

BARB Establishment Survey
Annual Data Report: Volume 2
BBC Areas

Oct 2018 to Sep 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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Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
AB	1457	1363	512	287	784	274	510	1429
%V	27.4%	27.9%	29.5%	33.0%	26.2%	29.4%	24.8%	29.7%
%H (All HH)		93.5%	35.1%	19.7%	53.8%	18.8%	35.0%	98.1%
%H (TV HH)			37.6%	21.1%	57.5%	20.1%	37.4%	
C1	1620	1476	532	289	911	324	587	1514
%V	30.5%	30.2%	30.7%	33.3%	30.5%	34.8%	28.5%	31.5%
%H (All HH)		91.1%	32.8%	17.8%	56.2%	20.0%	36.2%	93.5%
%H (TV HH)			36.0%	19.6%	61.7%	22.0%	39.8%	
C2	892	824	306	137	511	168	343	818
%V	16.8%	16.9%	17.6%	15.8%	17.1%	18.0%	16.7%	17.0%
%H (All HH)		92.4%	34.3%	15.4%	57.3%	18.8%	38.5%	91.7%
%H (TV HH)			37.1%	16.6%	62.0%	20.4%	41.6%	
D	832	737	267	104	429	110	318	734
%V	15.6%	15.1%	15.4%	12.0%	14.4%	11.8%	15.5%	15.3%
%H (All HH)		88.6%	32.1%	12.5%	51.6%	13.2%	38.2%	88.2%
%H (TV HH)			36.2%	14.1%	58.2%	14.9%	43.1%	
E	519	483	118	51	355	56	298	315
%V	9.8%	9.9%	6.8%	5.9%	11.9%	6.0%	14.5%	6.5%
%H (All HH)		93.1%	22.7%	9.8%	68.4%	10.8%	57.4%	60.7%
%H (TV HH)			24.4%	10.6%	73.5%	11.6%	61.7%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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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	5319	4884	1734	869	2989	932	2057	4810
%V (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Under 25	189	139	38	24	75	14	62	186
%V	3.6%	2.8%	2.2%	2.8%	2.5%	1.5%	3.0%	3.9%
%H (All HH)		73.5%	20.1%	12.7%	39.7%	7.4%	32.8%	98.4%
%H (TV HH)			27.3%	17.3%	54.0%	10.1%	44.6%	
25 - 34	1000	829	277	137	412	104	308	985
%V	18.8%	17.0%	16.0%	15.8%	13.8%	11.2%	15.0%	20.5%
%H (All HH)		82.9%	27.7%	13.7%	41.2%	10.4%	30.8%	98.5%
%H (TV HH)			33.4%	16.5%	49.7%	12.5%	37.2%	
35 - 44	1093	995	388	193	524	177	347	1078
%V	20.5%	20.4%	22.4%	22.2%	17.5%	19.0%	16.9%	22.4%
%H (All HH)		91.0%	35.5%	17.7%	47.9%	16.2%	31.7%	98.6%
%H (TV HH)			39.0%	19.4%	52.7%	17.8%	34.9%	
45 - 54	1001	941	378	204	562	225	337	971
%V	18.8%	19.3%	21.8%	23.5%	18.8%	24.1%	16.4%	20.2%
%H (All HH)		94.0%	37.8%	20.4%	56.1%	22.5%	33.7%	97.0%
%H (TV HH)			40.2%	21.7%	59.7%	23.9%	35.8%	
55 - 64	842	810	321	155	525	197	328	780
%V	15.8%	16.6%	18.5%	17.8%	17.6%	21.1%	15.9%	16.2%
%H (All HH)		96.2%	38.1%	18.4%	62.4%	23.4%	39.0%	92.6%
%H (TV HH)			39.6%	19.1%	64.8%	24.3%	40.5%	
65 +	1194	1168	332	156	891	216	675	810
%V	22.4%	23.9%	19.1%	18.0%	29.8%	23.2%	32.8%	16.8%
%H (All HH)		97.8%	27.8%	13.1%	74.6%	18.1%	56.5%	67.8%
%H (TV HH)			28.4%	13.4%	76.3%	18.5%	57.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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BBC London

Household level data

Table 1.3: 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	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
1	1585	1379	315	155	990	151	838	1178
%V	29.8%	28.2%	18.2%	17.8%	33.1%	16.2%	40.7%	24.5%
%H (All HH)		87.0%	19.9%	9.8%	62.5%	9.5%	52.9%	74.3%
%H (TV HH)			22.8%	11.2%	71.8%	10.9%	60.8%	
2	1519	1419	524	260	884	312	572	1436
%V	28.6%	29.1%	30.2%	29.9%	29.6%	33.5%	27.8%	29.9%
%H (All HH)		93.4%	34.5%	17.1%	58.2%	20.5%	37.7%	94.5%
%H (TV HH)			36.9%	18.3%	62.3%	22.0%	40.3%	
3	924	868	346	198	479	194	285	913
%V	17.4%	17.8%	20.0%	22.8%	16.0%	20.8%	13.9%	19.0%
%H (All HH)		93.9%	37.4%	21.4%	51.8%	21.0%	30.8%	98.8%
%H (TV HH)			39.9%	22.8%	55.2%	22.4%	32.8%	
4	855	807	353	188	430	193	237	851
%V	16.1%	16.5%	20.4%	21.6%	14.4%	20.7%	11.5%	17.7%
%H (All HH)		94.4%	41.3%	22.0%	50.3%	22.6%	27.7%	99.5%
%H (TV HH)			43.7%	23.3%	53.3%	23.9%	29.4%	
5+	436	410	196	69	206	81	125	432
%V	8.2%	8.4%	11.3%	7.9%	6.9%	8.7%	6.1%	9.0%
%H (All HH)		94.0%	45.0%	15.8%	47.2%	18.6%	28.7%	99.1%
%H (TV HH)			47.8%	16.8%	50.2%	19.8%	30.5%	
Average HH size	2.48	2.51	2.82	2.75	2.36	2.77	2.17	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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BBC London
Household level data
Table 1.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Without	3759	3413	1112	566	2235	641	1594	3263
%V	70.7%	69.9%	64.1%	65.1%	74.8%	68.8%	77.5%	67.8%
%H (All HH)		90.8%	29.6%	15.1%	59.5%	17.1%	42.4%	86.8%
%H (TV HH)			32.6%	16.6%	65.5%	18.8%	46.7%	
With	1560	1470	623	303	755	292	463	1547
%V	29.3%	30.1%	35.9%	34.9%	25.3%	31.3%	22.5%	32.2%
%H (All HH)		94.2%	39.9%	19.4%	48.4%	18.7%	29.7%	99.2%
%H (TV HH)			42.4%	20.6%	51.4%	19.9%	31.5%	
0 - 3	592	547	215	108	275	91	184	584
%V	11.1%	11.2%	12.4%	12.4%	9.2%	9.8%	8.9%	12.1%
%H (All HH)		92.4%	36.3%	18.2%	46.5%	15.4%	31.1%	98.6%
%H (TV HH)			39.3%	19.7%	50.3%	16.6%	33.6%	
4 - 9	839	787	337	153	387	145	242	832
%V	15.8%	16.1%	19.4%	17.6%	12.9%	15.6%	11.8%	17.3%
%H (All HH)		93.8%	40.2%	18.2%	46.1%	17.3%	28.8%	99.2%
%H (TV HH)			42.8%	19.4%	49.2%	18.4%	30.7%	
10 - 15	716	689	310	147	364	156	207	711
%V	13.5%	14.1%	17.9%	16.9%	12.2%	16.7%	10.1%	14.8%
%H (All HH)		96.2%	43.3%	20.5%	50.8%	21.8%	28.9%	99.3%
%H (TV HH)			45.0%	21.3%	52.8%	22.6%	30.0%	

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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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	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
1	2630	2630	734	386	1495	198	1297	2278
%V	49.4%	53.8%	42.3%	44.4%	50.0%	21.2%	63.1%	47.4%
%H (All HH)		100.0%	27.9%	14.7%	56.8%	7.5%	49.3%	86.6%
%H (TV HH)			27.9%	14.7%	56.8%	7.5%	49.3%	
2	1414	1414	583	286	887	365	522	1314
%V	26.6%	29.0%	33.6%	32.9%	29.7%	39.2%	25.4%	27.3%
%H (All HH)		100.0%	41.2%	20.2%	62.7%	25.8%	36.9%	92.9%
%H (TV HH)			41.2%	20.2%	62.7%	25.8%	36.9%	
3	538	538	263	127	373	217	156	525
%V	10.1%	11.0%	15.2%	14.6%	12.5%	23.3%	7.6%	10.9%
%H (All HH)		100.0%	48.9%	23.6%	69.3%	40.3%	29.0%	97.6%
%H (TV HH)			48.9%	23.6%	69.3%	40.3%	29.0%	
4	205	205	100	46	157	94	63	197
%V	3.9%	4.2%	5.8%	5.3%	5.3%	10.1%	3.1%	4.1%
%H (All HH)		100.0%	48.8%	22.4%	76.6%	45.9%	30.7%	96.1%
%H (TV HH)			48.8%	22.4%	76.6%	45.9%	30.7%	
5+	97	97	56	24	77	58	19	97
%V	1.8%	2.0%	3.2%	2.8%	2.6%	6.2%	0.9%	2.0%
%H (All HH)		100.0%	57.7%	24.7%	79.4%	59.8%	19.6%	100.0%
%H (TV HH)			57.7%	24.7%	79.4%	59.8%	19.6%	

