
%H (All HH)		100.0%	58.6%	17.7%	66.2%	41.9%	24.3%	93.1%
%H (TV HH)			58.6%	17.7%	66.2%	41.9%	24.3%	
DVDR	29	29	14	3	22	10	12	25
%V	1.1%	1.1%	1.4%	1.1%	1.2%	1.5%	1.0%	1.1%
%H (All HH)		100.0%	48.3%	10.3%	75.9%	34.5%	41.4%	86.2%
%H (TV HH)			48.3%	10.3%	75.9%	34.5%	41.4%	
VCR	24	24	8	3	17	3	13	14
%V	0.9%	0.9%	0.8%	1.1%	0.9%	0.4%	1.1%	0.6%
%H (All HH)		100.0%	33.3%	12.5%	70.8%	12.5%	54.2%	58.3%
%H (TV HH)			33.3%	12.5%	70.8%	12.5%	54.2%	
Any recorder	1473	1473	856	258	980	611	368	1364
%V	55.6%	57.9%	87.3%	93.8%	51.7%	89.3%	30.4%	60.4%
%H (All HH)		100.0%	58.1%	17.5%	66.5%	41.5%	25.0%	92.6%
%H (TV HH)			58.1%	17.5%	66.5%	41.5%	25.0%	
Receives HDTV (via STB or built-in reception)	1679	1679	789	247	1238	586	653	1553
%V	63.4%	65.9%	80.5%	89.8%	65.3%	85.7%	53.9%	68.7%
%H (All HH)		100.0%	47.0%	14.7%	73.7%	34.9%	38.9%	92.5%
%H (TV HH)			47.0%	14.7%	73.7%	34.9%	38.9%	
DVD/Blu-ray player or recorder	1561	1561	619	181	1200	475	725	1398
%V	58.9%	61.3%	63.2%	65.8%	63.3%	69.4%	59.9%	61.9%
%H (All HH)		100.0%	39.7%	11.6%	76.9%	30.4%	46.4%	89.6%
%H (TV HH)			39.7%	11.6%	76.9%	30.4%	46.4%	

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

%V = percentage of vertical total

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

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

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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	2650	2546	980	275	1895	684	1211	2259
%V (All HH)		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%
%H (TV HH)			38.5%	10.8%	74.4%	26.9%	47.6%	
Has broadband internet	2259	2174	925	264	1557	647	909	2259
%V	85.2%	85.4%	94.4%	96.0%	82.2%	94.6%	75.1%	100.0%
%H (All HH)		96.2%	40.9%	11.7%	68.9%	28.6%	40.2%	100.0%
%H (TV HH)			42.5%	12.1%	71.6%	29.8%	41.8%	
Number of computers (PCs and laptops)								
0	592	550	127	26	461	78	384	222
%V	22.3%	21.6%	13.0%	9.5%	24.3%	11.4%	31.7%	9.8%
%H (All HH)		92.9%	21.5%	4.4%	77.9%	13.2%	64.9%	37.5%
%H (TV HH)			23.1%	4.7%	83.8%	14.2%	69.8%	
1	741	708	278	65	522	183	339	725
%V	28.0%	27.8%	28.4%	23.6%	27.5%	26.8%	28.0%	32.1%
%H (All HH)		95.5%	37.5%	8.8%	70.4%	24.7%	45.7%	97.8%
%H (TV HH)			39.3%	9.2%	73.7%	25.8%	47.9%	
2	583	567	236	69	416	175	241	582
%V	22.0%	22.3%	24.1%	25.1%	22.0%	25.6%	19.9%	25.8%
%H (All HH)		97.3%	40.5%	11.8%	71.4%	30.0%	41.3%	99.8%
%H (TV HH)			41.6%	12.2%	73.4%	30.9%	42.5%	
3	354	350	156	52	228	100	128	352
%V	13.4%	13.7%	15.9%	18.9%	12.0%	14.6%	10.6%	15.6%
%H (All HH)		98.9%	44.1%	14.7%	64.4%	28.2%	36.2%	99.4%
%H (TV HH)			44.6%	14.9%	65.1%	28.6%	36.6%	
4	183	180	94	31	129	74	55	183
%V	6.9%	7.1%	9.6%	11.3%	6.8%	10.8%	4.5%	8.1%
%H (All HH)		98.4%	51.4%	16.9%	70.5%	40.4%	30.1%	100.0%
%H (TV HH)			52.2%	17.2%	71.7%	41.1%	30.6%	
5+	196	191	89	33	138	74	64	195
%V	7.4%	7.5%	9.1%	12.0%	7.3%	10.8%	5.3%	8.6%
%H (All HH)		97.4%	45.4%	16.8%	70.4%	37.8%	32.7%	99.5%
%H (TV HH)			46.6%	17.3%	72.3%	38.7%	33.5%	

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

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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	5057	2203	566	3881	1677	2204	4513
%H		43.6%	11.2%	76.7%	33.2%	43.6%	89.2%
Under 20"	272	117	25	239	109	129	245
%V	5.4%	5.3%	4.4%	6.2%	6.5%	5.9%	5.4%
%H		43.0%	9.2%	87.9%	40.1%	47.4%	90.1%
20" - 29"	787	299	71	658	257	402	688
%V	15.6%	13.6%	12.5%	17.0%	15.3%	18.2%	15.2%
%H		38.0%	9.0%	83.6%	32.7%	51.1%	87.4%
30" - 39"	1329	555	165	1007	420	587	1191
%V	26.3%	25.2%	29.2%	25.9%	25.0%	26.6%	26.4%
%H		41.8%	12.4%	75.8%	31.6%	44.2%	89.6%
40" - 49"	1462	665	202	1027	468	559	1335
%V	28.9%	30.2%	35.7%	26.5%	27.9%	25.4%	29.6%
%H		45.5%	13.8%	70.2%	32.0%	38.2%	91.3%
50" - 59"	584	322	65	400	205	195	556
%V	11.5%	14.6%	11.5%	10.3%	12.2%	8.8%	12.3%
%H		55.1%	11.1%	68.5%	35.1%	33.4%	95.2%
60"+	84	45	10	47	21	26	78
%V	1.7%	2.0%	1.8%	1.2%	1.3%	1.2%	1.7%
%H		53.6%	11.9%	56.0%	25.0%	31.0%	92.9%
Don't know	540	199	28	503	198	304	420
%V	10.7%	9.0%	4.9%	13.0%	11.8%	13.8%	9.3%
%H		36.9%	5.2%	93.1%	36.7%	56.3%	77.8%

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	5057	2203	566	3881	1677	2204	4513
%H		43.6%	11.2%	76.7%	33.2%	43.6%	89.2%
Main living room	2531	987	273	1888	691	1197	2165
%V	50.0%	44.8%	48.2%	48.6%	41.2%	54.3%	48.0%
%H		39.0%	10.8%	74.6%	27.3%	47.3%	85.5%
Kitchen	283	137	21	241	113	128	247
%V	5.6%	6.2%	3.7%	6.2%	6.7%	5.8%	5.5%
%H		48.4%	7.4%	85.2%	39.9%	45.2%	87.3%
Adult's bedroom	1305	619	159	1018	502	516	1215
%V	25.8%	28.1%	28.1%	26.2%	29.9%	23.4%	26.9%
%H		47.4%	12.2%	78.0%	38.5%	39.5%	93.1%
Child's bedroom	294	152	38	213	111	102	287
%V	5.8%	6.9%	6.7%	5.5%	6.6%	4.6%	6.4%
%H		51.7%	12.9%	72.4%	37.8%	34.7%	97.6%
Other bedroom	173	89	20	144	80	65	169
%V	3.4%	4.0%	3.5%	3.7%	4.8%	2.9%	3.7%
%H		51.4%	11.6%	83.2%	46.2%	37.6%	97.7%
Second living/dining room	297	139	42	232	116	116	268
%V	5.9%	6.3%	7.4%	6.0%	6.9%	5.3%	5.9%
%H		46.8%	14.1%	78.1%	39.1%	39.1%	90.2%
Study/office	41	16	2	33	10	23	40
%V	0.8%	0.7%	0.4%	0.9%	0.6%	1.0%	0.9%
%H		39.0%	4.9%	80.5%	24.4%	56.1%	97.6%
TV room	12	6	0	9	4	5	12
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.3%
%H		50.0%	0.0%	75.0%	33.3%	41.7%	100.0%
Conservatory	70	32	10	61	33	28	62
%V	1.4%	1.5%	1.8%	1.6%	2.0%	1.3%	1.4%
%H		45.7%	14.3%	87.1%	47.1%	40.0%	88.6%
Attic or loft room	9	4	1	8	4	4	9
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
No specific location	7	4	0	7	4	4	7
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		57.1%	0.0%	100.0%	57.1%	57.1%	100.0%
Other	34	17	2	27	11	16	31
%V	0.7%	0.8%	0.4%	0.7%	0.7%	0.7%	0.7%
%H		50.0%	5.9%	79.4%	32.4%	47.1%	91.2%

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 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5057	2203	566	3881	1677	2204	4513
%H		43.6%	11.2%	76.7%	33.2%	43.6%	89.2%
PVR	2059	1315	358	1256	856	401	1946
%V	40.7%	59.7%	63.3%	32.4%	51.0%	18.2%	43.1%
%H		63.9%	17.4%	61.0%	41.6%	19.5%	94.5%
DVDR	29	14	3	22	10	12	25
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.5%	0.6%
%H		48.3%	10.3%	75.9%	34.5%	41.4%	86.2%
VCR	26	8	3	18	3	15	16
%V	0.5%	0.4%	0.5%	0.5%	0.2%	0.7%	0.4%
%H		30.8%	11.5%	69.2%	11.5%	57.7%	61.5%
Any recorder	2083	1320	358	1278	859	420	1959
%V	41.2%	59.9%	63.3%	32.9%	51.2%	19.1%	43.4%
%H		63.4%	17.2%	61.4%	41.2%	20.2%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5057	2203	566	3881	1677	2204	4513
%H		43.6%	11.2%	76.7%	33.2%	43.6%	89.2%
Receives HDTV (via STB or built-in reception)	2737	1384	385	2019	1032	987	2578
%V	54.1%	62.8%	68.0%	52.0%	61.5%	44.8%	57.1%
%H		50.6%	14.1%	73.8%	37.7%	36.1%	94.2%
DVD/Blu-ray player or recorder	2086	879	252	1610	697	913	1901
%V	41.2%	39.9%	44.5%	41.5%	41.6%	41.4%	42.1%
%H		42.1%	12.1%	77.2%	33.4%	43.8%	91.1%

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	2543	980	275	1893	684	1209	2172
%H		38.5%	10.8%	74.4%	26.9%	47.5%	85.4%
Under 20"	15	1	1	12	0	12	9
%V	0.6%	0.1%	0.4%	0.6%	0.0%	1.0%	0.4%
%H		6.7%	6.7%	80.0%	0.0%	80.0%	60.0%
20" - 29"	133	25	7	113	18	94	100
%V	5.2%	2.6%	2.5%	6.0%	2.6%	7.8%	4.6%
%H		18.8%	5.3%	85.0%	13.5%	70.7%	75.2%
30" - 39"	563	169	61	434	118	316	462
%V	22.1%	17.2%	22.2%	22.9%	17.3%	26.1%	21.3%
%H		30.0%	10.8%	77.1%	21.0%	56.1%	82.1%
40" - 49"	1020	419	134	725	296	429	904
%V	40.1%	42.8%	48.7%	38.3%	43.3%	35.5%	41.6%
%H		41.1%	13.1%	71.1%	29.0%	42.1%	88.6%
50" - 59"	466	259	50	320	168	152	441
%V	18.3%	26.4%	18.2%	16.9%	24.6%	12.6%	20.3%
%H		55.6%	10.7%	68.7%	36.1%	32.6%	94.6%
60"+	70	34	9	39	16	23	64
%V	2.8%	3.5%	3.3%	2.1%	2.3%	1.9%	2.9%
%H		48.6%	12.9%	55.7%	22.9%	32.9%	91.4%
Don't know	276	72	14	250	67	183	190
%V	10.9%	7.3%	5.1%	13.2%	9.8%	15.1%	8.7%
%H		26.1%	5.1%	90.6%	24.3%	66.3%	68.8%

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 8.16: 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	2543	980	275	1893	684	1209	2172
%H		38.5%	10.8%	74.4%	26.9%	47.5%	85.4%
PVR	1418	838	253	932	596	336	1324
%V	55.8%	85.5%	92.0%	49.2%	87.1%	27.8%	61.0%
%H		59.1%	17.8%	65.7%	42.0%	23.7%	93.4%
DVDR	19	9	3	14	7	7	16
%V	0.7%	0.9%	1.1%	0.7%	1.0%	0.6%	0.7%
%H		47.4%	15.8%	73.7%	36.8%	36.8%	84.2%
VCR	19	7	3	13	3	10	10
%V	0.7%	0.7%	1.1%	0.7%	0.4%	0.8%	0.5%
%H		36.8%	15.8%	68.4%	15.8%	52.6%	52.6%
Any recorder	1434	841	253	946	598	349	1330
%V	56.4%	85.8%	92.0%	50.0%	87.4%	28.9%	61.2%
%H		58.6%	17.6%	66.0%	41.7%	24.3%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2543	980	275	1893	684	1209	2172
%H		38.5%	10.8%	74.4%	26.9%	47.5%	85.4%
Receives HDTV (via STB or built-in reception)	1630	766	244	1198	568	631	1517
%V	64.1%	78.2%	88.7%	63.3%	83.0%	52.2%	69.8%
%H		47.0%	15.0%	73.5%	34.8%	38.7%	93.1%
DVD/Blu-ray player or recorder	1363	519	152	1059	402	657	1211
%V	53.6%	53.0%	55.3%	55.9%	58.8%	54.3%	55.8%
%H		38.1%	11.2%	77.7%	29.5%	48.2%	88.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Yorkshire and Lincolnshire

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2514	1223	292	1988	993	994	2341
%H		48.6%	11.6%	79.1%	39.5%	39.5%	93.1%
Under 20"	257	116	25	227	109	117	235
%V	10.2%	9.5%	8.6%	11.4%	11.0%	11.8%	10.0%
%H		45.1%	9.7%	88.3%	42.4%	45.5%	91.4%
20" - 29"	653	274	64	546	238	308	587
%V	26.0%	22.4%	21.9%	27.5%	24.0%	31.0%	25.1%
%H		42.0%	9.8%	83.6%	36.4%	47.2%	89.9%
30" - 39"	765	386	104	573	301	271	729
%V	30.4%	31.6%	35.6%	28.8%	30.3%	27.3%	31.1%
%H		50.5%	13.6%	74.9%	39.3%	35.4%	95.3%
40" - 49"	443	246	68	302	172	130	431
%V	17.6%	20.1%	23.3%	15.2%	17.3%	13.1%	18.4%
%H		55.5%	15.3%	68.2%	38.8%	29.3%	97.3%
50" - 59"	118	63	15	80	37	43	115
%V	4.7%	5.2%	5.1%	4.0%	3.7%	4.3%	4.9%
%H		53.4%	12.7%	67.8%	31.4%	36.4%	97.5%
60"+	14	11	1	8	5	3	14
%V	0.6%	0.9%	0.3%	0.4%	0.5%	0.3%	0.6%
%H		78.6%	7.1%	57.1%	35.7%	21.4%	100.0%
Don't know	263	127	15	253	131	122	230
%V	10.5%	10.4%	5.1%	12.7%	13.2%	12.3%	9.8%
%H		48.3%	5.7%	96.2%	49.8%	46.4%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2514	1223	292	1988	993	994	2341
%H		48.6%	11.6%	79.1%	39.5%	39.5%	93.1%
PVR	641	477	105	324	259	64	623
%V	25.5%	39.0%	36.0%	16.3%	26.1%	6.4%	26.6%
%H		74.4%	16.4%	50.5%	40.4%	10.0%	97.2%
DVDR	10	5	0	8	3	5	10
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.5%	0.4%
%H		50.0%	0.0%	80.0%	30.0%	50.0%	100.0%
VCR	7	2	0	5	0	5	6
%V	0.3%	0.2%	0.0%	0.3%	0.0%	0.5%	0.3%
%H		28.6%	0.0%	71.4%	0.0%	71.4%	85.7%
Any recorder	649	478	105	332	261	71	630
%V	25.8%	39.1%	36.0%	16.7%	26.3%	7.1%	26.9%
%H		73.7%	16.2%	51.2%	40.2%	10.9%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.20: 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	2514	1223	292	1988	993	994	2341
%H		48.6%	11.6%	79.1%	39.5%	39.5%	93.1%
Receives HDTV (via STB or built-in reception)	1107	618	141	820	464	356	1062
%V	44.0%	50.5%	48.3%	41.2%	46.7%	35.8%	45.4%
%H		55.8%	12.7%	74.1%	41.9%	32.2%	95.9%
DVD/Blu-ray player or recorder	722	360	99	551	295	256	690
%V	28.7%	29.4%	33.9%	27.7%	29.7%	25.8%	29.5%
%H		49.9%	13.7%	76.3%	40.9%	35.5%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	6121	5915	2495	723	4209	1722	2487	5599
%H		96.6%	40.8%	11.8%	68.8%	28.1%	40.6%	91.5%
Total Children	1201	1172	509	165	758	314	444	1176
%V	19.6%	19.8%	20.4%	22.8%	18.0%	18.2%	17.9%	21.0%
%H		97.6%	42.4%	13.7%	63.1%	26.1%	37.0%	97.9%
0 - 3	292	281	113	29	165	53	111	287
%V	4.8%	4.8%	4.5%	4.0%	3.9%	3.1%	4.5%	5.1%
%H		96.2%	38.7%	9.9%	56.5%	18.2%	38.0%	98.3%
4 - 15	910	891	395	136	594	261	333	889
%V	14.9%	15.1%	15.8%	18.8%	14.1%	15.2%	13.4%	15.9%
%H		97.9%	43.4%	14.9%	65.3%	28.7%	36.6%	97.7%
4 - 9	476	463	213	63	287	124	162	465
%V	7.8%	7.8%	8.5%	8.7%	6.8%	7.2%	6.5%	8.3%
%H		97.3%	44.7%	13.2%	60.3%	26.1%	34.0%	97.7%
10 - 15	434	427	183	72	307	136	170	424
%V	7.1%	7.2%	7.3%	10.0%	7.3%	7.9%	6.8%	7.6%
%H		98.4%	42.2%	16.6%	70.7%	31.3%	39.2%	97.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	6121	5915	2495	723	4209	1722	2487	5599
%H		96.6%	40.8%	11.8%	68.8%	28.1%	40.6%	91.5%
Total Adults (16+)	4920	4743	1987	558	3451	1408	2043	4424
%V	80.4%	80.2%	79.6%	77.2%	82.0%	81.8%	82.1%	79.0%
%H		96.4%	40.4%	11.3%	70.1%	28.6%	41.5%	89.9%
16 - 19	225	217	103	42	149	82	67	222
%V	3.7%	3.7%	4.1%	5.8%	3.5%	4.8%	2.7%	4.0%
%H		96.4%	45.8%	18.7%	66.2%	36.4%	29.8%	98.7%
20 - 24	403	365	127	46	251	98	154	396
%V	6.6%	6.2%	5.1%	6.4%	6.0%	5.7%	6.2%	7.1%
%H		90.6%	31.5%	11.4%	62.3%	24.3%	38.2%	98.3%
25 - 34	801	746	346	83	426	187	239	788
%V	13.1%	12.6%	13.9%	11.5%	10.1%	10.9%	9.6%	14.1%
%H		93.1%	43.2%	10.4%	53.2%	23.3%	29.8%	98.4%
35 - 44	730	699	314	97	468	207	261	712
%V	11.9%	11.8%	12.6%	13.4%	11.1%	12.0%	10.5%	12.7%
%H		95.8%	43.0%	13.3%	64.1%	28.4%	35.8%	97.5%
45 - 54	817	796	364	116	584	272	312	783
%V	13.3%	13.5%	14.6%	16.0%	13.9%	15.8%	12.5%	14.0%
%H		97.4%	44.6%	14.2%	71.5%	33.3%	38.2%	95.8%
55 - 64	780	764	340	75	600	253	347	722
%V	12.7%	12.9%	13.6%	10.4%	14.3%	14.7%	14.0%	12.9%
%H		97.9%	43.6%	9.6%	76.9%	32.4%	44.5%	92.6%
65+	1164	1156	393	99	972	309	663	800
%V	19.0%	19.5%	15.8%	13.7%	23.1%	17.9%	26.7%	14.3%
%H		99.3%	33.8%	8.5%	83.5%	26.5%	57.0%	68.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	4920	4743	1987	558	3451	1408	2043	4424
%H		96.4%	40.4%	11.3%	70.1%	28.6%	41.5%	89.9%
AB	1137	1099	501	145	793	359	434	1108
%V	23.1%	23.2%	25.2%	26.0%	23.0%	25.5%	21.2%	25.0%
%H		96.7%	44.1%	12.8%	69.7%	31.6%	38.2%	97.4%
C1	1359	1299	541	157	937	377	560	1267
%V	27.6%	27.4%	27.2%	28.1%	27.2%	26.8%	27.4%	28.6%
%H		95.6%	39.8%	11.6%	68.9%	27.7%	41.2%	93.2%
C2	1179	1146	514	137	825	377	449	1058
%V	24.0%	24.2%	25.9%	24.6%	23.9%	26.8%	22.0%	23.9%
%H		97.2%	43.6%	11.6%	70.0%	32.0%	38.1%	89.7%
D	783	757	313	80	550	221	329	683
%V	15.9%	16.0%	15.8%	14.3%	15.9%	15.7%	16.1%	15.4%
%H		96.7%	40.0%	10.2%	70.2%	28.2%	42.0%	87.2%
E	462	441	119	38	346	75	271	307
%V	9.4%	9.3%	6.0%	6.8%	10.0%	5.3%	13.3%	6.9%
%H		95.5%	25.8%	8.2%	74.9%	16.2%	58.7%	66.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	4920	4743	1987	558	3451	1408	2043	4424
%H		96.4%	40.4%	11.3%	70.1%	28.6%	41.5%	89.9%
Working full time	2215	2133	999	275	1442	679	763	2161
%V	45.0%	45.0%	50.3%	49.3%	41.8%	48.2%	37.3%	48.8%
%H		96.3%	45.1%	12.4%	65.1%	30.7%	34.4%	97.6%
Working part time	515	494	207	73	357	151	206	502
%V	10.5%	10.4%	10.4%	13.1%	10.3%	10.7%	10.1%	11.3%
%H		95.9%	40.2%	14.2%	69.3%	29.3%	40.0%	97.5%
Not working	2190	2116	781	209	1653	578	1075	1760
%V	44.5%	44.6%	39.3%	37.5%	47.9%	41.1%	52.6%	39.8%
%H		96.6%	35.7%	9.5%	75.5%	26.4%	49.1%	80.4%
Houseperson	2650	2546	980	275	1895	684	1211	2259
%V	53.9%	53.7%	49.3%	49.3%	54.9%	48.6%	59.3%	51.1%
%H		96.1%	37.0%	10.4%	71.5%	25.8%	45.7%	85.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2406	2302	1001	266	1646	696	951	2185
%H		95.7%	41.6%	11.1%	68.4%	28.9%	39.5%	90.8%
16 - 19	109	105	52	22	72	44	28	107
%V	4.5%	4.6%	5.2%	8.3%	4.4%	6.3%	2.9%	4.9%
%H		96.3%	47.7%	20.2%	66.1%	40.4%	25.7%	98.2%
20 - 24	213	183	64	27	119	47	72	208
%V	8.9%	7.9%	6.4%	10.2%	7.2%	6.8%	7.6%	9.5%
%H		85.9%	30.0%	12.7%	55.9%	22.1%	33.8%	97.7%
25 - 34	391	362	172	40	203	93	109	387
%V	16.3%	15.7%	17.2%	15.0%	12.3%	13.4%	11.5%	17.7%
%H		92.6%	44.0%	10.2%	51.9%	23.8%	27.9%	99.0%
35 - 44	361	343	160	42	229	106	124	350
%V	15.0%	14.9%	16.0%	15.8%	13.9%	15.2%	13.0%	16.0%
%H		95.0%	44.3%	11.6%	63.4%	29.4%	34.3%	97.0%
45 - 54	412	401	183	53	295	133	163	392
%V	17.1%	17.4%	18.3%	19.9%	17.9%	19.1%	17.1%	17.9%
%H		97.3%	44.4%	12.9%	71.6%	32.3%	39.6%	95.1%
55 - 64	379	370	169	39	287	126	161	346
%V	15.8%	16.1%	16.9%	14.7%	17.4%	18.1%	16.9%	15.8%
%H		97.6%	44.6%	10.3%	75.7%	33.2%	42.5%	91.3%
65+	542	538	201	44	441	147	294	396
%V	22.5%	23.4%	20.1%	16.5%	26.8%	21.1%	30.9%	18.1%
%H		99.3%	37.1%	8.1%	81.4%	27.1%	54.2%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)		2406	2302	1001	266	1646	696	951	2185
	%H		95.7%	41.6%	11.1%	68.4%	28.9%	39.5%	90.8%
AB		574	553	249	76	393	177	217	561
	%V	23.9%	24.0%	24.9%	28.6%	23.9%	25.4%	22.8%	25.7%
	%H		96.3%	43.4%	13.2%	68.5%	30.8%	37.8%	97.7%
C1		633	599	270	71	414	178	236	598
	%V	26.3%	26.0%	27.0%	26.7%	25.2%	25.6%	24.8%	27.4%
	%H		94.6%	42.7%	11.2%	65.4%	28.1%	37.3%	94.5%
C2		641	614	278	73	444	207	237	573
	%V	26.6%	26.7%	27.8%	27.4%	27.0%	29.7%	24.9%	26.2%
	%H		95.8%	43.4%	11.4%	69.3%	32.3%	37.0%	89.4%
D		361	346	152	31	247	105	143	321
	%V	15.0%	15.0%	15.2%	11.7%	15.0%	15.1%	15.0%	14.7%
	%H		95.8%	42.1%	8.6%	68.4%	29.1%	39.6%	88.9%
E		197	189	52	14	147	29	118	132
	%V	8.2%	8.2%	5.2%	5.3%	8.9%	4.2%	12.4%	6.0%
	%H		95.9%	26.4%	7.1%	74.6%	14.7%	59.9%	67.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2406	2302	1001	266	1646	696	951	2185
%H		95.7%	41.6%	11.1%	68.4%	28.9%	39.5%	90.8%
Working full time	1350	1298	624	161	859	412	447	1313
%V	56.1%	56.4%	62.3%	60.5%	52.2%	59.2%	47.0%	60.1%
%H		96.1%	46.2%	11.9%	63.6%	30.5%	33.1%	97.3%
Working part time	117	101	37	15	75	30	45	113
%V	4.9%	4.4%	3.7%	5.6%	4.6%	4.3%	4.7%	5.2%
%H		86.3%	31.6%	12.8%	64.1%	25.6%	38.5%	96.6%
Not working	938	903	340	90	713	254	459	759
%V	39.0%	39.2%	34.0%	33.8%	43.3%	36.5%	48.3%	34.7%
%H		96.3%	36.2%	9.6%	76.0%	27.1%	48.9%	80.9%
Houseperson	595	549	198	38	420	132	288	460
%V	24.7%	23.8%	19.8%	14.3%	25.5%	19.0%	30.3%	21.1%
%H		92.3%	33.3%	6.4%	70.6%	22.2%	48.4%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2514	2441	986	292	1805	713	1092	2238
%H		97.1%	39.2%	11.6%	71.8%	28.4%	43.4%	89.0%
16 - 19	116	112	51	21	77	38	38	115
%V	4.6%	4.6%	5.2%	7.2%	4.3%	5.3%	3.5%	5.1%
%H		96.6%	44.0%	18.1%	66.4%	32.8%	32.8%	99.1%
20 - 24	190	182	63	19	133	51	82	188
%V	7.6%	7.5%	6.4%	6.5%	7.4%	7.2%	7.5%	8.4%
%H		95.8%	33.2%	10.0%	70.0%	26.8%	43.2%	98.9%
25 - 34	411	383	174	43	223	94	130	401
%V	16.3%	15.7%	17.6%	14.7%	12.4%	13.2%	11.9%	17.9%
%H		93.2%	42.3%	10.5%	54.3%	22.9%	31.6%	97.6%
35 - 44	369	357	154	55	239	101	138	362
%V	14.7%	14.6%	15.6%	18.8%	13.2%	14.2%	12.6%	16.2%
%H		96.7%	41.7%	14.9%	64.8%	27.4%	37.4%	98.1%
45 - 54	405	396	180	64	289	140	149	392
%V	16.1%	16.2%	18.3%	21.9%	16.0%	19.6%	13.6%	17.5%
%H		97.8%	44.4%	15.8%	71.4%	34.6%	36.8%	96.8%
55 - 64	401	394	172	35	313	127	186	376
%V	16.0%	16.1%	17.4%	12.0%	17.3%	17.8%	17.0%	16.8%
%H		98.3%	42.9%	8.7%	78.1%	31.7%	46.4%	93.8%
65+	623	618	192	55	531	162	369	404
%V	24.8%	25.3%	19.5%	18.8%	29.4%	22.7%	33.8%	18.1%
%H		99.2%	30.8%	8.8%	85.2%	26.0%	59.2%	64.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2514	2441	986	292	1805	713	1092	2238
%H		97.1%	39.2%	11.6%	71.8%	28.4%	43.4%	89.0%
AB	563	546	252	69	400	183	217	547
%V	22.4%	22.4%	25.6%	23.6%	22.2%	25.7%	19.9%	24.4%
%H		97.0%	44.8%	12.3%	71.0%	32.5%	38.5%	97.2%
C1	726	700	271	86	522	199	323	669
%V	28.9%	28.7%	27.5%	29.5%	28.9%	27.9%	29.6%	29.9%
%H		96.4%	37.3%	11.8%	71.9%	27.4%	44.5%	92.1%
C2	538	532	236	64	381	169	212	486
%V	21.4%	21.8%	23.9%	21.9%	21.1%	23.7%	19.4%	21.7%
%H		98.9%	43.9%	11.9%	70.8%	31.4%	39.4%	90.3%
D	422	411	161	48	302	116	186	362
%V	16.8%	16.8%	16.3%	16.4%	16.7%	16.3%	17.0%	16.2%
%H		97.4%	38.2%	11.4%	71.6%	27.5%	44.1%	85.8%
E	264	252	67	24	199	46	153	175
%V	10.5%	10.3%	6.8%	8.2%	11.0%	6.5%	14.0%	7.8%
%H		95.5%	25.4%	9.1%	75.4%	17.4%	58.0%	66.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	2514	2441	986	292	1805	713	1092	2238
%H		97.1%	39.2%	11.6%	71.8%	28.4%	43.4%	89.0%
Working full time	864	835	375	114	583	267	316	848
%V	34.4%	34.2%	38.0%	39.0%	32.3%	37.4%	28.9%	37.9%
%H		96.6%	43.4%	13.2%	67.5%	30.9%	36.6%	98.1%
Working part time	398	393	170	58	282	121	161	390
%V	15.8%	16.1%	17.2%	19.9%	15.6%	17.0%	14.7%	17.4%
%H		98.7%	42.7%	14.6%	70.9%	30.4%	40.5%	98.0%
Not working	1251	1213	441	120	940	324	616	1001
%V	49.8%	49.7%	44.7%	41.1%	52.1%	45.4%	56.4%	44.7%
%H		97.0%	35.3%	9.6%	75.1%	25.9%	49.2%	80.0%
Houseperson	2055	1996	782	237	1475	552	923	1799
%V	81.7%	81.8%	79.3%	81.2%	81.7%	77.4%	84.5%	80.4%
%H		97.1%	38.1%	11.5%	71.8%	26.9%	44.9%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
AB	361	350	151	55	247	110	137	345
%V	23.5%	23.3%	26.0%	23.2%	23.5%	26.8%	21.4%	26.6%
%H (All HH)		97.0%	41.8%	15.2%	68.4%	30.5%	38.0%	95.6%
%H (TV HH)			43.1%	15.7%	70.6%	31.4%	39.1%	
C1	424	417	165	75	283	118	166	383
%V	27.6%	27.8%	28.4%	31.6%	26.9%	28.7%	25.9%	29.5%
%H (All HH)		98.3%	38.9%	17.7%	66.7%	27.8%	39.2%	90.3%
%H (TV HH)			39.6%	18.0%	67.9%	28.3%	39.8%	
C2	330	324	133	54	224	92	132	283
%V	21.5%	21.6%	22.9%	22.8%	21.3%	22.4%	20.6%	21.8%
%H (All HH)		98.2%	40.3%	16.4%	67.9%	27.9%	40.0%	85.8%
%H (TV HH)			41.0%	16.7%	69.1%	28.4%	40.7%	
D	236	232	83	35	165	62	103	189
%V	15.4%	15.5%	14.3%	14.8%	15.7%	15.1%	16.1%	14.6%
%H (All HH)		98.3%	35.2%	14.8%	69.9%	26.3%	43.6%	80.1%
%H (TV HH)			35.8%	15.1%	71.1%	26.7%	44.4%	
E	182	176	47	17	133	30	103	98
%V	11.9%	11.7%	8.1%	7.2%	12.6%	7.3%	16.1%	7.6%
%H (All HH)		96.7%	25.8%	9.3%	73.1%	16.5%	56.6%	53.8%
%H (TV HH)			26.7%	9.7%	75.6%	17.0%	58.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Under 25	49	45	13	9	25	9	17	47
%V	3.2%	3.0%	2.2%	3.8%	2.4%	2.2%	2.7%	3.6%
%H (All HH)		91.8%	26.5%	18.4%	51.0%	18.4%	34.7%	95.9%
%H (TV HH)			28.9%	20.0%	55.6%	20.0%	37.8%	
25 - 34	205	193	81	28	107	43	64	197
%V	13.4%	12.9%	14.0%	11.8%	10.2%	10.5%	10.0%	15.2%
%H (All HH)		94.1%	39.5%	13.7%	52.2%	21.0%	31.2%	96.1%
%H (TV HH)			42.0%	14.5%	55.4%	22.3%	33.2%	
35 - 44	224	215	96	40	131	67	64	218
%V	14.6%	14.3%	16.6%	16.9%	12.5%	16.3%	10.0%	16.8%
%H (All HH)		96.0%	42.9%	17.9%	58.5%	29.9%	28.6%	97.3%
%H (TV HH)			44.7%	18.6%	60.9%	31.2%	29.8%	
45 - 54	282	278	127	47	189	90	100	266
%V	18.4%	18.5%	21.9%	19.8%	18.0%	21.9%	15.6%	20.5%
%H (All HH)		98.6%	45.0%	16.7%	67.0%	31.9%	35.5%	94.3%
%H (TV HH)			45.7%	16.9%	68.0%	32.4%	36.0%	
55 - 64	303	302	126	46	222	94	128	269
%V	19.8%	20.1%	21.7%	19.4%	21.1%	22.9%	20.0%	20.7%
%H (All HH)		99.7%	41.6%	15.2%	73.3%	31.0%	42.2%	88.8%
%H (TV HH)			41.7%	15.2%	73.5%	31.1%	42.4%	
65 +	471	468	136	66	377	108	269	301
%V	30.7%	31.2%	23.4%	27.8%	35.8%	26.3%	42.0%	23.2%
%H (All HH)		99.4%	28.9%	14.0%	80.0%	22.9%	57.1%	63.9%
%H (TV HH)			29.1%	14.1%	80.6%	23.1%	57.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
1	499	484	120	55	375	77	299	321
%V	32.5%	32.3%	20.7%	23.2%	35.6%	18.7%	46.6%	24.7%
%H (All HH)		97.0%	24.0%	11.0%	75.2%	15.4%	59.9%	64.3%
%H (TV HH)			24.8%	11.4%	77.5%	15.9%	61.8%	
2	545	531	228	83	379	174	205	497
%V	35.5%	35.4%	39.3%	35.0%	36.0%	42.3%	32.0%	38.3%
%H (All HH)		97.4%	41.8%	15.2%	69.5%	31.9%	37.6%	91.2%
%H (TV HH)			42.9%	15.6%	71.4%	32.8%	38.6%	
3	231	229	102	41	148	72	75	224
%V	15.1%	15.3%	17.6%	17.3%	14.1%	17.5%	11.7%	17.3%
%H (All HH)		99.1%	44.2%	17.7%	64.1%	31.2%	32.5%	97.0%
%H (TV HH)			44.5%	17.9%	64.6%	31.4%	32.8%	
4	181	179	89	40	107	60	47	180
%V	11.8%	11.9%	15.3%	16.9%	10.2%	14.6%	7.3%	13.9%
%H (All HH)		98.9%	49.2%	22.1%	59.1%	33.1%	26.0%	99.4%
%H (TV HH)			49.7%	22.3%	59.8%	33.5%	26.3%	
5+	79	76	40	17	43	28	15	76
%V	5.1%	5.1%	6.9%	7.2%	4.1%	6.8%	2.3%	5.9%
%H (All HH)		96.2%	50.6%	21.5%	54.4%	35.4%	19.0%	96.2%
%H (TV HH)			52.6%	22.4%	56.6%	36.8%	19.7%	
Average HH size	2.24	2.24	2.52	2.54	2.13	2.52	1.87	2.40

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Without	1170	1141	412	172	836	302	534	941
%V	76.3%	76.1%	71.0%	72.6%	79.5%	73.5%	83.3%	72.5%
%H (All HH)		97.5%	35.2%	14.7%	71.5%	25.8%	45.6%	80.4%
%H (TV HH)			36.1%	15.1%	73.3%	26.5%	46.8%	
With	364	359	168	65	216	109	107	356
%V	23.7%	23.9%	29.0%	27.4%	20.5%	26.5%	16.7%	27.4%
%H (All HH)		98.6%	46.2%	17.9%	59.3%	29.9%	29.4%	97.8%
%H (TV HH)			46.8%	18.1%	60.2%	30.4%	29.8%	
0 - 3	118	118	54	19	67	30	37	117
%V	7.7%	7.9%	9.3%	8.0%	6.4%	7.3%	5.8%	9.0%
%H (All HH)		100.0%	45.8%	16.1%	56.8%	25.4%	31.4%	99.2%
%H (TV HH)			45.8%	16.1%	56.8%	25.4%	31.4%	
4 - 9	189	187	86	36	114	59	55	185
%V	12.3%	12.5%	14.8%	15.2%	10.8%	14.4%	8.6%	14.3%
%H (All HH)		98.9%	45.5%	19.0%	60.3%	31.2%	29.1%	97.9%
%H (TV HH)			46.0%	19.3%	61.0%	31.6%	29.4%	
10 - 15	180	177	93	33	104	59	45	175
%V	11.7%	11.8%	16.0%	13.9%	9.9%	14.4%	7.0%	13.5%
%H (All HH)		98.3%	51.7%	18.3%	57.8%	32.8%	25.0%	97.2%
%H (TV HH)			52.5%	18.6%	58.8%	33.3%	25.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
1	578	578	151	70	384	62	323	430
%V	37.7%	38.5%	26.0%	29.5%	36.5%	15.1%	50.4%	33.1%
%H (All HH)		100.0%	26.1%	12.1%	66.4%	10.7%	55.9%	74.4%
%H (TV HH)			26.1%	12.1%	66.4%	10.7%	55.9%	
2	511	511	228	77	363	166	197	447
%V	33.3%	34.1%	39.3%	32.5%	34.5%	40.4%	30.7%	34.4%
%H (All HH)		100.0%	44.6%	15.1%	71.0%	32.5%	38.6%	87.5%
%H (TV HH)			44.6%	15.1%	71.0%	32.5%	38.6%	
3	251	251	115	50	184	100	85	236
%V	16.4%	16.7%	19.8%	21.1%	17.5%	24.3%	13.3%	18.2%
%H (All HH)		100.0%	45.8%	19.9%	73.3%	39.8%	33.9%	94.0%
%H (TV HH)			45.8%	19.9%	73.3%	39.8%	33.9%	
4	104	104	55	25	77	51	26	101
%V	6.8%	6.9%	9.5%	10.5%	7.3%	12.4%	4.1%	7.8%
%H (All HH)		100.0%	52.9%	24.0%	74.0%	49.0%	25.0%	97.1%
%H (TV HH)			52.9%	24.0%	74.0%	49.0%	25.0%	
5+	57	57	30	15	44	33	11	56
%V	3.7%	3.8%	5.2%	6.3%	4.2%	8.0%	1.7%	4.3%
%H (All HH)		100.0%	52.6%	26.3%	77.2%	57.9%	19.3%	98.2%
%H (TV HH)			52.6%	26.3%	77.2%	57.9%	19.3%	

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
Jul 2018 - Jun 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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Under 20"	150	150	54	28	131	62	69	126
%V	9.8%	10.0%	9.3%	11.8%	12.5%	15.1%	10.8%	9.7%
%H (All HH)		100.0%	36.0%	18.7%	87.3%	41.3%	46.0%	84.0%
%H (TV HH)			36.0%	18.7%	87.3%	41.3%	46.0%	
20" - 29"	383	383	148	64	306	138	168	325
%V	25.0%	25.5%	25.5%	27.0%	29.1%	33.6%	26.2%	25.0%
%H (All HH)		100.0%	38.6%	16.7%	79.9%	36.0%	43.9%	84.9%
%H (TV HH)			38.6%	16.7%	79.9%	36.0%	43.9%	
30" - 39"	711	711	271	117	522	213	310	605
%V	46.3%	47.4%	46.7%	49.4%	49.6%	51.8%	48.4%	46.6%
%H (All HH)		100.0%	38.1%	16.5%	73.4%	30.0%	43.6%	85.1%
%H (TV HH)			38.1%	16.5%	73.4%	30.0%	43.6%	
40" - 49"	777	777	348	134	528	249	280	690
%V	50.7%	51.8%	60.0%	56.5%	50.2%	60.6%	43.7%	53.2%
%H (All HH)		100.0%	44.8%	17.2%	68.0%	32.0%	36.0%	88.8%
%H (TV HH)			44.8%	17.2%	68.0%	32.0%	36.0%	
50" - 59"	362	362	176	70	233	131	102	345
%V	23.6%	24.1%	30.3%	29.5%	22.1%	31.9%	15.9%	26.6%
%H (All HH)		100.0%	48.6%	19.3%	64.4%	36.2%	28.2%	95.3%
%H (TV HH)			48.6%	19.3%	64.4%	36.2%	28.2%	
60"+	50	50	30	7	33	21	12	50
%V	3.3%	3.3%	5.2%	3.0%	3.1%	5.1%	1.9%	3.9%
%H (All HH)		100.0%	60.0%	14.0%	66.0%	42.0%	24.0%	100.0%
%H (TV HH)			60.0%	14.0%	66.0%	42.0%	24.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Main living room	1480	1480	572	235	1040	406	633	1255
%V	96.5%	98.7%	98.6%	99.2%	98.9%	98.8%	98.8%	96.7%
%H (All HH)		100.0%	38.6%	15.9%	70.3%	27.4%	42.8%	84.8%
%H (TV HH)			38.6%	15.9%	70.3%	27.4%	42.8%	
Kitchen	172	172	81	27	138	75	62	158
%V	11.2%	11.5%	14.0%	11.4%	13.1%	18.2%	9.7%	12.2%
%H (All HH)		100.0%	47.1%	15.7%	80.2%	43.6%	36.0%	91.9%
%H (TV HH)			47.1%	15.7%	80.2%	43.6%	36.0%	
Adult's bedroom	686	686	325	130	499	273	226	623
%V	44.7%	45.7%	56.0%	54.9%	47.4%	66.4%	35.3%	48.0%
%H (All HH)		100.0%	47.4%	19.0%	72.7%	39.8%	32.9%	90.8%
%H (TV HH)			47.4%	19.0%	72.7%	39.8%	32.9%	
Child's bedroom	155	155	84	31	96	58	39	152
%V	10.1%	10.3%	14.5%	13.1%	9.1%	14.1%	6.1%	11.7%
%H (All HH)		100.0%	54.2%	20.0%	61.9%	37.4%	25.2%	98.1%
%H (TV HH)			54.2%	20.0%	61.9%	37.4%	25.2%	
Other bedroom	171	171	77	37	132	71	61	160
%V	11.1%	11.4%	13.3%	15.6%	12.5%	17.3%	9.5%	12.3%
%H (All HH)		100.0%	45.0%	21.6%	77.2%	41.5%	35.7%	93.6%
%H (TV HH)			45.0%	21.6%	77.2%	41.5%	35.7%	
Second living/dining room	150	150	63	37	113	63	50	140
%V	9.8%	10.0%	10.9%	15.6%	10.7%	15.3%	7.8%	10.8%
%H (All HH)		100.0%	42.0%	24.7%	75.3%	42.0%	33.3%	93.3%
%H (TV HH)			42.0%	24.7%	75.3%	42.0%	33.3%	
Study/office	25	25	13	5	21	13	8	25
%V	1.6%	1.7%	2.2%	2.1%	2.0%	3.2%	1.2%	1.9%
%H (All HH)		100.0%	52.0%	20.0%	84.0%	52.0%	32.0%	100.0%
%H (TV HH)			52.0%	20.0%	84.0%	52.0%	32.0%	
TV room	5	5	2	0	5	2	3	5
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.5%	0.5%	0.4%
%H (All HH)		100.0%	40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	100.0%	40.0%	60.0%	
Conservatory	40	40	22	10	33	24	9	39
%V	2.6%	2.7%	3.8%	4.2%	3.1%	5.8%	1.4%	3.0%
%H (All HH)		100.0%	55.0%	25.0%	82.5%	60.0%	22.5%	97.5%
%H (TV HH)			55.0%	25.0%	82.5%	60.0%	22.5%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	5	5	1	1	3	2	1	4
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	40.0%	20.0%	80.0%
%H (TV HH)			20.0%	20.0%	60.0%	40.0%	20.0%	
Other	11	11	7	0	9	5	4	11
%V	0.7%	0.7%	1.2%	0.0%	0.9%	1.2%	0.6%	0.8%
%H (All HH)		100.0%	63.6%	0.0%	81.8%	45.5%	36.4%	100.0%
%H (TV HH)			63.6%	0.0%	81.8%	45.5%	36.4%	

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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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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Any DSAT provider	580	580	580	10	298	298	0	541
%V	37.8%	38.7%	100.0%	4.2%	28.3%	72.5%	0.0%	41.7%
%H (All HH)			100.0%	1.7%	51.4%	51.4%	0.0%	93.3%
%H (TV HH)			100.0%	1.7%	51.4%	51.4%	0.0%	
Sky with subscription	482	482	482	6	250	250	0	454
%V	31.4%	32.1%	83.1%	2.5%	23.8%	60.8%	0.0%	35.0%
%H (All HH)			100.0%	1.2%	51.9%	51.9%	0.0%	94.2%
%H (TV HH)			100.0%	1.2%	51.9%	51.9%	0.0%	
Sky without subscription	33	33	33	2	16	16	0	27
%V	2.2%	2.2%	5.7%	0.8%	1.5%	3.9%	0.0%	2.1%
%H (All HH)			100.0%	6.1%	48.5%	48.5%	0.0%	81.8%
%H (TV HH)			100.0%	6.1%	48.5%	48.5%	0.0%	
Freesat	62	62	62	2	32	32	0	57
%V	4.0%	4.1%	10.7%	0.8%	3.0%	7.8%	0.0%	4.4%
%H (All HH)			100.0%	3.2%	51.6%	51.6%	0.0%	91.9%
%H (TV HH)			100.0%	3.2%	51.6%	51.6%	0.0%	
Other satellite provider	28	28	28	0	15	15	0	27
%V	1.8%	1.9%	4.8%	0.0%	1.4%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	53.6%	53.6%	0.0%	96.4%
%H (TV HH)			100.0%	0.0%	53.6%	53.6%	0.0%	
DCAB	237	237	10	237	118	118	0	224
%V	15.4%	15.8%	1.7%	100.0%	11.2%	28.7%	0.0%	17.3%
%H (All HH)			4.2%	100.0%	49.8%	49.8%	0.0%	94.5%
%H (TV HH)			4.2%	100.0%	49.8%	49.8%	0.0%	
DTT	1052	1052	298	118	1052	411	641	855
%V	68.6%	70.1%	51.4%	49.8%	100.0%	100.0%	100.0%	65.9%
%H (All HH)		100.0%	28.3%	11.2%	100.0%	39.1%	60.9%	81.3%
%H (TV HH)			28.3%	11.2%	100.0%	39.1%	60.9%	

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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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	1534	1500	580	237	1052	411	641	1298
%H (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
PVR	959	959	539	231	591	393	198	879
%V	62.5%	63.9%	92.9%	97.5%	56.2%	95.6%	30.9%	67.7%
%H (All HH)		100.0%	56.2%	24.1%	61.6%	41.0%	20.6%	91.7%
%H (TV HH)			56.2%	24.1%	61.6%	41.0%	20.6%	
DVDR	9	9	4	1	9	5	4	9
%V	0.6%	0.6%	0.7%	0.4%	0.9%	1.2%	0.6%	0.7%
%H (All HH)		100.0%	44.4%	11.1%	100.0%	55.6%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	100.0%	55.6%	44.4%	
VCR	4	4	2	1	4	2	2	3
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.5%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	25.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			50.0%	25.0%	100.0%	50.0%	50.0%	
Any recorder	966	966	540	231	597	394	203	885
%V	63.0%	64.4%	93.1%	97.5%	56.7%	95.9%	31.7%	68.2%
%H (All HH)		100.0%	55.9%	23.9%	61.8%	40.8%	21.0%	91.6%
%H (TV HH)			55.9%	23.9%	61.8%	40.8%	21.0%	
Receives HDTV (via STB or built-in reception)	1087	1087	494	221	757	375	382	984
%V	70.9%	72.5%	85.2%	93.2%	72.0%	91.2%	59.6%	75.8%
%H (All HH)		100.0%	45.4%	20.3%	69.6%	34.5%	35.1%	90.5%
%H (TV HH)			45.4%	20.3%	69.6%	34.5%	35.1%	
DVD/Blu-ray player or recorder	981	981	382	164	710	296	414	848
%V	64.0%	65.4%	65.9%	69.2%	67.5%	72.0%	64.6%	65.3%
%H (All HH)		100.0%	38.9%	16.7%	72.4%	30.2%	42.2%	86.4%
%H (TV HH)			38.9%	16.7%	72.4%	30.2%	42.2%	

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

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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	1534	1500	580	237	1052	411	641	1298
%V (All HH)		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%
%H (TV HH)			38.7%	15.8%	70.1%	27.4%	42.7%	
Has broadband internet	1298	1270	541	224	855	389	466	1298
%V	84.6%	84.7%	93.3%	94.5%	81.3%	94.6%	72.7%	100.0%
%H (All HH)		97.8%	41.7%	17.3%	65.9%	30.0%	35.9%	100.0%
%H (TV HH)			42.6%	17.6%	67.3%	30.6%	36.7%	
Number of computers (PCs and laptops)								
0	340	329	80	27	257	44	214	117
%V	22.2%	21.9%	13.8%	11.4%	24.4%	10.7%	33.4%	9.0%
%H (All HH)		96.8%	23.5%	7.9%	75.6%	12.9%	62.9%	34.4%
%V			24.3%	8.2%	78.1%	13.4%	65.0%	
1	391	382	134	56	259	83	176	380
%V	25.5%	25.5%	23.1%	23.6%	24.6%	20.2%	27.5%	29.3%
%H (All HH)		97.7%	34.3%	14.3%	66.2%	21.2%	45.0%	97.2%
%V			35.1%	14.7%	67.8%	21.7%	46.1%	
2	356	349	150	60	238	111	127	355
%V	23.2%	23.3%	25.9%	25.3%	22.6%	27.0%	19.8%	27.3%
%H (All HH)		98.0%	42.1%	16.9%	66.9%	31.2%	35.7%	99.7%
%H (TV HH)			43.0%	17.2%	68.2%	31.8%	36.4%	
3	202	197	94	39	142	81	61	202
%V	13.2%	13.1%	16.2%	16.5%	13.5%	19.7%	9.5%	15.6%
%H (All HH)		97.5%	46.5%	19.3%	70.3%	40.1%	30.2%	100.0%
%H (TV HH)			47.7%	19.8%	72.1%	41.1%	31.0%	
4	126	125	61	27	81	47	34	125
%V	8.2%	8.3%	10.5%	11.4%	7.7%	11.4%	5.3%	9.6%
%H (All HH)		99.2%	48.4%	21.4%	64.3%	37.3%	27.0%	99.2%
%H (TV HH)			48.8%	21.6%	64.8%	37.6%	27.2%	
5+	119	118	60	27	75	46	29	119
%V	7.8%	7.9%	10.3%	11.4%	7.1%	11.2%	4.5%	9.2%
%H (All HH)		99.2%	50.4%	22.7%	63.0%	38.7%	24.4%	100.0%
%H (TV HH)			50.8%	22.9%	63.6%	39.0%	24.6%	

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

%V = percentage of vertical total

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

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

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	3077	1343	550	2211	1075	1136	2742
%H		43.6%	17.9%	71.9%	34.9%	36.9%	89.1%
Under 20"	184	67	37	158	75	82	158
%V	6.0%	5.0%	6.7%	7.1%	7.0%	7.2%	5.8%
%H		36.4%	20.1%	85.9%	40.8%	44.6%	85.9%
20" - 29"	494	196	86	394	187	207	424
%V	16.1%	14.6%	15.6%	17.8%	17.4%	18.2%	15.5%
%H		39.7%	17.4%	79.8%	37.9%	41.9%	85.8%
30" - 39"	904	368	155	660	291	368	788
%V	29.4%	27.4%	28.2%	29.9%	27.1%	32.4%	28.7%
%H		40.7%	17.1%	73.0%	32.2%	40.7%	87.2%
40" - 49"	957	454	166	650	328	322	864
%V	31.1%	33.8%	30.2%	29.4%	30.5%	28.3%	31.5%
%H		47.4%	17.3%	67.9%	34.3%	33.6%	90.3%
50" - 59"	417	209	81	271	159	112	399
%V	13.6%	15.6%	14.7%	12.3%	14.8%	9.9%	14.6%
%H		50.1%	19.4%	65.0%	38.1%	26.9%	95.7%
60"+	53	33	7	36	24	13	53
%V	1.7%	2.5%	1.3%	1.6%	2.2%	1.1%	1.9%
%H		62.3%	13.2%	67.9%	45.3%	24.5%	100.0%
Don't know	67	16	18	42	11	31	55
%V	2.2%	1.2%	3.3%	1.9%	1.0%	2.7%	2.0%
%H		23.9%	26.9%	62.7%	16.4%	46.3%	82.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North East & Cumbria

Set level data

Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3077	1343	550	2211	1075	1136	2742
%H		43.6%	17.9%	71.9%	34.9%	36.9%	89.1%
Main living room	1487	575	237	1046	409	637	1261
%V	48.3%	42.8%	43.1%	47.3%	38.0%	56.1%	46.0%
%H		38.7%	15.9%	70.3%	27.5%	42.8%	84.8%
Kitchen	172	82	27	139	76	62	158
%V	5.6%	6.1%	4.9%	6.3%	7.1%	5.5%	5.8%
%H		47.7%	15.7%	80.8%	44.2%	36.0%	91.9%
Adult's bedroom	765	363	149	556	312	244	701
%V	24.9%	27.0%	27.1%	25.1%	29.0%	21.5%	25.6%
%H		47.5%	19.5%	72.7%	40.8%	31.9%	91.6%
Child's bedroom	207	116	39	129	80	49	202
%V	6.7%	8.6%	7.1%	5.8%	7.4%	4.3%	7.4%
%H		56.0%	18.8%	62.3%	38.6%	23.7%	97.6%
Other bedroom	202	96	46	153	87	66	190
%V	6.6%	7.1%	8.4%	6.9%	8.1%	5.8%	6.9%
%H		47.5%	22.8%	75.7%	43.1%	32.7%	94.1%
Second living/dining room	154	65	37	116	65	51	144
%V	5.0%	4.8%	6.7%	5.2%	6.0%	4.5%	5.3%
%H		42.2%	24.0%	75.3%	42.2%	33.1%	93.5%
Study/office	25	13	5	21	13	8	25
%V	0.8%	1.0%	0.9%	0.9%	1.2%	0.7%	0.9%
%H		52.0%	20.0%	84.0%	52.0%	32.0%	100.0%
TV room	5	2	0	5	2	3	5
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Conservatory	40	22	10	33	24	9	39
%V	1.3%	1.6%	1.8%	1.5%	2.2%	0.8%	1.4%
%H		55.0%	25.0%	82.5%	60.0%	22.5%	97.5%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	5	1	1	3	2	1	4
%V	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		20.0%	20.0%	60.0%	40.0%	20.0%	80.0%
Other	13	8	0	11	6	5	13
%V	0.4%	0.6%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		61.5%	0.0%	84.6%	46.2%	38.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North East & Cumbria

Set level data

Table 9.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3077	1343	550	2211	1075	1136	2742
%H		43.6%	17.9%	71.9%	34.9%	36.9%	89.1%
PVR	1392	833	353	790	569	221	1300
%V	45.2%	62.0%	64.2%	35.7%	52.9%	19.5%	47.4%
%H		59.8%	25.4%	56.8%	40.9%	15.9%	93.4%
DVDR	10	4	1	9	5	4	9
%V	0.3%	0.3%	0.2%	0.4%	0.5%	0.4%	0.3%
%H		40.0%	10.0%	90.0%	50.0%	40.0%	90.0%
VCR	5	2	1	5	2	3	4
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%
%H		40.0%	20.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	1405	836	353	801	572	230	1311
%V	45.7%	62.2%	64.2%	36.2%	53.2%	20.2%	47.8%
%H		59.5%	25.1%	57.0%	40.7%	16.4%	93.3%

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	3077	1343	550	2211	1075	1136	2742
%H		43.6%	17.9%	71.9%	34.9%	36.9%	89.1%
Receives HDTV (via STB or built-in reception)	1768	861	379	1234	686	548	1639
%V	57.5%	64.1%	68.9%	55.8%	63.8%	48.2%	59.8%
%H		48.7%	21.4%	69.8%	38.8%	31.0%	92.7%
DVD/Blu-ray player or recorder	1393	579	249	1009	471	538	1233
%V	45.3%	43.1%	45.3%	45.6%	43.8%	47.4%	45.0%
%H		41.6%	17.9%	72.4%	33.8%	38.6%	88.5%

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 9.15: 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	1500	580	237	1052	411	641	1270
%H		38.7%	15.8%	70.1%	27.4%	42.7%	84.7%
Under 20"	13	3	1	12	3	9	9
%V	0.9%	0.5%	0.4%	1.1%	0.7%	1.4%	0.7%
%H		23.1%	7.7%	92.3%	23.1%	69.2%	69.2%
20" - 29"	86	16	6	74	13	61	57
%V	5.7%	2.8%	2.5%	7.0%	3.2%	9.5%	4.5%
%H		18.6%	7.0%	86.0%	15.1%	70.9%	66.3%
30" - 39"	370	102	50	284	74	210	280
%V	24.7%	17.6%	21.1%	27.0%	18.0%	32.8%	22.0%
%H		27.6%	13.5%	76.8%	20.0%	56.8%	75.7%
40" - 49"	629	268	103	428	183	245	547
%V	41.9%	46.2%	43.5%	40.7%	44.5%	38.2%	43.1%
%H		42.6%	16.4%	68.0%	29.1%	39.0%	87.0%
50" - 59"	331	161	62	209	116	93	313
%V	22.1%	27.8%	26.2%	19.9%	28.2%	14.5%	24.6%
%H		48.6%	18.7%	63.1%	35.0%	28.1%	94.6%
60"+	43	25	7	28	18	10	43
%V	2.9%	4.3%	3.0%	2.7%	4.4%	1.6%	3.4%
%H		58.1%	16.3%	65.1%	41.9%	23.3%	100.0%
Don't know	29	4	8	17	4	13	22
%V	1.9%	0.7%	3.4%	1.6%	1.0%	2.0%	1.7%
%H		13.8%	27.6%	58.6%	13.8%	44.8%	75.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1500	580	237	1052	411	641	1270
%H		38.7%	15.8%	70.1%	27.4%	42.7%	84.7%
PVR	940	531	229	575	387	188	863
%V	62.7%	91.6%	96.6%	54.7%	94.2%	29.3%	68.0%
%H		56.5%	24.4%	61.2%	41.2%	20.0%	91.8%
DVDR	7	3	1	7	4	3	7
%V	0.5%	0.5%	0.4%	0.7%	1.0%	0.5%	0.6%
%H		42.9%	14.3%	100.0%	57.1%	42.9%	100.0%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	946	532	229	581	389	193	868
%V	63.1%	91.7%	96.6%	55.2%	94.6%	30.1%	68.3%
%H		56.2%	24.2%	61.4%	41.1%	20.4%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	1500	580	237	1052	411	641	1270
%H		38.7%	15.8%	70.1%	27.4%	42.7%	84.7%
Receives HDTV (via STB or built-in reception)	1058	482	217	733	365	368	961
%V	70.5%	83.1%	91.6%	69.7%	88.8%	57.4%	75.7%
%H		45.6%	20.5%	69.3%	34.5%	34.8%	90.8%
DVD/Blu-ray player or recorder	831	307	129	598	230	368	710
%V	55.4%	52.9%	54.4%	56.8%	56.0%	57.4%	55.9%
%H		36.9%	15.5%	72.0%	27.7%	44.3%	85.4%

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 9.18: 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	763	314	1159	664	495	1471
%H		48.4%	19.9%	73.5%	42.1%	31.4%	93.3%
Under 20"	171	64	36	146	73	73	150
%V	10.8%	8.4%	11.5%	12.6%	11.0%	14.7%	10.2%
%H		37.4%	21.1%	85.4%	42.7%	42.7%	87.7%
20" - 29"	408	179	80	320	174	147	367
%V	25.9%	23.5%	25.5%	27.6%	26.2%	29.7%	24.9%
%H		43.9%	19.6%	78.4%	42.6%	36.0%	90.0%
30" - 39"	534	267	105	376	217	159	508
%V	33.9%	35.0%	33.4%	32.4%	32.7%	32.1%	34.5%
%H		50.0%	19.7%	70.4%	40.6%	29.8%	95.1%
40" - 49"	328	186	63	222	146	76	317
%V	20.8%	24.4%	20.1%	19.2%	22.0%	15.4%	21.5%
%H		56.7%	19.2%	67.7%	44.5%	23.2%	96.6%
50" - 59"	86	48	18	62	43	19	86
%V	5.5%	6.3%	5.7%	5.3%	6.5%	3.8%	5.8%
%H		55.8%	20.9%	72.1%	50.0%	22.1%	100.0%
60"+	11	8	0	8	6	3	11
%V	0.7%	1.0%	0.0%	0.7%	0.9%	0.6%	0.7%
%H		72.7%	0.0%	72.7%	54.5%	27.3%	100.0%
Don't know	38	12	10	25	6	18	33
%V	2.4%	1.6%	3.2%	2.2%	0.9%	3.6%	2.2%
%H		31.6%	26.3%	65.8%	15.8%	47.4%	86.8%

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 9.19: 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	763	314	1159	664	495	1471
%H		48.4%	19.9%	73.5%	42.1%	31.4%	93.3%
PVR	453	302	124	215	181	33	437
%V	28.7%	39.6%	39.5%	18.6%	27.3%	6.7%	29.7%
%H		66.7%	27.4%	47.5%	40.0%	7.3%	96.5%
DVDR	3	1	0	3	1	1	3
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	33.3%	100.0%
VCR	2	1	1	2	1	1	2
%V	0.1%	0.1%	0.3%	0.2%	0.2%	0.2%	0.1%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	459	305	124	220	183	37	443
%V	29.1%	40.0%	39.5%	19.0%	27.6%	7.5%	30.1%
%H		66.4%	27.0%	47.9%	39.9%	8.1%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.20: 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	763	314	1159	664	495	1471
%H		48.4%	19.9%	73.5%	42.1%	31.4%	93.3%
Receives HDTV (via STB or built-in reception)	710	379	162	501	321	180	679
%V	45.0%	49.7%	51.6%	43.2%	48.3%	36.4%	46.2%
%H		53.4%	22.8%	70.6%	45.2%	25.4%	95.6%
DVD/Blu-ray player or recorder	563	272	119	410	241	170	524
%V	35.7%	35.6%	37.9%	35.4%	36.3%	34.3%	35.6%
%H		48.3%	21.1%	72.8%	42.8%	30.2%	93.1%

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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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	3429	3363	1459	602	2236	1034	1202	3117
%H		98.1%	42.5%	17.6%	65.2%	30.2%	35.1%	90.9%
Total Children	615	607	286	113	357	185	172	600
%V	17.9%	18.0%	19.6%	18.8%	16.0%	17.9%	14.3%	19.2%
%H		98.7%	46.5%	18.4%	58.0%	30.1%	28.0%	97.6%
0 - 3	138	137	63	23	79	37	41	136
%V	4.0%	4.1%	4.3%	3.8%	3.5%	3.6%	3.4%	4.4%
%H		99.3%	45.7%	16.7%	57.2%	26.8%	29.7%	98.6%
4 - 15	478	470	223	90	278	148	130	465
%V	13.9%	14.0%	15.3%	15.0%	12.4%	14.3%	10.8%	14.9%
%H		98.3%	46.7%	18.8%	58.2%	31.0%	27.2%	97.3%
4 - 9	245	240	106	47	146	74	72	239
%V	7.1%	7.1%	7.3%	7.8%	6.5%	7.2%	6.0%	7.7%
%H		98.0%	43.3%	19.2%	59.6%	30.2%	29.4%	97.6%
10 - 15	233	230	117	42	133	74	59	226
%V	6.8%	6.8%	8.0%	7.0%	5.9%	7.2%	4.9%	7.3%
%H		98.7%	50.2%	18.0%	57.1%	31.8%	25.3%	97.0%

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	3429	3363	1459	602	2236	1034	1202	3117
%H		98.1%	42.5%	17.6%	65.2%	30.2%	35.1%	90.9%
Total Adults (16+)	2813	2756	1173	489	1879	849	1030	2517
%V	82.0%	82.0%	80.4%	81.2%	84.0%	82.1%	85.7%	80.8%
%H		98.0%	41.7%	17.4%	66.8%	30.2%	36.6%	89.5%
16 - 19	155	147	78	27	97	60	38	152
%V	4.5%	4.4%	5.3%	4.5%	4.3%	5.8%	3.2%	4.9%
%H		94.8%	50.3%	17.4%	62.6%	38.7%	24.5%	98.1%
20 - 24	181	171	76	46	104	59	45	177
%V	5.3%	5.1%	5.2%	7.6%	4.7%	5.7%	3.7%	5.7%
%H		94.5%	42.0%	25.4%	57.5%	32.6%	24.9%	97.8%
25 - 34	425	410	174	73	228	100	128	410
%V	12.4%	12.2%	11.9%	12.1%	10.2%	9.7%	10.6%	13.2%
%H		96.5%	40.9%	17.2%	53.6%	23.5%	30.1%	96.5%
35 - 44	375	364	171	72	219	117	102	368
%V	10.9%	10.8%	11.7%	12.0%	9.8%	11.3%	8.5%	11.8%
%H		97.1%	45.6%	19.2%	58.4%	31.2%	27.2%	98.1%
45 - 54	475	470	226	91	318	168	150	452
%V	13.9%	14.0%	15.5%	15.1%	14.2%	16.2%	12.5%	14.5%
%H		98.9%	47.6%	19.2%	66.9%	35.4%	31.6%	95.2%
55 - 64	495	492	217	80	353	160	193	454
%V	14.4%	14.6%	14.9%	13.3%	15.8%	15.5%	16.1%	14.6%
%H		99.4%	43.8%	16.2%	71.3%	32.3%	39.0%	91.7%
65+	707	702	231	100	559	185	374	504
%V	20.6%	20.9%	15.8%	16.6%	25.0%	17.9%	31.1%	16.2%
%H		99.3%	32.7%	14.1%	79.1%	26.2%	52.9%	71.3%

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+)		2813	2756	1173	489	1879	849	1030	2517
	%H		98.0%	41.7%	17.4%	66.8%	30.2%	36.6%	89.5%
AB		711	692	311	113	477	224	253	689
	%V	25.3%	25.1%	26.5%	23.1%	25.4%	26.4%	24.6%	27.4%
	%H		97.3%	43.7%	15.9%	67.1%	31.5%	35.6%	96.9%
C1		785	768	345	160	510	254	256	737
	%V	27.9%	27.9%	29.4%	32.7%	27.1%	29.9%	24.9%	29.3%
	%H		97.8%	43.9%	20.4%	65.0%	32.4%	32.6%	93.9%
C2		635	628	278	116	421	195	225	572
	%V	22.6%	22.8%	23.7%	23.7%	22.4%	23.0%	21.8%	22.7%
	%H		98.9%	43.8%	18.3%	66.3%	30.7%	35.4%	90.1%
D		425	418	163	75	289	128	160	362
	%V	15.1%	15.2%	13.9%	15.3%	15.4%	15.1%	15.5%	14.4%
	%H		98.4%	38.4%	17.6%	68.0%	30.1%	37.6%	85.2%
E		257	249	74	25	183	47	136	156
	%V	9.1%	9.0%	6.3%	5.1%	9.7%	5.5%	13.2%	6.2%
	%H		96.9%	28.8%	9.7%	71.2%	18.3%	52.9%	60.7%

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 9.24: 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+)	2813	2756	1173	489	1879	849	1030	2517
%H		98.0%	41.7%	17.4%	66.8%	30.2%	36.6%	89.5%
Working full time	1273	1245	597	243	787	413	374	1243
%V	45.3%	45.2%	50.9%	49.7%	41.9%	48.6%	36.3%	49.4%
%H		97.8%	46.9%	19.1%	61.8%	32.4%	29.4%	97.6%
Working part time	278	275	119	51	189	90	99	267
%V	9.9%	10.0%	10.1%	10.4%	10.1%	10.6%	9.6%	10.6%
%H		98.9%	42.8%	18.3%	68.0%	32.4%	35.6%	96.0%
Not working	1263	1236	456	195	903	346	557	1007
%V	44.9%	44.8%	38.9%	39.9%	48.1%	40.8%	54.1%	40.0%
%H		97.9%	36.1%	15.4%	71.5%	27.4%	44.1%	79.7%
Houseperson	1534	1500	580	237	1052	411	641	1298
%V	54.5%	54.4%	49.4%	48.5%	56.0%	48.4%	62.2%	51.6%
%H		97.8%	37.8%	15.4%	68.6%	26.8%	41.8%	84.6%

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 9.25: 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+)	1370	1334	575	240	905	417	489	1235
%H		97.4%	42.0%	17.5%	66.1%	30.4%	35.7%	90.1%
16 - 19	83	79	44	13	54	33	21	81
%V	6.1%	5.9%	7.7%	5.4%	6.0%	7.9%	4.3%	6.6%
%H		95.2%	53.0%	15.7%	65.1%	39.8%	25.3%	97.6%
20 - 24	94	86	36	24	54	32	22	92
%V	6.9%	6.4%	6.3%	10.0%	6.0%	7.7%	4.5%	7.4%
%H		91.5%	38.3%	25.5%	57.4%	34.0%	23.4%	97.9%
25 - 34	215	204	85	35	115	49	65	206
%V	15.7%	15.3%	14.8%	14.6%	12.7%	11.8%	13.3%	16.7%
%H		94.9%	39.5%	16.3%	53.5%	22.8%	30.2%	95.8%
35 - 44	181	175	81	34	106	53	53	178
%V	13.2%	13.1%	14.1%	14.2%	11.7%	12.7%	10.8%	14.4%
%H		96.7%	44.8%	18.8%	58.6%	29.3%	29.3%	98.3%
45 - 54	230	228	106	48	150	78	72	215
%V	16.8%	17.1%	18.4%	20.0%	16.6%	18.7%	14.7%	17.4%
%H		99.1%	46.1%	20.9%	65.2%	33.9%	31.3%	93.5%
55 - 64	239	238	107	33	172	74	98	214
%V	17.4%	17.8%	18.6%	13.8%	19.0%	17.7%	20.0%	17.3%
%H		99.6%	44.8%	13.8%	72.0%	31.0%	41.0%	89.5%
65+	327	325	116	52	256	98	158	250
%V	23.9%	24.4%	20.2%	21.7%	28.3%	23.5%	32.3%	20.2%
%H		99.4%	35.5%	15.9%	78.3%	30.0%	48.3%	76.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1370	1334	575	240	905	417	489	1235
%H		97.4%	42.0%	17.5%	66.1%	30.4%	35.7%	90.1%
AB	355	342	156	56	233	111	123	346
%V	25.9%	25.6%	27.1%	23.3%	25.7%	26.6%	25.2%	28.0%
%H		96.3%	43.9%	15.8%	65.6%	31.3%	34.6%	97.5%
C1	367	356	161	76	235	123	112	351
%V	26.8%	26.7%	28.0%	31.7%	26.0%	29.5%	22.9%	28.4%
%H		97.0%	43.9%	20.7%	64.0%	33.5%	30.5%	95.6%
C2	346	340	148	61	228	102	127	307
%V	25.3%	25.5%	25.7%	25.4%	25.2%	24.5%	26.0%	24.9%
%H		98.3%	42.8%	17.6%	65.9%	29.5%	36.7%	88.7%
D	196	193	77	37	129	59	70	168
%V	14.3%	14.5%	13.4%	15.4%	14.3%	14.1%	14.3%	13.6%
%H		98.5%	39.3%	18.9%	65.8%	30.1%	35.7%	85.7%
E	106	103	32	10	79	22	57	63
%V	7.7%	7.7%	5.6%	4.2%	8.7%	5.3%	11.7%	5.1%
%H		97.2%	30.2%	9.4%	74.5%	20.8%	53.8%	59.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1370	1334	575	240	905	417	489	1235
%H		97.4%	42.0%	17.5%	66.1%	30.4%	35.7%	90.1%
Working full time	749	727	348	142	455	236	218	729
%V	54.7%	54.5%	60.5%	59.2%	50.3%	56.6%	44.6%	59.0%
%H		97.1%	46.5%	19.0%	60.7%	31.5%	29.1%	97.3%
Working part time	57	56	20	11	43	18	25	51
%V	4.2%	4.2%	3.5%	4.6%	4.8%	4.3%	5.1%	4.1%
%H		98.2%	35.1%	19.3%	75.4%	31.6%	43.9%	89.5%
Not working	564	550	207	87	408	162	246	455
%V	41.2%	41.2%	36.0%	36.3%	45.1%	38.8%	50.3%	36.8%
%H		97.5%	36.7%	15.4%	72.3%	28.7%	43.6%	80.7%
Houseperson	347	331	103	44	240	70	170	265
%V	25.3%	24.8%	17.9%	18.3%	26.5%	16.8%	34.8%	21.5%
%H		95.4%	29.7%	12.7%	69.2%	20.2%	49.0%	76.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1444	1422	598	250	973	432	541	1282
%H		98.5%	41.4%	17.3%	67.4%	29.9%	37.5%	88.8%
16 - 19	72	68	35	13	43	27	17	71
%V	5.0%	4.8%	5.9%	5.2%	4.4%	6.3%	3.1%	5.5%
%H		94.4%	48.6%	18.1%	59.7%	37.5%	23.6%	98.6%
20 - 24	87	85	40	22	50	27	23	85
%V	6.0%	6.0%	6.7%	8.8%	5.1%	6.3%	4.3%	6.6%
%H		97.7%	46.0%	25.3%	57.5%	31.0%	26.4%	97.7%
25 - 34	210	206	89	38	113	51	63	204
%V	14.5%	14.5%	14.9%	15.2%	11.6%	11.8%	11.6%	15.9%
%H		98.1%	42.4%	18.1%	53.8%	24.3%	30.0%	97.1%
35 - 44	195	189	90	37	114	64	49	190
%V	13.5%	13.3%	15.1%	14.8%	11.7%	14.8%	9.1%	14.8%
%H		96.9%	46.2%	19.0%	58.5%	32.8%	25.1%	97.4%
45 - 54	245	242	120	43	168	90	78	237
%V	17.0%	17.0%	20.1%	17.2%	17.3%	20.8%	14.4%	18.5%
%H		98.8%	49.0%	17.6%	68.6%	36.7%	31.8%	96.7%
55 - 64	256	254	110	47	181	86	95	239
%V	17.7%	17.9%	18.4%	18.8%	18.6%	19.9%	17.6%	18.6%
%H		99.2%	43.0%	18.4%	70.7%	33.6%	37.1%	93.4%
65+	380	378	115	48	304	87	216	255
%V	26.3%	26.6%	19.2%	19.2%	31.2%	20.1%	39.9%	19.9%
%H		99.5%	30.3%	12.6%	80.0%	22.9%	56.8%	67.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1444	1422	598	250	973	432	541	1282
%H		98.5%	41.4%	17.3%	67.4%	29.9%	37.5%	88.8%
AB	356	350	155	58	244	113	130	343
%V	24.7%	24.6%	25.9%	23.2%	25.1%	26.2%	24.0%	26.8%
%H		98.3%	43.5%	16.3%	68.5%	31.7%	36.5%	96.3%
C1	418	413	184	84	274	131	144	386
%V	28.9%	29.0%	30.8%	33.6%	28.2%	30.3%	26.6%	30.1%
%H		98.8%	44.0%	20.1%	65.6%	31.3%	34.4%	92.3%
C2	289	288	130	55	192	93	99	265
%V	20.0%	20.3%	21.7%	22.0%	19.7%	21.5%	18.3%	20.7%
%H		99.7%	45.0%	19.0%	66.4%	32.2%	34.3%	91.7%
D	230	226	86	38	160	69	90	194
%V	15.9%	15.9%	14.4%	15.2%	16.4%	16.0%	16.6%	15.1%
%H		98.3%	37.4%	16.5%	69.6%	30.0%	39.1%	84.3%
E	151	145	42	15	104	25	78	93
%V	10.5%	10.2%	7.0%	6.0%	10.7%	5.8%	14.4%	7.3%
%H		96.0%	27.8%	9.9%	68.9%	16.6%	51.7%	61.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1444	1422	598	250	973	432	541	1282
%H		98.5%	41.4%	17.3%	67.4%	29.9%	37.5%	88.8%
Working full time	524	517	250	102	333	177	156	514
%V	36.3%	36.4%	41.8%	40.8%	34.2%	41.0%	28.8%	40.1%
%H		98.7%	47.7%	19.5%	63.5%	33.8%	29.8%	98.1%
Working part time	221	219	99	40	145	71	74	217
%V	15.3%	15.4%	16.6%	16.0%	14.9%	16.4%	13.7%	16.9%
%H		99.1%	44.8%	18.1%	65.6%	32.1%	33.5%	98.2%
Not working	699	685	250	108	495	184	312	552
%V	48.4%	48.2%	41.8%	43.2%	50.9%	42.6%	57.7%	43.1%
%H		98.0%	35.8%	15.5%	70.8%	26.3%	44.6%	79.0%
Houseperson	1187	1169	477	193	812	340	472	1032
%V	82.2%	82.2%	79.8%	77.2%	83.5%	78.7%	87.2%	80.5%
%H		98.5%	40.2%	16.3%	68.4%	28.6%	39.8%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
AB	588	574	233	87	379	149	230	571
%V	19.2%	19.6%	22.2%	18.6%	19.4%	22.7%	17.7%	21.8%
%H (All HH)		97.6%	39.6%	14.8%	64.5%	25.3%	39.1%	97.1%
%H (TV HH)			40.6%	15.2%	66.0%	26.0%	40.1%	
C1	825	788	303	129	524	205	319	763
%V	27.0%	26.9%	28.9%	27.6%	26.8%	31.3%	24.6%	29.2%
%H (All HH)		95.5%	36.7%	15.6%	63.5%	24.8%	38.7%	92.5%
%H (TV HH)			38.5%	16.4%	66.5%	26.0%	40.5%	
C2	581	558	207	105	358	130	228	515
%V	19.0%	19.1%	19.7%	22.5%	18.3%	19.8%	17.6%	19.7%
%H (All HH)		96.0%	35.6%	18.1%	61.6%	22.4%	39.2%	88.6%
%H (TV HH)			37.1%	18.8%	64.2%	23.3%	40.9%	
D	498	476	171	69	308	95	213	406
%V	16.3%	16.3%	16.3%	14.8%	15.8%	14.5%	16.4%	15.5%
%H (All HH)		95.6%	34.3%	13.9%	61.8%	19.1%	42.8%	81.5%
%H (TV HH)			35.9%	14.5%	64.7%	20.0%	44.7%	
E	564	534	134	76	384	76	308	359
%V	18.5%	18.2%	12.8%	16.3%	19.7%	11.6%	23.7%	13.7%
%H (All HH)		94.7%	23.8%	13.5%	68.1%	13.5%	54.6%	63.7%
%H (TV HH)			25.1%	14.2%	71.9%	14.2%	57.7%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Under 25	127	113	21	20	69	12	57	117
%V	4.2%	3.9%	2.0%	4.3%	3.5%	1.8%	4.4%	4.5%
%H (All HH)		89.0%	16.5%	15.7%	54.3%	9.4%	44.9%	92.1%
%H (TV HH)			18.6%	17.7%	61.1%	10.6%	50.4%	
25 - 34	460	419	162	55	216	69	146	442
%V	15.1%	14.3%	15.4%	11.8%	11.1%	10.5%	11.2%	16.9%
%H (All HH)		91.1%	35.2%	12.0%	47.0%	15.0%	31.7%	96.1%
%H (TV HH)			38.7%	13.1%	51.6%	16.5%	34.8%	
35 - 44	480	449	188	82	256	105	152	464
%V	15.7%	15.3%	17.9%	17.6%	13.1%	16.0%	11.7%	17.8%
%H (All HH)		93.5%	39.2%	17.1%	53.3%	21.9%	31.7%	96.7%
%H (TV HH)			41.9%	18.3%	57.0%	23.4%	33.9%	
45 - 54	588	575	242	109	379	170	209	555
%V	19.2%	19.6%	23.1%	23.3%	19.4%	26.0%	16.1%	21.2%
%H (All HH)		97.8%	41.2%	18.5%	64.5%	28.9%	35.5%	94.4%
%H (TV HH)			42.1%	19.0%	65.9%	29.6%	36.3%	
55 - 64	523	510	182	96	357	129	229	468
%V	17.1%	17.4%	17.3%	20.6%	18.3%	19.7%	17.6%	17.9%
%H (All HH)		97.5%	34.8%	18.4%	68.3%	24.7%	43.8%	89.5%
%H (TV HH)			35.7%	18.8%	70.0%	25.3%	44.9%	
65 +	877	865	254	105	676	171	505	568
%V	28.7%	29.5%	24.2%	22.5%	34.6%	26.1%	38.9%	21.7%
%H (All HH)		98.6%	29.0%	12.0%	77.1%	19.5%	57.6%	64.8%
%H (TV HH)			29.4%	12.1%	78.2%	19.8%	58.4%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
1	984	923	241	98	678	124	554	665
%V	32.2%	31.5%	23.0%	21.0%	34.7%	18.9%	42.7%	25.4%
%H (All HH)		93.8%	24.5%	10.0%	68.9%	12.6%	56.3%	67.6%
%H (TV HH)			26.1%	10.6%	73.5%	13.4%	60.0%	
2	1033	1003	350	170	686	244	442	934
%V	33.8%	34.2%	33.4%	36.4%	35.1%	37.3%	34.1%	35.7%
%H (All HH)		97.1%	33.9%	16.5%	66.4%	23.6%	42.8%	90.4%
%H (TV HH)			34.9%	16.9%	68.4%	24.3%	44.1%	
3	468	454	203	91	273	129	143	452
%V	15.3%	15.5%	19.4%	19.5%	14.0%	19.7%	11.0%	17.3%
%H (All HH)		97.0%	43.4%	19.4%	58.3%	27.6%	30.6%	96.6%
%H (TV HH)			44.7%	20.0%	60.1%	28.4%	31.5%	
4	380	367	163	72	222	107	115	376
%V	12.4%	12.5%	15.5%	15.4%	11.4%	16.3%	8.9%	14.4%
%H (All HH)		96.6%	42.9%	18.9%	58.4%	28.2%	30.3%	98.9%
%H (TV HH)			44.4%	19.6%	60.5%	29.2%	31.3%	
5+	191	182	91	34	95	50	44	187
%V	6.3%	6.2%	8.7%	7.3%	4.9%	7.6%	3.4%	7.2%
%H (All HH)		95.3%	47.6%	17.8%	49.7%	26.2%	23.0%	97.9%
%H (TV HH)			50.0%	18.7%	52.2%	27.5%	24.2%	
Average HH size	2.30	2.30	2.57	2.56	2.19	2.60	1.98	2.45

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Without	2287	2184	718	332	1524	461	1063	1864
%V	74.8%	74.6%	68.4%	71.1%	78.0%	70.4%	81.9%	71.3%
%H (All HH)		95.5%	31.4%	14.5%	66.6%	20.2%	46.5%	81.5%
%H (TV HH)			32.9%	15.2%	69.8%	21.1%	48.7%	
With	769	745	330	135	429	194	235	750
%V	25.2%	25.4%	31.5%	28.9%	22.0%	29.6%	18.1%	28.7%
%H (All HH)		96.9%	42.9%	17.6%	55.8%	25.2%	30.6%	97.5%
%H (TV HH)			44.3%	18.1%	57.6%	26.0%	31.5%	
0 - 3	290	278	122	45	146	57	89	278
%V	9.5%	9.5%	11.6%	9.6%	7.5%	8.7%	6.9%	10.6%
%H (All HH)		95.9%	42.1%	15.5%	50.3%	19.7%	30.7%	95.9%
%H (TV HH)			43.9%	16.2%	52.5%	20.5%	32.0%	
4 - 9	407	390	172	66	217	95	122	398
%V	13.3%	13.3%	16.4%	14.1%	11.1%	14.5%	9.4%	15.2%
%H (All HH)		95.8%	42.3%	16.2%	53.3%	23.3%	30.0%	97.8%
%H (TV HH)			44.1%	16.9%	55.6%	24.4%	31.3%	
10 - 15	381	370	172	75	224	117	106	374
%V	12.5%	12.6%	16.4%	16.1%	11.5%	17.9%	8.2%	14.3%
%H (All HH)		97.1%	45.1%	19.7%	58.8%	30.7%	27.8%	98.2%
%H (TV HH)			46.5%	20.3%	60.5%	31.6%	28.6%	

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
1	1174	1174	324	138	709	82	626	910
%V	38.4%	40.1%	30.9%	29.6%	36.3%	12.5%	48.2%	34.8%
%H (All HH)		100.0%	27.6%	11.8%	60.4%	7.0%	53.3%	77.5%
%H (TV HH)			27.6%	11.8%	60.4%	7.0%	53.3%	
2	989	989	373	167	673	251	422	867
%V	32.4%	33.8%	35.6%	35.8%	34.5%	38.3%	32.5%	33.2%
%H (All HH)		100.0%	37.7%	16.9%	68.0%	25.4%	42.7%	87.7%
%H (TV HH)			37.7%	16.9%	68.0%	25.4%	42.7%	
3	496	496	211	102	365	187	178	473
%V	16.2%	16.9%	20.1%	21.8%	18.7%	28.5%	13.7%	18.1%
%H (All HH)		100.0%	42.5%	20.6%	73.6%	37.7%	35.9%	95.4%
%H (TV HH)			42.5%	20.6%	73.6%	37.7%	35.9%	
4	183	183	96	39	136	86	50	179
%V	6.0%	6.2%	9.2%	8.4%	7.0%	13.1%	3.9%	6.8%
%H (All HH)		100.0%	52.5%	21.3%	74.3%	47.0%	27.3%	97.8%
%H (TV HH)			52.5%	21.3%	74.3%	47.0%	27.3%	
5+	88	88	45	21	71	50	21	87
%V	2.9%	3.0%	4.3%	4.5%	3.6%	7.6%	1.6%	3.3%
%H (All HH)		100.0%	51.1%	23.9%	80.7%	56.8%	23.9%	98.9%
%H (TV HH)			51.1%	23.9%	80.7%	56.8%	23.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Under 20"	203	203	73	30	164	69	96	174
%V	6.6%	6.9%	7.0%	6.4%	8.4%	10.5%	7.4%	6.7%
%H (All HH)		100.0%	36.0%	14.8%	80.8%	34.0%	47.3%	85.7%
%H (TV HH)			36.0%	14.8%	80.8%	34.0%	47.3%	
20" - 29"	694	694	232	114	550	219	331	591
%V	22.7%	23.7%	22.1%	24.4%	28.2%	33.4%	25.5%	22.6%
%H (All HH)		100.0%	33.4%	16.4%	79.3%	31.6%	47.7%	85.2%
%H (TV HH)			33.4%	16.4%	79.3%	31.6%	47.7%	
30" - 39"	1518	1518	537	254	1087	400	687	1313
%V	49.7%	51.8%	51.2%	54.4%	55.7%	61.1%	52.9%	50.2%
%H (All HH)		100.0%	35.4%	16.7%	71.6%	26.4%	45.3%	86.5%
%H (TV HH)			35.4%	16.7%	71.6%	26.4%	45.3%	
40" - 49"	1425	1425	598	259	916	397	519	1312
%V	46.6%	48.7%	57.0%	55.5%	46.9%	60.6%	40.0%	50.2%
%H (All HH)		100.0%	42.0%	18.2%	64.3%	27.9%	36.4%	92.1%
%H (TV HH)			42.0%	18.2%	64.3%	27.9%	36.4%	
50" - 59"	560	560	257	103	341	167	175	533
%V	18.3%	19.1%	24.5%	22.1%	17.5%	25.5%	13.5%	20.4%
%H (All HH)		100.0%	45.9%	18.4%	60.9%	29.8%	31.3%	95.2%
%H (TV HH)			45.9%	18.4%	60.9%	29.8%	31.3%	
60"+	67	67	34	13	40	23	17	66
%V	2.2%	2.3%	3.2%	2.8%	2.0%	3.5%	1.3%	2.5%
%H (All HH)		100.0%	50.7%	19.4%	59.7%	34.3%	25.4%	98.5%
%H (TV HH)			50.7%	19.4%	59.7%	34.3%	25.4%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Main living room	2914	2914	1045	466	1944	655	1289	2503
%V	95.4%	99.5%	99.6%	99.8%	99.5%	100.0%	99.3%	95.8%
%H (All HH)		100.0%	35.9%	16.0%	66.7%	22.5%	44.2%	85.9%
%H (TV HH)			35.9%	16.0%	66.7%	22.5%	44.2%	
Kitchen	242	242	101	39	190	91	99	222
%V	7.9%	8.3%	9.6%	8.4%	9.7%	13.9%	7.6%	8.5%
%H (All HH)		100.0%	41.7%	16.1%	78.5%	37.6%	40.9%	91.7%
%H (TV HH)			41.7%	16.1%	78.5%	37.6%	40.9%	
Adult's bedroom	1358	1358	554	265	966	450	516	1244
%V	44.4%	46.4%	52.8%	56.7%	49.5%	68.7%	39.8%	47.6%
%H (All HH)		100.0%	40.8%	19.5%	71.1%	33.1%	38.0%	91.6%
%H (TV HH)			40.8%	19.5%	71.1%	33.1%	38.0%	
Child's bedroom	233	233	105	51	165	97	68	229
%V	7.6%	8.0%	10.0%	10.9%	8.4%	14.8%	5.2%	8.8%
%H (All HH)		100.0%	45.1%	21.9%	70.8%	41.6%	29.2%	98.3%
%H (TV HH)			45.1%	21.9%	70.8%	41.6%	29.2%	
Other bedroom	225	225	102	53	156	86	71	216
%V	7.4%	7.7%	9.7%	11.3%	8.0%	13.1%	5.5%	8.3%
%H (All HH)		100.0%	45.3%	23.6%	69.3%	38.2%	31.6%	96.0%
%H (TV HH)			45.3%	23.6%	69.3%	38.2%	31.6%	
Second living/dining room	355	355	167	62	265	141	124	331
%V	11.6%	12.1%	15.9%	13.3%	13.6%	21.5%	9.6%	12.7%
%H (All HH)		100.0%	47.0%	17.5%	74.6%	39.7%	34.9%	93.2%
%H (TV HH)			47.0%	17.5%	74.6%	39.7%	34.9%	
Study/office	28	28	15	4	22	13	9	28
%V	0.9%	1.0%	1.4%	0.9%	1.1%	2.0%	0.7%	1.1%
%H (All HH)		100.0%	53.6%	14.3%	78.6%	46.4%	32.1%	100.0%
%H (TV HH)			53.6%	14.3%	78.6%	46.4%	32.1%	
TV room	20	20	10	3	14	8	7	19
%V	0.7%	0.7%	1.0%	0.6%	0.7%	1.2%	0.5%	0.7%
%H (All HH)		100.0%	50.0%	15.0%	70.0%	40.0%	35.0%	95.0%
%H (TV HH)			50.0%	15.0%	70.0%	40.0%	35.0%	
Conservatory	67	67	32	13	53	30	23	64
%V	2.2%	2.3%	3.1%	2.8%	2.7%	4.6%	1.8%	2.4%
%H (All HH)		100.0%	47.8%	19.4%	79.1%	44.8%	34.3%	95.5%
%H (TV HH)			47.8%	19.4%	79.1%	44.8%	34.3%	
Attic or loft room	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	13	13	8	1	8	5	4	13
%V	0.4%	0.4%	0.8%	0.2%	0.4%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	61.5%	7.7%	61.5%	38.5%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	61.5%	38.5%	30.8%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