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	5319	4884	1734	869	2989	932	2057	4810
%V (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Under 20"	329	329	112	55	268	109	158	283
%V	6.2%	6.7%	6.5%	6.3%	9.0%	11.7%	7.7%	5.9%
%H (All HH)		100.0%	34.0%	16.7%	81.5%	33.1%	48.0%	86.0%
%H (TV HH)			34.0%	16.7%	81.5%	33.1%	48.0%	
20" - 29"	1030	1030	340	181	785	295	490	881
%V	19.4%	21.1%	19.6%	20.8%	26.3%	31.7%	23.8%	18.3%
%H (All HH)		100.0%	33.0%	17.6%	76.2%	28.6%	47.6%	85.5%
%H (TV HH)			33.0%	17.6%	76.2%	28.6%	47.6%	
30" - 39"	2170	2170	740	394	1437	475	962	1947
%V	40.8%	44.4%	42.7%	45.3%	48.1%	51.0%	46.8%	40.5%
%H (All HH)		100.0%	34.1%	18.2%	66.2%	21.9%	44.3%	89.7%
%H (TV HH)			34.1%	18.2%	66.2%	21.9%	44.3%	
40" - 49"	2269	2269	959	447	1330	545	785	2158
%V	42.7%	46.5%	55.3%	51.4%	44.5%	58.5%	38.2%	44.9%
%H (All HH)		100.0%	42.3%	19.7%	58.6%	24.0%	34.6%	95.1%
%H (TV HH)			42.3%	19.7%	58.6%	24.0%	34.6%	
50" - 59"	954	954	450	214	510	248	262	933
%V	17.9%	19.5%	26.0%	24.6%	17.1%	26.6%	12.7%	19.4%
%H (All HH)		100.0%	47.2%	22.4%	53.5%	26.0%	27.5%	97.8%
%H (TV HH)			47.2%	22.4%	53.5%	26.0%	27.5%	
60"+	158	158	92	32	79	49	30	157
%V	3.0%	3.2%	5.3%	3.7%	2.6%	5.3%	1.5%	3.3%
%H (All HH)		100.0%	58.2%	20.3%	50.0%	31.0%	19.0%	99.4%
%H (TV HH)			58.2%	20.3%	50.0%	31.0%	19.0%	

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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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	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Main living room	4798	4798	1719	859	2934	923	2011	4333
%V	90.2%	98.2%	99.1%	98.8%	98.2%	99.0%	97.8%	90.1%
%H (All HH)		100.0%	35.8%	17.9%	61.2%	19.2%	41.9%	90.3%
%H (TV HH)			35.8%	17.9%	61.2%	19.2%	41.9%	
Kitchen	395	395	181	79	308	171	137	377
%V	7.4%	8.1%	10.4%	9.1%	10.3%	18.3%	6.7%	7.8%
%H (All HH)		100.0%	45.8%	20.0%	78.0%	43.3%	34.7%	95.4%
%H (TV HH)			45.8%	20.0%	78.0%	43.3%	34.7%	
Adult's bedroom	1773	1773	783	379	1177	580	597	1675
%V	33.3%	36.3%	45.2%	43.6%	39.4%	62.2%	29.0%	34.8%
%H (All HH)		100.0%	44.2%	21.4%	66.4%	32.7%	33.7%	94.5%
%H (TV HH)			44.2%	21.4%	66.4%	32.7%	33.7%	
Child's bedroom	228	228	119	56	138	80	57	226
%V	4.3%	4.7%	6.9%	6.4%	4.6%	8.6%	2.8%	4.7%
%H (All HH)		100.0%	52.2%	24.6%	60.5%	35.1%	25.0%	99.1%
%H (TV HH)			52.2%	24.6%	60.5%	35.1%	25.0%	
Other bedroom	196	196	94	47	147	89	57	190
%V	3.7%	4.0%	5.4%	5.4%	4.9%	9.5%	2.8%	4.0%
%H (All HH)		100.0%	48.0%	24.0%	75.0%	45.4%	29.1%	96.9%
%H (TV HH)			48.0%	24.0%	75.0%	45.4%	29.1%	
Second living/dining room	346	346	159	74	244	131	112	329
%V	6.5%	7.1%	9.2%	8.5%	8.2%	14.1%	5.4%	6.8%
%H (All HH)		100.0%	46.0%	21.4%	70.5%	37.9%	32.4%	95.1%
%H (TV HH)			46.0%	21.4%	70.5%	37.9%	32.4%	
Study/office	58	58	25	12	38	18	20	58
%V	1.1%	1.2%	1.4%	1.4%	1.3%	1.9%	1.0%	1.2%
%H (All HH)		100.0%	43.1%	20.7%	65.5%	31.0%	34.5%	100.0%
%H (TV HH)			43.1%	20.7%	65.5%	31.0%	34.5%	
TV room	22	22	14	5	11	8	4	21
%V	0.4%	0.5%	0.8%	0.6%	0.4%	0.9%	0.2%	0.4%
%H (All HH)		100.0%	63.6%	22.7%	50.0%	36.4%	18.2%	95.5%
%H (TV HH)			63.6%	22.7%	50.0%	36.4%	18.2%	
Conservatory	38	38	19	8	32	20	12	36
%V	0.7%	0.8%	1.1%	0.9%	1.1%	2.1%	0.6%	0.7%
%H (All HH)		100.0%	50.0%	21.1%	84.2%	52.6%	31.6%	94.7%
%H (TV HH)			50.0%	21.1%	84.2%	52.6%	31.6%	
Attic or loft room	13	13	6	3	9	5	4	13
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	46.2%	23.1%	69.2%	38.5%	30.8%	100.0%
%H (TV HH)			46.2%	23.1%	69.2%	38.5%	30.8%	
No specific location	5	5	2	2	3	2	2	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	40.0%	40.0%	60.0%	40.0%	40.0%	100.0%
%H (TV HH)			40.0%	40.0%	60.0%	40.0%	40.0%	
Other	46	46	25	7	34	20	14	45
%V	0.9%	0.9%	1.4%	0.8%	1.1%	2.1%	0.7%	0.9%
%H (All HH)		100.0%	54.3%	15.2%	73.9%	43.5%	30.4%	97.8%
%H (TV HH)			54.3%	15.2%	73.9%	43.5%	30.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

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	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Any DSAT provider	1734	1734	1734	53	623	623	0	1671
%V	32.6%	35.5%	100.0%	6.1%	20.8%	66.8%	0.0%	34.7%
%H (All HH)			100.0%	3.1%	35.9%	35.9%	0.0%	96.4%
%H (TV HH)			100.0%	3.1%	35.9%	35.9%	0.0%	
Sky with subscription	1477	1477	1477	32	521	521	0	1432
%V	27.8%	30.2%	85.2%	3.7%	17.4%	55.9%	0.0%	29.8%
%H (All HH)			100.0%	2.2%	35.3%	35.3%	0.0%	97.0%
%H (TV HH)			100.0%	2.2%	35.3%	35.3%	0.0%	
Sky without subscription	72	72	72	3	18	18	0	64
%V	1.4%	1.5%	4.2%	0.3%	0.6%	1.9%	0.0%	1.3%
%H (All HH)			100.0%	4.2%	25.0%	25.0%	0.0%	88.9%
%H (TV HH)			100.0%	4.2%	25.0%	25.0%	0.0%	
Freesat	104	104	104	9	50	50	0	99
%V	2.0%	2.1%	6.0%	1.0%	1.7%	5.4%	0.0%	2.1%
%H (All HH)			100.0%	8.7%	48.1%	48.1%	0.0%	95.2%
%H (TV HH)			100.0%	8.7%	48.1%	48.1%	0.0%	
Other satellite provider	131	131	131	16	58	58	0	124
%V	2.5%	2.7%	7.6%	1.8%	1.9%	6.2%	0.0%	2.6%
%H (All HH)			100.0%	12.2%	44.3%	44.3%	0.0%	94.7%
%H (TV HH)			100.0%	12.2%	44.3%	44.3%	0.0%	
DCAB	869	869	53	869	336	336	0	844
%V	16.3%	17.8%	3.1%	100.0%	11.2%	36.1%	0.0%	17.5%
%H (All HH)			6.1%	100.0%	38.7%	38.7%	0.0%	97.1%
%H (TV HH)			6.1%	100.0%	38.7%	38.7%	0.0%	
DTT	2989	2989	623	336	2989	932	2057	2576
%V	56.2%	61.2%	35.9%	38.7%	100.0%	100.0%	100.0%	53.6%
%H (All HH)		100.0%	20.8%	11.2%	100.0%	31.2%	68.8%	86.2%
%H (TV HH)			20.8%	11.2%	100.0%	31.2%	68.8%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC London

Household level data

Table 1.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
PVR	2790	2790	1558	802	1324	850	475	2677
%V	52.5%	57.1%	89.9%	92.3%	44.3%	91.2%	23.1%	55.7%
%H (All HH)		100.0%	55.8%	28.7%	47.5%	30.5%	17.0%	95.9%
%H (TV HH)			55.8%	28.7%	47.5%	30.5%	17.0%	
DVDR	48	48	21	10	32	15	16	43
%V	0.9%	1.0%	1.2%	1.2%	1.1%	1.6%	0.8%	0.9%
%H (All HH)		100.0%	43.8%	20.8%	66.7%	31.3%	33.3%	89.6%
%H (TV HH)			43.8%	20.8%	66.7%	31.3%	33.3%	
VCR	26	26	9	4	21	7	14	20
%V	0.5%	0.5%	0.5%	0.5%	0.7%	0.8%	0.7%	0.4%
%H (All HH)		100.0%	34.6%	15.4%	80.8%	26.9%	53.8%	76.9%
%H (TV HH)			34.6%	15.4%	80.8%	26.9%	53.8%	
Any recorder	2812	2812	1559	803	1345	851	495	2693
%V	52.9%	57.6%	89.9%	92.4%	45.0%	91.3%	24.1%	56.0%
%H (All HH)		100.0%	55.4%	28.6%	47.8%	30.3%	17.6%	95.8%
%H (TV HH)			55.4%	28.6%	47.8%	30.3%	17.6%	
Receives HDTV (via STB or built-in reception)	3541	3541	1464	787	2187	850	1337	3358
%V	66.6%	72.5%	84.4%	90.6%	73.2%	91.2%	65.0%	69.8%
%H (All HH)		100.0%	41.3%	22.2%	61.8%	24.0%	37.8%	94.8%
%H (TV HH)			41.3%	22.2%	61.8%	24.0%	37.8%	
DVD/Blu-ray player or recorder	2543	2543	939	506	1589	561	1028	2359
%V	47.8%	52.1%	54.2%	58.2%	53.2%	60.2%	50.0%	49.0%
%H (All HH)		100.0%	36.9%	19.9%	62.5%	22.1%	40.4%	92.8%
%H (TV HH)			36.9%	19.9%	62.5%	22.1%	40.4%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC London

Household level data

Table 1.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5319	4884	1734	869	2989	932	2057	4810
%H (All HH)		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%
%H (TV HH)			35.5%	17.8%	61.2%	19.1%	42.1%	
Has broadband internet	4810	4411	1671	844	2576	895	1681	4810
%V	90.4%	90.3%	96.4%	97.1%	86.2%	96.0%	81.7%	100.0%
%H (All HH)		91.7%	34.7%	17.5%	53.6%	18.6%	34.9%	100.0%
%H (TV HH)			37.9%	19.1%	58.4%	20.3%	38.1%	
Number of computers (PCs and laptops)								
0	795	710	141	57	539	63	475	315
%V	14.9%	14.5%	8.1%	6.6%	18.0%	6.8%	23.1%	6.5%
%H (All HH)		89.3%	17.7%	7.2%	67.8%	7.9%	59.7%	39.6%
%H (TV HH)			19.9%	8.0%	75.9%	8.9%	66.9%	
1	1695	1535	538	238	931	244	687	1669
%V	31.9%	31.4%	31.0%	27.4%	31.1%	26.2%	33.4%	34.7%
%H (All HH)		90.6%	31.7%	14.0%	54.9%	14.4%	40.5%	98.5%
%H (TV HH)			35.0%	15.5%	60.7%	15.9%	44.8%	
2	1341	1235	482	246	724	272	452	1338
%V	25.2%	25.3%	27.8%	28.3%	24.2%	29.2%	22.0%	27.8%
%H (All HH)		92.1%	35.9%	18.3%	54.0%	20.3%	33.7%	99.8%
%H (TV HH)			39.0%	19.9%	58.6%	22.0%	36.6%	
3	689	640	243	146	357	141	217	688
%V	13.0%	13.1%	14.0%	16.8%	11.9%	15.1%	10.5%	14.3%
%H (All HH)		92.9%	35.3%	21.2%	51.8%	20.5%	31.5%	99.9%
%H (TV HH)			38.0%	22.8%	55.8%	22.0%	33.9%	
4	403	387	166	81	215	93	122	402
%V	7.6%	7.9%	9.6%	9.3%	7.2%	10.0%	5.9%	8.4%
%H (All HH)		96.0%	41.2%	20.1%	53.3%	23.1%	30.3%	99.8%
%H (TV HH)			42.9%	20.9%	55.6%	24.0%	31.5%	
5+	397	377	165	101	223	119	104	396
%V	7.5%	7.7%	9.5%	11.6%	7.5%	12.8%	5.1%	8.2%
%H (All HH)		95.0%	41.6%	25.4%	56.2%	30.0%	26.2%	99.7%
%H (TV HH)			43.8%	26.8%	59.2%	31.6%	27.6%	

Base: BBC London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	8408	3387	1648	5430	2268	3162	7786
%H		40.3%	19.6%	64.6%	27.0%	37.6%	92.6%
Under 20"	386	132	64	318	133	184	333
%V	4.6%	3.9%	3.9%	5.9%	5.9%	5.8%	4.3%
%H		34.2%	16.6%	82.4%	34.5%	47.7%	86.3%
20" - 29"	1271	439	232	977	396	581	1106
%V	15.1%	13.0%	14.1%	18.0%	17.5%	18.4%	14.2%
%H		34.5%	18.3%	76.9%	31.2%	45.7%	87.0%
30" - 39"	2642	943	504	1776	653	1123	2401
%V	31.4%	27.8%	30.6%	32.7%	28.8%	35.5%	30.8%
%H		35.7%	19.1%	67.2%	24.7%	42.5%	90.9%
40" - 49"	2662	1176	536	1574	702	872	2545
%V	31.7%	34.7%	32.5%	29.0%	31.0%	27.6%	32.7%
%H		44.2%	20.1%	59.1%	26.4%	32.8%	95.6%
50" - 59"	1061	509	244	573	291	282	1040
%V	12.6%	15.0%	14.8%	10.6%	12.8%	8.9%	13.4%
%H		48.0%	23.0%	54.0%	27.4%	26.6%	98.0%
60"+	168	100	35	85	54	31	167
%V	2.0%	3.0%	2.1%	1.6%	2.4%	1.0%	2.1%
%H		59.5%	20.8%	50.6%	32.1%	18.5%	99.4%
Don't know	218	87	34	128	40	88	193
%V	2.6%	2.6%	2.1%	2.4%	1.8%	2.8%	2.5%
%H		39.9%	15.6%	58.7%	18.3%	40.4%	88.5%

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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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	8408	3387	1648	5430	2268	3162	7786
%H		40.3%	19.6%	64.6%	27.0%	37.6%	92.6%
Main living room	4820	1731	863	2945	927	2018	4352
%V	57.3%	51.1%	52.4%	54.2%	40.9%	63.8%	55.9%
%H		35.9%	17.9%	61.1%	19.2%	41.9%	90.3%
Kitchen	395	181	79	308	171	137	377
%V	4.7%	5.3%	4.8%	5.7%	7.5%	4.3%	4.8%
%H		45.8%	20.0%	78.0%	43.3%	34.7%	95.4%
Adult's bedroom	2148	962	470	1458	754	704	2041
%V	25.5%	28.4%	28.5%	26.9%	33.2%	22.3%	26.2%
%H		44.8%	21.9%	67.9%	35.1%	32.8%	95.0%
Child's bedroom	274	145	69	164	100	64	272
%V	3.3%	4.3%	4.2%	3.0%	4.4%	2.0%	3.5%
%H		52.9%	25.2%	59.9%	36.5%	23.4%	99.3%
Other bedroom	232	113	56	174	108	66	225
%V	2.8%	3.3%	3.4%	3.2%	4.8%	2.1%	2.9%
%H		48.7%	24.1%	75.0%	46.6%	28.4%	97.0%
Second living/dining room	350	161	75	247	132	115	334
%V	4.2%	4.8%	4.6%	4.5%	5.8%	3.6%	4.3%
%H		46.0%	21.4%	70.6%	37.7%	32.9%	95.4%
Study/office	58	25	12	38	18	20	58
%V	0.7%	0.7%	0.7%	0.7%	0.8%	0.6%	0.7%
%H		43.1%	20.7%	65.5%	31.0%	34.5%	100.0%
TV room	22	14	5	11	8	4	22
%V	0.3%	0.4%	0.3%	0.2%	0.4%	0.1%	0.3%
%H		63.6%	22.7%	50.0%	36.4%	18.2%	100.0%
Conservatory	39	19	8	33	20	13	36
%V	0.5%	0.6%	0.5%	0.6%	0.9%	0.4%	0.5%
%H		48.7%	20.5%	84.6%	51.3%	33.3%	92.3%
Attic or loft room	13	6	3	9	5	4	13
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H		46.2%	23.1%	69.2%	38.5%	30.8%	100.0%
No specific location	5	2	2	3	2	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	40.0%	60.0%	40.0%	40.0%	100.0%
Other	51	28	7	39	22	17	50
%V	0.6%	0.8%	0.4%	0.7%	1.0%	0.5%	0.6%
%H		54.9%	13.7%	76.5%	43.1%	33.3%	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	8408	3387	1648	5430	2268	3162	7786
%H		40.3%	19.6%	64.6%	27.0%	37.6%	92.6%
PVR	3933	2349	1126	1753	1219	534	3806
%V	46.8%	69.4%	68.3%	32.3%	53.7%	16.9%	48.9%
%H		59.7%	28.6%	44.6%	31.0%	13.6%	96.8%
DVDR	50	22	11	33	16	17	46
%V	0.6%	0.6%	0.7%	0.6%	0.7%	0.5%	0.6%
%H		44.0%	22.0%	66.0%	32.0%	34.0%	92.0%
VCR	26	9	4	21	7	14	20
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.3%
%H		34.6%	15.4%	80.8%	26.9%	53.8%	76.9%
Any recorder	3966	2355	1129	1785	1226	559	3833
%V	47.2%	69.5%	68.5%	32.9%	54.1%	17.7%	49.2%
%H		59.4%	28.5%	45.0%	30.9%	14.1%	96.6%