Table 10.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Any DSAT provider	1049	1049	1049	11	454	454	0	974
%V	34.3%	35.8%	100.0%	2.4%	23.2%	69.3%	0.0%	37.3%
%H (All HH)			100.0%	1.0%	43.3%	43.3%	0.0%	92.9%
%H (TV HH)			100.0%	1.0%	43.3%	43.3%	0.0%	
Sky with subcription	944	944	944	6	405	405	0	884
%V	30.9%	32.2%	90.0%	1.3%	20.7%	61.8%	0.0%	33.8%
%H (All HH)			100.0%	0.6%	42.9%	42.9%	0.0%	93.6%
%H (TV HH)			100.0%	0.6%	42.9%	42.9%	0.0%	
Sky without subscription	34	34	34	1	12	12	0	27
%V	1.1%	1.2%	3.2%	0.2%	0.6%	1.8%	0.0%	1.0%
%H (All HH)			100.0%	2.9%	35.3%	35.3%	0.0%	79.4%
%H (TV HH)			100.0%	2.9%	35.3%	35.3%	0.0%	
Freesat	58	58	58	1	33	33	0	55
%V	1.9%	2.0%	5.5%	0.2%	1.7%	5.0%	0.0%	2.1%
%H (All HH)			100.0%	1.7%	56.9%	56.9%	0.0%	94.8%
%H (TV HH)			100.0%	1.7%	56.9%	56.9%	0.0%	
Other satellite provider	40	40	40	4	22	22	0	35
%V	1.3%	1.4%	3.8%	0.9%	1.1%	3.4%	0.0%	1.3%
%H (All HH)			100.0%	10.0%	55.0%	55.0%	0.0%	87.5%
%H (TV HH)			100.0%	10.0%	55.0%	55.0%	0.0%	
DCAB	467	467	11	467	207	207	0	443
%V	15.3%	15.9%	1.0%	100.0%	10.6%	31.6%	0.0%	16.9%
%H (All HH)			2.4%	100.0%	44.3%	44.3%	0.0%	94.9%
%H (TV HH)			2.4%	100.0%	44.3%	44.3%	0.0%	
DTT	1953	1953	454	207	1953	655	1298	1604
%V	63.9%	66.7%	43.3%	44.3%	100.0%	100.0%	100.0%	61.4%
%H (All HH)		100.0%	23.2%	10.6%	100.0%	33.5%	66.5%	82.1%
%H (TV HH)			23.2%	10.6%	100.0%	33.5%	66.5%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC North West

Household level data

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	3056	2929	1049	467	1953	655	1298	2614
%H (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
PVR	1745	1745	973	452	945	617	328	1628
%V	57.1%	59.6%	92.8%	96.8%	48.4%	94.2%	25.3%	62.3%
%H (All HH)		100.0%	55.8%	25.9%	54.2%	35.4%	18.8%	93.3%
%H (TV HH)			55.8%	25.9%	54.2%	35.4%	18.8%	
DVDR	33	33	14	2	28	12	16	30
%V	1.1%	1.1%	1.3%	0.4%	1.4%	1.8%	1.2%	1.1%
%H (All HH)		100.0%	42.4%	6.1%	84.8%	36.4%	48.5%	90.9%
%H (TV HH)			42.4%	6.1%	84.8%	36.4%	48.5%	
VCR	16	16	4	1	15	4	11	8
%V	0.5%	0.5%	0.4%	0.2%	0.8%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	25.0%	6.3%	93.8%	25.0%	68.8%	50.0%
%H (TV HH)			25.0%	6.3%	93.8%	25.0%	68.8%	
Any recorder	1767	1767	973	452	966	618	348	1645
%V	57.8%	60.3%	92.8%	96.8%	49.5%	94.4%	26.8%	62.9%
%H (All HH)		100.0%	55.1%	25.6%	54.7%	35.0%	19.7%	93.1%
%H (TV HH)			55.1%	25.6%	54.7%	35.0%	19.7%	
Receives HDTV (via STB or built-in reception)	2056	2056	939	376	1344	593	751	1880
%V	67.3%	70.2%	89.5%	80.5%	68.8%	90.5%	57.9%	71.9%
%H (All HH)		100.0%	45.7%	18.3%	65.4%	28.8%	36.5%	91.4%
%H (TV HH)			45.7%	18.3%	65.4%	28.8%	36.5%	
DVD/Blu-ray player or recorder	1570	1570	579	267	1082	417	664	1399
%V	51.4%	53.6%	55.2%	57.2%	55.4%	63.7%	51.2%	53.5%
%H (All HH)		100.0%	36.9%	17.0%	68.9%	26.6%	42.3%	89.1%
%H (TV HH)			36.9%	17.0%	68.9%	26.6%	42.3%	

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

Jul 2018 - Jun 2019

BBC North West

Household level data

Table 10.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3056	2929	1049	467	1953	655	1298	2614
%V (All HH)		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%
%H (TV HH)			35.8%	15.9%	66.7%	22.4%	44.3%	
Has broadband internet	2614	2516	974	443	1604	617	987	2614
%V	85.5%	85.9%	92.9%	94.9%	82.1%	94.2%	76.0%	100.0%
%H (All HH)		96.3%	37.3%	16.9%	61.4%	23.6%	37.8%	100.0%
%H (TV HH)			38.7%	17.6%	63.8%	24.5%	39.2%	
Number of computers (PCs and laptops)								
0	674	628	150	61	470	69	401	260
%V	22.1%	21.4%	14.3%	13.1%	24.1%	10.5%	30.9%	9.9%
%H (All HH)		93.2%	22.3%	9.1%	69.7%	10.2%	59.5%	38.6%
%H (TV HH)			23.9%	9.7%	74.8%	11.0%	63.9%	
1	928	881	295	145	562	162	399	904
%V	30.4%	30.1%	28.1%	31.0%	28.8%	24.7%	30.7%	34.6%
%H (All HH)		94.9%	31.8%	15.6%	60.6%	17.5%	43.0%	97.4%
%H (TV HH)			33.5%	16.5%	63.8%	18.4%	45.3%	
2	731	712	287	128	450	177	273	729
%V	23.9%	24.3%	27.4%	27.4%	23.0%	27.0%	21.0%	27.9%
%H (All HH)		97.4%	39.3%	17.5%	61.6%	24.2%	37.3%	99.7%
%H (TV HH)			40.3%	18.0%	63.2%	24.9%	38.3%	
3	343	333	145	62	217	105	112	342
%V	11.2%	11.4%	13.8%	13.3%	11.1%	16.0%	8.6%	13.1%
%H (All HH)		97.1%	42.3%	18.1%	63.3%	30.6%	32.7%	99.7%
%H (TV HH)			43.5%	18.6%	65.2%	31.5%	33.6%	
4	194	191	92	34	130	72	59	194
%V	6.3%	6.5%	8.8%	7.3%	6.7%	11.0%	4.5%	7.4%
%H (All HH)		98.5%	47.4%	17.5%	67.0%	37.1%	30.4%	100.0%
%H (TV HH)			48.2%	17.8%	68.1%	37.7%	30.9%	
5+	186	184	81	36	125	69	55	185
%V	6.1%	6.3%	7.7%	7.7%	6.4%	10.5%	4.2%	7.1%
%H (All HH)		98.9%	43.5%	19.4%	67.2%	37.1%	29.6%	99.5%
%H (TV HH)			44.0%	19.6%	67.9%	37.5%	29.9%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Set level data

Table 10.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5846	2328	1043	4077	1755	2322	5249
%H		39.8%	17.8%	69.7%	30.0%	39.7%	89.8%
Under 20"	247	92	35	202	88	114	214
%V	4.2%	4.0%	3.4%	5.0%	5.0%	4.9%	4.1%
%H		37.2%	14.2%	81.8%	35.6%	46.2%	86.6%
20" - 29"	868	306	143	692	291	401	748
%V	14.8%	13.1%	13.7%	17.0%	16.6%	17.3%	14.3%
%H		35.3%	16.5%	79.7%	33.5%	46.2%	86.2%
30" - 39"	2032	759	354	1469	594	875	1798
%V	34.8%	32.6%	33.9%	36.0%	33.8%	37.7%	34.3%
%H		37.4%	17.4%	72.3%	29.2%	43.1%	88.5%
40" - 49"	1778	770	342	1141	528	613	1653
%V	30.4%	33.1%	32.8%	28.0%	30.1%	26.4%	31.5%
%H		43.3%	19.2%	64.2%	29.7%	34.5%	93.0%
50" - 59"	629	293	118	382	191	191	602
%V	10.8%	12.6%	11.3%	9.4%	10.9%	8.2%	11.5%
%H		46.6%	18.8%	60.7%	30.4%	30.4%	95.7%
60"+	70	37	13	43	26	18	69
%V	1.2%	1.6%	1.2%	1.1%	1.5%	0.8%	1.3%
%H		52.9%	18.6%	61.4%	37.1%	25.7%	98.6%
Don't know	223	70	37	147	37	110	165
%V	3.8%	3.0%	3.5%	3.6%	2.1%	4.7%	3.1%
%H		31.4%	16.6%	65.9%	16.6%	49.3%	74.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC North West
Set level data
Table 10.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5846	2328	1043	4077	1755	2322	5249
%H		39.8%	17.8%	69.7%	30.0%	39.7%	89.8%
Main living room	2939	1055	470	1962	661	1300	2525
%V	50.3%	45.3%	45.1%	48.1%	37.7%	56.0%	48.1%
%H		35.9%	16.0%	66.8%	22.5%	44.2%	85.9%
Kitchen	242	102	39	191	92	100	223
%V	4.1%	4.4%	3.7%	4.7%	5.2%	4.3%	4.2%
%H		42.1%	16.1%	78.9%	38.0%	41.3%	92.1%
Adult's bedroom	1605	672	317	1154	565	589	1483
%V	27.5%	28.9%	30.4%	28.3%	32.2%	25.4%	28.3%
%H		41.9%	19.8%	71.9%	35.2%	36.7%	92.4%
Child's bedroom	294	136	67	212	129	83	290
%V	5.0%	5.8%	6.4%	5.2%	7.4%	3.6%	5.5%
%H		46.3%	22.8%	72.1%	43.9%	28.2%	98.6%
Other bedroom	269	124	66	186	105	82	260
%V	4.6%	5.3%	6.3%	4.6%	6.0%	3.5%	5.0%
%H		46.1%	24.5%	69.1%	39.0%	30.5%	96.7%
Second living/dining room	360	170	63	269	144	125	336
%V	6.2%	7.3%	6.0%	6.6%	8.2%	5.4%	6.4%
%H		47.2%	17.5%	74.7%	40.0%	34.7%	93.3%
Study/office	30	17	4	23	14	9	30
%V	0.5%	0.7%	0.4%	0.6%	0.8%	0.4%	0.6%
%H		56.7%	13.3%	76.7%	46.7%	30.0%	100.0%
TV room	20	10	3	14	8	7	19
%V	0.3%	0.4%	0.3%	0.3%	0.5%	0.3%	0.4%
%H		50.0%	15.0%	70.0%	40.0%	35.0%	95.0%
Conservatory	67	32	13	53	30	23	64
%V	1.1%	1.4%	1.2%	1.3%	1.7%	1.0%	1.2%
%H		47.8%	19.4%	79.1%	44.8%	34.3%	95.5%
Attic or loft room	4	2	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	14	8	1	9	5	4	13
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.2%	0.2%
%H		57.1%	7.1%	64.3%	35.7%	28.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5846	2328	1043	4077	1755	2322	5249
%H		39.8%	17.8%	69.7%	30.0%	39.7%	89.8%
PVR	2628	1554	700	1295	904	391	2486
%V	45.0%	66.8%	67.1%	31.8%	51.5%	16.8%	47.4%
%H		59.1%	26.6%	49.3%	34.4%	14.9%	94.6%
DVDR	36	15	3	31	12	19	33
%V	0.6%	0.6%	0.3%	0.8%	0.7%	0.8%	0.6%
%H		41.7%	8.3%	86.1%	33.3%	52.8%	91.7%
VCR	16	4	1	15	4	11	8
%V	0.3%	0.2%	0.1%	0.4%	0.2%	0.5%	0.2%
%H		25.0%	6.3%	93.8%	25.0%	68.8%	50.0%
Any recorder	2657	1556	702	1322	907	415	2508
%V	45.4%	66.8%	67.3%	32.4%	51.7%	17.9%	47.8%
%H		58.6%	26.4%	49.8%	34.1%	15.6%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: 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	5846	2328	1043	4077	1755	2322	5249
%H		39.8%	17.8%	69.7%	30.0%	39.7%	89.8%
Receives HDTV (via STB or built-in reception)	3345	1633	653	2166	1085	1081	3119
%V	57.2%	70.1%	62.6%	53.1%	61.8%	46.6%	59.4%
%H		48.8%	19.5%	64.8%	32.4%	32.3%	93.2%
DVD/Blu-ray player or recorder	2149	840	383	1506	661	846	1958
%V	36.8%	36.1%	36.7%	36.9%	37.7%	36.4%	37.3%
%H		39.1%	17.8%	70.1%	30.8%	39.4%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC North West
Set level data
Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2929	1048	467	1953	655	1298	2516
%H		35.8%	15.9%	66.7%	22.4%	44.3%	85.9%
Under 20"	11	2	1	7	1	7	5
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		18.2%	9.1%	63.6%	9.1%	63.6%	45.5%
20" - 29"	147	14	13	120	10	109	92
%V	5.0%	1.3%	2.8%	6.1%	1.5%	8.4%	3.7%
%H		9.5%	8.8%	81.6%	6.8%	74.1%	62.6%
30" - 39"	878	248	115	634	146	488	699
%V	30.0%	23.7%	24.6%	32.5%	22.3%	37.6%	27.8%
%H		28.2%	13.1%	72.2%	16.6%	55.6%	79.6%
40" - 49"	1213	492	217	774	318	456	1104
%V	41.4%	46.9%	46.5%	39.6%	48.5%	35.1%	43.9%
%H		40.6%	17.9%	63.8%	26.2%	37.6%	91.0%
50" - 59"	514	235	96	308	149	159	488
%V	17.5%	22.4%	20.6%	15.8%	22.7%	12.2%	19.4%
%H		45.7%	18.7%	59.9%	29.0%	30.9%	94.9%
60"+	55	27	11	33	19	14	54
%V	1.9%	2.6%	2.4%	1.7%	2.9%	1.1%	2.1%
%H		49.1%	20.0%	60.0%	34.5%	25.5%	98.2%
Don't know	112	30	13	77	12	65	74
%V	3.8%	2.9%	2.8%	3.9%	1.8%	5.0%	2.9%
%H		26.8%	11.6%	68.8%	10.7%	58.0%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Set level data

Table 10.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2929	1048	467	1953	655	1298	2516
%H		35.8%	15.9%	66.7%	22.4%	44.3%	85.9%
PVR	1714	961	449	919	607	312	1599
%V	58.5%	91.7%	96.1%	47.1%	92.7%	24.0%	63.6%
%H		56.1%	26.2%	53.6%	35.4%	18.2%	93.3%
DVDR	30	13	2	26	11	15	27
%V	1.0%	1.2%	0.4%	1.3%	1.7%	1.2%	1.1%
%H		43.3%	6.7%	86.7%	36.7%	50.0%	90.0%
VCR	12	3	0	11	2	9	6
%V	0.4%	0.3%	0.0%	0.6%	0.3%	0.7%	0.2%
%H		25.0%	0.0%	91.7%	16.7%	75.0%	50.0%
Any recorder	1735	961	449	939	607	332	1615
%V	59.2%	91.7%	96.1%	48.1%	92.7%	25.6%	64.2%
%H		55.4%	25.9%	54.1%	35.0%	19.1%	93.1%

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	2929	1048	467	1953	655	1298	2516
%H		35.8%	15.9%	66.7%	22.4%	44.3%	85.9%
Receives HDTV (via STB or built-in reception)	2022	925	373	1313	580	733	1847
%V	69.0%	88.3%	79.9%	67.2%	88.5%	56.5%	73.4%
%H		45.7%	18.4%	64.9%	28.7%	36.3%	91.3%
DVD/Blu-ray player or recorder	1346	475	227	922	337	585	1185
%V	46.0%	45.3%	48.6%	47.2%	51.5%	45.1%	47.1%
%H		35.3%	16.9%	68.5%	25.0%	43.5%	88.0%

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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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	2917	1280	577	2124	1100	1024	2733
%H		43.9%	19.8%	72.8%	37.7%	35.1%	93.7%
Under 20"	236	91	34	195	87	108	209
%V	8.1%	7.1%	5.9%	9.2%	7.9%	10.5%	7.6%
%H		38.6%	14.4%	82.6%	36.9%	45.8%	88.6%
20" - 29"	721	291	131	572	281	292	656
%V	24.7%	22.7%	22.7%	26.9%	25.5%	28.5%	24.0%
%H		40.4%	18.2%	79.3%	39.0%	40.5%	91.0%
30" - 39"	1154	511	238	835	448	387	1100
%V	39.6%	39.9%	41.2%	39.3%	40.7%	37.8%	40.2%
%H		44.3%	20.6%	72.4%	38.8%	33.5%	95.3%
40" - 49"	565	279	126	367	210	157	549
%V	19.4%	21.8%	21.8%	17.3%	19.1%	15.3%	20.1%
%H		49.4%	22.3%	65.0%	37.2%	27.8%	97.2%
50" - 59"	116	58	22	75	43	32	113
%V	4.0%	4.5%	3.8%	3.5%	3.9%	3.1%	4.1%
%H		50.0%	19.0%	64.7%	37.1%	27.6%	97.4%
60"+	16	10	2	10	6	4	16
%V	0.5%	0.8%	0.3%	0.5%	0.5%	0.4%	0.6%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Don't know	110	40	24	70	25	45	91
%V	3.8%	3.1%	4.2%	3.3%	2.3%	4.4%	3.3%
%H		36.4%	21.8%	63.6%	22.7%	40.9%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2917	1280	577	2124	1100	1024	2733
%H		43.9%	19.8%	72.8%	37.7%	35.1%	93.7%
PVR	914	593	251	376	297	79	886
%V	31.3%	46.3%	43.5%	17.7%	27.0%	7.7%	32.4%
%H		64.9%	27.5%	41.1%	32.5%	8.6%	96.9%
DVDR	6	1	1	5	1	4	6
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.2%
%H		16.7%	16.7%	83.3%	16.7%	66.7%	100.0%
VCR	4	1	1	4	2	2	2
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	922	595	253	384	300	83	893
%V	31.6%	46.5%	43.8%	18.1%	27.3%	8.1%	32.7%
%H		64.5%	27.4%	41.6%	32.5%	9.0%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2917	1280	577	2124	1100	1024	2733
%H		43.9%	19.8%	72.8%	37.7%	35.1%	93.7%
Receives HDTV (via STB or built-in reception)	1324	707	280	853	505	348	1271
%V	45.4%	55.2%	48.5%	40.2%	45.9%	34.0%	46.5%
%H		53.4%	21.1%	64.4%	38.1%	26.3%	96.0%
DVD/Blu-ray player or recorder	803	365	156	584	324	260	773
%V	27.5%	28.5%	27.0%	27.5%	29.5%	25.4%	28.3%
%H		45.5%	19.4%	72.7%	40.3%	32.4%	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	7016	6750	2693	1193	4270	1701	2569	6413
%H		96.2%	38.4%	17.0%	60.9%	24.2%	36.6%	91.4%
Total Children	1370	1320	593	237	739	338	401	1336
%V	19.5%	19.6%	22.0%	19.9%	17.3%	19.9%	15.6%	20.8%
%H		96.4%	43.3%	17.3%	53.9%	24.7%	29.3%	97.5%
0 - 3	333	320	139	53	168	65	103	320
%V	4.7%	4.7%	5.2%	4.4%	3.9%	3.8%	4.0%	5.0%
%H		96.1%	41.7%	15.9%	50.5%	19.5%	30.9%	96.1%
4 - 15	1037	1000	454	183	571	273	298	1016
%V	14.8%	14.8%	16.9%	15.3%	13.4%	16.0%	11.6%	15.8%
%H		96.4%	43.8%	17.6%	55.1%	26.3%	28.7%	98.0%
4 - 9	533	509	223	86	280	122	159	522
%V	7.6%	7.5%	8.3%	7.2%	6.6%	7.2%	6.2%	8.1%
%H		95.5%	41.8%	16.1%	52.5%	22.9%	29.8%	97.9%
10 - 15	504	491	231	98	291	151	140	494
%V	7.2%	7.3%	8.6%	8.2%	6.8%	8.9%	5.4%	7.7%
%H		97.4%	45.8%	19.4%	57.7%	30.0%	27.8%	98.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Individual level data

Table 10.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	7016	6750	2693	1193	4270	1701	2569	6413
%H		96.2%	38.4%	17.0%	60.9%	24.2%	36.6%	91.4%
Total Adults (16+)	5646	5430	2101	956	3531	1363	2168	5077
%V	80.5%	80.4%	78.0%	80.1%	82.7%	80.1%	84.4%	79.2%
%H		96.2%	37.2%	16.9%	62.5%	24.1%	38.4%	89.9%
16 - 19	265	257	110	52	161	73	88	261
%V	3.8%	3.8%	4.1%	4.4%	3.8%	4.3%	3.4%	4.1%
%H		97.0%	41.5%	19.6%	60.8%	27.5%	33.2%	98.5%
20 - 24	443	411	140	86	255	108	147	426
%V	6.3%	6.1%	5.2%	7.2%	6.0%	6.3%	5.7%	6.6%
%H		92.8%	31.6%	19.4%	57.6%	24.4%	33.2%	96.2%
25 - 34	944	873	353	134	461	167	294	907
%V	13.5%	12.9%	13.1%	11.2%	10.8%	9.8%	11.4%	14.1%
%H		92.5%	37.4%	14.2%	48.8%	17.7%	31.1%	96.1%
35 - 44	862	810	341	156	466	196	271	838
%V	12.3%	12.0%	12.7%	13.1%	10.9%	11.5%	10.5%	13.1%
%H		94.0%	39.6%	18.1%	54.1%	22.7%	31.4%	97.2%
45 - 54	967	946	416	186	610	286	325	923
%V	13.8%	14.0%	15.4%	15.6%	14.3%	16.8%	12.7%	14.4%
%H		97.8%	43.0%	19.2%	63.1%	29.6%	33.6%	95.4%
55 - 64	871	854	332	167	591	239	351	801
%V	12.4%	12.7%	12.3%	14.0%	13.8%	14.1%	13.7%	12.5%
%H		98.0%	38.1%	19.2%	67.9%	27.4%	40.3%	92.0%
65+	1294	1280	409	177	987	294	693	920
%V	18.4%	19.0%	15.2%	14.8%	23.1%	17.3%	27.0%	14.3%
%H		98.9%	31.6%	13.7%	76.3%	22.7%	53.6%	71.1%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC North West

Individual level data

Table 10.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	5646	5430	2101	956	3531	1363	2168	5077
%H		96.2%	37.2%	16.9%	62.5%	24.1%	38.4%	89.9%
AB	1154	1135	484	181	745	318	427	1132
%V	20.4%	20.9%	23.0%	18.9%	21.1%	23.3%	19.7%	22.3%
%H		98.4%	41.9%	15.7%	64.6%	27.6%	37.0%	98.1%
C1	1590	1520	602	275	1001	427	574	1510
%V	28.2%	28.0%	28.7%	28.8%	28.3%	31.3%	26.5%	29.7%
%H		95.6%	37.9%	17.3%	63.0%	26.9%	36.1%	95.0%
C2	1138	1099	446	216	682	277	404	1048
%V	20.2%	20.2%	21.2%	22.6%	19.3%	20.3%	18.6%	20.6%
%H		96.6%	39.2%	19.0%	59.9%	24.3%	35.5%	92.1%
D	930	890	353	151	552	204	348	811
%V	16.5%	16.4%	16.8%	15.8%	15.6%	15.0%	16.1%	16.0%
%H		95.7%	38.0%	16.2%	59.4%	21.9%	37.4%	87.2%
E	834	786	216	133	551	136	415	577
%V	14.8%	14.5%	10.3%	13.9%	15.6%	10.0%	19.1%	11.4%
%H		94.2%	25.9%	15.9%	66.1%	16.3%	49.8%	69.2%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5646	5430	2101	956	3531	1363	2168	5077
%H		96.2%	37.2%	16.9%	62.5%	24.1%	38.4%	89.9%
Working full time	2766	2671	1139	515	1592	697	894	2683
%V	49.0%	49.2%	54.2%	53.9%	45.1%	51.1%	41.2%	52.8%
%H		96.6%	41.2%	18.6%	57.6%	25.2%	32.3%	97.0%
Working part time	440	424	166	77	290	120	170	426
%V	7.8%	7.8%	7.9%	8.1%	8.2%	8.8%	7.8%	8.4%
%H		96.4%	37.7%	17.5%	65.9%	27.3%	38.6%	96.8%
Not working	2440	2336	795	365	1649	546	1103	1968
%V	43.2%	43.0%	37.8%	38.2%	46.7%	40.1%	50.9%	38.8%
%H		95.7%	32.6%	15.0%	67.6%	22.4%	45.2%	80.7%
Houseperson	3056	2929	1049	467	1953	655	1298	2614
%V	54.1%	53.9%	49.9%	48.8%	55.3%	48.1%	59.9%	51.5%
%H		95.8%	34.3%	15.3%	63.9%	21.4%	42.5%	85.5%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2638	1033	480	1687	671	1015	2507
%H		95.3%	37.3%	17.3%	60.9%	24.2%	36.7%	90.6%
16 - 19	145	140	59	31	87	43	45	145
%V	5.2%	5.3%	5.7%	6.5%	5.2%	6.4%	4.4%	5.8%
%H		96.6%	40.7%	21.4%	60.0%	29.7%	31.0%	100.0%
20 - 24	218	202	70	42	124	56	68	209
%V	7.9%	7.7%	6.8%	8.8%	7.4%	8.3%	6.7%	8.3%
%H		92.7%	32.1%	19.3%	56.9%	25.7%	31.2%	95.9%
25 - 34	476	439	176	69	228	84	144	454
%V	17.2%	16.6%	17.0%	14.4%	13.5%	12.5%	14.2%	18.1%
%H		92.2%	37.0%	14.5%	47.9%	17.6%	30.3%	95.4%
35 - 44	423	388	161	75	223	94	128	410
%V	15.3%	14.7%	15.6%	15.6%	13.2%	14.0%	12.6%	16.4%
%H		91.7%	38.1%	17.7%	52.7%	22.2%	30.3%	96.9%
45 - 54	475	461	203	90	289	128	161	450
%V	17.2%	17.5%	19.7%	18.8%	17.1%	19.1%	15.9%	17.9%
%H		97.1%	42.7%	18.9%	60.8%	26.9%	33.9%	94.7%
55 - 64	428	416	165	82	284	116	167	388
%V	15.5%	15.8%	16.0%	17.1%	16.8%	17.3%	16.5%	15.5%
%H		97.2%	38.6%	19.2%	66.4%	27.1%	39.0%	90.7%
65+	603	592	199	90	451	149	302	451
%V	21.8%	22.4%	19.3%	18.8%	26.7%	22.2%	29.8%	18.0%
%H		98.2%	33.0%	14.9%	74.8%	24.7%	50.1%	74.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2638	1033	480	1687	671	1015	2507
%H		95.3%	37.3%	17.3%	60.9%	24.2%	36.7%	90.6%
AB	575	565	242	91	365	156	209	564
%V	20.8%	21.4%	23.4%	19.0%	21.6%	23.2%	20.6%	22.5%
%H		98.3%	42.1%	15.8%	63.5%	27.1%	36.3%	98.1%
C1	749	714	286	139	458	206	252	717
%V	27.1%	27.1%	27.7%	29.0%	27.1%	30.7%	24.8%	28.6%
%H		95.3%	38.2%	18.6%	61.1%	27.5%	33.6%	95.7%
C2	609	583	234	113	368	150	218	555
%V	22.0%	22.1%	22.7%	23.5%	21.8%	22.4%	21.5%	22.1%
%H		95.7%	38.4%	18.6%	60.4%	24.6%	35.8%	91.1%
D	458	431	177	72	255	97	159	407
%V	16.5%	16.3%	17.1%	15.0%	15.1%	14.5%	15.7%	16.2%
%H		94.1%	38.6%	15.7%	55.7%	21.2%	34.7%	88.9%
E	377	345	94	65	240	63	177	264
%V	13.6%	13.1%	9.1%	13.5%	14.2%	9.4%	17.4%	10.5%
%H		91.5%	24.9%	17.2%	63.7%	16.7%	46.9%	70.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2638	1033	480	1687	671	1015	2507
%H		95.3%	37.3%	17.3%	60.9%	24.2%	36.7%	90.6%
Working full time	1599	1528	662	289	897	394	504	1542
%V	57.8%	57.9%	64.1%	60.2%	53.2%	58.7%	49.7%	61.5%
%H		95.6%	41.4%	18.1%	56.1%	24.6%	31.5%	96.4%
Working part time	105	100	39	18	69	28	41	101
%V	3.8%	3.8%	3.8%	3.8%	4.1%	4.2%	4.0%	4.0%
%H		95.2%	37.1%	17.1%	65.7%	26.7%	39.0%	96.2%
Not working	1064	1009	331	172	720	249	471	863
%V	38.4%	38.2%	32.0%	35.8%	42.7%	37.1%	46.4%	34.4%
%H		94.8%	31.1%	16.2%	67.7%	23.4%	44.3%	81.1%
Houseperson	853	784	245	114	513	132	381	679
%V	30.8%	29.7%	23.7%	23.8%	30.4%	19.7%	37.5%	27.1%
%H		91.9%	28.7%	13.4%	60.1%	15.5%	44.7%	79.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2877	2792	1068	477	1844	691	1153	2570
%H		97.0%	37.1%	16.6%	64.1%	24.0%	40.1%	89.3%
16 - 19	120	118	50	21	73	31	43	116
%V	4.2%	4.2%	4.7%	4.4%	4.0%	4.5%	3.7%	4.5%
%H		98.3%	41.7%	17.5%	60.8%	25.8%	35.8%	96.7%
20 - 24	225	208	70	44	131	52	79	217
%V	7.8%	7.4%	6.6%	9.2%	7.1%	7.5%	6.9%	8.4%
%H		92.4%	31.1%	19.6%	58.2%	23.1%	35.1%	96.4%
25 - 34	468	434	177	65	233	83	150	453
%V	16.3%	15.5%	16.6%	13.6%	12.6%	12.0%	13.0%	17.6%
%H		92.7%	37.8%	13.9%	49.8%	17.7%	32.1%	96.8%
35 - 44	439	422	180	81	243	101	142	429
%V	15.3%	15.1%	16.9%	17.0%	13.2%	14.6%	12.3%	16.7%
%H		96.1%	41.0%	18.5%	55.4%	23.0%	32.3%	97.7%
45 - 54	492	485	213	96	321	157	164	473
%V	17.1%	17.4%	19.9%	20.1%	17.4%	22.7%	14.2%	18.4%
%H		98.6%	43.3%	19.5%	65.2%	31.9%	33.3%	96.1%
55 - 64	443	438	167	84	307	123	184	412
%V	15.4%	15.7%	15.6%	17.6%	16.6%	17.8%	16.0%	16.0%
%H		98.9%	37.7%	19.0%	69.3%	27.8%	41.5%	93.0%
65+	691	688	210	86	536	144	391	470
%V	24.0%	24.6%	19.7%	18.0%	29.1%	20.8%	33.9%	18.3%
%H		99.6%	30.4%	12.4%	77.6%	20.8%	56.6%	68.0%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2877	2792	1068	477	1844	691	1153	2570
%H		97.0%	37.1%	16.6%	64.1%	24.0%	40.1%	89.3%
AB	579	570	242	90	380	162	218	568
%V	20.1%	20.4%	22.7%	18.9%	20.6%	23.4%	18.9%	22.1%
%H		98.4%	41.8%	15.5%	65.6%	28.0%	37.7%	98.1%
C1	841	806	316	136	543	221	322	793
%V	29.2%	28.9%	29.6%	28.5%	29.4%	32.0%	27.9%	30.9%
%H		95.8%	37.6%	16.2%	64.6%	26.3%	38.3%	94.3%
C2	529	516	212	103	314	128	186	493
%V	18.4%	18.5%	19.9%	21.6%	17.0%	18.5%	16.1%	19.2%
%H		97.5%	40.1%	19.5%	59.4%	24.2%	35.2%	93.2%
D	473	459	175	79	297	107	189	403
%V	16.4%	16.4%	16.4%	16.6%	16.1%	15.5%	16.4%	15.7%
%H		97.0%	37.0%	16.7%	62.8%	22.6%	40.0%	85.2%
E	456	441	122	69	310	73	237	313
%V	15.8%	15.8%	11.4%	14.5%	16.8%	10.6%	20.6%	12.2%
%H		96.7%	26.8%	15.1%	68.0%	16.0%	52.0%	68.6%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2877	2792	1068	477	1844	691	1153	2570
%H		97.0%	37.1%	16.6%	64.1%	24.0%	40.1%	89.3%
Working full time	1167	1143	477	225	694	304	391	1141
%V	40.6%	40.9%	44.7%	47.2%	37.6%	44.0%	33.9%	44.4%
%H		97.9%	40.9%	19.3%	59.5%	26.0%	33.5%	97.8%
Working part time	334	323	127	59	221	91	130	325
%V	11.6%	11.6%	11.9%	12.4%	12.0%	13.2%	11.3%	12.6%
%H		96.7%	38.0%	17.7%	66.2%	27.2%	38.9%	97.3%
Not working	1376	1326	464	193	929	296	632	1105
%V	47.8%	47.5%	43.4%	40.5%	50.4%	42.8%	54.8%	43.0%
%H		96.4%	33.7%	14.0%	67.5%	21.5%	45.9%	80.3%
Houseperson	2203	2145	803	353	1441	524	917	1935
%V	76.6%	76.8%	75.2%	74.0%	78.1%	75.8%	79.5%	75.3%
%H		97.4%	36.5%	16.0%	65.4%	23.8%	41.6%	87.8%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
AB	567	533	221	95	330	138	191	544
%V	22.7%	22.6%	24.0%	26.1%	21.9%	24.0%	20.6%	25.4%
%H (All HH)		94.0%	39.0%	16.8%	58.2%	24.3%	33.7%	95.9%
%H (TV HH)			41.5%	17.8%	61.9%	25.9%	35.8%	
C1	693	645	270	102	407	176	230	631
%V	27.7%	27.3%	29.3%	28.0%	27.0%	30.6%	24.8%	29.5%
%H (All HH)		93.1%	39.0%	14.7%	58.7%	25.4%	33.2%	91.1%
%H (TV HH)			41.9%	15.8%	63.1%	27.3%	35.7%	
C2	497	476	211	69	292	125	167	436
%V	19.9%	20.2%	22.9%	19.0%	19.4%	21.7%	18.0%	20.4%
%H (All HH)		95.8%	42.5%	13.9%	58.8%	25.2%	33.6%	87.7%
%H (TV HH)			44.3%	14.5%	61.3%	26.3%	35.1%	
D	446	422	149	66	275	96	179	347
%V	17.8%	17.9%	16.2%	18.1%	18.3%	16.7%	19.3%	16.2%
%H (All HH)		94.6%	33.4%	14.8%	61.7%	21.5%	40.1%	77.8%
%H (TV HH)			35.3%	15.6%	65.2%	22.7%	42.4%	
E	297	282	71	32	201	41	160	181
%V	11.9%	12.0%	7.7%	8.8%	13.4%	7.1%	17.2%	8.5%
%H (All HH)		94.9%	23.9%	10.8%	67.7%	13.8%	53.9%	60.9%
%H (TV HH)			25.2%	11.3%	71.3%	14.5%	56.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Under 25	104	79	20	9	34	6	28	102
%V	4.2%	3.3%	2.2%	2.5%	2.3%	1.0%	3.0%	4.8%
%H (All HH)		76.0%	19.2%	8.7%	32.7%	5.8%	26.9%	98.1%
%H (TV HH)			25.3%	11.4%	43.0%	7.6%	35.4%	
25 - 34	396	351	132	50	166	63	102	383
%V	15.8%	14.9%	14.3%	13.7%	11.0%	10.9%	11.0%	17.9%
%H (All HH)		88.6%	33.3%	12.6%	41.9%	15.9%	25.8%	96.7%
%H (TV HH)			37.6%	14.2%	47.3%	17.9%	29.1%	
35 - 44	392	365	162	56	212	94	118	374
%V	15.7%	15.5%	17.6%	15.4%	14.1%	16.3%	12.7%	17.5%
%H (All HH)		93.1%	41.3%	14.3%	54.1%	24.0%	30.1%	95.4%
%H (TV HH)			44.4%	15.3%	58.1%	25.8%	32.3%	
45 - 54	464	443	204	72	277	127	150	432
%V	18.6%	18.8%	22.1%	19.8%	18.4%	22.0%	16.2%	20.2%
%H (All HH)		95.5%	44.0%	15.5%	59.7%	27.4%	32.3%	93.1%
%H (TV HH)			46.0%	16.3%	62.5%	28.7%	33.9%	
55 - 64	457	444	188	83	296	129	167	416
%V	18.3%	18.8%	20.4%	22.8%	19.7%	22.4%	18.0%	19.4%
%H (All HH)		97.2%	41.1%	18.2%	64.8%	28.2%	36.5%	91.0%
%H (TV HH)			42.3%	18.7%	66.7%	29.1%	37.6%	
65 +	688	677	216	95	520	157	363	433
%V	27.5%	28.7%	23.4%	26.1%	34.6%	27.3%	39.1%	20.2%
%H (All HH)		98.4%	31.4%	13.8%	75.6%	22.8%	52.8%	62.9%
%H (TV HH)			31.9%	14.0%	76.8%	23.2%	53.6%	

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

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
1	911	840	228	109	598	139	460	627
%V	36.4%	35.6%	24.7%	29.9%	39.7%	24.1%	49.6%	29.3%
%H (All HH)		92.2%	25.0%	12.0%	65.6%	15.3%	50.5%	68.8%
%H (TV HH)			27.1%	13.0%	71.2%	16.5%	54.8%	
2	841	802	343	131	498	222	276	778
%V	33.6%	34.0%	37.2%	36.0%	33.1%	38.5%	29.7%	36.4%
%H (All HH)		95.4%	40.8%	15.6%	59.2%	26.4%	32.8%	92.5%
%H (TV HH)			42.8%	16.3%	62.1%	27.7%	34.4%	
3	364	347	160	62	196	95	101	355
%V	14.6%	14.7%	17.4%	17.0%	13.0%	16.5%	10.9%	16.6%
%H (All HH)		95.3%	44.0%	17.0%	53.8%	26.1%	27.7%	97.5%
%H (TV HH)			46.1%	17.9%	56.5%	27.4%	29.1%	
4	279	268	140	47	154	89	64	275
%V	11.2%	11.4%	15.2%	12.9%	10.2%	15.5%	6.9%	12.9%
%H (All HH)		96.1%	50.2%	16.8%	55.2%	31.9%	22.9%	98.6%
%H (TV HH)			52.2%	17.5%	57.5%	33.2%	23.9%	
5+	105	101	52	15	58	31	27	105
%V	4.2%	4.3%	5.6%	4.1%	3.9%	5.4%	2.9%	4.9%
%H (All HH)		96.2%	49.5%	14.3%	55.2%	29.5%	25.7%	100.0%
%H (TV HH)			51.5%	14.9%	57.4%	30.7%	26.7%	
Average HH size	2.15	2.16	2.42	2.27	2.07	2.41	1.86	2.30

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Without	1947	1828	668	277	1214	430	784	1597
%V	77.9%	77.5%	72.5%	76.1%	80.7%	74.7%	84.5%	74.6%
%H (All HH)		93.9%	34.3%	14.2%	62.4%	22.1%	40.3%	82.0%
%H (TV HH)			36.5%	15.2%	66.4%	23.5%	42.9%	
With	552	531	255	87	290	146	144	542
%V	22.1%	22.5%	27.7%	23.9%	19.3%	25.3%	15.5%	25.3%
%H (All HH)		96.2%	46.2%	15.8%	52.5%	26.4%	26.1%	98.2%
%H (TV HH)			48.0%	16.4%	54.6%	27.5%	27.1%	
0 - 3	197	186	90	26	95	44	51	193
%V	7.9%	7.9%	9.8%	7.1%	6.3%	7.6%	5.5%	9.0%
%H (All HH)		94.4%	45.7%	13.2%	48.2%	22.3%	25.9%	98.0%
%H (TV HH)			48.4%	14.0%	51.1%	23.7%	27.4%	
4 - 9	272	262	127	39	142	70	73	267
%V	10.9%	11.1%	13.8%	10.7%	9.4%	12.2%	7.9%	12.5%
%H (All HH)		96.3%	46.7%	14.3%	52.2%	25.7%	26.8%	98.2%
%H (TV HH)			48.5%	14.9%	54.2%	26.7%	27.9%	
10 - 15	264	257	130	44	143	76	66	261
%V	10.6%	10.9%	14.1%	12.1%	9.5%	13.2%	7.1%	12.2%
%H (All HH)		97.3%	49.2%	16.7%	54.2%	28.8%	25.0%	98.9%
%H (TV HH)			50.6%	17.1%	55.6%	29.6%	25.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
1	968	968	270	115	551	80	471	760
%V	38.7%	41.0%	29.3%	31.6%	36.6%	13.9%	50.8%	35.5%
%H (All HH)		100.0%	27.9%	11.9%	56.9%	8.3%	48.7%	78.5%
%H (TV HH)			27.9%	11.9%	56.9%	8.3%	48.7%	
2	785	785	328	127	521	219	302	681
%V	31.4%	33.3%	35.6%	34.9%	34.6%	38.0%	32.5%	31.8%
%H (All HH)		100.0%	41.8%	16.2%	66.4%	27.9%	38.5%	86.8%
%H (TV HH)			41.8%	16.2%	66.4%	27.9%	38.5%	
3	382	382	196	73	273	164	109	364
%V	15.3%	16.2%	21.3%	20.1%	18.1%	28.5%	11.7%	17.0%
%H (All HH)		100.0%	51.3%	19.1%	71.5%	42.9%	28.5%	95.3%
%H (TV HH)			51.3%	19.1%	71.5%	42.9%	28.5%	
4	161	161	90	34	114	79	35	158
%V	6.4%	6.8%	9.8%	9.3%	7.6%	13.7%	3.8%	7.4%
%H (All HH)		100.0%	55.9%	21.1%	70.8%	49.1%	21.7%	98.1%
%H (TV HH)			55.9%	21.1%	70.8%	49.1%	21.7%	
5+	64	64	38	15	46	34	12	64
%V	2.6%	2.7%	4.1%	4.1%	3.1%	5.9%	1.3%	3.0%
%H (All HH)		100.0%	59.4%	23.4%	71.9%	53.1%	18.8%	100.0%
%H (TV HH)			59.4%	23.4%	71.9%	53.1%	18.8%	