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	8408	3387	1648	5430	2268	3162	7786
%H		40.3%	19.6%	64.6%	27.0%	37.6%	92.6%
Receives HDTV (via STB or built-in reception)	5282	2423	1187	3296	1536	1759	5062
%V	62.8%	71.5%	72.0%	60.7%	67.7%	55.6%	65.0%
%H		45.9%	22.5%	62.4%	29.1%	33.3%	95.8%
DVD/Blu-ray player or recorder	3213	1266	677	2022	819	1203	3015
%V	38.2%	37.4%	41.1%	37.2%	36.1%	38.0%	38.7%
%H		39.4%	21.1%	62.9%	25.5%	37.4%	93.8%

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	4883	1734	869	2989	932	2057	4410
%H		35.5%	17.8%	61.2%	19.1%	42.1%	90.3%
Under 20"	47	4	5	38	3	35	30
%V	1.0%	0.2%	0.6%	1.3%	0.3%	1.7%	0.7%
%H		8.5%	10.6%	80.9%	6.4%	74.5%	63.8%
20" - 29"	355	59	33	277	36	241	252
%V	7.3%	3.4%	3.8%	9.3%	3.9%	11.7%	5.7%
%H		16.6%	9.3%	78.0%	10.1%	67.9%	71.0%
30" - 39"	1348	331	213	915	182	733	1145
%V	27.6%	19.1%	24.5%	30.6%	19.5%	35.6%	26.0%
%H		24.6%	15.8%	67.9%	13.5%	54.4%	84.9%
40" - 49"	1969	802	371	1146	435	712	1859
%V	40.3%	46.3%	42.7%	38.3%	46.7%	34.6%	42.2%
%H		40.7%	18.8%	58.2%	22.1%	36.2%	94.4%
50" - 59"	880	409	198	465	220	245	859
%V	18.0%	23.6%	22.8%	15.6%	23.6%	11.9%	19.5%
%H		46.5%	22.5%	52.8%	25.0%	27.8%	97.6%
60"+	140	79	30	69	41	27	138
%V	2.9%	4.6%	3.5%	2.3%	4.4%	1.3%	3.1%
%H		56.4%	21.4%	49.3%	29.3%	19.3%	98.6%
Don't know	145	50	20	80	16	63	126
%V	3.0%	2.9%	2.3%	2.7%	1.7%	3.1%	2.9%
%H		34.5%	13.8%	55.2%	11.0%	43.4%	86.9%

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	4883	1734	869	2989	932	2057	4410
%H		35.5%	17.8%	61.2%	19.1%	42.1%	90.3%
PVR	2753	1545	794	1294	836	458	2642
%V	56.4%	89.1%	91.4%	43.3%	89.7%	22.3%	59.9%
%H		56.1%	28.8%	47.0%	30.4%	16.6%	96.0%
DVDR	42	17	9	27	12	15	38
%V	0.9%	1.0%	1.0%	0.9%	1.3%	0.7%	0.9%
%H		40.5%	21.4%	64.3%	28.6%	35.7%	90.5%
VCR	23	7	3	17	5	13	16
%V	0.5%	0.4%	0.3%	0.6%	0.5%	0.6%	0.4%
%H		30.4%	13.0%	73.9%	21.7%	56.5%	69.6%
Any recorder	2774	1546	796	1313	837	476	2656
%V	56.8%	89.2%	91.6%	43.9%	89.8%	23.1%	60.2%
%H		55.7%	28.7%	47.3%	30.2%	17.2%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: 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	4883	1734	869	2989	932	2057	4410
%H		35.5%	17.8%	61.2%	19.1%	42.1%	90.3%
Receives HDTV (via STB or built-in reception)	3480	1432	779	2138	822	1316	3300
%V	71.3%	82.6%	89.6%	71.5%	88.2%	64.0%	74.8%
%H		41.1%	22.4%	61.4%	23.6%	37.8%	94.8%
DVD/Blu-ray player or recorder	2284	821	447	1428	482	946	2106
%V	46.8%	47.3%	51.4%	47.8%	51.7%	46.0%	47.8%
%H		35.9%	19.6%	62.5%	21.1%	41.4%	92.2%

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	3526	1653	780	2441	1336	1105	3376
%H		46.9%	22.1%	69.2%	37.9%	31.3%	95.7%
Under 20"	339	129	59	280	130	150	303
%V	9.6%	7.8%	7.6%	11.5%	9.7%	13.6%	9.0%
%H		38.1%	17.4%	82.6%	38.3%	44.2%	89.4%
20" - 29"	917	380	200	700	360	339	854
%V	26.0%	23.0%	25.6%	28.7%	26.9%	30.7%	25.3%
%H		41.4%	21.8%	76.3%	39.3%	37.0%	93.1%
30" - 39"	1294	612	291	861	471	390	1256
%V	36.7%	37.0%	37.3%	35.3%	35.3%	35.3%	37.2%
%H		47.3%	22.5%	66.5%	36.4%	30.1%	97.1%
40" - 49"	693	375	165	428	267	161	686
%V	19.7%	22.7%	21.2%	17.5%	20.0%	14.6%	20.3%
%H		54.1%	23.8%	61.8%	38.5%	23.2%	99.0%
50" - 59"	181	100	46	108	71	37	181
%V	5.1%	6.0%	5.9%	4.4%	5.3%	3.3%	5.4%
%H		55.2%	25.4%	59.7%	39.2%	20.4%	100.0%
60"+	29	21	5	16	13	3	29
%V	0.8%	1.3%	0.6%	0.7%	1.0%	0.3%	0.9%
%H		72.4%	17.2%	55.2%	44.8%	10.3%	100.0%
Don't know	73	36	14	48	23	25	67
%V	2.1%	2.2%	1.8%	2.0%	1.7%	2.3%	2.0%
%H		49.3%	19.2%	65.8%	31.5%	34.2%	91.8%

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	3526	1653	780	2441	1336	1105	3376
%H		46.9%	22.1%	69.2%	37.9%	31.3%	95.7%
PVR	1180	805	332	459	383	76	1165
%V	33.5%	48.7%	42.6%	18.8%	28.7%	6.9%	34.5%
%H		68.2%	28.1%	38.9%	32.5%	6.4%	98.7%
DVDR	8	4	2	6	4	3	8
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.3%	0.2%
%H		50.0%	25.0%	75.0%	50.0%	37.5%	100.0%
VCR	4	1	1	4	2	2	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	1192	809	333	471	389	83	1177
%V	33.8%	48.9%	42.7%	19.3%	29.1%	7.5%	34.9%
%H		67.9%	27.9%	39.5%	32.6%	7.0%	98.7%

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	3526	1653	780	2441	1336	1105	3376
%H		46.9%	22.1%	69.2%	37.9%	31.3%	95.7%
Receives HDTV (via STB or built-in reception)	1802	991	408	1158	714	444	1762
%V	51.1%	60.0%	52.3%	47.4%	53.4%	40.2%	52.2%
%H		55.0%	22.6%	64.3%	39.6%	24.6%	97.8%
DVD/Blu-ray player or recorder	929	446	230	594	337	257	909
%V	26.3%	27.0%	29.5%	24.3%	25.2%	23.3%	26.9%
%H		48.0%	24.8%	63.9%	36.3%	27.7%	97.8%