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

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Under 20"	154	154	60	25	118	54	64	124
%V	6.2%	6.5%	6.5%	6.9%	7.8%	9.4%	6.9%	5.8%
%H (All HH)		100.0%	39.0%	16.2%	76.6%	35.1%	41.6%	80.5%
%H (TV HH)			39.0%	16.2%	76.6%	35.1%	41.6%	
20" - 29"	535	535	210	84	405	178	227	452
%V	21.4%	22.7%	22.8%	23.1%	26.9%	30.9%	24.5%	21.1%
%H (All HH)		100.0%	39.3%	15.7%	75.7%	33.3%	42.4%	84.5%
%H (TV HH)			39.3%	15.7%	75.7%	33.3%	42.4%	
30" - 39"	1144	1144	453	172	790	326	464	972
%V	45.8%	48.5%	49.1%	47.3%	52.5%	56.6%	50.0%	45.4%
%H (All HH)		100.0%	39.6%	15.0%	69.1%	28.5%	40.6%	85.0%
%H (TV HH)			39.6%	15.0%	69.1%	28.5%	40.6%	
40" - 49"	1200	1200	533	214	748	353	394	1101
%V	48.0%	50.9%	57.8%	58.8%	49.7%	61.3%	42.5%	51.4%
%H (All HH)		100.0%	44.4%	17.8%	62.3%	29.4%	32.8%	91.8%
%H (TV HH)			44.4%	17.8%	62.3%	29.4%	32.8%	
50" - 59"	517	517	259	104	303	174	129	494
%V	20.7%	21.9%	28.1%	28.6%	20.1%	30.2%	13.9%	23.1%
%H (All HH)		100.0%	50.1%	20.1%	58.6%	33.7%	25.0%	95.6%
%H (TV HH)			50.1%	20.1%	58.6%	33.7%	25.0%	
60"+	64	64	42	9	36	24	11	61
%V	2.6%	2.7%	4.6%	2.5%	2.4%	4.2%	1.2%	2.9%
%H (All HH)		100.0%	65.6%	14.1%	56.3%	37.5%	17.2%	95.3%
%H (TV HH)			65.6%	14.1%	56.3%	37.5%	17.2%	

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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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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Main living room	2326	2326	913	361	1489	572	918	1997
%V	93.0%	98.6%	99.0%	99.2%	98.9%	99.3%	98.9%	93.3%
%H (All HH)		100.0%	39.3%	15.5%	64.0%	24.6%	39.5%	85.9%
%H (TV HH)			39.3%	15.5%	64.0%	24.6%	39.5%	
Kitchen	259	259	135	34	205	116	90	237
%V	10.4%	11.0%	14.6%	9.3%	13.6%	20.1%	9.7%	11.1%
%H (All HH)		100.0%	52.1%	13.1%	79.2%	44.8%	34.7%	91.5%
%H (TV HH)			52.1%	13.1%	79.2%	44.8%	34.7%	
Adult's bedroom	1066	1066	498	205	733	397	336	967
%V	42.6%	45.2%	54.0%	56.3%	48.7%	68.9%	36.2%	45.2%
%H (All HH)		100.0%	46.7%	19.2%	68.8%	37.2%	31.5%	90.7%
%H (TV HH)			46.7%	19.2%	68.8%	37.2%	31.5%	
Child's bedroom	246	246	131	49	144	91	53	242
%V	9.8%	10.4%	14.2%	13.5%	9.6%	15.8%	5.7%	11.3%
%H (All HH)		100.0%	53.3%	19.9%	58.5%	37.0%	21.5%	98.4%
%H (TV HH)			53.3%	19.9%	58.5%	37.0%	21.5%	
Other bedroom	106	106	51	22	80	48	32	100
%V	4.2%	4.5%	5.5%	6.0%	5.3%	8.3%	3.4%	4.7%
%H (All HH)		100.0%	48.1%	20.8%	75.5%	45.3%	30.2%	94.3%
%H (TV HH)			48.1%	20.8%	75.5%	45.3%	30.2%	
Second living/dining room	186	186	103	32	129	76	53	179
%V	7.4%	7.9%	11.2%	8.8%	8.6%	13.2%	5.7%	8.4%
%H (All HH)		100.0%	55.4%	17.2%	69.4%	40.9%	28.5%	96.2%
%H (TV HH)			55.4%	17.2%	69.4%	40.9%	28.5%	
Study/office	31	31	18	4	21	12	9	30
%V	1.2%	1.3%	2.0%	1.1%	1.4%	2.1%	1.0%	1.4%
%H (All HH)		100.0%	58.1%	12.9%	67.7%	38.7%	29.0%	96.8%
%H (TV HH)			58.1%	12.9%	67.7%	38.7%	29.0%	
TV room	38	38	22	7	25	16	8	37
%V	1.5%	1.6%	2.4%	1.9%	1.7%	2.8%	0.9%	1.7%
%H (All HH)		100.0%	57.9%	18.4%	65.8%	42.1%	21.1%	97.4%
%H (TV HH)			57.9%	18.4%	65.8%	42.1%	21.1%	
Conservatory	37	37	20	6	26	15	11	35
%V	1.5%	1.6%	2.2%	1.6%	1.7%	2.6%	1.2%	1.6%
%H (All HH)		100.0%	54.1%	16.2%	70.3%	40.5%	29.7%	94.6%
%H (TV HH)			54.1%	16.2%	70.3%	40.5%	29.7%	
Attic or loft room	6	6	4	2	2	2	0	5
%V	0.2%	0.3%	0.4%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	83.3%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
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	18	18	10	3	13	8	6	18
%V	0.7%	0.8%	1.1%	0.8%	0.9%	1.4%	0.6%	0.8%
%H (All HH)		100.0%	55.6%	16.7%	72.2%	44.4%	33.3%	100.0%
%H (TV HH)			55.6%	16.7%	72.2%	44.4%	33.3%	

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

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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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Any DSAT provider	922	922	922	12	423	423	0	867
%V	36.9%	39.1%	100.0%	3.3%	28.1%	73.4%	0.0%	40.5%
%H (All HH)			100.0%	1.3%	45.9%	45.9%	0.0%	94.0%
%H (TV HH)			100.0%	1.3%	45.9%	45.9%	0.0%	
Sky with subscription	764	764	764	6	347	347	0	727
%V	30.6%	32.4%	82.9%	1.6%	23.1%	60.2%	0.0%	34.0%
%H (All HH)			100.0%	0.8%	45.4%	45.4%	0.0%	95.2%
%H (TV HH)			100.0%	0.8%	45.4%	45.4%	0.0%	
Sky without subscription	58	58	58	1	26	26	0	49
%V	2.3%	2.5%	6.3%	0.3%	1.7%	4.5%	0.0%	2.3%
%H (All HH)			100.0%	1.7%	44.8%	44.8%	0.0%	84.5%
%H (TV HH)			100.0%	1.7%	44.8%	44.8%	0.0%	
Freesat	86	86	86	4	42	42	0	80
%V	3.4%	3.6%	9.3%	1.1%	2.8%	7.3%	0.0%	3.7%
%H (All HH)			100.0%	4.7%	48.8%	48.8%	0.0%	93.0%
%H (TV HH)			100.0%	4.7%	48.8%	48.8%	0.0%	
Other satellite provider	60	60	60	2	29	29	0	57
%V	2.4%	2.5%	6.5%	0.5%	1.9%	5.0%	0.0%	2.7%
%H (All HH)			100.0%	3.3%	48.3%	48.3%	0.0%	95.0%
%H (TV HH)			100.0%	3.3%	48.3%	48.3%	0.0%	
DCAB	364	364	12	364	160	160	0	341
%V	14.6%	15.4%	1.3%	100.0%	10.6%	27.8%	0.0%	15.9%
%H (All HH)			3.3%	100.0%	44.0%	44.0%	0.0%	93.7%
%H (TV HH)			3.3%	100.0%	44.0%	44.0%	0.0%	
DTT	1505	1505	423	160	1505	576	928	1214
%V	60.2%	63.8%	45.9%	44.0%	100.0%	100.0%	100.0%	56.7%
%H (All HH)		100.0%	28.1%	10.6%	100.0%	38.3%	61.7%	80.7%
%H (TV HH)			28.1%	10.6%	100.0%	38.3%	61.7%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%H (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
PVR	1440	1440	822	348	813	534	279	1343
%V	57.6%	61.0%	89.2%	95.6%	54.0%	92.7%	30.1%	62.8%
%H (All HH)		100.0%	57.1%	24.2%	56.5%	37.1%	19.4%	93.3%
%H (TV HH)			57.1%	24.2%	56.5%	37.1%	19.4%	
DVDR	29	29	17	4	18	11	7	24
%V	1.2%	1.2%	1.8%	1.1%	1.2%	1.9%	0.8%	1.1%
%H (All HH)		100.0%	58.6%	13.8%	62.1%	37.9%	24.1%	82.8%
%H (TV HH)			58.6%	13.8%	62.1%	37.9%	24.1%	
VCR	5	5	2	0	4	1	3	4
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.2%
%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	1453	1453	825	349	823	535	287	1352
%V	58.1%	61.6%	89.5%	95.9%	54.7%	92.9%	30.9%	63.2%
%H (All HH)		100.0%	56.8%	24.0%	56.6%	36.8%	19.8%	93.0%
%H (TV HH)			56.8%	24.0%	56.6%	36.8%	19.8%	
Receives HDTV (via STB or built-in reception)	1603	1603	755	332	1037	509	528	1459
%V	64.1%	68.0%	81.9%	91.2%	68.9%	88.4%	56.9%	68.2%
%H (All HH)		100.0%	47.1%	20.7%	64.7%	31.8%	32.9%	91.0%
%H (TV HH)			47.1%	20.7%	64.7%	31.8%	32.9%	
DVD/Blu-ray player or recorder	1444	1444	591	238	931	393	538	1277
%V	57.8%	61.2%	64.1%	65.4%	61.9%	68.2%	58.0%	59.7%
%H (All HH)		100.0%	40.9%	16.5%	64.5%	27.2%	37.3%	88.4%
%H (TV HH)			40.9%	16.5%	64.5%	27.2%	37.3%	

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

Jul 2018 - Jun 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	2500	2359	922	364	1505	576	928	2140
%V (All HH)		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%
%H (TV HH)			39.1%	15.4%	63.8%	24.4%	39.3%	
Has broadband internet	2140	2026	867	341	1214	536	678	2140
%V	85.6%	85.9%	94.0%	93.7%	80.7%	93.1%	73.1%	100.0%
%H (All HH)		94.7%	40.5%	15.9%	56.7%	25.0%	31.7%	100.0%
%H (TV HH)			42.8%	16.8%	59.9%	26.5%	33.5%	
Number of computers (PCs and laptops)								
0	552	518	110	55	401	75	325	214
%V	22.1%	22.0%	11.9%	15.1%	26.6%	13.0%	35.0%	10.0%
%H (All HH)		93.8%	19.9%	10.0%	72.6%	13.6%	58.9%	38.8%
%H (TV HH)			21.2%	10.6%	77.4%	14.5%	62.7%	
1	645	598	219	100	379	132	247	627
%V	25.8%	25.3%	23.8%	27.5%	25.2%	22.9%	26.6%	29.3%
%H (All HH)		92.7%	34.0%	15.5%	58.8%	20.5%	38.3%	97.2%
%H (TV HH)			36.6%	16.7%	63.4%	22.1%	41.3%	
2	606	576	253	95	335	147	188	604
%V	24.2%	24.4%	27.4%	26.1%	22.3%	25.5%	20.3%	28.2%
%H (All HH)		95.0%	41.7%	15.7%	55.3%	24.3%	31.0%	99.7%
%H (TV HH)			43.9%	16.5%	58.2%	25.5%	32.6%	
3	337	320	157	53	194	106	88	336
%V	13.5%	13.6%	17.0%	14.6%	12.9%	18.4%	9.5%	15.7%
%H (All HH)		95.0%	46.6%	15.7%	57.6%	31.5%	26.1%	99.7%
%H (TV HH)			49.1%	16.6%	60.6%	33.1%	27.5%	
4	178	171	85	27	100	54	46	178
%V	7.1%	7.2%	9.2%	7.4%	6.6%	9.4%	5.0%	8.3%
%H (All HH)		96.1%	47.8%	15.2%	56.2%	30.3%	25.8%	100.0%
%H (TV HH)			49.7%	15.8%	58.5%	31.6%	26.9%	
5+	182	175	98	34	96	62	34	182
%V	7.3%	7.4%	10.6%	9.3%	6.4%	10.8%	3.7%	8.5%
%H (All HH)		96.2%	53.8%	18.7%	52.7%	34.1%	18.7%	100.0%
%H (TV HH)			56.0%	19.4%	54.9%	35.4%	19.4%	

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

Jul 2018 - Jun 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	4668	2081	804	3112	1509	1603	4185
%H		44.6%	17.2%	66.7%	32.3%	34.3%	89.7%
Under 20"	183	72	30	144	67	77	150
%V	3.9%	3.5%	3.7%	4.6%	4.4%	4.8%	3.6%
%H		39.3%	16.4%	78.7%	36.6%	42.1%	82.0%
20" - 29"	658	261	110	507	233	274	565
%V	14.1%	12.5%	13.7%	16.3%	15.4%	17.1%	13.5%
%H		39.7%	16.7%	77.1%	35.4%	41.6%	85.9%
30" - 39"	1461	616	232	1015	460	555	1270
%V	31.3%	29.6%	28.9%	32.6%	30.5%	34.6%	30.3%
%H		42.2%	15.9%	69.5%	31.5%	38.0%	86.9%
40" - 49"	1478	690	273	913	464	449	1373
%V	31.7%	33.2%	34.0%	29.3%	30.7%	28.0%	32.8%
%H		46.7%	18.5%	61.8%	31.4%	30.4%	92.9%
50" - 59"	581	294	119	342	201	141	557
%V	12.4%	14.1%	14.8%	11.0%	13.3%	8.8%	13.3%
%H		50.6%	20.5%	58.9%	34.6%	24.3%	95.9%
60"+	66	44	9	37	25	12	64
%V	1.4%	2.1%	1.1%	1.2%	1.7%	0.7%	1.5%
%H		66.7%	13.6%	56.1%	37.9%	18.2%	97.0%
Don't know	241	104	31	156	60	95	206
%V	5.2%	5.0%	3.9%	5.0%	4.0%	5.9%	4.9%
%H		43.2%	12.9%	64.7%	24.9%	39.4%	85.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	4668	2081	804	3112	1509	1603	4185
%H		44.6%	17.2%	66.7%	32.3%	34.3%	89.7%
Main living room	2338	917	363	1497	574	923	2008
%V	50.1%	44.1%	45.1%	48.1%	38.0%	57.6%	48.0%
%H		39.2%	15.5%	64.0%	24.6%	39.5%	85.9%
Kitchen	260	136	34	206	116	90	238
%V	5.6%	6.5%	4.2%	6.6%	7.7%	5.6%	5.7%
%H		52.3%	13.1%	79.2%	44.6%	34.6%	91.5%
Adult's bedroom	1302	613	260	904	505	399	1195
%V	27.9%	29.5%	32.3%	29.0%	33.5%	24.9%	28.6%
%H		47.1%	20.0%	69.4%	38.8%	30.6%	91.8%
Child's bedroom	326	175	67	191	121	70	321
%V	7.0%	8.4%	8.3%	6.1%	8.0%	4.4%	7.7%
%H		53.7%	20.6%	58.6%	37.1%	21.5%	98.5%
Other bedroom	122	62	26	93	60	33	116
%V	2.6%	3.0%	3.2%	3.0%	4.0%	2.1%	2.8%
%H		50.8%	21.3%	76.2%	49.2%	27.0%	95.1%
Second living/dining room	188	104	33	131	78	53	180
%V	4.0%	5.0%	4.1%	4.2%	5.2%	3.3%	4.3%
%H		55.3%	17.6%	69.7%	41.5%	28.2%	95.7%
Study/office	31	18	4	21	12	9	30
%V	0.7%	0.9%	0.5%	0.7%	0.8%	0.6%	0.7%
%H		58.1%	12.9%	67.7%	38.7%	29.0%	96.8%
TV room	39	23	7	25	17	8	38
%V	0.8%	1.1%	0.9%	0.8%	1.1%	0.5%	0.9%
%H		59.0%	17.9%	64.1%	43.6%	20.5%	97.4%
Conservatory	37	20	6	26	15	11	35
%V	0.8%	1.0%	0.7%	0.8%	1.0%	0.7%	0.8%
%H		54.1%	16.2%	70.3%	40.5%	29.7%	94.6%
Attic or loft room	6	4	2	2	2	0	6
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	18	10	3	13	8	6	18
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.4%	0.4%
%H		55.6%	16.7%	72.2%	44.4%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	4668	2081	804	3112	1509	1603	4185
%H		44.6%	17.2%	66.7%	32.3%	34.3%	89.7%
PVR	2070	1269	506	1094	781	313	1959
%V	44.3%	61.0%	62.9%	35.2%	51.8%	19.5%	46.8%
%H		61.3%	24.4%	52.9%	37.7%	15.1%	94.6%
DVDR	31	19	4	19	11	7	26
%V	0.7%	0.9%	0.5%	0.6%	0.7%	0.4%	0.6%
%H		61.3%	12.9%	61.3%	35.5%	22.6%	83.9%
VCR	5	2	0	4	1	3	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	2090	1277	507	1107	784	323	1975
%V	44.8%	61.4%	63.1%	35.6%	52.0%	20.1%	47.2%
%H		61.1%	24.3%	53.0%	37.5%	15.5%	94.5%

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	4668	2081	804	3112	1509	1603	4185
%H		44.6%	17.2%	66.7%	32.3%	34.3%	89.7%
Receives HDTV (via STB or built-in reception)	2545	1290	539	1663	924	739	2361
%V	54.5%	62.0%	67.0%	53.4%	61.2%	46.1%	56.4%
%H		50.7%	21.2%	65.3%	36.3%	29.0%	92.8%
DVD/Blu-ray player or recorder	2060	902	381	1332	644	688	1871
%V	44.1%	43.3%	47.4%	42.8%	42.7%	42.9%	44.7%
%H		43.8%	18.5%	64.7%	31.3%	33.4%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2357	922	364	1505	576	928	2025
%H		39.1%	15.4%	63.9%	24.4%	39.4%	85.9%
Under 20"	13	1	1	8	0	8	8
%V	0.6%	0.1%	0.3%	0.5%	0.0%	0.9%	0.4%
%H		7.7%	7.7%	61.5%	0.0%	61.5%	61.5%
20" - 29"	117	19	12	87	10	77	75
%V	5.0%	2.1%	3.3%	5.8%	1.7%	8.3%	3.7%
%H		16.2%	10.3%	74.4%	8.5%	65.8%	64.1%
30" - 39"	574	164	65	402	95	306	428
%V	24.4%	17.8%	17.9%	26.7%	16.5%	33.0%	21.1%
%H		28.6%	11.3%	70.0%	16.6%	53.3%	74.6%
40" - 49"	994	419	165	621	267	354	900
%V	42.2%	45.4%	45.3%	41.3%	46.4%	38.1%	44.4%
%H		42.2%	16.6%	62.5%	26.9%	35.6%	90.5%
50" - 59"	477	235	97	280	159	121	454
%V	20.2%	25.5%	26.6%	18.6%	27.6%	13.0%	22.4%
%H		49.3%	20.3%	58.7%	33.3%	25.4%	95.2%
60"+	60	39	9	33	22	11	57
%V	2.5%	4.2%	2.5%	2.2%	3.8%	1.2%	2.8%
%H		65.0%	15.0%	55.0%	36.7%	18.3%	95.0%
Don't know	122	45	16	74	23	51	102
%V	5.2%	4.9%	4.4%	4.9%	4.0%	5.5%	5.0%
%H		36.9%	13.1%	60.7%	18.9%	41.8%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2357	922	364	1505	576	928	2025
%H		39.1%	15.4%	63.9%	24.4%	39.4%	85.9%
PVR	1413	812	345	790	525	265	1317
%V	59.9%	88.1%	94.8%	52.5%	91.1%	28.6%	65.0%
%H		57.5%	24.4%	55.9%	37.2%	18.8%	93.2%
DVDR	19	10	2	12	6	6	16
%V	0.8%	1.1%	0.5%	0.8%	1.0%	0.6%	0.8%
%H		52.6%	10.5%	63.2%	31.6%	31.6%	84.2%
VCR	4	2	0	4	1	3	3
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.1%
%H		50.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Any recorder	1425	814	345	799	526	273	1326
%V	60.5%	88.3%	94.8%	53.1%	91.3%	29.4%	65.5%
%H		57.1%	24.2%	56.1%	36.9%	19.2%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: 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	2357	922	364	1505	576	928	2025
%H		39.1%	15.4%	63.9%	24.4%	39.4%	85.9%
Receives HDTV (via STB or built-in reception)	1573	742	328	1012	498	514	1431
%V	66.7%	80.5%	90.1%	67.2%	86.5%	55.4%	70.7%
%H		47.2%	20.9%	64.3%	31.7%	32.7%	91.0%
DVD/Blu-ray player or recorder	1226	490	196	789	319	470	1070
%V	52.0%	53.1%	53.8%	52.4%	55.4%	50.6%	52.8%
%H		40.0%	16.0%	64.4%	26.0%	38.3%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2310	1158	440	1607	933	675	2160
%H		50.1%	19.0%	69.6%	40.4%	29.2%	93.5%
Under 20"	169	72	29	136	67	69	142
%V	7.3%	6.2%	6.6%	8.5%	7.2%	10.2%	6.6%
%H		42.6%	17.2%	80.5%	39.6%	40.8%	84.0%
20" - 29"	541	242	99	419	223	197	489
%V	23.4%	20.9%	22.5%	26.1%	23.9%	29.2%	22.6%
%H		44.7%	18.3%	77.4%	41.2%	36.4%	90.4%
30" - 39"	887	452	167	613	365	249	842
%V	38.4%	39.0%	38.0%	38.1%	39.1%	36.9%	39.0%
%H		51.0%	18.8%	69.1%	41.1%	28.1%	94.9%
40" - 49"	483	270	108	292	197	95	473
%V	20.9%	23.3%	24.5%	18.2%	21.1%	14.1%	21.9%
%H		55.9%	22.4%	60.5%	40.8%	19.7%	97.9%
50" - 59"	104	59	23	62	41	20	103
%V	4.5%	5.1%	5.2%	3.9%	4.4%	3.0%	4.8%
%H		56.7%	22.1%	59.6%	39.4%	19.2%	99.0%
60"+	7	5	0	4	3	1	7
%V	0.3%	0.4%	0.0%	0.2%	0.3%	0.1%	0.3%
%H		71.4%	0.0%	57.1%	42.9%	14.3%	100.0%
Don't know	119	58	15	82	38	44	104
%V	5.2%	5.0%	3.4%	5.1%	4.1%	6.5%	4.8%
%H		48.7%	12.6%	68.9%	31.9%	37.0%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2310	1158	440	1607	933	675	2160
%H		50.1%	19.0%	69.6%	40.4%	29.2%	93.5%
PVR	657	457	162	304	256	48	642
%V	28.4%	39.5%	36.8%	18.9%	27.4%	7.1%	29.7%
%H		69.6%	24.7%	46.3%	39.0%	7.3%	97.7%
DVDR	12	9	1	6	5	1	11
%V	0.5%	0.8%	0.2%	0.4%	0.5%	0.1%	0.5%
%H		75.0%	8.3%	50.0%	41.7%	8.3%	91.7%
VCR	1	1	0	1	0	0	1
%V	0.0%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Any recorder	665	462	162	308	258	50	649
%V	28.8%	39.9%	36.8%	19.2%	27.7%	7.4%	30.0%
%H		69.5%	24.4%	46.3%	38.8%	7.5%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2310	1158	440	1607	933	675	2160
%H		50.1%	19.0%	69.6%	40.4%	29.2%	93.5%
Receives HDTV (via STB or built-in reception)	972	548	211	651	426	225	930
%V	42.1%	47.3%	48.0%	40.5%	45.7%	33.3%	43.1%
%H		56.4%	21.7%	67.0%	43.8%	23.1%	95.7%
DVD/Blu-ray player or recorder	834	412	186	543	325	218	801
%V	36.1%	35.6%	42.3%	33.8%	34.8%	32.3%	37.1%
%H		49.4%	22.3%	65.1%	39.0%	26.1%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	5368	5103	2230	827	3109	1389	1721	4914
%H		95.1%	41.5%	15.4%	57.9%	25.9%	32.1%	91.5%
Total Children	927	892	433	139	482	240	242	911
%V	17.3%	17.5%	19.4%	16.8%	15.5%	17.3%	14.1%	18.5%
%H		96.2%	46.7%	15.0%	52.0%	25.9%	26.1%	98.3%
0 - 3	225	212	101	29	109	50	59	220
%V	4.2%	4.2%	4.5%	3.5%	3.5%	3.6%	3.4%	4.5%
%H		94.2%	44.9%	12.9%	48.4%	22.2%	26.2%	97.8%
4 - 15	702	680	332	109	373	190	183	691
%V	13.1%	13.3%	14.9%	13.2%	12.0%	13.7%	10.6%	14.1%
%H		96.9%	47.3%	15.5%	53.1%	27.1%	26.1%	98.4%
4 - 9	355	342	163	51	187	90	97	349
%V	6.6%	6.7%	7.3%	6.2%	6.0%	6.5%	5.6%	7.1%
%H		96.3%	45.9%	14.4%	52.7%	25.4%	27.3%	98.3%
10 - 15	346	338	169	59	186	100	86	342
%V	6.4%	6.6%	7.6%	7.1%	6.0%	7.2%	5.0%	7.0%
%H		97.7%	48.8%	17.1%	53.8%	28.9%	24.9%	98.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	5368	5103	2230	827	3109	1389	1721	4914
%H		95.1%	41.5%	15.4%	57.9%	25.9%	32.1%	91.5%
Total Adults (16+)	4441	4211	1797	688	2627	1149	1478	4003
%V	82.7%	82.5%	80.6%	83.2%	84.5%	82.7%	85.9%	81.5%
%H		94.8%	40.5%	15.5%	59.2%	25.9%	33.3%	90.1%
16 - 19	208	192	90	38	119	62	57	204
%V	3.9%	3.8%	4.0%	4.6%	3.8%	4.5%	3.3%	4.2%
%H		92.3%	43.3%	18.3%	57.2%	29.8%	27.4%	98.1%
20 - 24	329	277	106	39	155	68	86	324
%V	6.1%	5.4%	4.8%	4.7%	5.0%	4.9%	5.0%	6.6%
%H		84.2%	32.2%	11.9%	47.1%	20.7%	26.1%	98.5%
25 - 34	743	676	268	104	332	136	196	723
%V	13.8%	13.2%	12.0%	12.6%	10.7%	9.8%	11.4%	14.7%
%H		91.0%	36.1%	14.0%	44.7%	18.3%	26.4%	97.3%
35 - 44	667	626	298	96	352	169	183	644
%V	12.4%	12.3%	13.4%	11.6%	11.3%	12.2%	10.6%	13.1%
%H		93.9%	44.7%	14.4%	52.8%	25.3%	27.4%	96.6%
45 - 54	760	735	357	121	453	224	229	721
%V	14.2%	14.4%	16.0%	14.6%	14.6%	16.1%	13.3%	14.7%
%H		96.7%	47.0%	15.9%	59.6%	29.5%	30.1%	94.9%
55 - 64	734	718	327	143	470	227	244	686
%V	13.7%	14.1%	14.7%	17.3%	15.1%	16.3%	14.2%	14.0%
%H		97.8%	44.6%	19.5%	64.0%	30.9%	33.2%	93.5%
65+	1002	987	352	148	746	263	483	700
%V	18.7%	19.3%	15.8%	17.9%	24.0%	18.9%	28.1%	14.2%
%H		98.5%	35.1%	14.8%	74.5%	26.2%	48.2%	69.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	4441	4211	1797	688	2627	1149	1478	4003
%H		94.8%	40.5%	15.5%	59.2%	25.9%	33.3%	90.1%
AB	1116	1062	468	193	654	304	350	1088
%V	25.1%	25.2%	26.0%	28.1%	24.9%	26.5%	23.7%	27.2%
%H		95.2%	41.9%	17.3%	58.6%	27.2%	31.4%	97.5%
C1	1280	1187	533	189	732	349	383	1202
%V	28.8%	28.2%	29.7%	27.5%	27.9%	30.4%	25.9%	30.0%
%H		92.7%	41.6%	14.8%	57.2%	27.3%	29.9%	93.9%
C2	941	909	432	140	552	264	289	858
%V	21.2%	21.6%	24.0%	20.3%	21.0%	23.0%	19.6%	21.4%
%H		96.6%	45.9%	14.9%	58.7%	28.1%	30.7%	91.2%
D	728	695	267	118	441	172	268	605
%V	16.4%	16.5%	14.9%	17.2%	16.8%	15.0%	18.1%	15.1%
%H		95.5%	36.7%	16.2%	60.6%	23.6%	36.8%	83.1%
E	376	359	98	48	248	60	188	250
%V	8.5%	8.5%	5.5%	7.0%	9.4%	5.2%	12.7%	6.2%
%H		95.5%	26.1%	12.8%	66.0%	16.0%	50.0%	66.5%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	4441	4211	1797	688	2627	1149	1478	4003
%H		94.8%	40.5%	15.5%	59.2%	25.9%	33.3%	90.1%
Working full time	2053	1954	934	333	1118	566	552	1997
%V	46.2%	46.4%	52.0%	48.4%	42.6%	49.3%	37.3%	49.9%
%H		95.2%	45.5%	16.2%	54.5%	27.6%	26.9%	97.3%
Working part time	438	415	185	64	248	114	133	422
%V	9.9%	9.9%	10.3%	9.3%	9.4%	9.9%	9.0%	10.5%
%H		94.7%	42.2%	14.6%	56.6%	26.0%	30.4%	96.3%
Not working	1950	1842	678	292	1262	469	793	1584
%V	43.9%	43.7%	37.7%	42.4%	48.0%	40.8%	53.7%	39.6%
%H		94.5%	34.8%	15.0%	64.7%	24.1%	40.7%	81.2%
Houseperson	2500	2359	922	364	1505	576	928	2140
%V	56.3%	56.0%	51.3%	52.9%	57.3%	50.1%	62.8%	53.5%
%H		94.4%	36.9%	14.6%	60.2%	23.0%	37.1%	85.6%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2142	2016	859	343	1241	563	678	1952
%H		94.1%	40.1%	16.0%	57.9%	26.3%	31.7%	91.1%
16 - 19	106	98	43	21	63	34	29	103
%V	4.9%	4.9%	5.0%	6.1%	5.1%	6.0%	4.3%	5.3%
%H		92.5%	40.6%	19.8%	59.4%	32.1%	27.4%	97.2%
20 - 24	167	141	52	23	75	36	39	163
%V	7.8%	7.0%	6.1%	6.7%	6.0%	6.4%	5.8%	8.4%
%H		84.4%	31.1%	13.8%	44.9%	21.6%	23.4%	97.6%
25 - 34	366	330	128	50	162	65	97	355
%V	17.1%	16.4%	14.9%	14.6%	13.1%	11.5%	14.3%	18.2%
%H		90.2%	35.0%	13.7%	44.3%	17.8%	26.5%	97.0%
35 - 44	325	300	140	49	166	82	84	311
%V	15.2%	14.9%	16.3%	14.3%	13.4%	14.6%	12.4%	15.9%
%H		92.3%	43.1%	15.1%	51.1%	25.2%	25.8%	95.7%
45 - 54	367	353	164	59	217	106	111	349
%V	17.1%	17.5%	19.1%	17.2%	17.5%	18.8%	16.4%	17.9%
%H		96.2%	44.7%	16.1%	59.1%	28.9%	30.2%	95.1%
55 - 64	356	347	161	67	226	108	118	333
%V	16.6%	17.2%	18.7%	19.5%	18.2%	19.2%	17.4%	17.1%
%H		97.5%	45.2%	18.8%	63.5%	30.3%	33.1%	93.5%
65+	456	446	170	74	332	133	199	338
%V	21.3%	22.1%	19.8%	21.6%	26.8%	23.6%	29.4%	17.3%
%H		97.8%	37.3%	16.2%	72.8%	29.2%	43.6%	74.1%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2142	2016	859	343	1241	563	678	1952
%H		94.1%	40.1%	16.0%	57.9%	26.3%	31.7%	91.1%
AB	550	521	229	99	323	155	168	538
%V	25.7%	25.8%	26.7%	28.9%	26.0%	27.5%	24.8%	27.6%
%H		94.7%	41.6%	18.0%	58.7%	28.2%	30.5%	97.8%
C1	577	530	244	88	316	163	153	554
%V	26.9%	26.3%	28.4%	25.7%	25.5%	29.0%	22.6%	28.4%
%H		91.9%	42.3%	15.3%	54.8%	28.2%	26.5%	96.0%
C2	518	495	227	78	301	141	160	464
%V	24.2%	24.6%	26.4%	22.7%	24.3%	25.0%	23.6%	23.8%
%H		95.6%	43.8%	15.1%	58.1%	27.2%	30.9%	89.6%
D	338	318	122	57	200	82	118	284
%V	15.8%	15.8%	14.2%	16.6%	16.1%	14.6%	17.4%	14.5%
%H		94.1%	36.1%	16.9%	59.2%	24.3%	34.9%	84.0%
E	160	152	38	20	101	22	79	112
%V	7.5%	7.5%	4.4%	5.8%	8.1%	3.9%	11.7%	5.7%
%H		95.0%	23.8%	12.5%	63.1%	13.8%	49.4%	70.0%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2142	2016	859	343	1241	563	678	1952
%H		94.1%	40.1%	16.0%	57.9%	26.3%	31.7%	91.1%
Working full time	1218	1157	548	198	661	335	326	1184
%V	56.9%	57.4%	63.8%	57.7%	53.3%	59.5%	48.1%	60.7%
%H		95.0%	45.0%	16.3%	54.3%	27.5%	26.8%	97.2%
Working part time	96	86	35	13	50	21	29	88
%V	4.5%	4.3%	4.1%	3.8%	4.0%	3.7%	4.3%	4.5%
%H		89.6%	36.5%	13.5%	52.1%	21.9%	30.2%	91.7%
Not working	828	773	276	132	531	207	324	680
%V	38.7%	38.3%	32.1%	38.5%	42.8%	36.8%	47.8%	34.8%
%H		93.4%	33.3%	15.9%	64.1%	25.0%	39.1%	82.1%
Houseperson	586	524	160	79	344	107	237	462
%V	27.4%	26.0%	18.6%	23.0%	27.7%	19.0%	35.0%	23.7%
%H		89.4%	27.3%	13.5%	58.7%	18.3%	40.4%	78.8%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2299	2196	938	345	1386	586	800	2051
%H		95.5%	40.8%	15.0%	60.3%	25.5%	34.8%	89.2%
16 - 19	102	94	47	17	56	28	28	101
%V	4.4%	4.3%	5.0%	4.9%	4.0%	4.8%	3.5%	4.9%
%H		92.2%	46.1%	16.7%	54.9%	27.5%	27.5%	99.0%
20 - 24	162	136	54	16	79	33	47	161
%V	7.0%	6.2%	5.8%	4.6%	5.7%	5.6%	5.9%	7.8%
%H		84.0%	33.3%	9.9%	48.8%	20.4%	29.0%	99.4%
25 - 34	377	346	140	54	170	71	98	368
%V	16.4%	15.8%	14.9%	15.7%	12.3%	12.1%	12.3%	17.9%
%H		91.8%	37.1%	14.3%	45.1%	18.8%	26.0%	97.6%
35 - 44	341	326	157	47	187	87	99	333
%V	14.8%	14.8%	16.7%	13.6%	13.5%	14.8%	12.4%	16.2%
%H		95.6%	46.0%	13.8%	54.8%	25.5%	29.0%	97.7%
45 - 54	392	381	192	62	235	118	118	373
%V	17.1%	17.3%	20.5%	18.0%	17.0%	20.1%	14.8%	18.2%
%H		97.2%	49.0%	15.8%	59.9%	30.1%	30.1%	95.2%
55 - 64	378	371	166	76	245	119	126	353
%V	16.4%	16.9%	17.7%	22.0%	17.7%	20.3%	15.8%	17.2%
%H		98.1%	43.9%	20.1%	64.8%	31.5%	33.3%	93.4%
65+	546	541	182	73	414	130	284	362
%V	23.7%	24.6%	19.4%	21.2%	29.9%	22.2%	35.5%	17.6%
%H		99.1%	33.3%	13.4%	75.8%	23.8%	52.0%	66.3%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)		2299	2196	938	345	1386	586	800	2051
	%H		95.5%	40.8%	15.0%	60.3%	25.5%	34.8%	89.2%
AB		566	541	239	94	332	149	182	550
	%V	24.6%	24.6%	25.5%	27.2%	24.0%	25.4%	22.8%	26.8%
	%H		95.6%	42.2%	16.6%	58.7%	26.3%	32.2%	97.2%
C1		704	657	289	101	416	186	230	648
	%V	30.6%	29.9%	30.8%	29.3%	30.0%	31.7%	28.8%	31.6%
	%H		93.3%	41.1%	14.3%	59.1%	26.4%	32.7%	92.0%
C2		423	413	205	62	252	123	129	394
	%V	18.4%	18.8%	21.9%	18.0%	18.2%	21.0%	16.1%	19.2%
	%H		97.6%	48.5%	14.7%	59.6%	29.1%	30.5%	93.1%
D		390	377	145	61	240	90	150	320
	%V	17.0%	17.2%	15.5%	17.7%	17.3%	15.4%	18.8%	15.6%
	%H		96.7%	37.2%	15.6%	61.5%	23.1%	38.5%	82.1%
E		216	207	60	28	146	38	109	138
	%V	9.4%	9.4%	6.4%	8.1%	10.5%	6.5%	13.6%	6.7%
	%H		95.8%	27.8%	13.0%	67.6%	17.6%	50.5%	63.9%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	2299	2196	938	345	1386	586	800	2051
%H		95.5%	40.8%	15.0%	60.3%	25.5%	34.8%	89.2%
Working full time	834	797	386	135	457	231	226	814
%V	36.3%	36.3%	41.2%	39.1%	33.0%	39.4%	28.3%	39.7%
%H		95.6%	46.3%	16.2%	54.8%	27.7%	27.1%	97.6%
Working part time	342	329	150	51	198	93	104	333
%V	14.9%	15.0%	16.0%	14.8%	14.3%	15.9%	13.0%	16.2%
%H		96.2%	43.9%	14.9%	57.9%	27.2%	30.4%	97.4%
Not working	1122	1069	402	160	731	262	469	904
%V	48.8%	48.7%	42.9%	46.4%	52.7%	44.7%	58.6%	44.1%
%H		95.3%	35.8%	14.3%	65.2%	23.4%	41.8%	80.6%
Houseperson	1913	1834	762	285	1161	470	691	1678
%V	83.2%	83.5%	81.2%	82.6%	83.8%	80.2%	86.4%	81.8%
%H		95.9%	39.8%	14.9%	60.7%	24.6%	36.1%	87.7%

Base: BBC Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
AB	162	159	76	18	114	53	62	154
%V	21.9%	22.1%	25.2%	23.7%	21.3%	25.2%	19.0%	25.2%
%H (All HH)		98.1%	46.9%	11.1%	70.4%	32.7%	38.3%	95.1%
%H (TV HH)			47.8%	11.3%	71.7%	33.3%	39.0%	
C1	178	175	79	20	126	54	73	160
%V	24.1%	24.3%	26.2%	26.3%	23.5%	25.7%	22.4%	26.1%
%H (All HH)		98.3%	44.4%	11.2%	70.8%	30.3%	41.0%	89.9%
%H (TV HH)			45.1%	11.4%	72.0%	30.9%	41.7%	
C2	140	137	62	12	103	43	60	121
%V	18.9%	19.0%	20.5%	15.8%	19.2%	20.5%	18.4%	19.8%
%H (All HH)		97.9%	44.3%	8.6%	73.6%	30.7%	42.9%	86.4%
%H (TV HH)			45.3%	8.8%	75.2%	31.4%	43.8%	
D	134	128	47	14	98	38	61	107
%V	18.1%	17.8%	15.6%	18.4%	18.3%	18.1%	18.7%	17.5%
%H (All HH)		95.5%	35.1%	10.4%	73.1%	28.4%	45.5%	79.9%
%H (TV HH)			36.7%	10.9%	76.6%	29.7%	47.7%	
E	126	121	37	11	94	23	71	70
%V	17.1%	16.8%	12.3%	14.5%	17.5%	11.0%	21.8%	11.4%
%H (All HH)		96.0%	29.4%	8.7%	74.6%	18.3%	56.3%	55.6%
%H (TV HH)			30.6%	9.1%	77.7%	19.0%	58.7%	

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

Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
Under 25	18	16	5	2	10	3	7	17
%V	2.4%	2.2%	1.7%	2.6%	1.9%	1.4%	2.1%	2.8%
%H (All HH)		88.9%	27.8%	11.1%	55.6%	16.7%	38.9%	94.4%
%H (TV HH)			31.3%	12.5%	62.5%	18.8%	43.8%	
25 - 34	109	104	41	14	67	24	43	103
%V	14.7%	14.4%	13.6%	18.4%	12.5%	11.4%	13.2%	16.8%
%H (All HH)		95.4%	37.6%	12.8%	61.5%	22.0%	39.4%	94.5%
%H (TV HH)			39.4%	13.5%	64.4%	23.1%	41.3%	
35 - 44	130	127	59	16	87	39	48	123
%V	17.6%	17.6%	19.5%	21.1%	16.2%	18.6%	14.7%	20.1%
%H (All HH)		97.7%	45.4%	12.3%	66.9%	30.0%	36.9%	94.6%
%H (TV HH)			46.5%	12.6%	68.5%	30.7%	37.8%	
45 - 54	148	144	72	16	103	49	53	138
%V	20.0%	20.0%	23.8%	21.1%	19.2%	23.3%	16.3%	22.5%
%H (All HH)		97.3%	48.6%	10.8%	69.6%	33.1%	35.8%	93.2%
%H (TV HH)			50.0%	11.1%	71.5%	34.0%	36.8%	
55 - 64	135	132	58	14	104	44	60	118
%V	18.3%	18.3%	19.2%	18.4%	19.4%	21.0%	18.4%	19.3%
%H (All HH)		97.8%	43.0%	10.4%	77.0%	32.6%	44.4%	87.4%
%H (TV HH)			43.9%	10.6%	78.8%	33.3%	45.5%	
65 +	199	197	67	15	167	51	116	114
%V	26.9%	27.4%	22.2%	19.7%	31.2%	24.3%	35.6%	18.6%
%H (All HH)		99.0%	33.7%	7.5%	83.9%	25.6%	58.3%	57.3%
%H (TV HH)			34.0%	7.6%	84.8%	25.9%	58.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
1	210	201	62	14	160	38	122	119
%V	28.4%	27.9%	20.5%	18.4%	29.9%	18.1%	37.4%	19.4%
%H (All HH)		95.7%	29.5%	6.7%	76.2%	18.1%	58.1%	56.7%
%H (TV HH)			30.8%	7.0%	79.6%	18.9%	60.7%	
2	219	215	91	24	167	70	97	190
%V	29.6%	29.9%	30.1%	31.6%	31.2%	33.3%	29.8%	31.0%
%H (All HH)		98.2%	41.6%	11.0%	76.3%	32.0%	44.3%	86.8%
%H (TV HH)			42.3%	11.2%	77.7%	32.6%	45.1%	
3	130	127	60	15	89	42	47	126
%V	17.6%	17.6%	19.9%	19.7%	16.6%	20.0%	14.4%	20.6%
%H (All HH)		97.7%	46.2%	11.5%	68.5%	32.3%	36.2%	96.9%
%H (TV HH)			47.2%	11.8%	70.1%	33.1%	37.0%	
4	106	105	52	14	71	36	35	103
%V	14.3%	14.6%	17.2%	18.4%	13.2%	17.1%	10.7%	16.8%
%H (All HH)		99.1%	49.1%	13.2%	67.0%	34.0%	33.0%	97.2%
%H (TV HH)			49.5%	13.3%	67.6%	34.3%	33.3%	
5+	75	73	37	9	49	25	25	74
%V	10.1%	10.1%	12.3%	11.8%	9.1%	11.9%	7.7%	12.1%
%H (All HH)		97.3%	49.3%	12.0%	65.3%	33.3%	33.3%	98.7%
%H (TV HH)			50.7%	12.3%	67.1%	34.2%	34.2%	
Average HH size	2.53	2.54	2.76	2.80	2.45	2.76	2.25	2.77

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
Without	524	510	201	50	397	144	253	402
%V	70.9%	70.8%	66.6%	65.8%	74.1%	68.6%	77.6%	65.7%
%H (All HH)		97.3%	38.4%	9.5%	75.8%	27.5%	48.3%	76.7%
%H (TV HH)			39.4%	9.8%	77.8%	28.2%	49.6%	
With	215	210	101	26	139	66	73	211
%V	29.1%	29.2%	33.4%	34.2%	25.9%	31.4%	22.4%	34.5%
%H (All HH)		97.7%	47.0%	12.1%	64.7%	30.7%	34.0%	98.1%
%H (TV HH)			48.1%	12.4%	66.2%	31.4%	34.8%	
0 - 3	82	81	37	10	51	22	29	80
%V	11.1%	11.3%	12.3%	13.2%	9.5%	10.5%	8.9%	13.1%
%H (All HH)		98.8%	45.1%	12.2%	62.2%	26.8%	35.4%	97.6%
%H (TV HH)			45.7%	12.3%	63.0%	27.2%	35.8%	
4 - 9	115	113	52	16	74	35	39	112
%V	15.6%	15.7%	17.2%	21.1%	13.8%	16.7%	12.0%	18.3%
%H (All HH)		98.3%	45.2%	13.9%	64.3%	30.4%	33.9%	97.4%
%H (TV HH)			46.0%	14.2%	65.5%	31.0%	34.5%	
10 - 15	106	103	54	12	70	36	35	105
%V	14.3%	14.3%	17.9%	15.8%	13.1%	17.1%	10.7%	17.2%
%H (All HH)		97.2%	50.9%	11.3%	66.0%	34.0%	33.0%	99.1%
%H (TV HH)			52.4%	11.7%	68.0%	35.0%	34.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
1	268	268	80	25	191	38	152	189
%V	36.3%	37.2%	26.5%	32.9%	35.6%	18.1%	46.6%	30.9%
%H (All HH)		100.0%	29.9%	9.3%	71.3%	14.2%	56.7%	70.5%
%H (TV HH)			29.9%	9.3%	71.3%	14.2%	56.7%	
2	251	251	114	32	185	82	103	221
%V	34.0%	34.9%	37.7%	42.1%	34.5%	39.0%	31.6%	36.1%
%H (All HH)		100.0%	45.4%	12.7%	73.7%	32.7%	41.0%	88.0%
%H (TV HH)			45.4%	12.7%	73.7%	32.7%	41.0%	
3	120	120	61	11	95	50	46	111
%V	16.2%	16.7%	20.2%	14.5%	17.7%	23.8%	14.1%	18.1%
%H (All HH)		100.0%	50.8%	9.2%	79.2%	41.7%	38.3%	92.5%
%H (TV HH)			50.8%	9.2%	79.2%	41.7%	38.3%	
4	51	51	28	6	41	24	17	50
%V	6.9%	7.1%	9.3%	7.9%	7.6%	11.4%	5.2%	8.2%
%H (All HH)		100.0%	54.9%	11.8%	80.4%	47.1%	33.3%	98.0%
%H (TV HH)			54.9%	11.8%	80.4%	47.1%	33.3%	
5+	30	30	19	3	24	16	8	29
%V	4.1%	4.2%	6.3%	3.9%	4.5%	7.6%	2.5%	4.7%
%H (All HH)		100.0%	63.3%	10.0%	80.0%	53.3%	26.7%	96.7%
%H (TV HH)			63.3%	10.0%	80.0%	53.3%	26.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
Under 20"	53	53	20	5	46	18	27	44
%V	7.2%	7.4%	6.6%	6.6%	8.6%	8.6%	8.3%	7.2%
%H (All HH)		100.0%	37.7%	9.4%	86.8%	34.0%	50.9%	83.0%
%H (TV HH)			37.7%	9.4%	86.8%	34.0%	50.9%	
20" - 29"	218	218	97	19	180	81	99	180
%V	29.5%	30.3%	32.1%	25.0%	33.6%	38.6%	30.4%	29.4%
%H (All HH)		100.0%	44.5%	8.7%	82.6%	37.2%	45.4%	82.6%
%H (TV HH)			44.5%	8.7%	82.6%	37.2%	45.4%	
30" - 39"	365	365	156	35	286	118	169	305
%V	49.4%	50.7%	51.7%	46.1%	53.4%	56.2%	51.8%	49.8%
%H (All HH)		100.0%	42.7%	9.6%	78.4%	32.3%	46.3%	83.6%
%H (TV HH)			42.7%	9.6%	78.4%	32.3%	46.3%	
40" - 49"	404	404	191	51	294	141	154	364
%V	54.7%	56.1%	63.2%	67.1%	54.9%	67.1%	47.2%	59.5%
%H (All HH)		100.0%	47.3%	12.6%	72.8%	34.9%	38.1%	90.1%
%H (TV HH)			47.3%	12.6%	72.8%	34.9%	38.1%	
50" - 59"	136	136	72	18	90	47	43	131
%V	18.4%	18.9%	23.8%	23.7%	16.8%	22.4%	13.2%	21.4%
%H (All HH)		100.0%	52.9%	13.2%	66.2%	34.6%	31.6%	96.3%
%H (TV HH)			52.9%	13.2%	66.2%	34.6%	31.6%	
60"+	15	15	8	1	9	4	5	14
%V	2.0%	2.1%	2.6%	1.3%	1.7%	1.9%	1.5%	2.3%
%H (All HH)		100.0%	53.3%	6.7%	60.0%	26.7%	33.3%	93.3%
%H (TV HH)			53.3%	6.7%	60.0%	26.7%	33.3%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
Main living room	710	710	299	76	529	209	320	592
%V	96.1%	98.6%	99.0%	100.0%	98.7%	99.5%	98.2%	96.7%
%H (All HH)		100.0%	42.1%	10.7%	74.5%	29.4%	45.1%	83.4%
%H (TV HH)			42.1%	10.7%	74.5%	29.4%	45.1%	
Kitchen	173	173	84	13	150	74	77	153
%V	23.4%	24.0%	27.8%	17.1%	28.0%	35.2%	23.6%	25.0%
%H (All HH)		100.0%	48.6%	7.5%	86.7%	42.8%	44.5%	88.4%
%H (TV HH)			48.6%	7.5%	86.7%	42.8%	44.5%	
Adult's bedroom	280	280	143	35	213	113	99	256
%V	37.9%	38.9%	47.4%	46.1%	39.7%	53.8%	30.4%	41.8%
%H (All HH)		100.0%	51.1%	12.5%	76.1%	40.4%	35.4%	91.4%
%H (TV HH)			51.1%	12.5%	76.1%	40.4%	35.4%	
Child's bedroom	64	64	34	9	40	22	18	63
%V	8.7%	8.9%	11.3%	11.8%	7.5%	10.5%	5.5%	10.3%
%H (All HH)		100.0%	53.1%	14.1%	62.5%	34.4%	28.1%	98.4%
%H (TV HH)			53.1%	14.1%	62.5%	34.4%	28.1%	
Other bedroom	10	10	5	1	8	5	3	9
%V	1.4%	1.4%	1.7%	1.3%	1.5%	2.4%	0.9%	1.5%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	50.0%	30.0%	90.0%
%H (TV HH)			50.0%	10.0%	80.0%	50.0%	30.0%	
Second living/dining room	108	108	56	10	84	41	43	103
%V	14.6%	15.0%	18.5%	13.2%	15.7%	19.5%	13.2%	16.8%
%H (All HH)		100.0%	51.9%	9.3%	77.8%	38.0%	39.8%	95.4%
%H (TV HH)			51.9%	9.3%	77.8%	38.0%	39.8%	
Study/office	8	8	4	1	6	3	3	8
%V	1.1%	1.1%	1.3%	1.3%	1.1%	1.4%	0.9%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	100.0%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
TV room	13	13	9	0	13	9	4	13
%V	1.8%	1.8%	3.0%	0.0%	2.4%	4.3%	1.2%	2.1%
%H (All HH)		100.0%	69.2%	0.0%	100.0%	69.2%	30.8%	100.0%
%H (TV HH)			69.2%	0.0%	100.0%	69.2%	30.8%	
Conservatory	15	15	8	2	12	7	5	15
%V	2.0%	2.1%	2.6%	2.6%	2.2%	3.3%	1.5%	2.5%
%H (All HH)		100.0%	53.3%	13.3%	80.0%	46.7%	33.3%	100.0%
%H (TV HH)			53.3%	13.3%	80.0%	46.7%	33.3%	
Attic or loft room	1	1	0	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	12	12	7	1	10	6	5	12
%V	1.6%	1.7%	2.3%	1.3%	1.9%	2.9%	1.5%	2.0%
%H (All HH)		100.0%	58.3%	8.3%	83.3%	50.0%	41.7%	100.0%
%H (TV HH)			58.3%	8.3%	83.3%	50.0%	41.7%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
Any DSAT provider	302	302	302	3	177	177	0	278
%V	40.9%	41.9%	100.0%	3.9%	33.0%	84.3%	0.0%	45.4%
%H (All HH)			100.0%	1.0%	58.6%	58.6%	0.0%	92.1%
%H (TV HH)			100.0%	1.0%	58.6%	58.6%	0.0%	
Sky with subscription	262	262	262	2	157	157	0	244
%V	35.5%	36.4%	86.8%	2.6%	29.3%	74.8%	0.0%	39.9%
%H (All HH)			100.0%	0.8%	59.9%	59.9%	0.0%	93.1%
%H (TV HH)			100.0%	0.8%	59.9%	59.9%	0.0%	
Sky without subscription	17	17	17	0	8	8	0	13
%V	2.3%	2.4%	5.6%	0.0%	1.5%	3.8%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	47.1%	47.1%	0.0%	76.5%
%H (TV HH)			100.0%	0.0%	47.1%	47.1%	0.0%	
Freesat	48	48	48	1	40	40	0	46
%V	6.5%	6.7%	15.9%	1.3%	7.5%	19.0%	0.0%	7.5%
%H (All HH)			100.0%	2.1%	83.3%	83.3%	0.0%	95.8%
%H (TV HH)			100.0%	2.1%	83.3%	83.3%	0.0%	
Other satellite provider	23	23	23	1	13	13	0	21
%V	3.1%	3.2%	7.6%	1.3%	2.4%	6.2%	0.0%	3.4%
%H (All HH)			100.0%	4.3%	56.5%	56.5%	0.0%	91.3%
%H (TV HH)			100.0%	4.3%	56.5%	56.5%	0.0%	
DCAB	76	76	3	76	34	34	0	74
%V	10.3%	10.6%	1.0%	100.0%	6.3%	16.2%	0.0%	12.1%
%H (All HH)			3.9%	100.0%	44.7%	44.7%	0.0%	97.4%
%H (TV HH)			3.9%	100.0%	44.7%	44.7%	0.0%	
DTT	536	536	177	34	536	210	326	429
%V	72.5%	74.4%	58.6%	44.7%	100.0%	100.0%	100.0%	70.1%
%H (All HH)		100.0%	33.0%	6.3%	100.0%	39.2%	60.8%	80.0%
%H (TV HH)			33.0%	6.3%	100.0%	39.2%	60.8%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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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	739	720	302	76	536	210	326	612
%H (All HH)		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (TV HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
PVR	401	401	269	73	256	194	62	374
%V	54.3%	55.7%	89.1%	96.1%	47.8%	92.4%	19.0%	61.1%
%H (All HH)		100.0%	67.1%	18.2%	63.8%	48.4%	15.5%	93.3%
%H (TV HH)			67.1%	18.2%	63.8%	48.4%	15.5%	
DVDR	2	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
VCR	5	5	2	0	5	1	4	4
%V	0.7%	0.7%	0.7%	0.0%	0.9%	0.5%	1.2%	0.7%
%H (All HH)		100.0%	40.0%	0.0%	100.0%	20.0%	80.0%	80.0%
%H (TV HH)			40.0%	0.0%	100.0%	20.0%	80.0%	
Any recorder	406	406	270	73	260	195	65	377
%V	54.9%	56.4%	89.4%	96.1%	48.5%	92.9%	19.9%	61.6%
%H (All HH)		100.0%	66.5%	18.0%	64.0%	48.0%	16.0%	92.9%
%H (TV HH)			66.5%	18.0%	64.0%	48.0%	16.0%	
Receives HDTV (via STB or built-in reception)	526	526	259	66	397	192	204	475
%V	71.2%	73.1%	85.8%	86.8%	74.1%	91.4%	62.6%	77.6%
%H (All HH)		100.0%	49.2%	12.5%	75.5%	36.5%	38.8%	90.3%
%H (TV HH)			49.2%	12.5%	75.5%	36.5%	38.8%	
DVD/Blu-ray player or recorder	339	339	153	32	254	108	146	296
%V	45.9%	47.1%	50.7%	42.1%	47.4%	51.4%	44.8%	48.4%
%H (All HH)		100.0%	45.1%	9.4%	74.9%	31.9%	43.1%	87.3%
%H (TV HH)			45.1%	9.4%	74.9%	31.9%	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

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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	739	720	302	76	536	210	326	612
%V		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%
%H (All HH)			41.9%	10.6%	74.4%	29.2%	45.3%	
%H (TV HH)								
Has broadband internet	612	600	278	74	429	196	233	612
%V	82.8%	83.3%	92.1%	97.4%	80.0%	93.3%	71.5%	100.0%
%H (All HH)		98.0%	45.4%	12.1%	70.1%	32.0%	38.1%	100.0%
%H (TV HH)			46.3%	12.3%	71.5%	32.7%	38.8%	
Number of computers (PCs and laptops)								
0	177	170	45	9	143	30	113	59
%V	24.0%	23.6%	14.9%	11.8%	26.7%	14.3%	34.7%	9.6%
%H (All HH)		96.0%	25.4%	5.1%	80.8%	16.9%	63.8%	33.3%
%H (TV HH)			26.5%	5.3%	84.1%	17.6%	66.5%	
1	205	197	86	20	143	56	87	197
%V	27.7%	27.4%	28.5%	26.3%	26.7%	26.7%	26.7%	32.2%
%H (All HH)		96.1%	42.0%	9.8%	69.8%	27.3%	42.4%	96.1%
%H (TV HH)			43.7%	10.2%	72.6%	28.4%	44.2%	
2	177	175	80	21	127	59	68	176
%V	24.0%	24.3%	26.5%	27.6%	23.7%	28.1%	20.9%	28.8%
%H (All HH)		98.9%	45.2%	11.9%	71.8%	33.3%	38.4%	99.4%
%H (TV HH)			45.7%	12.0%	72.6%	33.7%	38.9%	
3	89	88	44	11	62	31	31	89
%V	12.0%	12.2%	14.6%	14.5%	11.6%	14.8%	9.5%	14.5%
%H (All HH)		98.9%	49.4%	12.4%	69.7%	34.8%	34.8%	100.0%
%H (TV HH)			50.0%	12.5%	70.5%	35.2%	35.2%	
4	48	47	22	8	31	16	15	48
%V	6.5%	6.5%	7.3%	10.5%	5.8%	7.6%	4.6%	7.8%
%H (All HH)		97.9%	45.8%	16.7%	64.6%	33.3%	31.3%	100.0%
%H (TV HH)			46.8%	17.0%	66.0%	34.0%	31.9%	
5+	44	43	24	7	30	18	12	44
%V	6.0%	6.0%	7.9%	9.2%	5.6%	8.6%	3.7%	7.2%
%H (All HH)		97.7%	54.5%	15.9%	68.2%	40.9%	27.3%	100.0%
%H (TV HH)			55.8%	16.3%	69.8%	41.9%	27.9%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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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	1498	707	161	1146	538	608	1324
%H		47.2%	10.7%	76.5%	35.9%	40.6%	88.4%
Under 20"	62	25	6	54	22	31	52
%V	4.1%	3.5%	3.7%	4.7%	4.1%	5.1%	3.9%
%H		40.3%	9.7%	87.1%	35.5%	50.0%	83.9%
20" - 29"	281	130	24	236	111	125	237
%V	18.8%	18.4%	14.9%	20.6%	20.6%	20.6%	17.9%
%H		46.3%	8.5%	84.0%	39.5%	44.5%	84.3%
30" - 39"	474	211	46	372	162	210	408
%V	31.6%	29.8%	28.6%	32.5%	30.1%	34.5%	30.8%
%H		44.5%	9.7%	78.5%	34.2%	44.3%	86.1%
40" - 49"	497	245	64	361	181	180	453
%V	33.2%	34.7%	39.8%	31.5%	33.6%	29.6%	34.2%
%H		49.3%	12.9%	72.6%	36.4%	36.2%	91.1%
50" - 59"	153	83	20	101	55	46	147
%V	10.2%	11.7%	12.4%	8.8%	10.2%	7.6%	11.1%
%H		54.2%	13.1%	66.0%	35.9%	30.1%	96.1%
60"+	17	9	1	9	4	5	16
%V	1.1%	1.3%	0.6%	0.8%	0.7%	0.8%	1.2%
%H		52.9%	5.9%	52.9%	23.5%	29.4%	94.1%
Don't know	15	5	0	13	3	10	10
%V	1.0%	0.7%	0.0%	1.1%	0.6%	1.6%	0.8%
%H		33.3%	0.0%	86.7%	20.0%	66.7%	66.7%

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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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	1498	707	161	1146	538	608	1324
%H		47.2%	10.7%	76.5%	35.9%	40.6%	88.4%
Main living room	715	301	76	533	211	322	596
%V	47.7%	42.6%	47.2%	46.5%	39.2%	53.0%	45.0%
%H		42.1%	10.6%	74.5%	29.5%	45.0%	83.4%
Kitchen	174	84	13	151	74	77	154
%V	11.6%	11.9%	8.1%	13.2%	13.8%	12.7%	11.6%
%H		48.3%	7.5%	86.8%	42.5%	44.3%	88.5%
Adult's bedroom	352	185	44	270	151	120	325
%V	23.5%	26.2%	27.3%	23.6%	28.1%	19.7%	24.5%
%H		52.6%	12.5%	76.7%	42.9%	34.1%	92.3%
Child's bedroom	84	45	13	53	30	23	83
%V	5.6%	6.4%	8.1%	4.6%	5.6%	3.8%	6.3%
%H		53.6%	15.5%	63.1%	35.7%	27.4%	98.8%
Other bedroom	10	6	1	8	5	3	10
%V	0.7%	0.8%	0.6%	0.7%	0.9%	0.5%	0.8%
%H		60.0%	10.0%	80.0%	50.0%	30.0%	100.0%
Second living/dining room	113	58	11	87	43	45	107
%V	7.5%	8.2%	6.8%	7.6%	8.0%	7.4%	8.1%
%H		51.3%	9.7%	77.0%	38.1%	39.8%	94.7%
Study/office	8	4	1	6	3	4	8
%V	0.5%	0.6%	0.6%	0.5%	0.6%	0.7%	0.6%
%H		50.0%	12.5%	75.0%	37.5%	50.0%	100.0%
TV room	13	9	0	13	9	4	13
%V	0.9%	1.3%	0.0%	1.1%	1.7%	0.7%	1.0%
%H		69.2%	0.0%	100.0%	69.2%	30.8%	100.0%
Conservatory	15	8	2	12	7	5	15
%V	1.0%	1.1%	1.2%	1.0%	1.3%	0.8%	1.1%
%H		53.3%	13.3%	80.0%	46.7%	33.3%	100.0%
Attic or loft room	1	0	0	1	0	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	13	7	1	11	6	5	13
%V	0.9%	1.0%	0.6%	1.0%	1.1%	0.8%	1.0%
%H		53.8%	7.7%	84.6%	46.2%	38.5%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1498	707	161	1146	538	608	1324
%H		47.2%	10.7%	76.5%	35.9%	40.6%	88.4%
PVR	575	410	99	343	272	71	543
%V	38.4%	58.0%	61.5%	29.9%	50.6%	11.7%	41.0%
%H		71.3%	17.2%	59.7%	47.3%	12.3%	94.4%
DVDR	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	6	2	0	5	1	4	4
%V	0.4%	0.3%	0.0%	0.4%	0.2%	0.7%	0.3%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	66.7%
Any recorder	581	411	99	348	273	75	547
%V	38.8%	58.1%	61.5%	30.4%	50.7%	12.3%	41.3%
%H		70.7%	17.0%	59.9%	47.0%	12.9%	94.1%

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	1498	707	161	1146	538	608	1324
%H		47.2%	10.7%	76.5%	35.9%	40.6%	88.4%
Receives HDTV (via STB or built-in reception)	889	464	105	682	357	325	823
%V	59.3%	65.6%	65.2%	59.5%	66.4%	53.5%	62.2%
%H		52.2%	11.8%	76.7%	40.2%	36.6%	92.6%
DVD/Blu-ray player or recorder	448	218	41	339	159	180	402
%V	29.9%	30.8%	25.5%	29.6%	29.6%	29.6%	30.4%
%H		48.7%	9.2%	75.7%	35.5%	40.2%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	302	76	536	210	326	600
%H		41.9%	10.6%	74.4%	29.2%	45.3%	83.3%
Under 20"	4	1	0	3	1	2	2
%V	0.6%	0.3%	0.0%	0.6%	0.5%	0.6%	0.3%
%H		25.0%	0.0%	75.0%	25.0%	50.0%	50.0%
20" - 29"	45	11	2	37	6	31	26
%V	6.3%	3.6%	2.6%	6.9%	2.9%	9.5%	4.3%
%H		24.4%	4.4%	82.2%	13.3%	68.9%	57.8%
30" - 39"	196	65	14	161	46	114	144
%V	27.2%	21.5%	18.4%	30.0%	21.9%	35.0%	24.0%
%H		33.2%	7.1%	82.1%	23.5%	58.2%	73.5%
40" - 49"	338	155	43	247	113	133	300
%V	46.9%	51.3%	56.6%	46.1%	53.8%	40.8%	50.0%
%H		45.9%	12.7%	73.1%	33.4%	39.3%	88.8%
50" - 59"	116	61	17	75	39	35	112
%V	16.1%	20.2%	22.4%	14.0%	18.6%	10.7%	18.7%
%H		52.6%	14.7%	64.7%	33.6%	30.2%	96.6%
60"+	14	8	1	8	4	4	13
%V	1.9%	2.6%	1.3%	1.5%	1.9%	1.2%	2.2%
%H		57.1%	7.1%	57.1%	28.6%	28.6%	92.9%
Don't know	7	1	0	6	1	5	4
%V	1.0%	0.3%	0.0%	1.1%	0.5%	1.5%	0.7%
%H		14.3%	0.0%	85.7%	14.3%	71.4%	57.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	302	76	536	210	326	600
%H		41.9%	10.6%	74.4%	29.2%	45.3%	83.3%
PVR	386	262	72	242	188	55	358
%V	53.6%	86.8%	94.7%	45.1%	89.5%	16.9%	59.7%
%H		67.9%	18.7%	62.7%	48.7%	14.2%	92.7%
DVDR	2	1	0	1	1	1	2
%V	0.3%	0.3%	0.0%	0.2%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
VCR	5	1	0	4	1	4	4
%V	0.7%	0.3%	0.0%	0.7%	0.5%	1.2%	0.7%
%H		20.0%	0.0%	80.0%	20.0%	80.0%	80.0%
Any recorder	390	263	72	246	188	58	361
%V	54.2%	87.1%	94.7%	45.9%	89.5%	17.8%	60.2%
%H		67.4%	18.5%	63.1%	48.2%	14.9%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	302	76	536	210	326	600
%H		41.9%	10.6%	74.4%	29.2%	45.3%	83.3%
Receives HDTV (via STB or built-in reception)	511	251	65	384	185	198	461
%V	71.0%	83.1%	85.5%	71.6%	88.1%	60.7%	76.8%
%H		49.1%	12.7%	75.1%	36.2%	38.7%	90.2%
DVD/Blu-ray player or recorder	269	117	24	205	84	122	228
%V	37.4%	38.7%	31.6%	38.2%	40.0%	37.4%	38.0%
%H		43.5%	8.9%	76.2%	31.2%	45.4%	84.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	778	405	85	610	328	281	724
%H		52.1%	10.9%	78.4%	42.2%	36.1%	93.1%
Under 20"	58	24	5	51	22	29	50
%V	7.5%	5.9%	5.9%	8.4%	6.7%	10.3%	6.9%
%H		41.4%	8.6%	87.9%	37.9%	50.0%	86.2%
20" - 29"	236	118	22	198	104	94	212
%V	30.3%	29.1%	25.9%	32.5%	31.7%	33.5%	29.3%
%H		50.0%	9.3%	83.9%	44.1%	39.8%	89.8%
30" - 39"	278	146	33	212	116	96	264
%V	35.7%	36.0%	38.8%	34.8%	35.4%	34.2%	36.5%
%H		52.5%	11.9%	76.3%	41.7%	34.5%	95.0%
40" - 49"	159	90	21	114	67	46	153
%V	20.4%	22.2%	24.7%	18.7%	20.4%	16.4%	21.1%
%H		56.6%	13.2%	71.7%	42.1%	28.9%	96.2%
50" - 59"	36	22	3	27	16	11	36
%V	4.6%	5.4%	3.5%	4.4%	4.9%	3.9%	5.0%
%H		61.1%	8.3%	75.0%	44.4%	30.6%	100.0%
60"+	3	1	0	2	0	1	3
%V	0.4%	0.2%	0.0%	0.3%	0.0%	0.4%	0.4%
%H		33.3%	0.0%	66.7%	0.0%	33.3%	100.0%
Don't know	8	4	0	7	3	4	6
%V	1.0%	1.0%	0.0%	1.1%	0.9%	1.4%	0.8%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Ulster

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	778	405	85	610	328	281	724
%H		52.1%	10.9%	78.4%	42.2%	36.1%	93.1%
PVR	189	147	28	101	84	16	185
%V	24.3%	36.3%	32.9%	16.6%	25.6%	5.7%	25.6%
%H		77.8%	14.8%	53.4%	44.4%	8.5%	97.9%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	1	1	0	1	0	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	100.0%
Any recorder	191	148	28	102	85	17	186
%V	24.6%	36.5%	32.9%	16.7%	25.9%	6.0%	25.7%
%H		77.5%	14.7%	53.4%	44.5%	8.9%	97.4%

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	778	405	85	610	328	281	724
%H		52.1%	10.9%	78.4%	42.2%	36.1%	93.1%
Receives HDTV (via STB or built-in reception)	378	213	40	298	172	126	362
%V	48.6%	52.6%	47.1%	48.9%	52.4%	44.8%	50.0%
%H		56.3%	10.6%	78.8%	45.5%	33.3%	95.8%
DVD/Blu-ray player or recorder	179	101	16	134	75	59	174
%V	23.0%	24.9%	18.8%	22.0%	22.9%	21.0%	24.0%
%H		56.4%	8.9%	74.9%	41.9%	33.0%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC Ulster
Individual level data
Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1866	1827	834	213	1312	579	733	1692
%H		97.9%	44.7%	11.4%	70.3%	31.0%	39.3%	90.7%
Total Children	395	388	187	51	258	123	134	388
%V	21.2%	21.2%	22.4%	23.9%	19.7%	21.2%	18.3%	22.9%
%H		98.2%	47.3%	12.9%	65.3%	31.1%	33.9%	98.2%
0 - 3	97	96	44	12	62	27	35	94
%V	5.2%	5.3%	5.3%	5.6%	4.7%	4.7%	4.8%	5.6%
%H		99.0%	45.4%	12.4%	63.9%	27.8%	36.1%	96.9%
4 - 15	298	292	143	38	195	96	99	293
%V	16.0%	16.0%	17.1%	17.8%	14.9%	16.6%	13.5%	17.3%
%H		98.0%	48.0%	12.8%	65.4%	32.2%	33.2%	98.3%
4 - 9	152	149	71	21	99	47	51	149
%V	8.1%	8.2%	8.5%	9.9%	7.5%	8.1%	7.0%	8.8%
%H		98.0%	46.7%	13.8%	65.1%	30.9%	33.6%	98.0%
10 - 15	146	142	72	17	97	49	48	144
%V	7.8%	7.8%	8.6%	8.0%	7.4%	8.5%	6.5%	8.5%
%H		97.3%	49.3%	11.6%	66.4%	33.6%	32.9%	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	1866	1827	834	213	1312	579	733	1692
%H		97.9%	44.7%	11.4%	70.3%	31.0%	39.3%	90.7%
Total Adults (16+)	1471	1439	647	162	1054	456	599	1305
%V	78.8%	78.8%	77.6%	76.1%	80.3%	78.8%	81.7%	77.1%
%H		97.8%	44.0%	11.0%	71.7%	31.0%	40.7%	88.7%
16 - 19	90	88	45	12	60	31	28	89
%V	4.8%	4.8%	5.4%	5.6%	4.6%	5.4%	3.8%	5.3%
%H		97.8%	50.0%	13.3%	66.7%	34.4%	31.1%	98.9%
20 - 24	109	106	51	14	71	36	35	106
%V	5.8%	5.8%	6.1%	6.6%	5.4%	6.2%	4.8%	6.3%
%H		97.2%	46.8%	12.8%	65.1%	33.0%	32.1%	97.2%
25 - 34	245	237	99	29	157	62	95	236
%V	13.1%	13.0%	11.9%	13.6%	12.0%	10.7%	13.0%	13.9%
%H		96.7%	40.4%	11.8%	64.1%	25.3%	38.8%	96.3%
35 - 44	238	232	112	28	157	73	84	228
%V	12.8%	12.7%	13.4%	13.1%	12.0%	12.6%	11.5%	13.5%
%H		97.5%	47.1%	11.8%	66.0%	30.7%	35.3%	95.8%
45 - 54	256	250	127	29	178	88	90	240
%V	13.7%	13.7%	15.2%	13.6%	13.6%	15.2%	12.3%	14.2%
%H		97.7%	49.6%	11.3%	69.5%	34.4%	35.2%	93.8%
55 - 64	229	226	101	26	179	79	99	209
%V	12.3%	12.4%	12.1%	12.2%	13.6%	13.6%	13.5%	12.4%
%H		98.7%	44.1%	11.4%	78.2%	34.5%	43.2%	91.3%
65+	304	301	111	24	254	86	167	196
%V	16.3%	16.5%	13.3%	11.3%	19.4%	14.9%	22.8%	11.6%
%H		99.0%	36.5%	7.9%	83.6%	28.3%	54.9%	64.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC Ulster
Individual level data
Table 12.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	1471	1439	647	162	1054	456	599	1305
%H		97.8%	44.0%	11.0%	71.7%	31.0%	40.7%	88.7%
AB	344	340	166	40	241	113	127	333
%V	23.4%	23.6%	25.7%	24.7%	22.9%	24.8%	21.2%	25.5%
%H		98.8%	48.3%	11.6%	70.1%	32.8%	36.9%	96.8%
C1	378	374	184	43	265	126	140	355
%V	25.7%	26.0%	28.4%	26.5%	25.1%	27.6%	23.4%	27.2%
%H		98.9%	48.7%	11.4%	70.1%	33.3%	37.0%	93.9%
C2	304	296	140	29	222	98	123	276
%V	20.7%	20.6%	21.6%	17.9%	21.1%	21.5%	20.5%	21.1%
%H		97.4%	46.1%	9.5%	73.0%	32.2%	40.5%	90.8%
D	264	256	99	34	193	81	112	228
%V	17.9%	17.8%	15.3%	21.0%	18.3%	17.8%	18.7%	17.5%
%H		97.0%	37.5%	12.9%	73.1%	30.7%	42.4%	86.4%
E	181	173	58	16	133	37	96	113
%V	12.3%	12.0%	9.0%	9.9%	12.6%	8.1%	16.0%	8.7%
%H		95.6%	32.0%	8.8%	73.5%	20.4%	53.0%	62.4%

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 12.24: 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+)	1471	1439	647	162	1054	456	599	1305
%H		97.8%	44.0%	11.0%	71.7%	31.0%	40.7%	88.7%
Working full time	709	693	328	83	489	225	264	683
%V	48.2%	48.2%	50.7%	51.2%	46.4%	49.3%	44.1%	52.3%
%H		97.7%	46.3%	11.7%	69.0%	31.7%	37.2%	96.3%
Working part time	123	122	62	15	83	41	41	117
%V	8.4%	8.5%	9.6%	9.3%	7.9%	9.0%	6.8%	9.0%
%H		99.2%	50.4%	12.2%	67.5%	33.3%	33.3%	95.1%
Not working	639	625	257	64	482	189	293	506
%V	43.4%	43.4%	39.7%	39.5%	45.7%	41.4%	48.9%	38.8%
%H		97.8%	40.2%	10.0%	75.4%	29.6%	45.9%	79.2%
Houseperson	739	720	302	76	536	210	326	612
%V	50.2%	50.0%	46.7%	46.9%	50.9%	46.1%	54.4%	46.9%
%H		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	717	698	319	78	510	225	286	637
%H		97.4%	44.5%	10.9%	71.1%	31.4%	39.9%	88.8%
16 - 19	47	45	23	6	30	15	15	46
%V	6.6%	6.4%	7.2%	7.7%	5.9%	6.7%	5.2%	7.2%
%H		95.7%	48.9%	12.8%	63.8%	31.9%	31.9%	97.9%
20 - 24	56	55	27	6	39	20	20	54
%V	7.8%	7.9%	8.5%	7.7%	7.6%	8.9%	7.0%	8.5%
%H		98.2%	48.2%	10.7%	69.6%	35.7%	35.7%	96.4%
25 - 34	122	117	49	14	79	32	47	116
%V	17.0%	16.8%	15.4%	17.9%	15.5%	14.2%	16.4%	18.2%
%H		95.9%	40.2%	11.5%	64.8%	26.2%	38.5%	95.1%
35 - 44	115	112	55	13	76	35	41	109
%V	16.0%	16.0%	17.2%	16.7%	14.9%	15.6%	14.3%	17.1%
%H		97.4%	47.8%	11.3%	66.1%	30.4%	35.7%	94.8%
45 - 54	125	121	62	14	86	43	44	116
%V	17.4%	17.3%	19.4%	17.9%	16.9%	19.1%	15.4%	18.2%
%H		96.8%	49.6%	11.2%	68.8%	34.4%	35.2%	92.8%
55 - 64	113	111	49	13	86	38	48	101
%V	15.8%	15.9%	15.4%	16.7%	16.9%	16.9%	16.8%	15.9%
%H		98.2%	43.4%	11.5%	76.1%	33.6%	42.5%	89.4%
65+	140	138	53	12	114	42	72	94
%V	19.5%	19.8%	16.6%	15.4%	22.4%	18.7%	25.2%	14.8%
%H		98.6%	37.9%	8.6%	81.4%	30.0%	51.4%	67.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	717	698	319	78	510	225	286	637
%H		97.4%	44.5%	10.9%	71.1%	31.4%	39.9%	88.8%
AB	172	169	82	20	119	56	64	166
%V	24.0%	24.2%	25.7%	25.6%	23.3%	24.9%	22.4%	26.1%
%H		98.3%	47.7%	11.6%	69.2%	32.6%	37.2%	96.5%
C1	179	177	91	20	124	62	62	171
%V	25.0%	25.4%	28.5%	25.6%	24.3%	27.6%	21.7%	26.8%
%H		98.9%	50.8%	11.2%	69.3%	34.6%	34.6%	95.5%
C2	162	156	73	14	118	51	66	144
%V	22.6%	22.3%	22.9%	17.9%	23.1%	22.7%	23.1%	22.6%
%H		96.3%	45.1%	8.6%	72.8%	31.5%	40.7%	88.9%
D	127	121	48	15	92	40	53	108
%V	17.7%	17.3%	15.0%	19.2%	18.0%	17.8%	18.5%	17.0%
%H		95.3%	37.8%	11.8%	72.4%	31.5%	41.7%	85.0%
E	78	74	24	8	57	16	41	48
%V	10.9%	10.6%	7.5%	10.3%	11.2%	7.1%	14.3%	7.5%
%H		94.9%	30.8%	10.3%	73.1%	20.5%	52.6%	61.5%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	717	698	319	78	510	225	286	637
%H		97.4%	44.5%	10.9%	71.1%	31.4%	39.9%	88.8%
Working full time	422	411	201	47	291	137	154	405
%V	58.9%	58.9%	63.0%	60.3%	57.1%	60.9%	53.8%	63.6%
%H		97.4%	47.6%	11.1%	69.0%	32.5%	36.5%	96.0%
Working part time	25	25	12	3	18	9	10	21
%V	3.5%	3.6%	3.8%	3.8%	3.5%	4.0%	3.5%	3.3%
%H		100.0%	48.0%	12.0%	72.0%	36.0%	40.0%	84.0%
Not working	270	262	106	28	201	79	122	211
%V	37.7%	37.5%	33.2%	35.9%	39.4%	35.1%	42.7%	33.1%
%H		97.0%	39.3%	10.4%	74.4%	29.3%	45.2%	78.1%
Houseperson	144	134	50	12	101	32	69	97
%V	20.1%	19.2%	15.7%	15.4%	19.8%	14.2%	24.1%	15.2%
%H		93.1%	34.7%	8.3%	70.1%	22.2%	47.9%	67.4%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	754	742	329	84	544	231	313	668
%H		98.4%	43.6%	11.1%	72.1%	30.6%	41.5%	88.6%
16 - 19	43	42	22	6	30	16	13	43
%V	5.7%	5.7%	6.7%	7.1%	5.5%	6.9%	4.2%	6.4%
%H		97.7%	51.2%	14.0%	69.8%	37.2%	30.2%	100.0%
20 - 24	53	51	25	8	32	16	16	52
%V	7.0%	6.9%	7.6%	9.5%	5.9%	6.9%	5.1%	7.8%
%H		96.2%	47.2%	15.1%	60.4%	30.2%	30.2%	98.1%
25 - 34	123	120	50	15	79	30	48	120
%V	16.3%	16.2%	15.2%	17.9%	14.5%	13.0%	15.3%	18.0%
%H		97.6%	40.7%	12.2%	64.2%	24.4%	39.0%	97.6%
35 - 44	123	120	57	15	81	38	43	119
%V	16.3%	16.2%	17.3%	17.9%	14.9%	16.5%	13.7%	17.8%
%H		97.6%	46.3%	12.2%	65.9%	30.9%	35.0%	96.7%
45 - 54	131	129	65	15	92	45	46	124
%V	17.4%	17.4%	19.8%	17.9%	16.9%	19.5%	14.7%	18.6%
%H		98.5%	49.6%	11.5%	70.2%	34.4%	35.1%	94.7%
55 - 64	117	116	52	12	92	41	51	108
%V	15.5%	15.6%	15.8%	14.3%	16.9%	17.7%	16.3%	16.2%
%H		99.1%	44.4%	10.3%	78.6%	35.0%	43.6%	92.3%
65+	164	164	57	12	140	45	95	102
%V	21.8%	22.1%	17.3%	14.3%	25.7%	19.5%	30.4%	15.3%
%H		100.0%	34.8%	7.3%	85.4%	27.4%	57.9%	62.2%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	754	742	329	84	544	231	313	668
%H		98.4%	43.6%	11.1%	72.1%	30.6%	41.5%	88.6%
AB	173	171	84	19	122	58	64	167
%V	22.9%	23.0%	25.5%	22.6%	22.4%	25.1%	20.4%	25.0%
%H		98.8%	48.6%	11.0%	70.5%	33.5%	37.0%	96.5%
C1	199	197	93	23	141	64	77	184
%V	26.4%	26.5%	28.3%	27.4%	25.9%	27.7%	24.6%	27.5%
%H		99.0%	46.7%	11.6%	70.9%	32.2%	38.7%	92.5%
C2	142	140	67	15	104	47	57	132
%V	18.8%	18.9%	20.4%	17.9%	19.1%	20.3%	18.2%	19.8%
%H		98.6%	47.2%	10.6%	73.2%	33.1%	40.1%	93.0%
D	137	134	51	19	101	42	59	120
%V	18.2%	18.1%	15.5%	22.6%	18.6%	18.2%	18.8%	18.0%
%H		97.8%	37.2%	13.9%	73.7%	30.7%	43.1%	87.6%
E	103	100	34	8	77	21	56	65
%V	13.7%	13.5%	10.3%	9.5%	14.2%	9.1%	17.9%	9.7%
%H		97.1%	33.0%	7.8%	74.8%	20.4%	54.4%	63.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	754	742	329	84	544	231	313	668
%H		98.4%	43.6%	11.1%	72.1%	30.6%	41.5%	88.6%
Working full time	287	281	127	36	199	88	110	278
%V	38.1%	37.9%	38.6%	42.9%	36.6%	38.1%	35.1%	41.6%
%H		97.9%	44.3%	12.5%	69.3%	30.7%	38.3%	96.9%
Working part time	98	97	50	13	64	33	32	96
%V	13.0%	13.1%	15.2%	15.5%	11.8%	14.3%	10.2%	14.4%
%H		99.0%	51.0%	13.3%	65.3%	33.7%	32.7%	98.0%
Not working	369	363	152	36	281	110	171	295
%V	48.9%	48.9%	46.2%	42.9%	51.7%	47.6%	54.6%	44.2%
%H		98.4%	41.2%	9.8%	76.2%	29.8%	46.3%	79.9%
Houseperson	595	586	252	64	436	178	257	515
%V	78.9%	79.0%	76.6%	76.2%	80.1%	77.1%	82.1%	77.1%
%H		98.5%	42.4%	10.8%	73.3%	29.9%	43.2%	86.6%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
AB	293	284	144	25	174	68	106	276
%V	21.4%	21.5%	22.2%	21.4%	21.7%	22.2%	21.3%	23.7%
%H (All HH)		96.9%	49.1%	8.5%	59.4%	23.2%	36.2%	94.2%
%H (TV HH)			50.7%	8.8%	61.3%	23.9%	37.3%	
C1	352	338	171	32	203	81	121	322
%V	25.7%	25.6%	26.3%	27.4%	25.3%	26.5%	24.3%	27.7%
%H (All HH)		96.0%	48.6%	9.1%	57.7%	23.0%	34.4%	91.5%
%H (TV HH)			50.6%	9.5%	60.1%	24.0%	35.8%	
C2	332	325	171	27	203	90	113	287
%V	24.3%	24.6%	26.3%	23.1%	25.3%	29.4%	22.7%	24.7%
%H (All HH)		97.9%	51.5%	8.1%	61.1%	27.1%	34.0%	86.4%
%H (TV HH)			52.6%	8.3%	62.5%	27.7%	34.8%	
D	240	229	106	21	137	47	90	186
%V	17.6%	17.3%	16.3%	17.9%	17.1%	15.4%	18.1%	16.0%
%H (All HH)		95.4%	44.2%	8.8%	57.1%	19.6%	37.5%	77.5%
%H (TV HH)			46.3%	9.2%	59.8%	20.5%	39.3%	
E	150	144	58	12	86	20	65	94
%V	11.0%	10.9%	8.9%	10.3%	10.7%	6.5%	13.1%	8.1%
%H (All HH)		96.0%	38.7%	8.0%	57.3%	13.3%	43.3%	62.7%
%H (TV HH)			40.3%	8.3%	59.7%	13.9%	45.1%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Under 25	56	47	18	4	24	8	16	53
%V	4.1%	3.6%	2.8%	3.4%	3.0%	2.6%	3.2%	4.6%
%H (All HH)		83.9%	32.1%	7.1%	42.9%	14.3%	28.6%	94.6%
%H (TV HH)			38.3%	8.5%	51.1%	17.0%	34.0%	
25 - 34	189	177	79	14	89	29	60	182
%V	13.8%	13.4%	12.2%	12.0%	11.1%	9.5%	12.1%	15.6%
%H (All HH)		93.7%	41.8%	7.4%	47.1%	15.3%	31.7%	96.3%
%H (TV HH)			44.6%	7.9%	50.3%	16.4%	33.9%	
35 - 44	196	190	101	18	103	46	57	190
%V	14.3%	14.4%	15.5%	15.4%	12.8%	15.0%	11.5%	16.3%
%H (All HH)		96.9%	51.5%	9.2%	52.6%	23.5%	29.1%	96.9%
%H (TV HH)			53.2%	9.5%	54.2%	24.2%	30.0%	
45 - 54	247	238	132	28	131	61	71	236
%V	18.1%	18.0%	20.3%	23.9%	16.3%	19.9%	14.3%	20.3%
%H (All HH)		96.4%	53.4%	11.3%	53.0%	24.7%	28.7%	95.5%
%H (TV HH)			55.5%	11.8%	55.0%	25.6%	29.8%	
55 - 64	247	242	125	20	158	64	94	222
%V	18.1%	18.3%	19.2%	17.1%	19.7%	20.9%	18.9%	19.1%
%H (All HH)		98.0%	50.6%	8.1%	64.0%	25.9%	38.1%	89.9%
%H (TV HH)			51.7%	8.3%	65.3%	26.4%	38.8%	
65 +	433	425	195	32	297	98	199	281
%V	31.7%	32.2%	30.0%	27.4%	37.0%	32.0%	40.0%	24.1%
%H (All HH)		98.2%	45.0%	7.4%	68.6%	22.6%	46.0%	64.9%
%H (TV HH)			45.9%	7.5%	69.9%	23.1%	46.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
1	440	413	162	28	278	68	210	286
%V	32.2%	31.3%	24.9%	23.9%	34.7%	22.2%	42.3%	24.6%
%H (All HH)		93.9%	36.8%	6.4%	63.2%	15.5%	47.7%	65.0%
%H (TV HH)			39.2%	6.8%	67.3%	16.5%	50.8%	
2	469	460	235	39	279	113	166	428
%V	34.3%	34.8%	36.2%	33.3%	34.8%	36.9%	33.4%	36.8%
%H (All HH)		98.1%	50.1%	8.3%	59.5%	24.1%	35.4%	91.3%
%H (TV HH)			51.1%	8.5%	60.7%	24.6%	36.1%	
3	218	211	119	25	113	55	57	212
%V	15.9%	16.0%	18.3%	21.4%	14.1%	18.0%	11.5%	18.2%
%H (All HH)		96.8%	54.6%	11.5%	51.8%	25.2%	26.1%	97.2%
%H (TV HH)			56.4%	11.8%	53.6%	26.1%	27.0%	
4	163	160	93	15	92	47	45	162
%V	11.9%	12.1%	14.3%	12.8%	11.5%	15.4%	9.1%	13.9%
%H (All HH)		98.2%	57.1%	9.2%	56.4%	28.8%	27.6%	99.4%
%H (TV HH)			58.1%	9.4%	57.5%	29.4%	28.1%	
5+	77	75	42	10	41	23	18	76
%V	5.6%	5.7%	6.5%	8.5%	5.1%	7.5%	3.6%	6.5%
%H (All HH)		97.4%	54.5%	13.0%	53.2%	29.9%	23.4%	98.7%
%H (TV HH)			56.0%	13.3%	54.7%	30.7%	24.0%	
Average HH size	2.26	2.28	2.43	2.50	2.19	2.51	1.99	2.43