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	13187	12278	4885	2388	7042	2580	4462	12542
%H		93.1%	37.0%	18.1%	53.4%	19.6%	33.8%	95.1%
Total Children	2739	2584	1098	518	1314	501	813	2714
%V	20.8%	21.0%	22.5%	21.7%	18.7%	19.4%	18.2%	21.6%
%H		94.3%	40.1%	18.9%	48.0%	18.3%	29.7%	99.1%
0 - 3	681	630	249	122	319	107	212	671
%V	5.2%	5.1%	5.1%	5.1%	4.5%	4.1%	4.8%	5.4%
%H		92.5%	36.6%	17.9%	46.8%	15.7%	31.1%	98.5%
4 - 15	2058	1954	849	396	994	394	600	2043
%V	15.6%	15.9%	17.4%	16.6%	14.1%	15.3%	13.4%	16.3%
%H		94.9%	41.3%	19.2%	48.3%	19.1%	29.2%	99.3%
4 - 9	1103	1034	437	201	508	187	321	1094
%V	8.4%	8.4%	8.9%	8.4%	7.2%	7.2%	7.2%	8.7%
%H		93.7%	39.6%	18.2%	46.1%	17.0%	29.1%	99.2%
10 - 15	955	920	413	195	486	207	279	949
%V	7.2%	7.5%	8.5%	8.2%	6.9%	8.0%	6.3%	7.6%
%H		96.3%	43.2%	20.4%	50.9%	21.7%	29.2%	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	13187	12278	4885	2388	7042	2580	4462	12542
%H		93.1%	37.0%	18.1%	53.4%	19.6%	33.8%	95.1%
Total Adults (16+)	10448	9694	3787	1870	5728	2079	3649	9829
%V	79.2%	79.0%	77.5%	78.3%	81.3%	80.6%	81.8%	78.4%
%H		92.8%	36.2%	17.9%	54.8%	19.9%	34.9%	94.1%
16 - 19	492	472	213	104	279	129	150	488
%V	3.7%	3.8%	4.4%	4.4%	4.0%	5.0%	3.4%	3.9%
%H		95.9%	43.3%	21.1%	56.7%	26.2%	30.5%	99.2%
20 - 24	740	633	255	134	348	141	206	737
%V	5.6%	5.2%	5.2%	5.6%	4.9%	5.5%	4.6%	5.9%
%H		85.5%	34.5%	18.1%	47.0%	19.1%	27.8%	99.6%
25 - 34	2177	1880	694	344	968	305	662	2152
%V	16.5%	15.3%	14.2%	14.4%	13.7%	11.8%	14.8%	17.2%
%H		86.4%	31.9%	15.8%	44.5%	14.0%	30.4%	98.9%
35 - 44	2027	1865	760	382	957	351	607	2005
%V	15.4%	15.2%	15.6%	16.0%	13.6%	13.6%	13.6%	16.0%
%H		92.0%	37.5%	18.8%	47.2%	17.3%	29.9%	98.9%
45 - 54	1778	1691	717	359	993	419	573	1735
%V	13.5%	13.8%	14.7%	15.0%	14.1%	16.2%	12.8%	13.8%
%H		95.1%	40.3%	20.2%	55.8%	23.6%	32.2%	97.6%
55 - 64	1426	1378	569	277	874	350	523	1352
%V	10.8%	11.2%	11.6%	11.6%	12.4%	13.6%	11.7%	10.8%
%H		96.6%	39.9%	19.4%	61.3%	24.5%	36.7%	94.8%
65+	1808	1776	580	271	1310	383	927	1361
%V	13.7%	14.5%	11.9%	11.3%	18.6%	14.8%	20.8%	10.9%
%H		98.2%	32.1%	15.0%	72.5%	21.2%	51.3%	75.3%

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+)	10448	9694	3787	1870	5728	2079	3649	9829
%H		92.8%	36.2%	17.9%	54.8%	19.9%	34.9%	94.1%
AB	3004	2845	1125	627	1619	609	1009	2964
%V	28.8%	29.3%	29.7%	33.5%	28.3%	29.3%	27.7%	30.2%
%H		94.7%	37.5%	20.9%	53.9%	20.3%	33.6%	98.7%
C1	3226	2972	1154	622	1798	731	1067	3097
%V	30.9%	30.7%	30.5%	33.3%	31.4%	35.2%	29.2%	31.5%
%H		92.1%	35.8%	19.3%	55.7%	22.7%	33.1%	96.0%
C2	1856	1727	710	315	1036	399	637	1754
%V	17.8%	17.8%	18.7%	16.8%	18.1%	19.2%	17.5%	17.8%
%H		93.0%	38.3%	17.0%	55.8%	21.5%	34.3%	94.5%
D	1654	1486	603	227	812	247	565	1537
%V	15.8%	15.3%	15.9%	12.1%	14.2%	11.9%	15.5%	15.6%
%H		89.8%	36.5%	13.7%	49.1%	14.9%	34.2%	92.9%
E	709	664	197	79	463	93	371	477
%V	6.8%	6.8%	5.2%	4.2%	8.1%	4.5%	10.2%	4.9%
%H		93.7%	27.8%	11.1%	65.3%	13.1%	52.3%	67.3%

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+)	10448	9694	3787	1870	5728	2079	3649	9829
%H		92.8%	36.2%	17.9%	54.8%	19.9%	34.9%	94.1%
Working full time	5646	5167	2089	1072	2845	1111	1733	5583
%V	54.0%	53.3%	55.2%	57.3%	49.7%	53.4%	47.5%	56.8%
%H		91.5%	37.0%	19.0%	50.4%	19.7%	30.7%	98.9%
Working part time	1013	960	387	189	570	215	355	992
%V	9.7%	9.9%	10.2%	10.1%	10.0%	10.3%	9.7%	10.1%
%H		94.8%	38.2%	18.7%	56.3%	21.2%	35.0%	97.9%
Not working	3789	3567	1312	609	2313	752	1560	3254
%V	36.3%	36.8%	34.6%	32.6%	40.4%	36.2%	42.8%	33.1%
%H		94.1%	34.6%	16.1%	61.0%	19.8%	41.2%	85.9%
Houseperson	5319	4884	1734	869	2989	932	2057	4810
%V	50.9%	50.4%	45.8%	46.5%	52.2%	44.8%	56.4%	48.9%
%H		91.8%	32.6%	16.3%	56.2%	17.5%	38.7%	90.4%

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 1.25: 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+)	5155	4756	1874	930	2765	1027	1738	4885
%H		92.3%	36.4%	18.0%	53.6%	19.9%	33.7%	94.8%
16 - 19	257	247	113	58	143	69	75	254
%V	5.0%	5.2%	6.0%	6.2%	5.2%	6.7%	4.3%	5.2%
%H		96.1%	44.0%	22.6%	55.6%	26.8%	29.2%	98.8%
20 - 24	375	332	134	75	177	79	99	375
%V	7.3%	7.0%	7.2%	8.1%	6.4%	7.7%	5.7%	7.7%
%H		88.5%	35.7%	20.0%	47.2%	21.1%	26.4%	100.0%
25 - 34	1093	935	342	172	477	151	327	1080
%V	21.2%	19.7%	18.2%	18.5%	17.3%	14.7%	18.8%	22.1%
%H		85.5%	31.3%	15.7%	43.6%	13.8%	29.9%	98.8%
35 - 44	1016	920	360	187	471	166	305	1002
%V	19.7%	19.3%	19.2%	20.1%	17.0%	16.2%	17.5%	20.5%
%H		90.6%	35.4%	18.4%	46.4%	16.3%	30.0%	98.6%
45 - 54	891	846	363	171	489	200	289	864
%V	17.3%	17.8%	19.4%	18.4%	17.7%	19.5%	16.6%	17.7%
%H		94.9%	40.7%	19.2%	54.9%	22.4%	32.4%	97.0%
55 - 64	705	675	273	135	434	171	262	661
%V	13.7%	14.2%	14.6%	14.5%	15.7%	16.7%	15.1%	13.5%
%H		95.7%	38.7%	19.1%	61.6%	24.3%	37.2%	93.8%
65+	819	801	290	132	574	192	382	648
%V	15.9%	16.8%	15.5%	14.2%	20.8%	18.7%	22.0%	13.3%
%H		97.8%	35.4%	16.1%	70.1%	23.4%	46.6%	79.1%

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 1.26: 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+)		5155	4756	1874	930	2765	1027	1738	4885
	%H		92.3%	36.4%	18.0%	53.6%	19.9%	33.7%	94.8%
AB		1509	1429	563	314	807	308	499	1491
	%V	29.3%	30.0%	30.0%	33.8%	29.2%	30.0%	28.7%	30.5%
	%H		94.7%	37.3%	20.8%	53.5%	20.4%	33.1%	98.8%
C1		1537	1412	557	297	834	347	487	1497
	%V	29.8%	29.7%	29.7%	31.9%	30.2%	33.8%	28.0%	30.6%
	%H		91.9%	36.2%	19.3%	54.3%	22.6%	31.7%	97.4%
C2		994	908	376	168	539	210	329	933
	%V	19.3%	19.1%	20.1%	18.1%	19.5%	20.4%	18.9%	19.1%
	%H		91.3%	37.8%	16.9%	54.2%	21.1%	33.1%	93.9%
D		803	720	290	113	391	123	268	754
	%V	15.6%	15.1%	15.5%	12.2%	14.1%	12.0%	15.4%	15.4%
	%H		89.7%	36.1%	14.1%	48.7%	15.3%	33.4%	93.9%
E		313	287	88	37	194	39	156	210
	%V	6.1%	6.0%	4.7%	4.0%	7.0%	3.8%	9.0%	4.3%
	%H		91.7%	28.1%	11.8%	62.0%	12.5%	49.8%	67.1%