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Without	1034	996	474	86	630	228	402	839
%V	75.6%	75.4%	72.9%	73.5%	78.6%	74.5%	80.9%	72.1%
%H (All HH)		96.3%	45.8%	8.3%	60.9%	22.1%	38.9%	81.1%
%H (TV HH)			47.6%	8.6%	63.3%	22.9%	40.4%	
With	333	325	176	31	172	78	94	325
%V	24.4%	24.6%	27.1%	26.5%	21.4%	25.5%	18.9%	27.9%
%H (All HH)		97.6%	52.9%	9.3%	51.7%	23.4%	28.2%	97.6%
%H (TV HH)			54.2%	9.5%	52.9%	24.0%	28.9%	
0 - 3	114	111	58	11	55	22	33	111
%V	8.3%	8.4%	8.9%	9.4%	6.9%	7.2%	6.6%	9.5%
%H (All HH)		97.4%	50.9%	9.6%	48.2%	19.3%	28.9%	97.4%
%H (TV HH)			52.3%	9.9%	49.5%	19.8%	29.7%	
4 - 9	171	167	90	15	87	38	49	168
%V	12.5%	12.6%	13.8%	12.8%	10.8%	12.4%	9.9%	14.4%
%H (All HH)		97.7%	52.6%	8.8%	50.9%	22.2%	28.7%	98.2%
%H (TV HH)			53.9%	9.0%	52.1%	22.8%	29.3%	
10 - 15	165	164	93	16	93	49	45	163
%V	12.1%	12.4%	14.3%	13.7%	11.6%	16.0%	9.1%	14.0%
%H (All HH)		99.4%	56.4%	9.7%	56.4%	29.7%	27.3%	98.8%
%H (TV HH)			56.7%	9.8%	56.7%	29.9%	27.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
1	494	494	187	40	261	36	225	381
%V	36.1%	37.4%	28.8%	34.2%	32.5%	11.8%	45.3%	32.7%
%H (All HH)		100.0%	37.9%	8.1%	52.8%	7.3%	45.5%	77.1%
%H (TV HH)			37.9%	8.1%	52.8%	7.3%	45.5%	
2	457	457	235	43	284	113	171	390
%V	33.4%	34.6%	36.2%	36.8%	35.4%	36.9%	34.4%	33.5%
%H (All HH)		100.0%	51.4%	9.4%	62.1%	24.7%	37.4%	85.3%
%H (TV HH)			51.4%	9.4%	62.1%	24.7%	37.4%	
3	225	225	133	23	153	88	66	213
%V	16.5%	17.0%	20.5%	19.7%	19.1%	28.8%	13.3%	18.3%
%H (All HH)		100.0%	59.1%	10.2%	68.0%	39.1%	29.3%	94.7%
%H (TV HH)			59.1%	10.2%	68.0%	39.1%	29.3%	
4	95	95	62	8	69	45	24	93
%V	6.9%	7.2%	9.5%	6.8%	8.6%	14.7%	4.8%	8.0%
%H (All HH)		100.0%	65.3%	8.4%	72.6%	47.4%	25.3%	97.9%
%H (TV HH)			65.3%	8.4%	72.6%	47.4%	25.3%	
5+	48	48	33	4	35	25	10	47
%V	3.5%	3.6%	5.1%	3.4%	4.4%	8.2%	2.0%	4.0%
%H (All HH)		100.0%	68.8%	8.3%	72.9%	52.1%	20.8%	97.9%
%H (TV HH)			68.8%	8.3%	72.9%	52.1%	20.8%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1367	1321	650	117	802	306	497	1164
%V (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Under 20"	166	166	83	10	128	57	71	139
%V	12.1%	12.6%	12.8%	8.5%	16.0%	18.6%	14.3%	11.9%
%H (All HH)		100.0%	50.0%	6.0%	77.1%	34.3%	42.8%	83.7%
%H (TV HH)			50.0%	6.0%	77.1%	34.3%	42.8%	
20" - 29"	355	355	177	31	257	118	139	301
%V	26.0%	26.9%	27.2%	26.5%	32.0%	38.6%	28.0%	25.9%
%H (All HH)		100.0%	49.9%	8.7%	72.4%	33.2%	39.2%	84.8%
%H (TV HH)			49.9%	8.7%	72.4%	33.2%	39.2%	
30" - 39"	659	659	333	61	424	175	249	557
%V	48.2%	49.9%	51.2%	52.1%	52.9%	57.2%	50.1%	47.9%
%H (All HH)		100.0%	50.5%	9.3%	64.3%	26.6%	37.8%	84.5%
%H (TV HH)			50.5%	9.3%	64.3%	26.6%	37.8%	
40" - 49"	699	699	385	68	411	191	220	633
%V	51.1%	52.9%	59.2%	58.1%	51.2%	62.4%	44.3%	54.4%
%H (All HH)		100.0%	55.1%	9.7%	58.8%	27.3%	31.5%	90.6%
%H (TV HH)			55.1%	9.7%	58.8%	27.3%	31.5%	
50" - 59"	263	263	157	25	143	72	71	248
%V	19.2%	19.9%	24.2%	21.4%	17.8%	23.5%	14.3%	21.3%
%H (All HH)		100.0%	59.7%	9.5%	54.4%	27.4%	27.0%	94.3%
%H (TV HH)			59.7%	9.5%	54.4%	27.4%	27.0%	
60"+	29	29	20	3	12	7	6	29
%V	2.1%	2.2%	3.1%	2.6%	1.5%	2.3%	1.2%	2.5%
%H (All HH)		100.0%	69.0%	10.3%	41.4%	24.1%	20.7%	100.0%
%H (TV HH)			69.0%	10.3%	41.4%	24.1%	20.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Main living room	1304	1304	646	115	794	304	490	1113
%V	95.4%	98.7%	99.4%	98.3%	99.0%	99.3%	98.6%	95.6%
%H (All HH)		100.0%	49.5%	8.8%	60.9%	23.3%	37.6%	85.4%
%H (TV HH)			49.5%	8.8%	60.9%	23.3%	37.6%	
Kitchen	176	176	98	15	132	70	63	153
%V	12.9%	13.3%	15.1%	12.8%	16.5%	22.9%	12.7%	13.1%
%H (All HH)		100.0%	55.7%	8.5%	75.0%	39.8%	35.8%	86.9%
%H (TV HH)			55.7%	8.5%	75.0%	39.8%	35.8%	
Adult's bedroom	587	587	340	53	388	205	184	532
%V	42.9%	44.4%	52.3%	45.3%	48.4%	67.0%	37.0%	45.7%
%H (All HH)		100.0%	57.9%	9.0%	66.1%	34.9%	31.3%	90.6%
%H (TV HH)			57.9%	9.0%	66.1%	34.9%	31.3%	
Child's bedroom	143	143	89	14	85	51	34	141
%V	10.5%	10.8%	13.7%	12.0%	10.6%	16.7%	6.8%	12.1%
%H (All HH)		100.0%	62.2%	9.8%	59.4%	35.7%	23.8%	98.6%
%H (TV HH)			62.2%	9.8%	59.4%	35.7%	23.8%	
Other bedroom	108	108	71	8	69	42	27	104
%V	7.9%	8.2%	10.9%	6.8%	8.6%	13.7%	5.4%	8.9%
%H (All HH)		100.0%	65.7%	7.4%	63.9%	38.9%	25.0%	96.3%
%H (TV HH)			65.7%	7.4%	63.9%	38.9%	25.0%	
Second living/dining room	168	168	92	17	119	60	59	152
%V	12.3%	12.7%	14.2%	14.5%	14.8%	19.6%	11.9%	13.1%
%H (All HH)		100.0%	54.8%	10.1%	70.8%	35.7%	35.1%	90.5%
%H (TV HH)			54.8%	10.1%	70.8%	35.7%	35.1%	
Study/office	15	15	9	1	11	6	5	15
%V	1.1%	1.1%	1.4%	0.9%	1.4%	2.0%	1.0%	1.3%
%H (All HH)		100.0%	60.0%	6.7%	73.3%	40.0%	33.3%	100.0%
%H (TV HH)			60.0%	6.7%	73.3%	40.0%	33.3%	
TV room	8	8	5	1	5	3	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.6%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	62.5%	37.5%	25.0%	
Conservatory	32	32	21	2	24	15	10	31
%V	2.3%	2.4%	3.2%	1.7%	3.0%	4.9%	2.0%	2.7%
%H (All HH)		100.0%	65.6%	6.3%	75.0%	46.9%	31.3%	96.9%
%H (TV HH)			65.6%	6.3%	75.0%	46.9%	31.3%	
Attic or loft room	4	4	2	1	2	1	1	4
%V	0.3%	0.3%	0.3%	0.9%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	25.0%	25.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	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	10	10	6	1	7	3	4	10
%V	0.7%	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%	0.9%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	30.0%	40.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	30.0%	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

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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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Any DSAT provider	650	650	650	4	265	265	0	584
%V	47.5%	49.2%	100.0%	3.4%	33.0%	86.6%	0.0%	50.2%
%H (All HH)			100.0%	0.6%	40.8%	40.8%	0.0%	89.8%
%H (TV HH)			100.0%	0.6%	40.8%	40.8%	0.0%	
Sky with subscription	527	527	527	1	213	213	0	484
%V	38.6%	39.9%	81.1%	0.9%	26.6%	69.6%	0.0%	41.6%
%H (All HH)			100.0%	0.2%	40.4%	40.4%	0.0%	91.8%
%H (TV HH)			100.0%	0.2%	40.4%	40.4%	0.0%	
Sky without subscription	48	48	48	1	18	18	0	36
%V	3.5%	3.6%	7.4%	0.9%	2.2%	5.9%	0.0%	3.1%
%H (All HH)			100.0%	2.1%	37.5%	37.5%	0.0%	75.0%
%H (TV HH)			100.0%	2.1%	37.5%	37.5%	0.0%	
Freesat	68	68	68	1	30	30	0	60
%V	5.0%	5.1%	10.5%	0.9%	3.7%	9.8%	0.0%	5.2%
%H (All HH)			100.0%	1.5%	44.1%	44.1%	0.0%	88.2%
%H (TV HH)			100.0%	1.5%	44.1%	44.1%	0.0%	
Other satellite provider	28	28	28	1	11	11	0	24
%V	2.0%	2.1%	4.3%	0.9%	1.4%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	3.6%	39.3%	39.3%	0.0%	85.7%
%H (TV HH)			100.0%	3.6%	39.3%	39.3%	0.0%	
DCAB	117	117	4	117	43	43	0	106
%V	8.6%	8.9%	0.6%	100.0%	5.4%	14.1%	0.0%	9.1%
%H (All HH)			3.4%	100.0%	36.8%	36.8%	0.0%	90.6%
%H (TV HH)			3.4%	100.0%	36.8%	36.8%	0.0%	
DTT	802	802	265	43	802	306	497	661
%V	58.7%	60.7%	40.8%	36.8%	100.0%	100.0%	100.0%	56.8%
%H (All HH)		100.0%	33.0%	5.4%	100.0%	38.2%	62.0%	82.4%
%H (TV HH)			33.0%	5.4%	100.0%	38.2%	62.0%	

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

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BBC Wales

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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	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
PVR	837	837	578	110	430	278	152	762
%V	61.2%	63.4%	88.9%	94.0%	53.6%	90.8%	30.6%	65.5%
%H (All HH)		100.0%	69.1%	13.1%	51.4%	33.2%	18.2%	91.0%
%H (TV HH)			69.1%	13.1%	51.4%	33.2%	18.2%	
DVDR	8	8	4	1	6	3	3	6
%V	0.6%	0.6%	0.6%	0.9%	0.7%	1.0%	0.6%	0.5%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	75.0%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
VCR	5	5	1	1	3	0	3	3
%V	0.4%	0.4%	0.2%	0.9%	0.4%	0.0%	0.6%	0.3%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	0.0%	60.0%	60.0%
%H (TV HH)			20.0%	20.0%	60.0%	0.0%	60.0%	
Any recorder	842	842	578	110	435	279	156	765
%V	61.6%	63.7%	88.9%	94.0%	54.2%	91.2%	31.4%	65.7%
%H (All HH)		100.0%	68.6%	13.1%	51.7%	33.1%	18.5%	90.9%
%H (TV HH)			68.6%	13.1%	51.7%	33.1%	18.5%	
Receives HDTV (via STB or built-in reception)	917	917	511	100	566	256	310	825
%V	67.1%	69.4%	78.6%	85.5%	70.6%	83.7%	62.4%	70.9%
%H (All HH)		100.0%	55.7%	10.9%	61.7%	27.9%	33.8%	90.0%
%H (TV HH)			55.7%	10.9%	61.7%	27.9%	33.8%	
DVD/Blu-ray player or recorder	801	801	407	68	497	202	295	707
%V	58.6%	60.6%	62.6%	58.1%	62.0%	66.0%	59.4%	60.7%
%H (All HH)		100.0%	50.8%	8.5%	62.0%	25.2%	36.8%	88.3%
%H (TV HH)			50.8%	8.5%	62.0%	25.2%	36.8%	

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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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	1367	1321	650	117	802	306	497	1164
%V		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (All HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
%H (TV HH)								
Has broadband internet	1164	1125	584	106	661	280	381	1164
%V	85.1%	85.2%	89.8%	90.6%	82.4%	91.5%	76.7%	100.0%
%H (All HH)		96.6%	50.2%	9.1%	56.8%	24.1%	32.7%	100.0%
%H (TV HH)			51.9%	9.4%	58.8%	24.9%	33.9%	
Number of computers (PCs and laptops)								
0	296	283	103	17	190	40	151	108
%V	21.7%	21.4%	15.8%	14.5%	23.7%	13.1%	30.4%	9.3%
%H (All HH)		95.6%	34.8%	5.7%	64.2%	13.5%	51.0%	36.5%
%H (TV HH)			36.4%	6.0%	67.1%	14.1%	53.4%	
1	373	357	174	29	215	78	138	360
%V	27.3%	27.0%	26.8%	24.8%	26.8%	25.5%	27.8%	30.9%
%H (All HH)		95.7%	46.6%	7.8%	57.6%	20.9%	37.0%	96.5%
%H (TV HH)			48.7%	8.1%	60.2%	21.8%	38.7%	
2	310	302	157	30	176	75	102	309
%V	22.7%	22.9%	24.2%	25.6%	21.9%	24.5%	20.5%	26.5%
%H (All HH)		97.4%	50.6%	9.7%	56.8%	24.2%	32.9%	99.7%
%H (TV HH)			52.0%	9.9%	58.3%	24.8%	33.8%	
3	188	182	99	18	107	50	57	187
%V	13.8%	13.8%	15.2%	15.4%	13.3%	16.3%	11.5%	16.1%
%H (All HH)		96.8%	52.7%	9.6%	56.9%	26.6%	30.3%	99.5%
%H (TV HH)			54.4%	9.9%	58.8%	27.5%	31.3%	
4	97	95	54	12	57	31	25	97
%V	7.1%	7.2%	8.3%	10.3%	7.1%	10.1%	5.0%	8.3%
%H (All HH)		97.9%	55.7%	12.4%	58.8%	32.0%	25.8%	100.0%
%H (TV HH)			56.8%	12.6%	60.0%	32.6%	26.3%	
5+	104	102	64	11	57	33	24	104
%V	7.6%	7.7%	9.8%	9.4%	7.1%	10.8%	4.8%	8.9%
%H (All HH)		98.1%	61.5%	10.6%	54.8%	31.7%	23.1%	100.0%
%H (TV HH)			62.7%	10.8%	55.9%	32.4%	23.5%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Under 20"	196	99	11	152	70	82	167
%V	7.2%	6.7%	4.5%	8.7%	8.4%	9.0%	6.9%
%H		50.5%	5.6%	77.6%	35.7%	41.8%	85.2%
20" - 29"	450	231	37	330	158	172	389
%V	16.5%	15.6%	15.0%	18.8%	18.9%	18.8%	16.0%
%H		51.3%	8.2%	73.3%	35.1%	38.2%	86.4%
30" - 39"	850	448	83	549	252	297	737
%V	31.2%	30.2%	33.7%	31.4%	30.1%	32.5%	30.4%
%H		52.7%	9.8%	64.6%	29.6%	34.9%	86.7%
40" - 49"	840	482	78	495	246	249	769
%V	30.8%	32.5%	31.7%	28.3%	29.4%	27.2%	31.7%
%H		57.4%	9.3%	58.9%	29.3%	29.6%	91.5%
50" - 59"	294	178	28	163	84	79	278
%V	10.8%	12.0%	11.4%	9.3%	10.0%	8.6%	11.5%
%H		60.5%	9.5%	55.4%	28.6%	26.9%	94.6%
60"+	32	21	3	14	8	7	31
%V	1.2%	1.4%	1.2%	0.8%	1.0%	0.8%	1.3%
%H		65.6%	9.4%	43.8%	25.0%	21.9%	96.9%
Don't know	61	24	5	47	18	29	53
%V	2.2%	1.6%	2.0%	2.7%	2.2%	3.2%	2.2%
%H		39.3%	8.2%	77.0%	29.5%	47.5%	86.9%

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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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	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Main living room	1309	649	116	797	306	491	1117
%V	48.1%	43.8%	47.2%	45.5%	36.6%	53.7%	46.1%
%H		49.6%	8.9%	60.9%	23.4%	37.5%	85.3%
Kitchen	176	98	15	133	70	63	153
%V	6.5%	6.6%	6.1%	7.6%	8.4%	6.9%	6.3%
%H		55.7%	8.5%	75.6%	39.8%	35.8%	86.9%
Adult's bedroom	683	403	64	457	253	204	624
%V	25.1%	27.2%	26.0%	26.1%	30.3%	22.3%	25.7%
%H		59.0%	9.4%	66.9%	37.0%	29.9%	91.4%
Child's bedroom	182	112	19	110	67	43	180
%V	6.7%	7.6%	7.7%	6.3%	8.0%	4.7%	7.4%
%H		61.5%	10.4%	60.4%	36.8%	23.6%	98.9%
Other bedroom	132	86	9	84	51	33	127
%V	4.8%	5.8%	3.7%	4.8%	6.1%	3.6%	5.2%
%H		65.2%	6.8%	63.6%	38.6%	25.0%	96.2%
Second living/dining room	169	93	17	119	61	59	153
%V	6.2%	6.3%	6.9%	6.8%	7.3%	6.4%	6.3%
%H		55.0%	10.1%	70.4%	36.1%	34.9%	90.5%
Study/office	15	9	1	11	6	5	15
%V	0.6%	0.6%	0.4%	0.6%	0.7%	0.5%	0.6%
%H		60.0%	6.7%	73.3%	40.0%	33.3%	100.0%
TV room	8	5	1	5	3	2	8
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Conservatory	32	21	2	24	15	10	31
%V	1.2%	1.4%	0.8%	1.4%	1.8%	1.1%	1.3%
%H		65.6%	6.3%	75.0%	46.9%	31.3%	96.9%
Attic or loft room	4	2	1	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
No specific location	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%
Other	11	6	1	8	4	4	11
%V	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
PVR	1210	887	155	565	392	173	1122
%V	44.4%	59.8%	63.0%	32.3%	46.9%	18.9%	46.3%
%H		73.3%	12.8%	46.7%	32.4%	14.3%	92.7%
DVDR	8	5	1	6	3	3	6
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.2%
%H		62.5%	12.5%	75.0%	37.5%	37.5%	75.0%
VCR	5	1	1	3	0	3	3
%V	0.2%	0.1%	0.4%	0.2%	0.0%	0.3%	0.1%
%H		20.0%	20.0%	60.0%	0.0%	60.0%	60.0%
Any recorder	1217	888	155	571	393	178	1127
%V	44.7%	59.9%	63.0%	32.6%	47.0%	19.5%	46.5%
%H		73.0%	12.7%	46.9%	32.3%	14.6%	92.6%

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	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Receives HDTV (via STB or built-in reception)	1507	889	169	950	496	454	1386
%V	55.3%	59.9%	68.7%	54.3%	59.3%	49.6%	57.2%
%H		59.0%	11.2%	63.0%	32.9%	30.1%	92.0%
DVD/Blu-ray player or recorder	1150	613	99	728	331	397	1040
%V	42.2%	41.3%	40.2%	41.6%	39.6%	43.4%	42.9%
%H		53.3%	8.6%	63.3%	28.8%	34.5%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
Under 20"	10	3	0	6	1	6	6
%V	0.8%	0.5%	0.0%	0.7%	0.3%	1.2%	0.5%
%H		30.0%	0.0%	60.0%	10.0%	60.0%	60.0%
20" - 29"	82	25	4	60	12	49	55
%V	6.2%	3.8%	3.4%	7.5%	3.9%	9.9%	4.9%
%H		30.5%	4.9%	73.2%	14.6%	59.8%	67.1%
30" - 39"	349	140	28	228	62	167	266
%V	26.4%	21.5%	23.9%	28.4%	20.3%	33.6%	23.6%
%H		40.1%	8.0%	65.3%	17.8%	47.9%	76.2%
40" - 49"	592	316	58	348	156	193	530
%V	44.8%	48.6%	49.6%	43.4%	51.0%	38.8%	47.1%
%H		53.4%	9.8%	58.8%	26.4%	32.6%	89.5%
50" - 59"	236	140	22	129	65	64	221
%V	17.9%	21.5%	18.8%	16.1%	21.2%	12.9%	19.6%
%H		59.3%	9.3%	54.7%	27.5%	27.1%	93.6%
60"+	26	17	3	11	6	5	25
%V	2.0%	2.6%	2.6%	1.4%	2.0%	1.0%	2.2%
%H		65.4%	11.5%	42.3%	23.1%	19.2%	96.2%
Don't know	25	8	2	19	6	13	22
%V	1.9%	1.2%	1.7%	2.4%	2.0%	2.6%	2.0%
%H		32.0%	8.0%	76.0%	24.0%	52.0%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
PVR	819	568	109	414	270	144	746
%V	62.0%	87.4%	93.2%	51.6%	88.2%	29.0%	66.3%
%H		69.4%	13.3%	50.5%	33.0%	17.6%	91.1%
DVDR	5	3	1	4	2	2	4
%V	0.4%	0.5%	0.9%	0.5%	0.7%	0.4%	0.4%
%H		60.0%	20.0%	80.0%	40.0%	40.0%	80.0%
VCR	4	1	1	2	0	2	2
%V	0.3%	0.2%	0.9%	0.2%	0.0%	0.4%	0.2%
%H		25.0%	25.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	823	569	109	418	271	147	748
%V	62.3%	87.5%	93.2%	52.1%	88.6%	29.6%	66.5%
%H		69.1%	13.2%	50.8%	32.9%	17.9%	90.9%

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	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
Receives HDTV (via STB or built-in reception)	892	496	98	545	244	301	802
%V	67.5%	76.3%	83.8%	68.0%	79.7%	60.6%	71.3%
%H		55.6%	11.0%	61.1%	27.4%	33.7%	89.9%
DVD/Blu-ray player or recorder	647	312	54	397	145	251	562
%V	49.0%	48.0%	46.2%	49.5%	47.4%	50.5%	50.0%
%H		48.2%	8.3%	61.4%	22.4%	38.8%	86.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
Under 20"	186	96	11	146	69	76	161
%V	13.3%	11.5%	8.5%	15.4%	13.0%	18.2%	12.4%
%H		51.6%	5.9%	78.5%	37.1%	40.9%	86.6%
20" - 29"	368	205	33	270	147	123	334
%V	26.2%	24.6%	25.6%	28.5%	27.7%	29.4%	25.7%
%H		55.7%	9.0%	73.4%	39.9%	33.4%	90.8%
30" - 39"	500	308	56	321	190	131	471
%V	35.7%	37.0%	43.4%	33.8%	35.8%	31.3%	36.3%
%H		61.6%	11.2%	64.2%	38.0%	26.2%	94.2%
40" - 49"	248	166	21	147	90	57	239
%V	17.7%	19.9%	16.3%	15.5%	16.9%	13.6%	18.4%
%H		66.9%	8.5%	59.3%	36.3%	23.0%	96.4%
50" - 59"	59	38	6	34	20	15	56
%V	4.2%	4.6%	4.7%	3.6%	3.8%	3.6%	4.3%
%H		64.4%	10.2%	57.6%	33.9%	25.4%	94.9%
60"+	6	4	1	3	2	1	6
%V	0.4%	0.5%	0.8%	0.3%	0.4%	0.2%	0.5%
%H		66.7%	16.7%	50.0%	33.3%	16.7%	100.0%
Don't know	35	16	3	28	13	15	32
%V	2.5%	1.9%	2.3%	3.0%	2.4%	3.6%	2.5%
%H		45.7%	8.6%	80.0%	37.1%	42.9%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
PVR	391	318	46	150	122	29	376
%V	27.9%	38.2%	35.7%	15.8%	23.0%	6.9%	28.9%
%H		81.3%	11.8%	38.4%	31.2%	7.4%	96.2%
DVDR	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	394	320	46	153	123	30	379
%V	28.1%	38.4%	35.7%	16.1%	23.2%	7.2%	29.2%
%H		81.2%	11.7%	38.8%	31.2%	7.6%	96.2%

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	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
Receives HDTV (via STB or built-in reception)	614	393	71	405	252	153	584
%V	43.8%	47.2%	55.0%	42.7%	47.5%	36.6%	45.0%
%H		64.0%	11.6%	66.0%	41.0%	24.9%	95.1%
DVD/Blu-ray player or recorder	504	301	45	331	185	146	477
%V	35.9%	36.1%	34.9%	34.9%	34.8%	34.9%	36.7%
%H		59.7%	8.9%	65.7%	36.7%	29.0%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Wales

Individual level data

Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3093	3008	1582	292	1758	768	990	2831
%H		97.3%	51.1%	9.4%	56.8%	24.8%	32.0%	91.5%
Total Children	565	554	299	51	298	134	164	552
%V	18.3%	18.4%	18.9%	17.5%	17.0%	17.4%	16.6%	19.5%
%H		98.1%	52.9%	9.0%	52.7%	23.7%	29.0%	97.7%
0 - 3	131	127	66	12	63	25	38	127
%V	4.2%	4.2%	4.2%	4.1%	3.6%	3.3%	3.8%	4.5%
%H		96.9%	50.4%	9.2%	48.1%	19.1%	29.0%	96.9%
4 - 15	434	427	233	38	235	109	126	426
%V	14.0%	14.2%	14.7%	13.0%	13.4%	14.2%	12.7%	15.0%
%H		98.4%	53.7%	8.8%	54.1%	25.1%	29.0%	98.2%
4 - 9	221	217	115	18	114	47	67	216
%V	7.1%	7.2%	7.3%	6.2%	6.5%	6.1%	6.8%	7.6%
%H		98.2%	52.0%	8.1%	51.6%	21.3%	30.3%	97.7%
10 - 15	213	210	118	21	120	62	59	209
%V	6.9%	7.0%	7.5%	7.2%	6.8%	8.1%	6.0%	7.4%
%H		98.6%	55.4%	9.9%	56.3%	29.1%	27.7%	98.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	3093	3008	1582	292	1758	768	990	2831
%H		97.3%	51.1%	9.4%	56.8%	24.8%	32.0%	91.5%
Total Adults (16+)	2529	2454	1283	242	1461	635	826	2279
%V	81.8%	81.6%	81.1%	82.9%	83.1%	82.7%	83.4%	80.5%
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
16 - 19	140	134	79	17	70	40	30	138
%V	4.5%	4.5%	5.0%	5.8%	4.0%	5.2%	3.0%	4.9%
%H		95.7%	56.4%	12.1%	50.0%	28.6%	21.4%	98.6%
20 - 24	180	167	84	24	86	45	41	177
%V	5.8%	5.6%	5.3%	8.2%	4.9%	5.9%	4.1%	6.3%
%H		92.8%	46.7%	13.3%	47.8%	25.0%	22.8%	98.3%
25 - 34	395	374	177	35	196	74	123	384
%V	12.8%	12.4%	11.2%	12.0%	11.1%	9.6%	12.4%	13.6%
%H		94.7%	44.8%	8.9%	49.6%	18.7%	31.1%	97.2%
35 - 44	351	341	188	34	184	88	96	343
%V	11.3%	11.3%	11.9%	11.6%	10.5%	11.5%	9.7%	12.1%
%H		97.2%	53.6%	9.7%	52.4%	25.1%	27.4%	97.7%
45 - 54	415	405	236	47	227	115	112	402
%V	13.4%	13.5%	14.9%	16.1%	12.9%	15.0%	11.3%	14.2%
%H		97.6%	56.9%	11.3%	54.7%	27.7%	27.0%	96.9%
55 - 64	406	400	217	34	257	112	144	373
%V	13.1%	13.3%	13.7%	11.6%	14.6%	14.6%	14.5%	13.2%
%H		98.5%	53.4%	8.4%	63.3%	27.6%	35.5%	91.9%
65+	642	633	301	52	440	160	280	461
%V	20.8%	21.0%	19.0%	17.8%	25.0%	20.8%	28.3%	16.3%
%H		98.6%	46.9%	8.1%	68.5%	24.9%	43.6%	71.8%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2529	2454	1283	242	1461	635	826	2279
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
AB	575	562	296	54	335	139	195	553
%V	22.7%	22.9%	23.1%	22.3%	22.9%	21.9%	23.6%	24.3%
%H		97.7%	51.5%	9.4%	58.3%	24.2%	33.9%	96.2%
C1	660	633	334	66	373	168	205	624
%V	26.1%	25.8%	26.0%	27.3%	25.5%	26.5%	24.8%	27.4%
%H		95.9%	50.6%	10.0%	56.5%	25.5%	31.1%	94.5%
C2	655	646	365	59	397	201	196	593
%V	25.9%	26.3%	28.4%	24.4%	27.2%	31.7%	23.7%	26.0%
%H		98.6%	55.7%	9.0%	60.6%	30.7%	29.9%	90.5%
D	430	412	200	44	242	96	146	362
%V	17.0%	16.8%	15.6%	18.2%	16.6%	15.1%	17.7%	15.9%
%H		95.8%	46.5%	10.2%	56.3%	22.3%	34.0%	84.2%
E	210	202	88	18	114	30	84	147
%V	8.3%	8.2%	6.9%	7.4%	7.8%	4.7%	10.2%	6.5%
%H		96.2%	41.9%	8.6%	54.3%	14.3%	40.0%	70.0%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2529	2454	1283	242	1461	635	826	2279
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
Working full time	1147	1118	627	112	639	311	328	1118
%V	45.4%	45.6%	48.9%	46.3%	43.7%	49.0%	39.7%	49.1%
%H		97.5%	54.7%	9.8%	55.7%	27.1%	28.6%	97.5%
Working part time	242	232	124	22	133	57	75	232
%V	9.6%	9.5%	9.7%	9.1%	9.1%	9.0%	9.1%	10.2%
%H		95.9%	51.2%	9.1%	55.0%	23.6%	31.0%	95.9%
Not working	1139	1104	532	108	689	266	422	929
%V	45.0%	45.0%	41.5%	44.6%	47.2%	41.9%	51.1%	40.8%
%H		96.9%	46.7%	9.5%	60.5%	23.4%	37.1%	81.6%
Houseperson	1367	1321	650	117	802	306	497	1164
%V	54.1%	53.8%	50.7%	48.3%	54.9%	48.2%	60.2%	51.1%
%H		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
16 - 19	74	72	43	9	37	23	14	74
%V	6.0%	6.0%	6.7%	7.6%	5.2%	7.2%	3.6%	6.5%
%H		97.3%	58.1%	12.2%	50.0%	31.1%	18.9%	100.0%
20 - 24	93	86	46	11	44	24	20	92
%V	7.5%	7.2%	7.2%	9.3%	6.2%	7.5%	5.2%	8.1%
%H		92.5%	49.5%	11.8%	47.3%	25.8%	21.5%	98.9%
25 - 34	199	188	87	17	101	38	64	194
%V	16.1%	15.7%	13.6%	14.4%	14.3%	11.9%	16.6%	17.1%
%H		94.5%	43.7%	8.5%	50.8%	19.1%	32.2%	97.5%
35 - 44	173	167	89	17	90	42	48	168
%V	14.0%	14.0%	13.9%	14.4%	12.7%	13.2%	12.4%	14.8%
%H		96.5%	51.4%	9.8%	52.0%	24.3%	27.7%	97.1%
45 - 54	202	195	115	21	109	55	54	194
%V	16.3%	16.3%	18.0%	17.8%	15.4%	17.2%	14.0%	17.1%
%H		96.5%	56.9%	10.4%	54.0%	27.2%	26.7%	96.0%
55 - 64	198	195	111	16	122	57	66	180
%V	16.0%	16.3%	17.4%	13.6%	17.3%	17.9%	17.1%	15.9%
%H		98.5%	56.1%	8.1%	61.6%	28.8%	33.3%	90.9%
65+	299	295	147	27	201	81	120	228
%V	24.1%	24.6%	23.0%	22.9%	28.5%	25.4%	31.1%	20.1%
%H		98.7%	49.2%	9.0%	67.2%	27.1%	40.1%	76.3%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
AB	287	281	151	28	165	71	94	277
%V	23.2%	23.5%	23.6%	23.7%	23.4%	22.3%	24.4%	24.5%
%H		97.9%	52.6%	9.8%	57.5%	24.7%	32.8%	96.5%
C1	312	297	160	31	172	82	90	297
%V	25.2%	24.8%	25.0%	26.3%	24.4%	25.7%	23.3%	26.2%
%H		95.2%	51.3%	9.9%	55.1%	26.3%	28.8%	95.2%
C2	355	349	196	32	217	109	108	320
%V	28.7%	29.2%	30.7%	27.1%	30.7%	34.2%	28.0%	28.3%
%H		98.3%	55.2%	9.0%	61.1%	30.7%	30.4%	90.1%
D	203	193	97	20	110	47	63	179
%V	16.4%	16.1%	15.2%	16.9%	15.6%	14.7%	16.3%	15.8%
%H		95.1%	47.8%	9.9%	54.2%	23.2%	31.0%	88.2%
E	82	78	34	7	42	11	31	58
%V	6.6%	6.5%	5.3%	5.9%	5.9%	3.4%	8.0%	5.1%
%H		95.1%	41.5%	8.5%	51.2%	13.4%	37.8%	70.7%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
Working full time	691	671	378	63	383	186	197	671
%V	55.8%	56.1%	59.2%	53.4%	54.2%	58.3%	51.0%	59.3%
%H		97.1%	54.7%	9.1%	55.4%	26.9%	28.5%	97.1%
Working part time	54	49	24	5	28	11	17	50
%V	4.4%	4.1%	3.8%	4.2%	4.0%	3.4%	4.4%	4.4%
%H		90.7%	44.4%	9.3%	51.9%	20.4%	31.5%	92.6%
Not working	495	477	237	50	296	123	173	410
%V	40.0%	39.8%	37.1%	42.4%	41.9%	38.6%	44.8%	36.2%
%H		96.4%	47.9%	10.1%	59.8%	24.8%	34.9%	82.8%
Houseperson	287	267	120	21	161	50	111	217
%V	23.2%	22.3%	18.8%	17.8%	22.8%	15.7%	28.8%	19.2%
%H		93.0%	41.8%	7.3%	56.1%	17.4%	38.7%	75.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
16 - 19	65	62	37	7	33	18	16	64
%V	5.0%	4.9%	5.7%	5.6%	4.4%	5.7%	3.6%	5.6%
%H		95.4%	56.9%	10.8%	50.8%	27.7%	24.6%	98.5%
20 - 24	87	81	38	13	42	21	21	85
%V	6.7%	6.4%	5.9%	10.5%	5.6%	6.7%	4.8%	7.4%
%H		93.1%	43.7%	14.9%	48.3%	24.1%	24.1%	97.7%
25 - 34	196	186	90	18	95	36	59	189
%V	15.2%	14.8%	14.0%	14.5%	12.6%	11.4%	13.4%	16.5%
%H		94.9%	45.9%	9.2%	48.5%	18.4%	30.1%	96.4%
35 - 44	178	174	98	17	94	46	48	175
%V	13.8%	13.8%	15.2%	13.7%	12.5%	14.6%	10.9%	15.3%
%H		97.8%	55.1%	9.6%	52.8%	25.8%	27.0%	98.3%
45 - 54	213	210	122	26	117	60	58	208
%V	16.5%	16.7%	18.9%	21.0%	15.5%	19.0%	13.2%	18.1%
%H		98.6%	57.3%	12.2%	54.9%	28.2%	27.2%	97.7%
55 - 64	208	206	105	18	134	56	79	193
%V	16.1%	16.4%	16.3%	14.5%	17.7%	17.8%	18.0%	16.8%
%H		99.0%	50.5%	8.7%	64.4%	26.9%	38.0%	92.8%
65+	342	338	154	25	239	79	160	233
%V	26.5%	26.9%	23.9%	20.2%	31.7%	25.1%	36.4%	20.3%
%H		98.8%	45.0%	7.3%	69.9%	23.1%	46.8%	68.1%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
AB	288	281	145	27	169	68	101	276
%V	22.3%	22.4%	22.5%	21.8%	22.4%	21.6%	23.0%	24.1%
%H		97.6%	50.3%	9.4%	58.7%	23.6%	35.1%	95.8%
C1	347	336	173	35	201	85	115	326
%V	26.9%	26.7%	26.9%	28.2%	26.6%	27.0%	26.2%	28.4%
%H		96.8%	49.9%	10.1%	57.9%	24.5%	33.1%	93.9%
C2	300	297	168	28	181	93	88	273
%V	23.3%	23.6%	26.1%	22.6%	24.0%	29.5%	20.0%	23.8%
%H		99.0%	56.0%	9.3%	60.3%	31.0%	29.3%	91.0%
D	227	219	103	23	133	50	83	183
%V	17.6%	17.4%	16.0%	18.5%	17.6%	15.9%	18.9%	16.0%
%H		96.5%	45.4%	10.1%	58.6%	22.0%	36.6%	80.6%
E	128	124	54	11	72	19	52	89
%V	9.9%	9.9%	8.4%	8.9%	9.5%	6.0%	11.8%	7.8%
%H		96.9%	42.2%	8.6%	56.3%	14.8%	40.6%	69.5%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
Working full time	457	448	249	49	257	125	131	447
%V	35.4%	35.6%	38.7%	39.5%	34.0%	39.7%	29.8%	39.0%
%H		98.0%	54.5%	10.7%	56.2%	27.4%	28.7%	97.8%
Working part time	188	183	101	17	105	46	59	181
%V	14.6%	14.6%	15.7%	13.7%	13.9%	14.6%	13.4%	15.8%
%H		97.3%	53.7%	9.0%	55.9%	24.5%	31.4%	96.3%
Not working	645	626	295	58	393	143	250	519
%V	50.0%	49.8%	45.8%	46.8%	52.1%	45.4%	56.9%	45.2%
%H		97.1%	45.7%	9.0%	60.9%	22.2%	38.8%	80.5%
Houseperson	1080	1054	531	96	641	256	385	947
%V	83.7%	83.9%	82.5%	77.4%	84.9%	81.3%	87.7%	82.6%
%H		97.6%	49.2%	8.9%	59.4%	23.7%	35.6%	87.7%

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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
AB	602	586	227	95	415	170	245	583
%V	22.1%	22.2%	24.2%	21.8%	22.0%	24.1%	20.7%	25.2%
%H (All HH)		97.3%	37.7%	15.8%	68.9%	28.2%	40.7%	96.8%
%H (TV HH)			38.7%	16.2%	70.8%	29.0%	41.8%	
C1	706	687	255	115	494	197	297	638
%V	25.9%	26.1%	27.2%	26.4%	26.1%	27.9%	25.1%	27.5%
%H (All HH)		97.3%	36.1%	16.3%	70.0%	27.9%	42.1%	90.4%
%H (TV HH)			37.1%	16.7%	71.9%	28.7%	43.2%	
C2	606	588	199	104	439	167	272	521
%V	22.2%	22.3%	21.2%	23.9%	23.2%	23.7%	23.0%	22.5%
%H (All HH)		97.0%	32.8%	17.2%	72.4%	27.6%	44.9%	86.0%
%H (TV HH)			33.8%	17.7%	74.7%	28.4%	46.3%	
D	505	484	179	86	325	124	202	403
%V	18.5%	18.4%	19.1%	19.7%	17.2%	17.6%	17.0%	17.4%
%H (All HH)		95.8%	35.4%	17.0%	64.4%	24.6%	40.0%	79.8%
%H (TV HH)			37.0%	17.8%	67.1%	25.6%	41.7%	
E	309	290	79	36	216	47	169	173
%V	11.3%	11.0%	8.4%	8.3%	11.4%	6.7%	14.3%	7.5%
%H (All HH)		93.9%	25.6%	11.7%	69.9%	15.2%	54.7%	56.0%
%H (TV HH)			27.2%	12.4%	74.5%	16.2%	58.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Under 25	107	96	30	15	60	18	42	99
%V	3.9%	3.6%	3.2%	3.4%	3.2%	2.6%	3.5%	4.3%
%H (All HH)		89.7%	28.0%	14.0%	56.1%	16.8%	39.3%	92.5%
%H (TV HH)			31.3%	15.6%	62.5%	18.8%	43.8%	
25 - 34	407	385	139	65	223	84	140	390
%V	14.9%	14.6%	14.8%	14.9%	11.8%	11.9%	11.8%	16.8%
%H (All HH)		94.6%	34.2%	16.0%	54.8%	20.6%	34.4%	95.8%
%H (TV HH)			36.1%	16.9%	57.9%	21.8%	36.4%	
35 - 44	439	414	171	74	261	113	148	421
%V	16.1%	15.7%	18.2%	17.0%	13.8%	16.0%	12.5%	18.2%
%H (All HH)		94.3%	39.0%	16.9%	59.5%	25.7%	33.7%	95.9%
%H (TV HH)			41.3%	17.9%	63.0%	27.3%	35.7%	
45 - 54	524	509	209	92	360	159	201	493
%V	19.2%	19.3%	22.3%	21.1%	19.0%	22.6%	17.0%	21.3%
%H (All HH)		97.1%	39.9%	17.6%	68.7%	30.3%	38.4%	94.1%
%H (TV HH)			41.1%	18.1%	70.7%	31.2%	39.5%	
55 - 64	464	452	164	91	345	148	198	417
%V	17.0%	17.2%	17.5%	20.9%	18.3%	21.0%	16.7%	18.0%
%H (All HH)		97.4%	35.3%	19.6%	74.4%	31.9%	42.7%	89.9%
%H (TV HH)			36.3%	20.1%	76.3%	32.7%	43.8%	
65 +	787	779	226	101	639	183	456	498
%V	28.8%	29.6%	24.1%	23.2%	33.8%	26.0%	38.5%	21.5%
%H (All HH)		99.0%	28.7%	12.8%	81.2%	23.3%	57.9%	63.3%
%H (TV HH)			29.0%	13.0%	82.0%	23.5%	58.5%	

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

Jul 2018 - Jun 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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
1	816	774	198	89	609	134	476	518
%V	29.9%	29.4%	21.1%	20.4%	32.2%	19.0%	40.2%	22.3%
%H (All HH)		94.9%	24.3%	10.9%	74.6%	16.4%	58.3%	63.5%
%H (TV HH)			25.6%	11.5%	78.7%	17.3%	61.5%	
2	891	873	323	134	642	250	392	801
%V	32.7%	33.1%	34.4%	30.7%	34.0%	35.5%	33.1%	34.6%
%H (All HH)		98.0%	36.3%	15.0%	72.1%	28.1%	44.0%	89.9%
%H (TV HH)			37.0%	15.3%	73.5%	28.6%	44.9%	
3	446	430	168	96	285	141	144	435
%V	16.3%	16.3%	17.9%	22.0%	15.1%	20.0%	12.2%	18.8%
%H (All HH)		96.4%	37.7%	21.5%	63.9%	31.6%	32.3%	97.5%
%H (TV HH)			39.1%	22.3%	66.3%	32.8%	33.5%	
4	384	375	161	85	243	127	117	378
%V	14.1%	14.2%	17.1%	19.5%	12.9%	18.0%	9.9%	16.3%
%H (All HH)		97.7%	41.9%	22.1%	63.3%	33.1%	30.5%	98.4%
%H (TV HH)			42.9%	22.7%	64.8%	33.9%	31.2%	
5+	191	184	87	32	110	53	57	185
%V	7.0%	7.0%	9.3%	7.3%	5.8%	7.5%	4.8%	8.0%
%H (All HH)		96.3%	45.5%	16.8%	57.6%	27.7%	29.8%	96.9%
%H (TV HH)			47.3%	17.4%	59.8%	28.8%	31.0%	
Average HH size	2.39	2.40	2.64	2.66	2.29	2.64	2.08	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
Jul 2018 - Jun 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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Without	1989	1920	639	301	1449	501	948	1599
%V	72.9%	72.9%	68.1%	69.0%	76.7%	71.1%	80.0%	69.0%
%H (All HH)		96.5%	32.1%	15.1%	72.9%	25.2%	47.7%	80.4%
%H (TV HH)			33.3%	15.7%	75.5%	26.1%	49.4%	
With	739	715	300	136	440	203	237	719
%V	27.1%	27.1%	31.9%	31.2%	23.3%	28.8%	20.0%	31.0%
%H (All HH)		96.8%	40.6%	18.4%	59.5%	27.5%	32.1%	97.3%
%H (TV HH)			42.0%	19.0%	61.5%	28.4%	33.1%	
0 - 3	273	263	111	44	156	69	87	263
%V	10.0%	10.0%	11.8%	10.1%	8.3%	9.8%	7.3%	11.3%
%H (All HH)		96.3%	40.7%	16.1%	57.1%	25.3%	31.9%	96.3%
%H (TV HH)			42.2%	16.7%	59.3%	26.2%	33.1%	
4 - 9	383	368	161	66	220	98	122	370
%V	14.0%	14.0%	17.1%	15.1%	11.6%	13.9%	10.3%	16.0%
%H (All HH)		96.1%	42.0%	17.2%	57.4%	25.6%	31.9%	96.6%
%H (TV HH)			43.8%	17.9%	59.8%	26.6%	33.2%	
10 - 15	370	356	153	73	228	113	115	363
%V	13.6%	13.5%	16.3%	16.7%	12.1%	16.0%	9.7%	15.7%
%H (All HH)		96.2%	41.4%	19.7%	61.6%	30.5%	31.1%	98.1%
%H (TV HH)			43.0%	20.5%	64.0%	31.7%	32.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
1	1077	1077	300	141	692	115	577	821
%V	39.5%	40.9%	31.9%	32.3%	36.6%	16.3%	48.7%	35.4%
%H (All HH)		100.0%	27.9%	13.1%	64.3%	10.7%	53.6%	76.2%
%H (TV HH)			27.9%	13.1%	64.3%	10.7%	53.6%	
2	870	870	330	159	635	271	364	774
%V	31.9%	33.0%	35.1%	36.5%	33.6%	38.4%	30.7%	33.4%
%H (All HH)		100.0%	37.9%	18.3%	73.0%	31.1%	41.8%	89.0%
%H (TV HH)			37.9%	18.3%	73.0%	31.1%	41.8%	
3	427	427	180	88	352	191	160	401
%V	15.7%	16.2%	19.2%	20.2%	18.6%	27.1%	13.5%	17.3%
%H (All HH)		100.0%	42.2%	20.6%	82.4%	44.7%	37.5%	93.9%
%H (TV HH)			42.2%	20.6%	82.4%	44.7%	37.5%	
4	172	172	77	34	140	79	61	165
%V	6.3%	6.5%	8.2%	7.8%	7.4%	11.2%	5.1%	7.1%
%H (All HH)		100.0%	44.8%	19.8%	81.4%	45.9%	35.5%	95.9%
%H (TV HH)			44.8%	19.8%	81.4%	45.9%	35.5%	
5+	89	89	52	15	71	48	23	88
%V	3.3%	3.4%	5.5%	3.4%	3.8%	6.8%	1.9%	3.8%
%H (All HH)		100.0%	58.4%	16.9%	79.8%	53.9%	25.8%	98.9%
%H (TV HH)			58.4%	16.9%	79.8%	53.9%	25.8%	

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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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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Under 20"	251	251	83	43	219	95	124	220
%V	9.2%	9.5%	8.8%	9.9%	11.6%	13.5%	10.5%	9.5%
%H (All HH)		100.0%	33.1%	17.1%	87.3%	37.8%	49.4%	87.6%
%H (TV HH)			33.1%	17.1%	87.3%	37.8%	49.4%	
20" - 29"	736	736	256	126	599	250	349	621
%V	27.0%	27.9%	27.3%	28.9%	31.7%	35.5%	29.5%	26.8%
%H (All HH)		100.0%	34.8%	17.1%	81.4%	34.0%	47.4%	84.4%
%H (TV HH)			34.8%	17.1%	81.4%	34.0%	47.4%	
30" - 39"	1313	1313	472	221	993	392	601	1114
%V	48.1%	49.8%	50.3%	50.7%	52.5%	55.6%	50.7%	48.1%
%H (All HH)		100.0%	35.9%	16.8%	75.6%	29.9%	45.8%	84.8%
%H (TV HH)			35.9%	16.8%	75.6%	29.9%	45.8%	
40" - 49"	1290	1290	526	237	895	405	490	1189
%V	47.3%	49.0%	56.0%	54.4%	47.4%	57.4%	41.4%	51.3%
%H (All HH)		100.0%	40.8%	18.4%	69.4%	31.4%	38.0%	92.2%
%H (TV HH)			40.8%	18.4%	69.4%	31.4%	38.0%	
50" - 59"	480	480	234	88	315	174	141	466
%V	17.6%	18.2%	24.9%	20.2%	16.7%	24.7%	11.9%	20.1%
%H (All HH)		100.0%	48.8%	18.3%	65.6%	36.3%	29.4%	97.1%
%H (TV HH)			48.8%	18.3%	65.6%	36.3%	29.4%	
60"+	48	48	32	8	28	21	7	48
%V	1.8%	1.8%	3.4%	1.8%	1.5%	3.0%	0.6%	2.1%
%H (All HH)		100.0%	66.7%	16.7%	58.3%	43.8%	14.6%	100.0%
%H (TV HH)			66.7%	16.7%	58.3%	43.8%	14.6%	

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

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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Main living room	2607	2607	932	434	1869	700	1169	2227
%V	95.6%	98.9%	99.3%	99.5%	98.9%	99.3%	98.6%	96.1%
%H (All HH)		100.0%	35.7%	16.6%	71.7%	26.9%	44.8%	85.4%
%H (TV HH)			35.7%	16.6%	71.7%	26.9%	44.8%	
Kitchen	272	272	117	38	237	120	117	246
%V	10.0%	10.3%	12.5%	8.7%	12.5%	17.0%	9.9%	10.6%
%H (All HH)		100.0%	43.0%	14.0%	87.1%	44.1%	43.0%	90.4%
%H (TV HH)			43.0%	14.0%	87.1%	44.1%	43.0%	
Adult's bedroom	1221	1221	505	233	946	473	473	1124
%V	44.8%	46.3%	53.8%	53.4%	50.1%	67.1%	39.9%	48.5%
%H (All HH)		100.0%	41.4%	19.1%	77.5%	38.7%	38.7%	92.1%
%H (TV HH)			41.4%	19.1%	77.5%	38.7%	38.7%	
Child's bedroom	226	226	109	44	163	96	68	225
%V	8.3%	8.6%	11.6%	10.1%	8.6%	13.6%	5.7%	9.7%
%H (All HH)		100.0%	48.2%	19.5%	72.1%	42.5%	30.1%	99.6%
%H (TV HH)			48.2%	19.5%	72.1%	42.5%	30.1%	
Other bedroom	133	133	60	29	112	68	43	127
%V	4.9%	5.0%	6.4%	6.7%	5.9%	9.6%	3.6%	5.5%
%H (All HH)		100.0%	45.1%	21.8%	84.2%	51.1%	32.3%	95.5%
%H (TV HH)			45.1%	21.8%	84.2%	51.1%	32.3%	
Second living/dining room	278	278	122	43	218	108	110	253
%V	10.2%	10.6%	13.0%	9.9%	11.5%	15.3%	9.3%	10.9%
%H (All HH)		100.0%	43.9%	15.5%	78.4%	38.8%	39.6%	91.0%
%H (TV HH)			43.9%	15.5%	78.4%	38.8%	39.6%	
Study/office	41	41	23	5	29	16	13	40
%V	1.5%	1.6%	2.4%	1.1%	1.5%	2.3%	1.1%	1.7%
%H (All HH)		100.0%	56.1%	12.2%	70.7%	39.0%	31.7%	97.6%
%H (TV HH)			56.1%	12.2%	70.7%	39.0%	31.7%	
TV room	17	17	11	1	13	8	5	16
%V	0.6%	0.6%	1.2%	0.2%	0.7%	1.1%	0.4%	0.7%
%H (All HH)		100.0%	64.7%	5.9%	76.5%	47.1%	29.4%	94.1%
%H (TV HH)			64.7%	5.9%	76.5%	47.1%	29.4%	
Conservatory	66	66	30	13	53	31	22	60
%V	2.4%	2.5%	3.2%	3.0%	2.8%	4.4%	1.9%	2.6%
%H (All HH)		100.0%	45.5%	19.7%	80.3%	47.0%	33.3%	90.9%
%H (TV HH)			45.5%	19.7%	80.3%	47.0%	33.3%	
Attic or loft room	4	4	3	1	3	2	1	4
%V	0.1%	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.2%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	50.0%	25.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	50.0%	25.0%	
No specific location	4	4	1	1	3	1	2	4
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.2%
%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	26	26	11	4	20	9	11	26
%V	1.0%	1.0%	1.2%	0.9%	1.1%	1.3%	0.9%	1.1%
%H (All HH)		100.0%	42.3%	15.4%	76.9%	34.6%	42.3%	100.0%
%H (TV HH)			42.3%	15.4%	76.9%	34.6%	42.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Any DSAT provider	939	939	939	11	471	471	0	883
%V	34.4%	35.6%	100.0%	2.5%	24.9%	66.8%	0.0%	38.1%
%H (All HH)			100.0%	1.2%	50.2%	50.2%	0.0%	94.0%
%H (TV HH)			100.0%	1.2%	50.2%	50.2%	0.0%	
Sky with subscription	777	777	777	6	382	382	0	738
%V	28.5%	29.5%	82.7%	1.4%	20.2%	54.2%	0.0%	31.8%
%H (All HH)			100.0%	0.8%	49.2%	49.2%	0.0%	95.0%
%H (TV HH)			100.0%	0.8%	49.2%	49.2%	0.0%	
Sky without subscription	40	40	40	0	24	24	0	36
%V	1.5%	1.5%	4.3%	0.0%	1.3%	3.4%	0.0%	1.6%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Freesat	101	101	101	4	63	63	0	92
%V	3.7%	3.8%	10.8%	0.9%	3.3%	8.9%	0.0%	4.0%
%H (All HH)			100.0%	4.0%	62.4%	62.4%	0.0%	91.1%
%H (TV HH)			100.0%	4.0%	62.4%	62.4%	0.0%	
Other satellite provider	62	62	62	1	27	27	0	59
%V	2.3%	2.4%	6.6%	0.2%	1.4%	3.8%	0.0%	2.5%
%H (All HH)			100.0%	1.6%	43.5%	43.5%	0.0%	95.2%
%H (TV HH)			100.0%	1.6%	43.5%	43.5%	0.0%	
DCAB	436	436	11	436	241	241	0	407
%V	16.0%	16.5%	1.2%	100.0%	12.8%	34.2%	0.0%	17.6%
%H (All HH)			2.5%	100.0%	55.3%	55.3%	0.0%	93.3%
%H (TV HH)			2.5%	100.0%	55.3%	55.3%	0.0%	
DTT	1890	1890	471	241	1890	705	1185	1553
%V	69.3%	71.7%	50.2%	55.3%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	24.9%	12.8%	100.0%	37.3%	62.7%	82.2%
%H (TV HH)			24.9%	12.8%	100.0%	37.3%	62.7%	

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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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	2728	2635	939	436	1890	705	1185	2318
%H (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
PVR	1632	1632	841	428	1031	659	372	1520
%V	59.8%	61.9%	89.6%	98.2%	54.6%	93.5%	31.4%	65.6%
%H (All HH)		100.0%	51.5%	26.2%	63.2%	40.4%	22.8%	93.1%
%H (TV HH)			51.5%	26.2%	63.2%	40.4%	22.8%	
DVDR	32	32	16	2	23	8	14	26
%V	1.2%	1.2%	1.7%	0.5%	1.2%	1.1%	1.2%	1.1%
%H (All HH)		100.0%	50.0%	6.3%	71.9%	25.0%	43.8%	81.3%
%H (TV HH)			50.0%	6.3%	71.9%	25.0%	43.8%	
VCR	8	8	1	2	8	2	6	5
%V	0.3%	0.3%	0.1%	0.5%	0.4%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	12.5%	25.0%	100.0%	25.0%	75.0%	62.5%
%H (TV HH)			12.5%	25.0%	100.0%	25.0%	75.0%	
Any recorder	1646	1646	842	428	1043	659	385	1530
%V	60.3%	62.5%	89.7%	98.2%	55.2%	93.5%	32.5%	66.0%
%H (All HH)		100.0%	51.2%	26.0%	63.4%	40.0%	23.4%	93.0%
%H (TV HH)			51.2%	26.0%	63.4%	40.0%	23.4%	
Receives HDTV (via STB or built-in reception)	1851	1851	782	387	1318	625	693	1711
%V	67.9%	70.2%	83.3%	88.8%	69.7%	88.7%	58.5%	73.8%
%H (All HH)		100.0%	42.2%	20.9%	71.2%	33.8%	37.4%	92.4%
%H (TV HH)			42.2%	20.9%	71.2%	33.8%	37.4%	
DVD/Blu-ray player or recorder	1435	1435	543	246	1042	430	612	1281
%V	52.6%	54.5%	57.8%	56.4%	55.1%	61.0%	51.6%	55.3%
%H (All HH)		100.0%	37.8%	17.1%	72.6%	30.0%	42.6%	89.3%
%H (TV HH)			37.8%	17.1%	72.6%	30.0%	42.6%	

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

DATA PERIOD: ANNUAL

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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	2728	2635	939	436	1890	705	1185	2318
%V (All HH)		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%
%H (TV HH)			35.6%	16.5%	71.7%	26.8%	45.0%	
Has broadband internet	2318	2250	883	407	1553	665	888	2318
%V	85.0%	85.4%	94.0%	93.3%	82.2%	94.3%	74.9%	100.0%
%H (All HH)		97.1%	38.1%	17.6%	67.0%	28.7%	38.3%	100.0%
%H (TV HH)			39.2%	18.1%	69.0%	29.6%	39.5%	
Number of computers (PCs and laptops)								
0	593	558	125	58	439	77	361	207
%V	21.7%	21.2%	13.3%	13.3%	23.2%	10.9%	30.5%	8.9%
%H (All HH)		94.1%	21.1%	9.8%	74.0%	13.0%	60.9%	34.9%
%H (TV HH)			22.4%	10.4%	78.7%	13.8%	64.7%	
1	745	718	242	115	508	175	333	727
%V	27.3%	27.2%	25.8%	26.4%	26.9%	24.8%	28.1%	31.4%
%H (All HH)		96.4%	32.5%	15.4%	68.2%	23.5%	44.7%	97.6%
%H (TV HH)			33.7%	16.0%	70.8%	24.4%	46.4%	
2	604	591	238	110	403	179	224	600
%V	22.1%	22.4%	25.3%	25.2%	21.3%	25.4%	18.9%	25.9%
%H (All HH)		97.8%	39.4%	18.2%	66.7%	29.6%	37.1%	99.3%
%H (TV HH)			40.3%	18.6%	68.2%	30.3%	37.9%	
3	364	354	145	73	251	125	126	364
%V	13.3%	13.4%	15.4%	16.7%	13.3%	17.7%	10.6%	15.7%
%H (All HH)		97.3%	39.8%	20.1%	69.0%	34.3%	34.6%	100.0%
%H (TV HH)			41.0%	20.6%	70.9%	35.3%	35.6%	
4	206	203	96	38	142	74	68	205
%V	7.6%	7.7%	10.2%	8.7%	7.5%	10.5%	5.7%	8.8%
%H (All HH)		98.5%	46.6%	18.4%	68.9%	35.9%	33.0%	99.5%
%H (TV HH)			47.3%	18.7%	70.0%	36.5%	33.5%	
5+	216	211	92	41	147	75	72	216
%V	7.9%	8.0%	9.8%	9.4%	7.8%	10.6%	6.1%	9.3%
%H (All HH)		97.7%	42.6%	19.0%	68.1%	34.7%	33.3%	100.0%
%H (TV HH)			43.6%	19.4%	69.7%	35.5%	34.1%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	5266	2094	934	3957	1806	2151	4710
%H		39.8%	17.7%	75.1%	34.3%	40.8%	89.4%
Under 20"	300	97	53	263	114	149	265
%V	5.7%	4.6%	5.7%	6.6%	6.3%	6.9%	5.6%
%H		32.3%	17.7%	87.7%	38.0%	49.7%	88.3%
20" - 29"	941	348	164	778	353	425	805
%V	17.9%	16.6%	17.6%	19.7%	19.5%	19.8%	17.1%
%H		37.0%	17.4%	82.7%	37.5%	45.2%	85.5%
30" - 39"	1688	634	289	1292	546	746	1473
%V	32.1%	30.3%	30.9%	32.7%	30.2%	34.7%	31.3%
%H		37.6%	17.1%	76.5%	32.3%	44.2%	87.3%
40" - 49"	1560	657	303	1093	530	564	1450
%V	29.6%	31.4%	32.4%	27.6%	29.3%	26.2%	30.8%
%H		42.1%	19.4%	70.1%	34.0%	36.2%	92.9%
50" - 59"	542	272	99	363	210	154	527
%V	10.3%	13.0%	10.6%	9.2%	11.6%	7.2%	11.2%
%H		50.2%	18.3%	67.0%	38.7%	28.4%	97.2%
60"+	51	34	8	28	22	7	51
%V	1.0%	1.6%	0.9%	0.7%	1.2%	0.3%	1.1%
%H		66.7%	15.7%	54.9%	43.1%	13.7%	100.0%
Don't know	183	51	18	139	31	107	138
%V	3.5%	2.4%	1.9%	3.5%	1.7%	5.0%	2.9%
%H		27.9%	9.8%	76.0%	16.9%	58.5%	75.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	5266	2094	934	3957	1806	2151	4710
%H		39.8%	17.7%	75.1%	34.3%	40.8%	89.4%
Main living room	2624	939	438	1882	707	1175	2242
%V	49.8%	44.8%	46.9%	47.6%	39.1%	54.6%	47.6%
%H		35.8%	16.7%	71.7%	26.9%	44.8%	85.4%
Kitchen	272	117	38	237	120	117	246
%V	5.2%	5.6%	4.1%	6.0%	6.6%	5.4%	5.2%
%H		43.0%	14.0%	87.1%	44.1%	43.0%	90.4%
Adult's bedroom	1485	618	301	1156	597	558	1374
%V	28.2%	29.5%	32.2%	29.2%	33.1%	25.9%	29.2%
%H		41.6%	20.3%	77.8%	40.2%	37.6%	92.5%
Child's bedroom	290	141	55	210	121	88	289
%V	5.5%	6.7%	5.9%	5.3%	6.7%	4.1%	6.1%
%H		48.6%	19.0%	72.4%	41.7%	30.3%	99.7%
Other bedroom	155	75	33	131	83	48	150
%V	2.9%	3.6%	3.5%	3.3%	4.6%	2.2%	3.2%
%H		48.4%	21.3%	84.5%	53.5%	31.0%	96.8%
Second living/dining room	281	124	44	221	111	110	257
%V	5.3%	5.9%	4.7%	5.6%	6.1%	5.1%	5.5%
%H		44.1%	15.7%	78.6%	39.5%	39.1%	91.5%
Study/office	41	23	6	30	16	13	41
%V	0.8%	1.1%	0.6%	0.8%	0.9%	0.6%	0.9%
%H		56.1%	14.6%	73.2%	39.0%	31.7%	100.0%
TV room	17	11	1	13	8	5	16
%V	0.3%	0.5%	0.1%	0.3%	0.4%	0.2%	0.3%
%H		64.7%	5.9%	76.5%	47.1%	29.4%	94.1%
Conservatory	66	30	13	53	31	22	60
%V	1.3%	1.4%	1.4%	1.3%	1.7%	1.0%	1.3%
%H		45.5%	19.7%	80.3%	47.0%	33.3%	90.9%
Attic or loft room	5	4	1	3	2	1	5
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		80.0%	20.0%	60.0%	40.0%	20.0%	100.0%
No specific location	4	1	1	3	1	2	4
%V	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		25.0%	25.0%	75.0%	25.0%	50.0%	100.0%
Other	26	11	4	20	9	11	26
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.6%
%H		42.3%	15.4%	76.9%	34.6%	42.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands West

Set level data

Table 14.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5266	2094	934	3957	1806	2151	4710
%H		39.8%	17.7%	75.1%	34.3%	40.8%	89.4%
PVR	2267	1256	608	1331	909	422	2138
%V	43.0%	60.0%	65.1%	33.6%	50.3%	19.6%	45.4%
%H		55.4%	26.8%	58.7%	40.1%	18.6%	94.3%
DVDR	33	17	2	23	9	14	27
%V	0.6%	0.8%	0.2%	0.6%	0.5%	0.7%	0.6%
%H		51.5%	6.1%	69.7%	27.3%	42.4%	81.8%
VCR	9	2	2	9	3	6	6
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%
%H		22.2%	22.2%	100.0%	33.3%	66.7%	66.7%
Any recorder	2289	1261	609	1351	913	437	2154
%V	43.5%	60.2%	65.2%	34.1%	50.6%	20.3%	45.7%
%H		55.1%	26.6%	59.0%	39.9%	19.1%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: 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	5266	2094	934	3957	1806	2151	4710
%H		39.8%	17.7%	75.1%	34.3%	40.8%	89.4%
Receives HDTV (via STB or built-in reception)	2851	1314	600	2025	1068	957	2688
%V	54.1%	62.8%	64.2%	51.2%	59.1%	44.5%	57.1%
%H		46.1%	21.0%	71.0%	37.5%	33.6%	94.3%
DVD/Blu-ray player or recorder	1960	781	347	1444	647	797	1781
%V	37.2%	37.3%	37.2%	36.5%	35.8%	37.1%	37.8%
%H		39.8%	17.7%	73.7%	33.0%	40.7%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	2635	939	436	1890	705	1185	2250
%H		35.6%	16.5%	71.7%	26.8%	45.0%	85.4%
Under 20"	16	4	2	13	3	10	13
%V	0.6%	0.4%	0.5%	0.7%	0.4%	0.8%	0.6%
%H		25.0%	12.5%	81.3%	18.8%	62.5%	81.3%
20" - 29"	166	28	18	137	20	117	102
%V	6.3%	3.0%	4.1%	7.2%	2.8%	9.9%	4.5%
%H		16.9%	10.8%	82.5%	12.0%	70.5%	61.4%
30" - 39"	766	215	118	590	172	418	587
%V	29.1%	22.9%	27.1%	31.2%	24.4%	35.3%	26.1%
%H		28.1%	15.4%	77.0%	22.5%	54.6%	76.6%
40" - 49"	1119	432	207	775	329	446	1021
%V	42.5%	46.0%	47.5%	41.0%	46.7%	37.6%	45.4%
%H		38.6%	18.5%	69.3%	29.4%	39.9%	91.2%
50" - 59"	433	213	78	280	154	126	422
%V	16.4%	22.7%	17.9%	14.8%	21.8%	10.6%	18.8%
%H		49.2%	18.0%	64.7%	35.6%	29.1%	97.5%
60"+	43	28	7	24	18	7	43
%V	1.6%	3.0%	1.6%	1.3%	2.6%	0.6%	1.9%
%H		65.1%	16.3%	55.8%	41.9%	16.3%	100.0%
Don't know	91	18	7	70	9	61	62
%V	3.5%	1.9%	1.6%	3.7%	1.3%	5.1%	2.8%
%H		19.8%	7.7%	76.9%	9.9%	67.0%	68.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2635	939	436	1890	705	1185	2250
%H		35.6%	16.5%	71.7%	26.8%	45.0%	85.4%
PVR	1595	830	424	999	648	350	1488
%V	60.5%	88.4%	97.2%	52.9%	91.9%	29.5%	66.1%
%H		52.0%	26.6%	62.6%	40.6%	21.9%	93.3%
DVDR	29	15	1	20	7	14	24
%V	1.1%	1.6%	0.2%	1.1%	1.0%	1.2%	1.1%
%H		51.7%	3.4%	69.0%	24.1%	48.3%	82.8%
VCR	7	1	2	7	2	5	4
%V	0.3%	0.1%	0.5%	0.4%	0.3%	0.4%	0.2%
%H		14.3%	28.6%	100.0%	28.6%	71.4%	57.1%
Any recorder	1611	832	424	1013	649	364	1498
%V	61.1%	88.6%	97.2%	53.6%	92.1%	30.7%	66.6%
%H		51.6%	26.3%	62.9%	40.3%	22.6%	93.0%

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	2635	939	436	1890	705	1185	2250
%H		35.6%	16.5%	71.7%	26.8%	45.0%	85.4%
Receives HDTV (via STB or built-in reception)	1804	763	380	1278	606	672	1669
%V	68.5%	81.3%	87.2%	67.6%	86.0%	56.7%	74.2%
%H		42.3%	21.1%	70.8%	33.6%	37.3%	92.5%
DVD/Blu-ray player or recorder	1229	449	206	896	351	545	1079
%V	46.6%	47.8%	47.2%	47.4%	49.8%	46.0%	48.0%
%H		36.5%	16.8%	72.9%	28.6%	44.3%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	2630	1155	498	2067	1102	966	2460
%H		43.9%	18.9%	78.6%	41.9%	36.7%	93.5%
Under 20"	284	93	51	250	111	139	252
%V	10.8%	8.1%	10.2%	12.1%	10.1%	14.4%	10.2%
%H		32.7%	18.0%	88.0%	39.1%	48.9%	88.7%
20" - 29"	775	321	146	641	333	308	703
%V	29.5%	27.8%	29.3%	31.0%	30.2%	31.9%	28.6%
%H		41.4%	18.8%	82.7%	43.0%	39.7%	90.7%
30" - 39"	922	418	171	702	374	328	887
%V	35.1%	36.2%	34.3%	34.0%	33.9%	34.0%	36.1%
%H		45.3%	18.5%	76.1%	40.6%	35.6%	96.2%
40" - 49"	441	226	96	318	201	117	430
%V	16.8%	19.6%	19.3%	15.4%	18.2%	12.1%	17.5%
%H		51.2%	21.8%	72.1%	45.6%	26.5%	97.5%
50" - 59"	109	59	21	83	56	27	106
%V	4.1%	5.1%	4.2%	4.0%	5.1%	2.8%	4.3%
%H		54.1%	19.3%	76.1%	51.4%	24.8%	97.2%
60"+	7	6	1	4	4	0	7
%V	0.3%	0.5%	0.2%	0.2%	0.4%	0.0%	0.3%
%H		85.7%	14.3%	57.1%	57.1%	0.0%	100.0%
Don't know	92	33	11	69	23	46	75
%V	3.5%	2.9%	2.2%	3.3%	2.1%	4.8%	3.0%
%H		35.9%	12.0%	75.0%	25.0%	50.0%	81.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2630	1155	498	2067	1102	966	2460
%H		43.9%	18.9%	78.6%	41.9%	36.7%	93.5%
PVR	673	426	185	333	261	71	651
%V	25.6%	36.9%	37.1%	16.1%	23.7%	7.3%	26.5%
%H		63.3%	27.5%	49.5%	38.8%	10.5%	96.7%
DVDR	3	2	0	3	3	1	3
%V	0.1%	0.2%	0.0%	0.1%	0.3%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	100.0%	33.3%	100.0%
VCR	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%
Any recorder	678	429	186	338	265	73	656
%V	25.8%	37.1%	37.3%	16.4%	24.0%	7.6%	26.7%
%H		63.3%	27.4%	49.9%	39.1%	10.8%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: 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	2630	1155	498	2067	1102	966	2460
%H		43.9%	18.9%	78.6%	41.9%	36.7%	93.5%
Receives HDTV (via STB or built-in reception)	1046	551	220	747	462	285	1019
%V	39.8%	47.7%	44.2%	36.1%	41.9%	29.5%	41.4%
%H		52.7%	21.0%	71.4%	44.2%	27.2%	97.4%
DVD/Blu-ray player or recorder	731	332	141	547	296	252	703
%V	27.8%	28.7%	28.3%	26.5%	26.9%	26.1%	28.6%
%H		45.4%	19.3%	74.8%	40.5%	34.5%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	6526	6322	2481	1159	4329	1862	2467	5960
%H		96.9%	38.0%	17.8%	66.3%	28.5%	37.8%	91.3%
Total Children	1305	1253	542	238	764	360	403	1265
%V	20.0%	19.8%	21.8%	20.5%	17.6%	19.3%	16.3%	21.2%
%H		96.0%	41.5%	18.2%	58.5%	27.6%	30.9%	96.9%
0 - 3	311	301	129	49	175	77	98	300
%V	4.8%	4.8%	5.2%	4.2%	4.0%	4.1%	4.0%	5.0%
%H		96.8%	41.5%	15.8%	56.3%	24.8%	31.5%	96.5%
4 - 15	995	952	413	189	589	283	305	964
%V	15.2%	15.1%	16.6%	16.3%	13.6%	15.2%	12.4%	16.2%
%H		95.7%	41.5%	19.0%	59.2%	28.4%	30.7%	96.9%
4 - 9	509	486	212	86	289	130	159	488
%V	7.8%	7.7%	8.5%	7.4%	6.7%	7.0%	6.4%	8.2%
%H		95.5%	41.7%	16.9%	56.8%	25.5%	31.2%	95.9%
10 - 15	486	466	201	102	299	153	146	476
%V	7.4%	7.4%	8.1%	8.8%	6.9%	8.2%	5.9%	8.0%
%H		95.9%	41.4%	21.0%	61.5%	31.5%	30.0%	97.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	6526	6322	2481	1159	4329	1862	2467	5960
%H		96.9%	38.0%	17.8%	66.3%	28.5%	37.8%	91.3%
Total Adults (16+)	5220	5069	1940	921	3565	1501	2063	4695
%V	80.0%	80.2%	78.2%	79.5%	82.4%	80.6%	83.6%	78.8%
%H		97.1%	37.2%	17.6%	68.3%	28.8%	39.5%	89.9%
16 - 19	266	262	121	37	182	84	98	262
%V	4.1%	4.1%	4.9%	3.2%	4.2%	4.5%	4.0%	4.4%
%H		98.5%	45.5%	13.9%	68.4%	31.6%	36.8%	98.5%
20 - 24	395	372	141	78	231	104	127	383
%V	6.1%	5.9%	5.7%	6.7%	5.3%	5.6%	5.1%	6.4%
%H		94.2%	35.7%	19.7%	58.5%	26.3%	32.2%	97.0%
25 - 34	879	841	320	168	502	221	281	850
%V	13.5%	13.3%	12.9%	14.5%	11.6%	11.9%	11.4%	14.3%
%H		95.7%	36.4%	19.1%	57.1%	25.1%	32.0%	96.7%
35 - 44	791	752	319	137	470	213	257	767
%V	12.1%	11.9%	12.9%	11.8%	10.9%	11.4%	10.4%	12.9%
%H		95.1%	40.3%	17.3%	59.4%	26.9%	32.5%	97.0%
45 - 54	890	870	370	172	614	296	318	849
%V	13.6%	13.8%	14.9%	14.8%	14.2%	15.9%	12.9%	14.2%
%H		97.8%	41.6%	19.3%	69.0%	33.3%	35.7%	95.4%
55 - 64	792	776	291	166	586	266	320	734
%V	12.1%	12.3%	11.7%	14.3%	13.5%	14.3%	13.0%	12.3%
%H		98.0%	36.7%	21.0%	74.0%	33.6%	40.4%	92.7%
65+	1207	1197	376	163	980	317	663	849
%V	18.5%	18.9%	15.2%	14.1%	22.6%	17.0%	26.9%	14.2%
%H		99.2%	31.2%	13.5%	81.2%	26.3%	54.9%	70.3%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	5220	5069	1940	921	3565	1501	2063	4695
%H		97.1%	37.2%	17.6%	68.3%	28.8%	39.5%	89.9%
AB	1220	1189	478	202	841	368	473	1196
%V	23.4%	23.5%	24.6%	21.9%	23.6%	24.5%	22.9%	25.5%
%H		97.5%	39.2%	16.6%	68.9%	30.2%	38.8%	98.0%
C1	1385	1353	539	265	955	438	516	1302
%V	26.5%	26.7%	27.8%	28.8%	26.8%	29.2%	25.0%	27.7%
%H		97.7%	38.9%	19.1%	69.0%	31.6%	37.3%	94.0%
C2	1224	1196	436	221	877	367	510	1103
%V	23.4%	23.6%	22.5%	24.0%	24.6%	24.5%	24.7%	23.5%
%H		97.7%	35.6%	18.1%	71.7%	30.0%	41.7%	90.1%
D	953	917	365	177	586	254	332	822
%V	18.3%	18.1%	18.8%	19.2%	16.4%	16.9%	16.1%	17.5%
%H		96.2%	38.3%	18.6%	61.5%	26.7%	34.8%	86.3%
E	438	415	121	55	306	74	232	271
%V	8.4%	8.2%	6.2%	6.0%	8.6%	4.9%	11.2%	5.8%
%H		94.7%	27.6%	12.6%	69.9%	16.9%	53.0%	61.9%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	5220	5069	1940	921	3565	1501	2063	4695
%H		97.1%	37.2%	17.6%	68.3%	28.8%	39.5%	89.9%
Working full time	2541	2475	988	509	1647	773	874	2477
%V	48.7%	48.8%	50.9%	55.3%	46.2%	51.5%	42.4%	52.8%
%H		97.4%	38.9%	20.0%	64.8%	30.4%	34.4%	97.5%
Working part time	467	455	192	96	309	149	160	449
%V	8.9%	9.0%	9.9%	10.4%	8.7%	9.9%	7.8%	9.6%
%H		97.4%	41.1%	20.6%	66.2%	31.9%	34.3%	96.1%
Not working	2213	2139	759	315	1608	579	1029	1769
%V	42.4%	42.2%	39.1%	34.2%	45.1%	38.6%	49.9%	37.7%
%H		96.7%	34.3%	14.2%	72.7%	26.2%	46.5%	79.9%
Houseperson	2728	2635	939	436	1890	705	1185	2318
%V	52.3%	52.0%	48.4%	47.3%	53.0%	47.0%	57.4%	49.4%
%H		96.6%	34.4%	16.0%	69.3%	25.8%	43.4%	85.0%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2564	2481	949	459	1726	736	990	2325
%H		96.8%	37.0%	17.9%	67.3%	28.7%	38.6%	90.7%
16 - 19	134	132	63	21	88	42	46	132
%V	5.2%	5.3%	6.6%	4.6%	5.1%	5.7%	4.6%	5.7%
%H		98.5%	47.0%	15.7%	65.7%	31.3%	34.3%	98.5%
20 - 24	205	198	76	39	121	55	66	201
%V	8.0%	8.0%	8.0%	8.5%	7.0%	7.5%	6.7%	8.6%
%H		96.6%	37.1%	19.0%	59.0%	26.8%	32.2%	98.0%
25 - 34	444	422	157	89	247	109	137	428
%V	17.3%	17.0%	16.5%	19.4%	14.3%	14.8%	13.8%	18.4%
%H		95.0%	35.4%	20.0%	55.6%	24.5%	30.9%	96.4%
35 - 44	390	367	150	64	230	98	132	372
%V	15.2%	14.8%	15.8%	13.9%	13.3%	13.3%	13.3%	16.0%
%H		94.1%	38.5%	16.4%	59.0%	25.1%	33.8%	95.4%
45 - 54	433	420	178	84	296	143	153	410
%V	16.9%	16.9%	18.8%	18.3%	17.1%	19.4%	15.5%	17.6%
%H		97.0%	41.1%	19.4%	68.4%	33.0%	35.3%	94.7%
55 - 64	398	387	144	82	291	131	160	369
%V	15.5%	15.6%	15.2%	17.9%	16.9%	17.8%	16.2%	15.9%
%H		97.2%	36.2%	20.6%	73.1%	32.9%	40.2%	92.7%
65+	561	556	181	79	453	156	297	412
%V	21.9%	22.4%	19.1%	17.2%	26.2%	21.2%	30.0%	17.7%
%H		99.1%	32.3%	14.1%	80.7%	27.8%	52.9%	73.4%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2564	2481	949	459	1726	736	990	2325
%H		96.8%	37.0%	17.9%	67.3%	28.7%	38.6%	90.7%
AB	620	606	243	103	425	185	241	607
%V	24.2%	24.4%	25.6%	22.4%	24.6%	25.1%	24.3%	26.1%
%H		97.7%	39.2%	16.6%	68.5%	29.8%	38.9%	97.9%
C1	657	641	254	133	444	210	234	625
%V	25.6%	25.8%	26.8%	29.0%	25.7%	28.5%	23.6%	26.9%
%H		97.6%	38.7%	20.2%	67.6%	32.0%	35.6%	95.1%
C2	645	628	227	117	459	193	266	570
%V	25.2%	25.3%	23.9%	25.5%	26.6%	26.2%	26.9%	24.5%
%H		97.4%	35.2%	18.1%	71.2%	29.9%	41.2%	88.4%
D	461	440	173	87	277	120	157	408
%V	18.0%	17.7%	18.2%	19.0%	16.0%	16.3%	15.9%	17.5%
%H		95.4%	37.5%	18.9%	60.1%	26.0%	34.1%	88.5%
E	181	166	51	19	120	28	92	115
%V	7.1%	6.7%	5.4%	4.1%	7.0%	3.8%	9.3%	4.9%
%H		91.7%	28.2%	10.5%	66.3%	15.5%	50.8%	63.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2564	2481	949	459	1726	736	990	2325
%H		96.8%	37.0%	17.9%	67.3%	28.7%	38.6%	90.7%
Working full time	1527	1483	583	306	981	456	526	1486
%V	59.6%	59.8%	61.4%	66.7%	56.8%	62.0%	53.1%	63.9%
%H		97.1%	38.2%	20.0%	64.2%	29.9%	34.4%	97.3%
Working part time	111	106	48	23	69	35	34	105
%V	4.3%	4.3%	5.1%	5.0%	4.0%	4.8%	3.4%	4.5%
%H		95.5%	43.2%	20.7%	62.2%	31.5%	30.6%	94.6%
Not working	927	892	317	130	676	245	431	734
%V	36.2%	36.0%	33.4%	28.3%	39.2%	33.3%	43.5%	31.6%
%H		96.2%	34.2%	14.0%	72.9%	26.4%	46.5%	79.2%
Houseperson	599	557	158	81	399	106	293	452
%V	23.4%	22.5%	16.6%	17.6%	23.1%	14.4%	29.6%	19.4%
%H		93.0%	26.4%	13.5%	66.6%	17.7%	48.9%	75.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2656	2589	991	462	1839	765	1073	2370
%H		97.5%	37.3%	17.4%	69.2%	28.8%	40.4%	89.2%
16 - 19	132	130	58	16	94	41	52	130
%V	5.0%	5.0%	5.9%	3.5%	5.1%	5.4%	4.8%	5.5%
%H		98.5%	43.9%	12.1%	71.2%	31.1%	39.4%	98.5%
20 - 24	190	174	66	39	110	49	61	182
%V	7.2%	6.7%	6.7%	8.4%	6.0%	6.4%	5.7%	7.7%
%H		91.6%	34.7%	20.5%	57.9%	25.8%	32.1%	95.8%
25 - 34	435	419	163	79	255	111	144	423
%V	16.4%	16.2%	16.4%	17.1%	13.9%	14.5%	13.4%	17.8%
%H		96.3%	37.5%	18.2%	58.6%	25.5%	33.1%	97.2%
35 - 44	401	385	169	73	239	114	125	395
%V	15.1%	14.9%	17.1%	15.8%	13.0%	14.9%	11.6%	16.7%
%H		96.0%	42.1%	18.2%	59.6%	28.4%	31.2%	98.5%
45 - 54	457	450	193	88	318	153	165	439
%V	17.2%	17.4%	19.5%	19.0%	17.3%	20.0%	15.4%	18.5%
%H		98.5%	42.2%	19.3%	69.6%	33.5%	36.1%	96.1%
55 - 64	394	389	147	84	295	135	160	365
%V	14.8%	15.0%	14.8%	18.2%	16.0%	17.6%	14.9%	15.4%
%H		98.7%	37.3%	21.3%	74.9%	34.3%	40.6%	92.6%
65+	647	642	195	84	527	162	366	437
%V	24.4%	24.8%	19.7%	18.2%	28.7%	21.2%	34.1%	18.4%
%H		99.2%	30.1%	13.0%	81.5%	25.0%	56.6%	67.5%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2656	2589	991	462	1839	765	1073	2370
%H		97.5%	37.3%	17.4%	69.2%	28.8%	40.4%	89.2%
AB	600	583	235	99	416	183	233	589
%V	22.6%	22.5%	23.7%	21.4%	22.6%	23.9%	21.7%	24.9%
%H		97.2%	39.2%	16.5%	69.3%	30.5%	38.8%	98.2%
C1	728	712	285	133	511	228	283	678
%V	27.4%	27.5%	28.8%	28.8%	27.8%	29.8%	26.4%	28.6%
%H		97.8%	39.1%	18.3%	70.2%	31.3%	38.9%	93.1%
C2	578	567	209	104	418	174	244	533
%V	21.8%	21.9%	21.1%	22.5%	22.7%	22.7%	22.7%	22.5%
%H		98.1%	36.2%	18.0%	72.3%	30.1%	42.2%	92.2%
D	492	477	192	90	309	134	174	414
%V	18.5%	18.4%	19.4%	19.5%	16.8%	17.5%	16.2%	17.5%
%H		97.0%	39.0%	18.3%	62.8%	27.2%	35.4%	84.1%
E	257	249	70	37	186	46	140	156
%V	9.7%	9.6%	7.1%	8.0%	10.1%	6.0%	13.0%	6.6%
%H		96.9%	27.2%	14.4%	72.4%	17.9%	54.5%	60.7%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	2656	2589	991	462	1839	765	1073	2370
%H		97.5%	37.3%	17.4%	69.2%	28.8%	40.4%	89.2%
Working full time	1014	992	405	204	666	318	348	991
%V	38.2%	38.3%	40.9%	44.2%	36.2%	41.6%	32.4%	41.8%
%H		97.8%	39.9%	20.1%	65.7%	31.4%	34.3%	97.7%
Working part time	356	349	144	74	240	114	126	344
%V	13.4%	13.5%	14.5%	16.0%	13.1%	14.9%	11.7%	14.5%
%H		98.0%	40.4%	20.8%	67.4%	32.0%	35.4%	96.6%
Not working	1286	1248	442	185	932	334	598	1035
%V	48.4%	48.2%	44.6%	40.0%	50.7%	43.7%	55.7%	43.7%
%H		97.0%	34.4%	14.4%	72.5%	26.0%	46.5%	80.5%
Houseperson	2130	2079	781	356	1490	598	892	1865
%V	80.2%	80.3%	78.8%	77.1%	81.0%	78.2%	83.1%	78.7%
%H		97.6%	36.7%	16.7%	70.0%	28.1%	41.9%	87.6%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands East

Household level data

Table 15.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
AB	230	227	92	45	158	76	82	227
%V	23.4%	24.3%	27.1%	24.6%	23.3%	25.7%	21.5%	26.7%
%H (All HH)		98.7%	40.0%	19.6%	68.7%	33.0%	35.7%	98.7%
%H (TV HH)			40.5%	19.8%	69.6%	33.5%	36.1%	
C1	278	256	101	50	177	81	96	254
%V	28.3%	27.4%	29.7%	27.3%	26.1%	27.4%	25.1%	29.8%
%H (All HH)		92.1%	36.3%	18.0%	63.7%	29.1%	34.5%	91.4%
%H (TV HH)			39.5%	19.5%	69.1%	31.6%	37.5%	
C2	205	196	72	41	153	73	79	173
%V	20.8%	21.0%	21.2%	22.4%	22.6%	24.7%	20.7%	20.3%
%H (All HH)		95.6%	35.1%	20.0%	74.6%	35.6%	38.5%	84.4%
%H (TV HH)			36.7%	20.9%	78.1%	37.2%	40.3%	
D	148	138	46	31	103	45	58	122
%V	15.0%	14.8%	13.5%	16.9%	15.2%	15.2%	15.2%	14.3%
%H (All HH)		93.2%	31.1%	20.9%	69.6%	30.4%	39.2%	82.4%
%H (TV HH)			33.3%	22.5%	74.6%	32.6%	42.0%	
E	123	116	29	16	88	20	68	74
%V	12.5%	12.4%	8.5%	8.7%	13.0%	6.8%	17.8%	8.7%
%H (All HH)		94.3%	23.6%	13.0%	71.5%	16.3%	55.3%	60.2%
%H (TV HH)			25.0%	13.8%	75.9%	17.2%	58.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Under 25	56	44	10	8	29	8	21	54
%V	5.7%	4.7%	2.9%	4.4%	4.3%	2.7%	5.5%	6.3%
%H (All HH)		78.6%	17.9%	14.3%	51.8%	14.3%	37.5%	96.4%
%H (TV HH)			22.7%	18.2%	65.9%	18.2%	47.7%	
25 - 34	145	127	45	30	79	39	40	139
%V	14.7%	13.6%	13.2%	16.4%	11.7%	13.2%	10.5%	16.3%
%H (All HH)		87.6%	31.0%	20.7%	54.5%	26.9%	27.6%	95.9%
%H (TV HH)			35.4%	23.6%	62.2%	30.7%	31.5%	
35 - 44	173	165	68	31	113	59	55	168
%V	17.6%	17.7%	20.0%	16.9%	16.7%	19.9%	14.4%	19.7%
%H (All HH)		95.4%	39.3%	17.9%	65.3%	34.1%	31.8%	97.1%
%H (TV HH)			41.2%	18.8%	68.5%	35.8%	33.3%	
45 - 54	181	176	79	44	126	72	54	174
%V	18.4%	18.9%	23.2%	24.0%	18.6%	24.3%	14.1%	20.4%
%H (All HH)		97.2%	43.6%	24.3%	69.6%	39.8%	29.8%	96.1%
%H (TV HH)			44.9%	25.0%	71.6%	40.9%	30.7%	
55 - 64	155	151	53	33	113	49	64	144
%V	15.8%	16.2%	15.6%	18.0%	16.7%	16.6%	16.8%	16.9%
%H (All HH)		97.4%	34.2%	21.3%	72.9%	31.6%	41.3%	92.9%
%H (TV HH)			35.1%	21.9%	74.8%	32.5%	42.4%	
65 +	274	270	84	36	218	69	149	171
%V	27.8%	28.9%	24.7%	19.7%	32.2%	23.3%	39.0%	20.1%
%H (All HH)		98.5%	30.7%	13.1%	79.6%	25.2%	54.4%	62.4%
%H (TV HH)			31.1%	13.3%	80.7%	25.6%	55.2%	