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 1.27: 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+)	5155	4756	1874	930	2765	1027	1738	4885
%H		92.3%	36.4%	18.0%	53.6%	19.9%	33.7%	94.8%
Working full time	3387	3094	1252	634	1683	653	1030	3342
%V	65.7%	65.1%	66.8%	68.2%	60.9%	63.6%	59.3%	68.4%
%H		91.3%	37.0%	18.7%	49.7%	19.3%	30.4%	98.7%
Working part time	248	231	87	39	141	47	95	240
%V	4.8%	4.9%	4.6%	4.2%	5.1%	4.6%	5.5%	4.9%
%H		93.1%	35.1%	15.7%	56.9%	19.0%	38.3%	96.8%
Not working	1520	1431	535	256	941	327	614	1302
%V	29.5%	30.1%	28.5%	27.5%	34.0%	31.8%	35.3%	26.7%
%H		94.1%	35.2%	16.8%	61.9%	21.5%	40.4%	85.7%
Houseperson	1213	1045	310	162	661	155	506	1031
%V	23.5%	22.0%	16.5%	17.4%	23.9%	15.1%	29.1%	21.1%
%H		86.2%	25.6%	13.4%	54.5%	12.8%	41.7%	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+)	5293	4938	1914	940	2963	1052	1911	4944
%H		93.3%	36.2%	17.8%	56.0%	19.9%	36.1%	93.4%
16 - 19	235	225	100	46	135	60	75	233
%V	4.4%	4.6%	5.2%	4.9%	4.6%	5.7%	3.9%	4.7%
%H		95.7%	42.6%	19.6%	57.4%	25.5%	31.9%	99.1%
20 - 24	364	301	121	58	170	63	108	362
%V	6.9%	6.1%	6.3%	6.2%	5.7%	6.0%	5.7%	7.3%
%H		82.7%	33.2%	15.9%	46.7%	17.3%	29.7%	99.5%
25 - 34	1085	945	352	172	491	155	336	1071
%V	20.5%	19.1%	18.4%	18.3%	16.6%	14.7%	17.6%	21.7%
%H		87.1%	32.4%	15.9%	45.3%	14.3%	31.0%	98.7%
35 - 44	1011	945	400	196	487	185	302	1003
%V	19.1%	19.1%	20.9%	20.9%	16.4%	17.6%	15.8%	20.3%
%H		93.5%	39.6%	19.4%	48.2%	18.3%	29.9%	99.2%
45 - 54	887	845	354	188	503	219	284	871
%V	16.8%	17.1%	18.5%	20.0%	17.0%	20.8%	14.9%	17.6%
%H		95.3%	39.9%	21.2%	56.7%	24.7%	32.0%	98.2%
55 - 64	721	703	296	141	440	179	261	691
%V	13.6%	14.2%	15.5%	15.0%	14.8%	17.0%	13.7%	14.0%
%H		97.5%	41.1%	19.6%	61.0%	24.8%	36.2%	95.8%
65+	989	976	290	138	737	191	546	712
%V	18.7%	19.8%	15.2%	14.7%	24.9%	18.2%	28.6%	14.4%
%H		98.7%	29.3%	14.0%	74.5%	19.3%	55.2%	72.0%

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 1.29: 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+)	5293	4938	1914	940	2963	1052	1911	4944
%H		93.3%	36.2%	17.8%	56.0%	19.9%	36.1%	93.4%
AB	1495	1416	561	313	812	301	510	1472
%V	28.2%	28.7%	29.3%	33.3%	27.4%	28.6%	26.7%	29.8%
%H		94.7%	37.5%	20.9%	54.3%	20.1%	34.1%	98.5%
C1	1689	1561	596	324	964	383	581	1600
%V	31.9%	31.6%	31.1%	34.5%	32.5%	36.4%	30.4%	32.4%
%H		92.4%	35.3%	19.2%	57.1%	22.7%	34.4%	94.7%
C2	862	819	334	146	497	189	308	821
%V	16.3%	16.6%	17.5%	15.5%	16.8%	18.0%	16.1%	16.6%
%H		95.0%	38.7%	16.9%	57.7%	21.9%	35.7%	95.2%
D	851	766	313	114	421	124	297	783
%V	16.1%	15.5%	16.4%	12.1%	14.2%	11.8%	15.5%	15.8%
%H		90.0%	36.8%	13.4%	49.5%	14.6%	34.9%	92.0%
E	396	376	109	42	269	54	215	267
%V	7.5%	7.6%	5.7%	4.5%	9.1%	5.1%	11.3%	5.4%
%H		94.9%	27.5%	10.6%	67.9%	13.6%	54.3%	67.4%

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+)	5293	4938	1914	940	2963	1052	1911	4944
%H		93.3%	36.2%	17.8%	56.0%	19.9%	36.1%	93.4%
Working full time	2259	2073	837	437	1162	458	704	2240
%V	42.7%	42.0%	43.7%	46.5%	39.2%	43.5%	36.8%	45.3%
%H		91.8%	37.1%	19.3%	51.4%	20.3%	31.2%	99.2%
Working part time	764	729	300	150	429	168	261	752
%V	14.4%	14.8%	15.7%	16.0%	14.5%	16.0%	13.7%	15.2%
%H		95.4%	39.3%	19.6%	56.2%	22.0%	34.2%	98.4%
Not working	2270	2137	777	352	1372	426	946	1952
%V	42.9%	43.3%	40.6%	37.4%	46.3%	40.5%	49.5%	39.5%
%H		94.1%	34.2%	15.5%	60.4%	18.8%	41.7%	86.0%
Houseperson	4106	3839	1424	707	2328	777	1551	3779
%V	77.6%	77.7%	74.4%	75.2%	78.6%	73.9%	81.2%	76.4%
%H		93.5%	34.7%	17.2%	56.7%	18.9%	37.8%	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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
AB	322	313	146	38	191	80	111	312
%V	28.2%	28.6%	30.5%	29.0%	27.2%	30.1%	25.4%	30.6%
%H (All HH)		97.2%	45.3%	11.8%	59.3%	24.8%	34.5%	96.9%
%H (TV HH)			46.6%	12.1%	61.0%	25.6%	35.5%	
C1	357	342	150	39	227	86	141	332
%V	31.2%	31.2%	31.3%	29.8%	32.3%	32.3%	32.3%	32.5%
%H (All HH)		95.8%	42.0%	10.9%	63.6%	24.1%	39.5%	93.0%
%H (TV HH)			43.9%	11.4%	66.4%	25.1%	41.2%	
C2	216	208	98	29	126	51	75	191
%V	18.9%	19.0%	20.5%	22.1%	17.9%	19.2%	17.2%	18.7%
%H (All HH)		96.3%	45.4%	13.4%	58.3%	23.6%	34.7%	88.4%
%H (TV HH)			47.1%	13.9%	60.6%	24.5%	36.1%	
D	141	134	57	19	86	35	51	117
%V	12.3%	12.2%	11.9%	14.5%	12.2%	13.2%	11.7%	11.5%
%H (All HH)		95.0%	40.4%	13.5%	61.0%	24.8%	36.2%	83.0%
%H (TV HH)			42.5%	14.2%	64.2%	26.1%	38.1%	
E	108	97	29	6	72	14	58	68
%V	9.4%	8.9%	6.1%	4.6%	10.2%	5.3%	13.3%	6.7%
%H (All HH)		89.8%	26.9%	5.6%	66.7%	13.0%	53.7%	63.0%
%H (TV HH)			29.9%	6.2%	74.2%	14.4%	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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Under 25	42	34	12	2	18	7	11	42
%V	3.7%	3.1%	2.5%	1.5%	2.6%	2.6%	2.5%	4.1%
%H (All HH)		81.0%	28.6%	4.8%	42.9%	16.7%	26.2%	100.0%
%H (TV HH)			35.3%	5.9%	52.9%	20.6%	32.4%	
25 - 34	144	140	72	14	62	26	35	143
%V	12.6%	12.8%	15.0%	10.7%	8.8%	9.8%	8.0%	14.0%
%H (All HH)		97.2%	50.0%	9.7%	43.1%	18.1%	24.3%	99.3%
%H (TV HH)			51.4%	10.0%	44.3%	18.6%	25.0%	
35 - 44	183	172	84	24	89	36	53	179
%V	16.0%	15.7%	17.5%	18.3%	12.7%	13.5%	12.1%	17.5%
%H (All HH)		94.0%	45.9%	13.1%	48.6%	19.7%	29.0%	97.8%
%H (TV HH)			48.8%	14.0%	51.7%	20.9%	30.8%	
45 - 54	200	189	92	35	117	59	58	196
%V	17.5%	17.3%	19.2%	26.7%	16.6%	22.2%	13.3%	19.2%
%H (All HH)		94.5%	46.0%	17.5%	58.5%	29.5%	29.0%	98.0%
%H (TV HH)			48.7%	18.5%	61.9%	31.2%	30.7%	
55 - 64	210	205	85	22	147	53	94	196
%V	18.4%	18.7%	17.7%	16.8%	20.9%	19.9%	21.5%	19.2%
%H (All HH)		97.6%	40.5%	10.5%	70.0%	25.2%	44.8%	93.3%
%H (TV HH)			41.5%	10.7%	71.7%	25.9%	45.9%	
65 +	364	355	133	33	271	85	186	266
%V	31.8%	32.4%	27.8%	25.2%	38.5%	32.0%	42.6%	26.1%
%H (All HH)		97.5%	36.5%	9.1%	74.5%	23.4%	51.1%	73.1%
%H (TV HH)			37.5%	9.3%	76.3%	23.9%	52.4%	