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
Jul 2018 - Jun 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	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
1	296	272	70	38	210	54	156	200
%V	30.1%	29.2%	20.6%	20.8%	31.0%	18.2%	40.8%	23.5%
%H (All HH)		91.9%	23.6%	12.8%	70.9%	18.2%	52.7%	67.6%
%H (TV HH)			25.7%	14.0%	77.2%	19.9%	57.4%	
2	326	317	117	68	234	108	126	295
%V	33.1%	34.0%	34.4%	37.2%	34.5%	36.5%	33.0%	34.7%
%H (All HH)		97.2%	35.9%	20.9%	71.8%	33.1%	38.7%	90.5%
%H (TV HH)			36.9%	21.5%	73.8%	34.1%	39.7%	
3	166	158	74	29	113	63	50	161
%V	16.9%	16.9%	21.8%	15.8%	16.7%	21.3%	13.1%	18.9%
%H (All HH)		95.2%	44.6%	17.5%	68.1%	38.0%	30.1%	97.0%
%H (TV HH)			46.8%	18.4%	71.5%	39.9%	31.6%	
4	126	120	51	30	79	46	33	125
%V	12.8%	12.9%	15.0%	16.4%	11.7%	15.5%	8.6%	14.7%
%H (All HH)		95.2%	40.5%	23.8%	62.7%	36.5%	26.2%	99.2%
%H (TV HH)			42.5%	25.0%	65.8%	38.3%	27.5%	
5+	70	67	28	18	43	26	17	70
%V	7.1%	7.2%	8.2%	9.8%	6.3%	8.8%	4.5%	8.2%
%H (All HH)		95.7%	40.0%	25.7%	61.4%	37.1%	24.3%	100.0%
%H (TV HH)			41.8%	26.9%	64.2%	38.8%	25.4%	
Average HH size	2.37	2.38	2.59	2.63	2.31	2.65	2.05	2.53

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Without	729	687	227	133	512	204	308	599
%V	74.1%	73.6%	66.8%	72.7%	75.5%	68.9%	80.6%	70.4%
%H (All HH)		94.2%	31.1%	18.2%	70.2%	28.0%	42.2%	82.2%
%H (TV HH)			33.0%	19.4%	74.5%	29.7%	44.8%	
With	255	246	112	50	166	92	74	251
%V	25.9%	26.4%	32.9%	27.3%	24.5%	31.1%	19.4%	29.5%
%H (All HH)		96.5%	43.9%	19.6%	65.1%	36.1%	29.0%	98.4%
%H (TV HH)			45.5%	20.3%	67.5%	37.4%	30.1%	
0 - 3	87	82	37	16	53	26	27	86
%V	8.8%	8.8%	10.9%	8.7%	7.8%	8.8%	7.1%	10.1%
%H (All HH)		94.3%	42.5%	18.4%	60.9%	29.9%	31.0%	98.9%
%H (TV HH)			45.1%	19.5%	64.6%	31.7%	32.9%	
4 - 9	133	127	60	28	82	49	33	132
%V	13.5%	13.6%	17.6%	15.3%	12.1%	16.6%	8.6%	15.5%
%H (All HH)		95.5%	45.1%	21.1%	61.7%	36.8%	24.8%	99.2%
%H (TV HH)			47.2%	22.0%	64.6%	38.6%	26.0%	
10 - 15	122	121	56	25	84	49	35	121
%V	12.4%	13.0%	16.5%	13.7%	12.4%	16.6%	9.2%	14.2%
%H (All HH)		99.2%	45.9%	20.5%	68.9%	40.2%	28.7%	99.2%
%H (TV HH)			46.3%	20.7%	69.4%	40.5%	28.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands East

Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
1	408	408	112	64	271	63	208	327
%V	41.5%	43.7%	32.9%	35.0%	40.0%	21.3%	54.5%	38.4%
%H (All HH)		100.0%	27.5%	15.7%	66.4%	15.4%	51.0%	80.1%
%H (TV HH)			27.5%	15.7%	66.4%	15.4%	51.0%	
2	298	298	120	66	224	114	110	266
%V	30.3%	31.9%	35.3%	36.1%	33.0%	38.5%	28.8%	31.3%
%H (All HH)		100.0%	40.3%	22.1%	75.2%	38.3%	36.9%	89.3%
%H (TV HH)			40.3%	22.1%	75.2%	38.3%	36.9%	
3	139	139	66	31	106	66	40	134
%V	14.1%	14.9%	19.4%	16.9%	15.6%	22.3%	10.5%	15.7%
%H (All HH)		100.0%	47.5%	22.3%	76.3%	47.5%	28.8%	96.4%
%H (TV HH)			47.5%	22.3%	76.3%	47.5%	28.8%	
4	60	60	28	16	52	35	16	57
%V	6.1%	6.4%	8.2%	8.7%	7.7%	11.8%	4.2%	6.7%
%H (All HH)		100.0%	46.7%	26.7%	86.7%	58.3%	26.7%	95.0%
%H (TV HH)			46.7%	26.7%	86.7%	58.3%	26.7%	
5+	28	28	13	7	26	18	8	28
%V	2.8%	3.0%	3.8%	3.8%	3.8%	6.1%	2.1%	3.3%
%H (All HH)		100.0%	46.4%	25.0%	92.9%	64.3%	28.6%	100.0%
%H (TV HH)			46.4%	25.0%	92.9%	64.3%	28.6%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Midlands East

Household level data

Table 15.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Under 20"	87	87	26	21	75	37	38	73
%V	8.8%	9.3%	7.6%	11.5%	11.1%	12.5%	9.9%	8.6%
%H (All HH)		100.0%	29.9%	24.1%	86.2%	42.5%	43.7%	83.9%
%H (TV HH)			29.9%	24.1%	86.2%	42.5%	43.7%	
20" - 29"	238	238	90	47	197	99	98	209
%V	24.2%	25.5%	26.5%	25.7%	29.1%	33.4%	25.7%	24.6%
%H (All HH)		100.0%	37.8%	19.7%	82.8%	41.6%	41.2%	87.8%
%H (TV HH)			37.8%	19.7%	82.8%	41.6%	41.2%	
30" - 39"	409	409	154	78	310	142	168	355
%V	41.6%	43.8%	45.3%	42.6%	45.7%	48.0%	44.0%	41.7%
%H (All HH)		100.0%	37.7%	19.1%	75.8%	34.7%	41.1%	86.8%
%H (TV HH)			37.7%	19.1%	75.8%	34.7%	41.1%	
40" - 49"	484	484	190	105	345	169	176	444
%V	49.2%	51.9%	55.9%	57.4%	50.9%	57.1%	46.1%	52.2%
%H (All HH)		100.0%	39.3%	21.7%	71.3%	34.9%	36.4%	91.7%
%H (TV HH)			39.3%	21.7%	71.3%	34.9%	36.4%	
50" - 59"	187	187	104	38	131	89	42	179
%V	19.0%	20.0%	30.6%	20.8%	19.3%	30.1%	11.0%	21.0%
%H (All HH)		100.0%	55.6%	20.3%	70.1%	47.6%	22.5%	95.7%
%H (TV HH)			55.6%	20.3%	70.1%	47.6%	22.5%	
60"+	20	20	11	4	14	9	5	20
%V	2.0%	2.1%	3.2%	2.2%	2.1%	3.0%	1.3%	2.4%
%H (All HH)		100.0%	55.0%	20.0%	70.0%	45.0%	25.0%	100.0%
%H (TV HH)			55.0%	20.0%	70.0%	45.0%	25.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Midlands East

Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Main living room	925	925	338	181	674	295	379	803
%V	94.0%	99.1%	99.4%	98.9%	99.4%	99.7%	99.2%	94.4%
%H (All HH)		100.0%	36.5%	19.6%	72.9%	31.9%	41.0%	86.8%
%H (TV HH)			36.5%	19.6%	72.9%	31.9%	41.0%	
Kitchen	91	91	42	16	76	43	33	83
%V	9.2%	9.8%	12.4%	8.7%	11.2%	14.5%	8.6%	9.8%
%H (All HH)		100.0%	46.2%	17.6%	83.5%	47.3%	36.3%	91.2%
%H (TV HH)			46.2%	17.6%	83.5%	47.3%	36.3%	
Adult's bedroom	402	402	175	94	319	187	132	374
%V	40.9%	43.1%	51.5%	51.4%	47.1%	63.2%	34.6%	43.9%
%H (All HH)		100.0%	43.5%	23.4%	79.4%	46.5%	32.8%	93.0%
%H (TV HH)			43.5%	23.4%	79.4%	46.5%	32.8%	
Child's bedroom	59	59	28	14	43	29	14	58
%V	6.0%	6.3%	8.2%	7.7%	6.3%	9.8%	3.7%	6.8%
%H (All HH)		100.0%	47.5%	23.7%	72.9%	49.2%	23.7%	98.3%
%H (TV HH)			47.5%	23.7%	72.9%	49.2%	23.7%	
Other bedroom	48	48	24	12	36	24	12	46
%V	4.9%	5.1%	7.1%	6.6%	5.3%	8.1%	3.1%	5.4%
%H (All HH)		100.0%	50.0%	25.0%	75.0%	50.0%	25.0%	95.8%
%H (TV HH)			50.0%	25.0%	75.0%	50.0%	25.0%	
Second living/dining room	94	94	39	22	74	41	33	87
%V	9.6%	10.1%	11.5%	12.0%	10.9%	13.9%	8.6%	10.2%
%H (All HH)		100.0%	41.5%	23.4%	78.7%	43.6%	35.1%	92.6%
%H (TV HH)			41.5%	23.4%	78.7%	43.6%	35.1%	
Study/office	12	12	4	5	8	5	3	12
%V	1.2%	1.3%	1.2%	2.7%	1.2%	1.7%	0.8%	1.4%
%H (All HH)		100.0%	33.3%	41.7%	66.7%	41.7%	25.0%	100.0%
%H (TV HH)			33.3%	41.7%	66.7%	41.7%	25.0%	
TV room	10	10	7	2	8	7	1	10
%V	1.0%	1.1%	2.1%	1.1%	1.2%	2.4%	0.3%	1.2%
%H (All HH)		100.0%	70.0%	20.0%	80.0%	70.0%	10.0%	100.0%
%H (TV HH)			70.0%	20.0%	80.0%	70.0%	10.0%	
Conservatory	31	31	17	6	27	18	9	28
%V	3.2%	3.3%	5.0%	3.3%	4.0%	6.1%	2.4%	3.3%
%H (All HH)		100.0%	54.8%	19.4%	87.1%	58.1%	29.0%	90.3%
%H (TV HH)			54.8%	19.4%	87.1%	58.1%	29.0%	
Attic or loft room	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
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	19	19	10	3	14	8	7	19
%V	1.9%	2.0%	2.9%	1.6%	2.1%	2.7%	1.8%	2.2%
%H (All HH)		100.0%	52.6%	15.8%	73.7%	42.1%	36.8%	100.0%
%H (TV HH)			52.6%	15.8%	73.7%	42.1%	36.8%	

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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BBC Midlands East
Household level data
Table 15.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Any DSAT provider	340	340	340	6	194	194	0	311
%V	34.6%	36.4%	100.0%	3.3%	28.6%	65.5%	0.0%	36.5%
%H (All HH)			100.0%	1.8%	57.1%	57.1%	0.0%	91.5%
%H (TV HH)			100.0%	1.8%	57.1%	57.1%	0.0%	
Sky with subscription	297	297	297	4	170	170	0	272
%V	30.2%	31.8%	87.4%	2.2%	25.1%	57.4%	0.0%	32.0%
%H (All HH)			100.0%	1.3%	57.2%	57.2%	0.0%	91.6%
%H (TV HH)			100.0%	1.3%	57.2%	57.2%	0.0%	
Sky without subscription	11	11	11	1	5	5	0	9
%V	1.1%	1.2%	3.2%	0.5%	0.7%	1.7%	0.0%	1.1%
%H (All HH)			100.0%	9.1%	45.5%	45.5%	0.0%	81.8%
%H (TV HH)			100.0%	9.1%	45.5%	45.5%	0.0%	
Freesat	28	28	28	1	13	13	0	26
%V	2.8%	3.0%	8.2%	0.5%	1.9%	4.4%	0.0%	3.1%
%H (All HH)			100.0%	3.6%	46.4%	46.4%	0.0%	92.9%
%H (TV HH)			100.0%	3.6%	46.4%	46.4%	0.0%	
Other satellite provider	18	18	18	0	10	10	0	17
%V	1.8%	1.9%	5.3%	0.0%	1.5%	3.4%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	94.4%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
DCAB	183	183	6	183	105	105	0	176
%V	18.6%	19.6%	1.8%	100.0%	15.5%	35.5%	0.0%	20.7%
%H (All HH)			3.3%	100.0%	57.4%	57.4%	0.0%	96.2%
%H (TV HH)			3.3%	100.0%	57.4%	57.4%	0.0%	
DTT	678	678	194	105	678	296	382	574
%V	68.9%	72.7%	57.1%	57.4%	100.0%	100.0%	100.0%	67.5%
%H (All HH)		100.0%	28.6%	15.5%	100.0%	43.7%	56.3%	84.7%
%H (TV HH)			28.6%	15.5%	100.0%	43.7%	56.3%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

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	984	933	340	183	678	296	382	851
%H (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
PVR	584	584	306	174	386	276	110	541
%V	59.3%	62.6%	90.0%	95.1%	56.9%	93.2%	28.8%	63.6%
%H (All HH)		100.0%	52.4%	29.8%	66.1%	47.3%	18.8%	92.6%
%H (TV HH)			52.4%	29.8%	66.1%	47.3%	18.8%	
DVDR	10	10	3	2	8	3	5	9
%V	1.0%	1.1%	0.9%	1.1%	1.2%	1.0%	1.3%	1.1%
%H (All HH)		100.0%	30.0%	20.0%	80.0%	30.0%	50.0%	90.0%
%H (TV HH)			30.0%	20.0%	80.0%	30.0%	50.0%	
VCR	6	6	2	0	6	2	4	5
%V	0.6%	0.6%	0.6%	0.0%	0.9%	0.7%	1.0%	0.6%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	83.3%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	590	590	306	174	392	276	116	546
%V	60.0%	63.2%	90.0%	95.1%	57.8%	93.2%	30.4%	64.2%
%H (All HH)		100.0%	51.9%	29.5%	66.4%	46.8%	19.7%	92.5%
%H (TV HH)			51.9%	29.5%	66.4%	46.8%	19.7%	
Receives HDTV (via STB or built-in reception)	683	683	289	166	498	264	233	629
%V	69.4%	73.2%	85.0%	90.7%	73.5%	89.2%	61.0%	73.9%
%H (All HH)		100.0%	42.3%	24.3%	72.9%	38.7%	34.1%	92.1%
%H (TV HH)			42.3%	24.3%	72.9%	38.7%	34.1%	
DVD/Blu-ray player or recorder	609	609	220	133	443	207	236	551
%V	61.9%	65.3%	64.7%	72.7%	65.3%	69.9%	61.8%	64.7%
%H (All HH)		100.0%	36.1%	21.8%	72.7%	34.0%	38.8%	90.5%
%H (TV HH)			36.1%	21.8%	72.7%	34.0%	38.8%	

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

Jul 2018 - Jun 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	984	933	340	183	678	296	382	851
%V (All HH)		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%
%H (TV HH)			36.4%	19.6%	72.7%	31.7%	40.9%	
Has broadband internet	851	811	311	176	574	276	299	851
%V	86.5%	86.9%	91.5%	96.2%	84.7%	93.2%	78.3%	100.0%
%H (All HH)		95.3%	36.5%	20.7%	67.5%	32.4%	35.1%	100.0%
%H (TV HH)			38.3%	21.7%	70.8%	34.0%	36.9%	
Number of computers (PCs and laptops)								
0	184	166	39	14	139	31	108	56
%V	18.7%	17.8%	11.5%	7.7%	20.5%	10.5%	28.3%	6.6%
%H (All HH)		90.2%	21.2%	7.6%	75.5%	16.8%	58.7%	30.4%
%H (TV HH)			23.5%	8.4%	83.7%	18.7%	65.1%	
1	255	245	83	53	162	61	101	251
%V	25.9%	26.3%	24.4%	29.0%	23.9%	20.6%	26.4%	29.5%
%H (All HH)		96.1%	32.5%	20.8%	63.5%	23.9%	39.6%	98.4%
%H (TV HH)			33.9%	21.6%	66.1%	24.9%	41.2%	
2	246	237	97	49	181	93	87	245
%V	25.0%	25.4%	28.5%	26.8%	26.7%	31.4%	22.8%	28.8%
%H (All HH)		96.3%	39.4%	19.9%	73.6%	37.8%	35.4%	99.6%
%H (TV HH)			40.9%	20.7%	76.4%	39.2%	36.7%	
3	140	133	58	32	87	49	38	139
%V	14.2%	14.3%	17.1%	17.5%	12.8%	16.6%	9.9%	16.3%
%H (All HH)		95.0%	41.4%	22.9%	62.1%	35.0%	27.1%	99.3%
%H (TV HH)			43.6%	24.1%	65.4%	36.8%	28.6%	
4	69	67	23	19	47	26	21	69
%V	7.0%	7.2%	6.8%	10.4%	6.9%	8.8%	5.5%	8.1%
%H (All HH)		97.1%	33.3%	27.5%	68.1%	37.7%	30.4%	100.0%
%H (TV HH)			34.3%	28.4%	70.1%	38.8%	31.3%	
5+	90	85	39	16	63	36	28	90
%V	9.1%	9.1%	11.5%	8.7%	9.3%	12.2%	7.3%	10.6%
%H (All HH)		94.4%	43.3%	17.8%	70.0%	40.0%	31.1%	100.0%
%H (TV HH)			45.9%	18.8%	74.1%	42.4%	32.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1819	738	391	1389	732	657	1645
%H		40.6%	21.5%	76.4%	40.2%	36.1%	90.4%
Under 20"	103	29	28	89	45	44	87
%V	5.7%	3.9%	7.2%	6.4%	6.1%	6.7%	5.3%
%H		28.2%	27.2%	86.4%	43.7%	42.7%	84.5%
20" - 29"	303	116	64	256	134	122	272
%V	16.7%	15.7%	16.4%	18.4%	18.3%	18.6%	16.5%
%H		38.3%	21.1%	84.5%	44.2%	40.3%	89.8%
30" - 39"	517	203	107	396	199	198	457
%V	28.4%	27.5%	27.4%	28.5%	27.2%	30.1%	27.8%
%H		39.3%	20.7%	76.6%	38.5%	38.3%	88.4%
40" - 49"	562	234	125	406	215	192	522
%V	30.9%	31.7%	32.0%	29.2%	29.4%	29.2%	31.7%
%H		41.6%	22.2%	72.2%	38.3%	34.2%	92.9%
50" - 59"	208	119	41	146	101	45	200
%V	11.4%	16.1%	10.5%	10.5%	13.8%	6.8%	12.2%
%H		57.2%	19.7%	70.2%	48.6%	21.6%	96.2%
60"+	22	12	5	16	10	6	22
%V	1.2%	1.6%	1.3%	1.2%	1.4%	0.9%	1.3%
%H		54.5%	22.7%	72.7%	45.5%	27.3%	100.0%
Don't know	103	24	21	79	29	51	84
%V	5.7%	3.3%	5.4%	5.7%	4.0%	7.8%	5.1%
%H		23.3%	20.4%	76.7%	28.2%	49.5%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	1819	738	391	1389	732	657	1645
%H		40.6%	21.5%	76.4%	40.2%	36.1%	90.4%
Main living room	930	341	182	678	299	379	808
%V	51.1%	46.2%	46.5%	48.8%	40.8%	57.7%	49.1%
%H		36.7%	19.6%	72.9%	32.2%	40.8%	86.9%
Kitchen	91	42	16	77	43	34	83
%V	5.0%	5.7%	4.1%	5.5%	5.9%	5.2%	5.0%
%H		46.2%	17.6%	84.6%	47.3%	37.4%	91.2%
Adult's bedroom	497	216	120	400	242	158	466
%V	27.3%	29.3%	30.7%	28.8%	33.1%	24.0%	28.3%
%H		43.5%	24.1%	80.5%	48.7%	31.8%	93.8%
Child's bedroom	76	35	19	57	38	19	75
%V	4.2%	4.7%	4.9%	4.1%	5.2%	2.9%	4.6%
%H		46.1%	25.0%	75.0%	50.0%	25.0%	98.7%
Other bedroom	55	27	14	42	30	13	53
%V	3.0%	3.7%	3.6%	3.0%	4.1%	2.0%	3.2%
%H		49.1%	25.5%	76.4%	54.5%	23.6%	96.4%
Second living/dining room	94	40	23	75	42	33	88
%V	5.2%	5.4%	5.9%	5.4%	5.7%	5.0%	5.3%
%H		42.6%	24.5%	79.8%	44.7%	35.1%	93.6%
Study/office	12	4	5	8	5	3	12
%V	0.7%	0.5%	1.3%	0.6%	0.7%	0.5%	0.7%
%H		33.3%	41.7%	66.7%	41.7%	25.0%	100.0%
TV room	10	7	2	9	7	1	10
%V	0.5%	0.9%	0.5%	0.6%	1.0%	0.2%	0.6%
%H		70.0%	20.0%	90.0%	70.0%	10.0%	100.0%
Conservatory	31	17	6	27	18	9	28
%V	1.7%	2.3%	1.5%	1.9%	2.5%	1.4%	1.7%
%H		54.8%	19.4%	87.1%	58.1%	29.0%	90.3%
Attic or loft room	1	0	0	0	0	0	1
%V	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	20	10	4	15	8	7	20
%V	1.1%	1.4%	1.0%	1.1%	1.1%	1.1%	1.2%
%H		50.0%	20.0%	75.0%	40.0%	35.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	1819	738	391	1389	732	657	1645
%H		40.6%	21.5%	76.4%	40.2%	36.1%	90.4%
PVR	846	478	249	540	410	129	795
%V	46.5%	64.8%	63.7%	38.9%	56.0%	19.6%	48.3%
%H		56.5%	29.4%	63.8%	48.5%	15.2%	94.0%
DVDR	11	3	2	9	4	6	10
%V	0.6%	0.4%	0.5%	0.6%	0.5%	0.9%	0.6%
%H		27.3%	18.2%	81.8%	36.4%	54.5%	90.9%
VCR	6	2	1	6	3	4	5
%V	0.3%	0.3%	0.3%	0.4%	0.4%	0.6%	0.3%
%H		33.3%	16.7%	100.0%	50.0%	66.7%	83.3%
Any recorder	855	478	251	548	412	136	803
%V	47.0%	64.8%	64.2%	39.5%	56.3%	20.7%	48.8%
%H		55.9%	29.4%	64.1%	48.2%	15.9%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1819	738	391	1389	732	657	1645
%H		40.6%	21.5%	76.4%	40.2%	36.1%	90.4%
Receives HDTV (via STB or built-in reception)	1107	506	270	827	487	341	1039
%V	60.9%	68.6%	69.1%	59.5%	66.5%	51.9%	63.2%
%H		45.7%	24.4%	74.7%	44.0%	30.8%	93.9%
DVD/Blu-ray player or recorder	867	330	210	645	342	304	803
%V	47.7%	44.7%	53.7%	46.4%	46.7%	46.3%	48.8%
%H		38.1%	24.2%	74.4%	39.4%	35.1%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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	933	340	183	678	296	382	811
%H		36.4%	19.6%	72.7%	31.7%	40.9%	86.9%
Under 20"	5	1	0	4	1	3	2
%V	0.5%	0.3%	0.0%	0.6%	0.3%	0.8%	0.2%
%H		20.0%	0.0%	80.0%	20.0%	60.0%	40.0%
20" - 29"	52	10	6	42	7	35	36
%V	5.6%	2.9%	3.3%	6.2%	2.4%	9.2%	4.4%
%H		19.2%	11.5%	80.8%	13.5%	67.3%	69.2%
30" - 39"	218	60	40	166	56	110	173
%V	23.4%	17.6%	21.9%	24.5%	18.9%	28.8%	21.3%
%H		27.5%	18.3%	76.1%	25.7%	50.5%	79.4%
40" - 49"	411	149	91	289	130	159	374
%V	44.1%	43.8%	49.7%	42.6%	43.9%	41.6%	46.1%
%H		36.3%	22.1%	70.3%	31.6%	38.7%	91.0%
50" - 59"	172	97	33	121	82	39	165
%V	18.4%	28.5%	18.0%	17.8%	27.7%	10.2%	20.3%
%H		56.4%	19.2%	70.3%	47.7%	22.7%	95.9%
60"+	17	10	4	11	8	4	17
%V	1.8%	2.9%	2.2%	1.6%	2.7%	1.0%	2.1%
%H		58.8%	23.5%	64.7%	47.1%	23.5%	100.0%
Don't know	58	12	9	44	12	32	45
%V	6.2%	3.5%	4.9%	6.5%	4.1%	8.4%	5.5%
%H		20.7%	15.5%	75.9%	20.7%	55.2%	77.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	933	340	183	678	296	382	811
%H		36.4%	19.6%	72.7%	31.7%	40.9%	86.9%
PVR	575	302	171	377	271	107	533
%V	61.6%	88.8%	93.4%	55.6%	91.6%	28.0%	65.7%
%H		52.5%	29.7%	65.6%	47.1%	18.6%	92.7%
DVDR	7	2	1	6	2	4	7
%V	0.8%	0.6%	0.5%	0.9%	0.7%	1.0%	0.9%
%H		28.6%	14.3%	85.7%	28.6%	57.1%	100.0%
VCR	5	2	0	5	2	3	4
%V	0.5%	0.6%	0.0%	0.7%	0.7%	0.8%	0.5%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	580	303	171	383	271	112	537
%V	62.2%	89.1%	93.4%	56.5%	91.6%	29.3%	66.2%
%H		52.2%	29.5%	66.0%	46.7%	19.3%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	933	340	183	678	296	382	811
%H		36.4%	19.6%	72.7%	31.7%	40.9%	86.9%
Receives HDTV (via STB or built-in reception)	668	282	163	485	258	227	615
%V	71.6%	82.9%	89.1%	71.5%	87.2%	59.4%	75.8%
%H		42.2%	24.4%	72.6%	38.6%	34.0%	92.1%
DVD/Blu-ray player or recorder	543	189	119	394	176	218	488
%V	58.2%	55.6%	65.0%	58.1%	59.5%	57.1%	60.2%
%H		34.8%	21.9%	72.6%	32.4%	40.1%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	885	398	207	711	436	275	834
%H		45.0%	23.4%	80.3%	49.3%	31.1%	94.2%
Under 20"	98	28	28	85	44	41	85
%V	11.1%	7.0%	13.5%	12.0%	10.1%	14.9%	10.2%
%H		28.6%	28.6%	86.7%	44.9%	41.8%	86.7%
20" - 29"	251	106	57	214	127	87	236
%V	28.4%	26.6%	27.5%	30.1%	29.1%	31.6%	28.3%
%H		42.2%	22.7%	85.3%	50.6%	34.7%	94.0%
30" - 39"	299	143	66	230	142	88	284
%V	33.8%	35.9%	31.9%	32.3%	32.6%	32.0%	34.1%
%H		47.8%	22.1%	76.9%	47.5%	29.4%	95.0%
40" - 49"	151	85	34	117	85	32	148
%V	17.1%	21.4%	16.4%	16.5%	19.5%	11.6%	17.7%
%H		56.3%	22.5%	77.5%	56.3%	21.2%	98.0%
50" - 59"	36	22	8	25	19	6	35
%V	4.1%	5.5%	3.9%	3.5%	4.4%	2.2%	4.2%
%H		61.1%	22.2%	69.4%	52.8%	16.7%	97.2%
60"+	5	2	1	4	2	2	5
%V	0.6%	0.5%	0.5%	0.6%	0.5%	0.7%	0.6%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	100.0%
Don't know	45	12	12	35	17	18	40
%V	5.1%	3.0%	5.8%	4.9%	3.9%	6.5%	4.8%
%H		26.7%	26.7%	77.8%	37.8%	40.0%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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	885	398	207	711	436	275	834
%H		45.0%	23.4%	80.3%	49.3%	31.1%	94.2%
PVR	272	176	78	162	140	23	263
%V	30.7%	44.2%	37.7%	22.8%	32.1%	8.4%	31.5%
%H		64.7%	28.7%	59.6%	51.5%	8.5%	96.7%
DVDR	3	1	1	3	1	2	3
%V	0.3%	0.3%	0.5%	0.4%	0.2%	0.7%	0.4%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.4%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	275	176	80	165	141	24	266
%V	31.1%	44.2%	38.6%	23.2%	32.3%	8.7%	31.9%
%H		64.0%	29.1%	60.0%	51.3%	8.7%	96.7%

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	885	398	207	711	436	275	834
%H		45.0%	23.4%	80.3%	49.3%	31.1%	94.2%
Receives HDTV (via STB or built-in reception)	439	224	107	343	229	114	424
%V	49.6%	56.3%	51.7%	48.2%	52.5%	41.5%	50.8%
%H		51.0%	24.4%	78.1%	52.2%	26.0%	96.6%
DVD/Blu-ray player or recorder	324	141	91	251	165	86	315
%V	36.6%	35.4%	44.0%	35.3%	37.8%	31.3%	37.8%
%H		43.5%	28.1%	77.5%	50.9%	26.5%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2333	2222	880	481	1568	783	785	2154
%H		95.2%	37.7%	20.6%	67.2%	33.6%	33.6%	92.3%
Total Children	442	427	189	92	277	153	124	437
%V	18.9%	19.2%	21.5%	19.1%	17.7%	19.5%	15.8%	20.3%
%H		96.6%	42.8%	20.8%	62.7%	34.6%	28.1%	98.9%
0 - 3	98	93	40	18	60	28	32	97
%V	4.2%	4.2%	4.5%	3.7%	3.8%	3.6%	4.1%	4.5%
%H		94.9%	40.8%	18.4%	61.2%	28.6%	32.7%	99.0%
4 - 15	344	334	149	74	217	125	92	341
%V	14.7%	15.0%	16.9%	15.4%	13.8%	16.0%	11.7%	15.8%
%H		97.1%	43.3%	21.5%	63.1%	36.3%	26.7%	99.1%
4 - 9	179	171	81	38	107	63	43	178
%V	7.7%	7.7%	9.2%	7.9%	6.8%	8.0%	5.5%	8.3%
%H		95.5%	45.3%	21.2%	59.8%	35.2%	24.0%	99.4%
10 - 15	165	163	68	36	110	62	48	163
%V	7.1%	7.3%	7.7%	7.5%	7.0%	7.9%	6.1%	7.6%
%H		98.8%	41.2%	21.8%	66.7%	37.6%	29.1%	98.8%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2333	2222	880	481	1568	783	785	2154
%H		95.2%	37.7%	20.6%	67.2%	33.6%	33.6%	92.3%
Total Adults (16+)	1891	1795	692	389	1291	629	661	1716
%V	81.1%	80.8%	78.6%	80.9%	82.3%	80.3%	84.2%	79.7%
%H		94.9%	36.6%	20.6%	68.3%	33.3%	35.0%	90.7%
16 - 19	94	92	34	23	67	37	30	92
%V	4.0%	4.1%	3.9%	4.8%	4.3%	4.7%	3.8%	4.3%
%H		97.9%	36.2%	24.5%	71.3%	39.4%	31.9%	97.9%
20 - 24	192	155	47	37	109	50	58	189
%V	8.2%	7.0%	5.3%	7.7%	7.0%	6.4%	7.4%	8.8%
%H		80.7%	24.5%	19.3%	56.8%	26.0%	30.2%	98.4%
25 - 34	309	283	109	74	179	99	80	298
%V	13.2%	12.7%	12.4%	15.4%	11.4%	12.6%	10.2%	13.8%
%H		91.6%	35.3%	23.9%	57.9%	32.0%	25.9%	96.4%
35 - 44	296	283	127	60	186	103	83	289
%V	12.7%	12.7%	14.4%	12.5%	11.9%	13.2%	10.6%	13.4%
%H		95.6%	42.9%	20.3%	62.8%	34.8%	28.0%	97.6%
45 - 54	314	307	138	76	220	129	91	301
%V	13.5%	13.8%	15.7%	15.8%	14.0%	16.5%	11.6%	14.0%
%H		97.8%	43.9%	24.2%	70.1%	41.1%	29.0%	95.9%
55 - 64	259	252	98	54	192	91	101	247
%V	11.1%	11.3%	11.1%	11.2%	12.2%	11.6%	12.9%	11.5%
%H		97.3%	37.8%	20.8%	74.1%	35.1%	39.0%	95.4%
65+	427	423	140	65	337	120	217	300
%V	18.3%	19.0%	15.9%	13.5%	21.5%	15.3%	27.6%	13.9%
%H		99.1%	32.8%	15.2%	78.9%	28.1%	50.8%	70.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	1891	1795	692	389	1291	629	661	1716
%H		94.9%	36.6%	20.6%	68.3%	33.3%	35.0%	90.7%
AB	472	467	202	94	324	166	158	468
%V	25.0%	26.0%	29.2%	24.2%	25.1%	26.4%	23.9%	27.3%
%H		98.9%	42.8%	19.9%	68.6%	35.2%	33.5%	99.2%
C1	568	522	206	112	356	173	183	536
%V	30.0%	29.1%	29.8%	28.8%	27.6%	27.5%	27.7%	31.2%
%H		91.9%	36.3%	19.7%	62.7%	30.5%	32.2%	94.4%
C2	401	389	144	93	302	161	141	356
%V	21.2%	21.7%	20.8%	23.9%	23.4%	25.6%	21.3%	20.7%
%H		97.0%	35.9%	23.2%	75.3%	40.1%	35.2%	88.8%
D	278	254	94	65	183	95	88	244
%V	14.7%	14.2%	13.6%	16.7%	14.2%	15.1%	13.3%	14.2%
%H		91.4%	33.8%	23.4%	65.8%	34.2%	31.7%	87.8%
E	171	164	45	25	125	34	91	111
%V	9.0%	9.1%	6.5%	6.4%	9.7%	5.4%	13.8%	6.5%
%H		95.9%	26.3%	14.6%	73.1%	19.9%	53.2%	64.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 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+)	1891	1795	692	389	1291	629	661	1716
%H		94.9%	36.6%	20.6%	68.3%	33.3%	35.0%	90.7%
Working full time	861	824	351	207	569	331	238	837
%V	45.5%	45.9%	50.7%	53.2%	44.1%	52.6%	36.0%	48.8%
%H		95.7%	40.8%	24.0%	66.1%	38.4%	27.6%	97.2%
Working part time	201	198	80	42	146	76	70	197
%V	10.6%	11.0%	11.6%	10.8%	11.3%	12.1%	10.6%	11.5%
%H		98.5%	39.8%	20.9%	72.6%	37.8%	34.8%	98.0%
Not working	829	773	260	140	575	222	353	683
%V	43.8%	43.1%	37.6%	36.0%	44.5%	35.3%	53.4%	39.8%
%H		93.2%	31.4%	16.9%	69.4%	26.8%	42.6%	82.4%
Houseperson	984	933	340	183	678	296	382	851
%V	52.0%	52.0%	49.1%	47.0%	52.5%	47.1%	57.8%	49.6%
%H		94.8%	34.6%	18.6%	68.9%	30.1%	38.8%	86.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	928	871	347	191	622	320	302	851
%H		93.9%	37.4%	20.6%	67.0%	34.5%	32.5%	91.7%
16 - 19	46	44	19	9	32	19	13	45
%V	5.0%	5.1%	5.5%	4.7%	5.1%	5.9%	4.3%	5.3%
%H		95.7%	41.3%	19.6%	69.6%	41.3%	28.3%	97.8%
20 - 24	94	76	25	19	49	27	22	92
%V	10.1%	8.7%	7.2%	9.9%	7.9%	8.4%	7.3%	10.8%
%H		80.9%	26.6%	20.2%	52.1%	28.7%	23.4%	97.9%
25 - 34	164	146	57	38	96	56	40	155
%V	17.7%	16.8%	16.4%	19.9%	15.4%	17.5%	13.2%	18.2%
%H		89.0%	34.8%	23.2%	58.5%	34.1%	24.4%	94.5%
35 - 44	143	135	59	29	84	44	40	140
%V	15.4%	15.5%	17.0%	15.2%	13.5%	13.8%	13.2%	16.5%
%H		94.4%	41.3%	20.3%	58.7%	30.8%	28.0%	97.9%
45 - 54	152	149	67	34	112	66	46	144
%V	16.4%	17.1%	19.3%	17.8%	18.0%	20.6%	15.2%	16.9%
%H		98.0%	44.1%	22.4%	73.7%	43.4%	30.3%	94.7%
55 - 64	127	122	50	26	94	48	46	120
%V	13.7%	14.0%	14.4%	13.6%	15.1%	15.0%	15.2%	14.1%
%H		96.1%	39.4%	20.5%	74.0%	37.8%	36.2%	94.5%
65+	201	198	69	34	154	60	94	154
%V	21.7%	22.7%	19.9%	17.8%	24.8%	18.8%	31.1%	18.1%
%H		98.5%	34.3%	16.9%	76.6%	29.9%	46.8%	76.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	928	871	347	191	622	320	302	851
%H		93.9%	37.4%	20.6%	67.0%	34.5%	32.5%	91.7%
AB	237	235	102	49	162	87	75	235
%V	25.5%	27.0%	29.4%	25.7%	26.0%	27.2%	24.8%	27.6%
%H		99.2%	43.0%	20.7%	68.4%	36.7%	31.6%	99.2%
C1	263	240	100	54	157	84	74	249
%V	28.3%	27.6%	28.8%	28.3%	25.2%	26.3%	24.5%	29.3%
%H		91.3%	38.0%	20.5%	59.7%	31.9%	28.1%	94.7%
C2	215	206	78	46	162	86	76	189
%V	23.2%	23.7%	22.5%	24.1%	26.0%	26.9%	25.2%	22.2%
%H		95.8%	36.3%	21.4%	75.3%	40.0%	35.3%	87.9%
D	145	127	50	32	90	48	42	132
%V	15.6%	14.6%	14.4%	16.8%	14.5%	15.0%	13.9%	15.5%
%H		87.6%	34.5%	22.1%	62.1%	33.1%	29.0%	91.0%
E	67	64	17	10	51	16	35	45
%V	7.2%	7.3%	4.9%	5.2%	8.2%	5.0%	11.6%	5.3%
%H		95.5%	25.4%	14.9%	76.1%	23.9%	52.2%	67.2%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	928	871	347	191	622	320	302	851
%H		93.9%	37.4%	20.6%	67.0%	34.5%	32.5%	91.7%
Working full time	540	512	222	125	352	208	144	522
%V	58.2%	58.8%	64.0%	65.4%	56.6%	65.0%	47.7%	61.3%
%H		94.8%	41.1%	23.1%	65.2%	38.5%	26.7%	96.7%
Working part time	41	39	15	8	29	14	15	39
%V	4.4%	4.5%	4.3%	4.2%	4.7%	4.4%	5.0%	4.6%
%H		95.1%	36.6%	19.5%	70.7%	34.1%	36.6%	95.1%
Not working	347	321	110	57	241	99	143	290
%V	37.4%	36.9%	31.7%	29.8%	38.7%	30.9%	47.4%	34.1%
%H		92.5%	31.7%	16.4%	69.5%	28.5%	41.2%	83.6%
Houseperson	201	177	56	27	132	48	83	160
%V	21.7%	20.3%	16.1%	14.1%	21.2%	15.0%	27.5%	18.8%
%H		88.1%	27.9%	13.4%	65.7%	23.9%	41.3%	79.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	963	924	344	199	669	309	360	865
%H		96.0%	35.7%	20.7%	69.5%	32.1%	37.4%	89.8%
16 - 19	48	48	15	14	35	18	17	47
%V	5.0%	5.2%	4.4%	7.0%	5.2%	5.8%	4.7%	5.4%
%H		100.0%	31.3%	29.2%	72.9%	37.5%	35.4%	97.9%
20 - 24	98	79	22	18	60	24	36	96
%V	10.2%	8.5%	6.4%	9.0%	9.0%	7.8%	10.0%	11.1%
%H		80.6%	22.4%	18.4%	61.2%	24.5%	36.7%	98.0%
25 - 34	145	137	52	35	83	44	40	143
%V	15.1%	14.8%	15.1%	17.6%	12.4%	14.2%	11.1%	16.5%
%H		94.5%	35.9%	24.1%	57.2%	30.3%	27.6%	98.6%
35 - 44	153	148	67	30	102	59	43	149
%V	15.9%	16.0%	19.5%	15.1%	15.2%	19.1%	11.9%	17.2%
%H		96.7%	43.8%	19.6%	66.7%	38.6%	28.1%	97.4%
45 - 54	162	158	70	42	109	63	46	157
%V	16.8%	17.1%	20.3%	21.1%	16.3%	20.4%	12.8%	18.2%
%H		97.5%	43.2%	25.9%	67.3%	38.9%	28.4%	96.9%
55 - 64	132	130	48	28	98	43	55	127
%V	13.7%	14.1%	14.0%	14.1%	14.6%	13.9%	15.3%	14.7%
%H		98.5%	36.4%	21.2%	74.2%	32.6%	41.7%	96.2%
65+	226	225	71	31	183	60	123	146
%V	23.5%	24.4%	20.6%	15.6%	27.4%	19.4%	34.2%	16.9%
%H		99.6%	31.4%	13.7%	81.0%	26.5%	54.4%	64.6%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	963	924	344	199	669	309	360	865
%H		96.0%	35.7%	20.7%	69.5%	32.1%	37.4%	89.8%
AB	235	232	99	45	162	79	83	233
%V	24.4%	25.1%	28.8%	22.6%	24.2%	25.6%	23.1%	26.9%
%H		98.7%	42.1%	19.1%	68.9%	33.6%	35.3%	99.1%
C1	305	282	106	58	199	89	110	287
%V	31.7%	30.5%	30.8%	29.1%	29.7%	28.8%	30.6%	33.2%
%H		92.5%	34.8%	19.0%	65.2%	29.2%	36.1%	94.1%
C2	186	183	66	47	141	75	65	167
%V	19.3%	19.8%	19.2%	23.6%	21.1%	24.3%	18.1%	19.3%
%H		98.4%	35.5%	25.3%	75.8%	40.3%	34.9%	89.8%
D	133	127	44	33	94	47	46	112
%V	13.8%	13.7%	12.8%	16.6%	14.1%	15.2%	12.8%	12.9%
%H		95.5%	33.1%	24.8%	70.7%	35.3%	34.6%	84.2%
E	104	100	28	15	74	18	56	66
%V	10.8%	10.8%	8.1%	7.5%	11.1%	5.8%	15.6%	7.6%
%H		96.2%	26.9%	14.4%	71.2%	17.3%	53.8%	63.5%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 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+)	963	924	344	199	669	309	360	865
%H		96.0%	35.7%	20.7%	69.5%	32.1%	37.4%	89.8%
Working full time	321	313	129	82	217	123	94	314
%V	33.3%	33.9%	37.5%	41.2%	32.4%	39.8%	26.1%	36.3%
%H		97.5%	40.2%	25.5%	67.6%	38.3%	29.3%	97.8%
Working part time	161	159	66	34	118	63	55	158
%V	16.7%	17.2%	19.2%	17.1%	17.6%	20.4%	15.3%	18.3%
%H		98.8%	41.0%	21.1%	73.3%	39.1%	34.2%	98.1%
Not working	482	453	150	83	334	124	210	393
%V	50.1%	49.0%	43.6%	41.7%	49.9%	40.1%	58.3%	45.4%
%H		94.0%	31.1%	17.2%	69.3%	25.7%	43.6%	81.5%
Houseperson	783	756	283	156	547	248	299	691
%V	81.3%	81.8%	82.3%	78.4%	81.8%	80.3%	83.1%	79.9%
%H		96.6%	36.1%	19.9%	69.9%	31.7%	38.2%	88.3%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total