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 2.3: 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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
1	354	329	111	14	246	53	193	264
%V	31.0%	30.0%	23.2%	10.7%	35.0%	19.9%	44.2%	25.9%
%H (All HH)		92.9%	31.4%	4.0%	69.5%	15.0%	54.5%	74.6%
%H (TV HH)			33.7%	4.3%	74.8%	16.1%	58.7%	
2	375	364	152	51	255	109	145	346
%V	32.8%	33.2%	31.7%	38.9%	36.3%	41.0%	33.2%	33.9%
%H (All HH)		97.1%	40.5%	13.6%	68.0%	29.1%	38.7%	92.3%
%H (TV HH)			41.8%	14.0%	70.1%	29.9%	39.8%	
3	156	151	74	25	84	40	44	155
%V	13.6%	13.8%	15.4%	19.1%	11.9%	15.0%	10.1%	15.2%
%H (All HH)		96.8%	47.4%	16.0%	53.8%	25.6%	28.2%	99.4%
%H (TV HH)			49.0%	16.6%	55.6%	26.5%	29.1%	
4	175	171	92	26	84	41	42	172
%V	15.3%	15.6%	19.2%	19.8%	11.9%	15.4%	9.6%	16.8%
%H (All HH)		97.7%	52.6%	14.9%	48.0%	23.4%	24.0%	98.3%
%H (TV HH)			53.8%	15.2%	49.1%	24.0%	24.6%	
5+	84	81	50	15	35	23	12	84
%V	7.3%	7.4%	10.4%	11.5%	5.0%	8.6%	2.7%	8.2%
%H (All HH)		96.4%	59.5%	17.9%	41.7%	27.4%	14.3%	100.0%
%H (TV HH)			61.7%	18.5%	43.2%	28.4%	14.8%	
Average HH size	2.37	2.39	2.64	2.90	2.17	2.54	1.94	2.50

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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Without	843	802	316	91	566	200	366	724
%V	73.8%	73.2%	66.0%	69.5%	80.5%	75.2%	83.8%	70.9%
%H (All HH)		95.1%	37.5%	10.8%	67.1%	23.7%	43.4%	85.9%
%H (TV HH)			39.4%	11.3%	70.6%	24.9%	45.6%	
With	300	293	163	39	137	66	71	297
%V	26.2%	26.8%	34.0%	29.8%	19.5%	24.8%	16.2%	29.1%
%H (All HH)		97.7%	54.3%	13.0%	45.7%	22.0%	23.7%	99.0%
%H (TV HH)			55.6%	13.3%	46.8%	22.5%	24.2%	
0 - 3	117	115	66	15	52	27	25	117
%V	10.2%	10.5%	13.8%	11.5%	7.4%	10.2%	5.7%	11.5%
%H (All HH)		98.3%	56.4%	12.8%	44.4%	23.1%	21.4%	100.0%
%H (TV HH)			57.4%	13.0%	45.2%	23.5%	21.7%	
4 - 9	159	155	84	20	70	30	40	157
%V	13.9%	14.2%	17.5%	15.3%	10.0%	11.3%	9.2%	15.4%
%H (All HH)		97.5%	52.8%	12.6%	44.0%	18.9%	25.2%	98.7%
%H (TV HH)			54.2%	12.9%	45.2%	19.4%	25.8%	
10 - 15	150	148	90	19	69	35	34	150
%V	13.1%	13.5%	18.8%	14.5%	9.8%	13.2%	7.8%	14.7%
%H (All HH)		98.7%	60.0%	12.7%	46.0%	23.3%	22.7%	100.0%
%H (TV HH)			60.8%	12.8%	46.6%	23.6%	23.0%	

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

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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
1	421	421	139	43	239	38	201	350
%V	36.8%	38.4%	29.0%	32.8%	34.0%	14.3%	46.0%	34.3%
%H (All HH)		100.0%	33.0%	10.2%	56.8%	9.0%	47.7%	83.1%
%H (TV HH)			33.0%	10.2%	56.8%	9.0%	47.7%	
2	364	364	173	38	245	101	143	329
%V	31.8%	33.2%	36.1%	29.0%	34.9%	38.0%	32.7%	32.2%
%H (All HH)		100.0%	47.5%	10.4%	67.3%	27.7%	39.3%	90.4%
%H (TV HH)			47.5%	10.4%	67.3%	27.7%	39.3%	
3	185	185	88	28	137	71	67	177
%V	16.2%	16.9%	18.4%	21.4%	19.5%	26.7%	15.3%	17.3%
%H (All HH)		100.0%	47.6%	15.1%	74.1%	38.4%	36.2%	95.7%
%H (TV HH)			47.6%	15.1%	74.1%	38.4%	36.2%	
4	79	79	44	17	53	34	19	78
%V	6.9%	7.2%	9.2%	13.0%	7.5%	12.8%	4.3%	7.6%
%H (All HH)		100.0%	55.7%	21.5%	67.1%	43.0%	24.1%	98.7%
%H (TV HH)			55.7%	21.5%	67.1%	43.0%	24.1%	
5+	46	46	34	4	30	22	7	46
%V	4.0%	4.2%	7.1%	3.1%	4.3%	8.3%	1.6%	4.5%
%H (All HH)		100.0%	73.9%	8.7%	65.2%	47.8%	15.2%	100.0%
%H (TV HH)			73.9%	8.7%	65.2%	47.8%	15.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC South East

Household level data

Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1143	1095	479	131	703	266	437	1021
%V (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Under 20"	116	116	47	12	92	39	54	104
%V	10.1%	10.6%	9.8%	9.2%	13.1%	14.7%	12.4%	10.2%
%H (All HH)		100.0%	40.5%	10.3%	79.3%	33.6%	46.6%	89.7%
%H (TV HH)			40.5%	10.3%	79.3%	33.6%	46.6%	
20" - 29"	311	311	135	35	235	99	136	272
%V	27.2%	28.4%	28.2%	26.7%	33.4%	37.2%	31.1%	26.6%
%H (All HH)		100.0%	43.4%	11.3%	75.6%	31.8%	43.7%	87.5%
%H (TV HH)			43.4%	11.3%	75.6%	31.8%	43.7%	
30" - 39"	509	509	208	58	365	138	227	456
%V	44.5%	46.5%	43.4%	44.3%	51.9%	51.9%	51.9%	44.7%
%H (All HH)		100.0%	40.9%	11.4%	71.7%	27.1%	44.6%	89.6%
%H (TV HH)			40.9%	11.4%	71.7%	27.1%	44.6%	
40" - 49"	524	524	261	73	316	146	170	501
%V	45.8%	47.9%	54.5%	55.7%	45.0%	54.9%	38.9%	49.1%
%H (All HH)		100.0%	49.8%	13.9%	60.3%	27.9%	32.4%	95.6%
%H (TV HH)			49.8%	13.9%	60.3%	27.9%	32.4%	
50" - 59"	230	230	132	36	133	81	52	225
%V	20.1%	21.0%	27.6%	27.5%	18.9%	30.5%	11.9%	22.0%
%H (All HH)		100.0%	57.4%	15.7%	57.8%	35.2%	22.6%	97.8%
%H (TV HH)			57.4%	15.7%	57.8%	35.2%	22.6%	
60"+	34	34	28	3	11	9	2	33
%V	3.0%	3.1%	5.8%	2.3%	1.6%	3.4%	0.5%	3.2%
%H (All HH)		100.0%	82.4%	8.8%	32.4%	26.5%	5.9%	97.1%
%H (TV HH)			82.4%	8.8%	32.4%	26.5%	5.9%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Main living room	1079	1079	477	130	695	265	429	969
%V	94.4%	98.5%	99.6%	99.2%	98.9%	99.6%	98.2%	94.9%
%H (All HH)		100.0%	44.2%	12.0%	64.4%	24.6%	39.8%	89.8%
%H (TV HH)			44.2%	12.0%	64.4%	24.6%	39.8%	
Kitchen	117	117	59	8	95	46	48	109
%V	10.2%	10.7%	12.3%	6.1%	13.5%	17.3%	11.0%	10.7%
%H (All HH)		100.0%	50.4%	6.8%	81.2%	39.3%	41.0%	93.2%
%H (TV HH)			50.4%	6.8%	81.2%	39.3%	41.0%	
Adult's bedroom	545	545	262	74	384	187	197	504
%V	47.7%	49.8%	54.7%	56.5%	54.6%	70.3%	45.1%	49.4%
%H (All HH)		100.0%	48.1%	13.6%	70.5%	34.3%	36.1%	92.5%
%H (TV HH)			48.1%	13.6%	70.5%	34.3%	36.1%	
Child's bedroom	112	112	69	19	56	36	20	112
%V	9.8%	10.2%	14.4%	14.5%	8.0%	13.5%	4.6%	11.0%
%H (All HH)		100.0%	61.6%	17.0%	50.0%	32.1%	17.9%	100.0%
%H (TV HH)			61.6%	17.0%	50.0%	32.1%	17.9%	
Other bedroom	105	105	61	15	81	51	31	102
%V	9.2%	9.6%	12.7%	11.5%	11.5%	19.2%	7.1%	10.0%
%H (All HH)		100.0%	58.1%	14.3%	77.1%	48.6%	29.5%	97.1%
%H (TV HH)			58.1%	14.3%	77.1%	48.6%	29.5%	
Second living/dining room	85	85	47	13	59	33	26	81
%V	7.4%	7.8%	9.8%	9.9%	8.4%	12.4%	5.9%	7.9%
%H (All HH)		100.0%	55.3%	15.3%	69.4%	38.8%	30.6%	95.3%
%H (TV HH)			55.3%	15.3%	69.4%	38.8%	30.6%	
Study/office	23	23	16	2	14	9	5	23
%V	2.0%	2.1%	3.3%	1.5%	2.0%	3.4%	1.1%	2.3%
%H (All HH)		100.0%	69.6%	8.7%	60.9%	39.1%	21.7%	100.0%
%H (TV HH)			69.6%	8.7%	60.9%	39.1%	21.7%	
TV room	13	13	10	0	6	3	2	13
%V	1.1%	1.2%	2.1%	0.0%	0.9%	1.1%	0.5%	1.3%
%H (All HH)		100.0%	76.9%	0.0%	46.2%	23.1%	15.4%	100.0%
%H (TV HH)			76.9%	0.0%	46.2%	23.1%	15.4%	
Conservatory	14	14	8	2	12	6	5	14
%V	1.2%	1.3%	1.7%	1.5%	1.7%	2.3%	1.1%	1.4%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	42.9%	35.7%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	42.9%	35.7%	
Attic or loft room	2	2	1	0	2	1	1	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
No specific location	1	1	1	0	0	0	0	1
%V	0.1%	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Other	21	21	10	3	12	5	7	20
%V	1.8%	1.9%	2.1%	2.3%	1.7%	1.9%	1.6%	2.0%
%H (All HH)		100.0%	47.6%	14.3%	57.1%	23.8%	33.3%	95.2%
%H (TV HH)			47.6%	14.3%	57.1%	23.8%	33.3%	

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

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Household level data

Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Any DSAT provider	479	479	479	2	212	212	0	456
%V	41.9%	43.7%	100.0%	1.5%	30.2%	79.7%	0.0%	44.7%
%H (All HH)			100.0%	0.4%	44.3%	44.3%	0.0%	95.2%
%H (TV HH)			100.0%	0.4%	44.3%	44.3%	0.0%	
Sky with subscription	377	377	377	1	166	166	0	366
%V	33.0%	34.4%	78.7%	0.8%	23.6%	62.4%	0.0%	35.8%
%H (All HH)			100.0%	0.3%	44.0%	44.0%	0.0%	97.1%
%H (TV HH)			100.0%	0.3%	44.0%	44.0%	0.0%	
Sky without subscription	11	11	11	0	5	5	0	10
%V	1.0%	1.0%	2.3%	0.0%	0.7%	1.9%	0.0%	1.0%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
Freesat	90	90	90	2	40	40	0	79
%V	7.9%	8.2%	18.8%	1.5%	5.7%	15.0%	0.0%	7.7%
%H (All HH)			100.0%	2.2%	44.4%	44.4%	0.0%	87.8%
%H (TV HH)			100.0%	2.2%	44.4%	44.4%	0.0%	
Other satellite provider	18	18	18	0	9	9	0	18
%V	1.6%	1.6%	3.8%	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	131	131	2	131	55	55	0	124
%V	11.5%	12.0%	0.4%	100.0%	7.8%	20.7%	0.0%	12.1%
%H (All HH)			1.5%	100.0%	42.0%	42.0%	0.0%	94.7%
%H (TV HH)			1.5%	100.0%	42.0%	42.0%	0.0%	
DTT	703	703	212	55	703	266	437	607
%V	61.5%	64.2%	44.3%	42.0%	100.0%	100.0%	100.0%	59.5%
%H (All HH)		100.0%	30.2%	7.8%	100.0%	37.8%	62.2%	86.3%
%H (TV HH)			30.2%	7.8%	100.0%	37.8%	62.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
PVR	716	716	429	124	406	245	161	674
%V	62.6%	65.4%	89.6%	94.7%	57.8%	92.1%	36.8%	66.0%
%H (All HH)		100.0%	59.9%	17.3%	56.7%	34.2%	22.5%	94.1%
%H (TV HH)			59.9%	17.3%	56.7%	34.2%	22.5%	
DVDR	24	24	5	6	20	8	12	19
%V	2.1%	2.2%	1.0%	4.6%	2.8%	3.0%	2.7%	1.9%
%H (All HH)		100.0%	20.8%	25.0%	83.3%	33.3%	50.0%	79.2%
%H (TV HH)			20.8%	25.0%	83.3%	33.3%	50.0%	
VCR	7	7	2	2	6	3	3	4
%V	0.6%	0.6%	0.4%	1.5%	0.9%	1.1%	0.7%	0.4%
%H (All HH)		100.0%	28.6%	28.6%	85.7%	42.9%	42.9%	57.1%
%H (TV HH)			28.6%	28.6%	85.7%	42.9%	42.9%	
Any recorder	725	725	430	124	414	246	168	679
%V	63.4%	66.2%	89.8%	94.7%	58.9%	92.5%	38.4%	66.5%
%H (All HH)		100.0%	59.3%	17.1%	57.1%	33.9%	23.2%	93.7%
%H (TV HH)			59.3%	17.1%	57.1%	33.9%	23.2%	
Receives HDTV (via STB or built-in reception)	828	828	426	115	535	245	290	769
%V	72.4%	75.6%	88.9%	87.8%	76.1%	92.1%	66.4%	75.3%
%H (All HH)		100.0%	51.4%	13.9%	64.6%	29.6%	35.0%	92.9%
%H (TV HH)			51.4%	13.9%	64.6%	29.6%	35.0%	
DVD/Blu-ray player or recorder	781	781	350	96	514	208	306	720
%V	68.3%	71.3%	73.1%	73.3%	73.1%	78.2%	70.0%	70.5%
%H (All HH)		100.0%	44.8%	12.3%	65.8%	26.6%	39.2%	92.2%
%H (TV HH)			44.8%	12.3%	65.8%	26.6%	39.2%	

Base: BBC South East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1143	1095	479	131	703	266	437	1021
%H (All HH)		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%
%H (TV HH)			43.7%	12.0%	64.2%	24.3%	39.9%	
Has broadband internet	1021	980	456	124	607	254	353	1021
%V	89.3%	89.5%	95.2%	94.7%	86.3%	95.5%	80.8%	100.0%
%H (All HH)		96.0%	44.7%	12.1%	59.5%	24.9%	34.6%	100.0%
%H (TV HH)			46.5%	12.7%	61.9%	25.9%	36.0%	
Number of computers (PCs and laptops)								
0	162	154	46	10	120	24	95	53
%V	14.2%	14.1%	9.6%	7.6%	17.1%	9.0%	21.7%	5.2%
%H (All HH)		95.1%	28.4%	6.2%	74.1%	14.8%	58.6%	32.7%
%H (TV HH)			29.9%	6.5%	77.9%	15.6%	61.7%	
1	275	259	107	19	163	46	117	266
%V	24.1%	23.7%	22.3%	14.5%	23.2%	17.3%	26.8%	26.1%
%H (All HH)		94.2%	38.9%	6.9%	59.3%	16.7%	42.5%	96.7%
%H (TV HH)			41.3%	7.3%	62.9%	17.8%	45.2%	
2	277	267	122	36	174	78	96	273
%V	24.2%	24.4%	25.5%	27.5%	24.8%	29.3%	22.0%	26.7%
%H (All HH)		96.4%	44.0%	13.0%	62.8%	28.2%	34.7%	98.6%
%H (TV HH)			45.7%	13.5%	65.2%	29.2%	36.0%	
3	173	169	81	24	107	52	55	173
%V	15.1%	15.4%	16.9%	18.3%	15.2%	19.5%	12.6%	16.9%
%H (All HH)		97.7%	46.8%	13.9%	61.8%	30.1%	31.8%	100.0%
%H (TV HH)			47.9%	14.2%	63.3%	30.8%	32.5%	
4	109	106	47	12	71	26	45	109
%V	9.5%	9.7%	9.8%	9.2%	10.1%	9.8%	10.3%	10.7%
%H (All HH)		97.2%	43.1%	11.0%	65.1%	23.9%	41.3%	100.0%
%H (TV HH)			44.3%	11.3%	67.0%	24.5%	42.5%	
5+	146	140	76	31	68	39	29	146
%V	12.8%	12.8%	15.9%	23.7%	9.7%	14.7%	6.6%	14.3%
%H (All HH)		95.9%	52.1%	21.2%	46.6%	26.7%	19.9%	100.0%
%H (TV HH)			54.3%	22.1%	48.6%	27.9%	20.7%	

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	2276	1119	294	1519	718	801	2108
%H		49.2%	12.9%	66.7%	31.5%	35.2%	92.6%
Under 20"	142	58	16	113	48	65	129
%V	6.2%	5.2%	5.4%	7.4%	6.7%	8.1%	6.1%
%H		40.8%	11.3%	79.6%	33.8%	45.8%	90.8%
20" - 29"	422	201	49	327	161	166	377
%V	18.5%	18.0%	16.7%	21.5%	22.4%	20.7%	17.9%
%H		47.6%	11.6%	77.5%	38.2%	39.3%	89.3%
30" - 39"	647	289	73	455	184	271	589
%V	28.4%	25.8%	24.8%	30.0%	25.6%	33.8%	27.9%
%H		44.7%	11.3%	70.3%	28.4%	41.9%	91.0%
40" - 49"	641	334	95	384	195	189	614
%V	28.2%	29.8%	32.3%	25.3%	27.2%	23.6%	29.1%
%H		52.1%	14.8%	59.9%	30.4%	29.5%	95.8%
50" - 59"	258	144	43	150	89	61	253
%V	11.3%	12.9%	14.6%	9.9%	12.4%	7.6%	12.0%
%H		55.8%	16.7%	58.1%	34.5%	23.6%	98.1%
60"+	37	30	3	13	10	3	36
%V	1.6%	2.7%	1.0%	0.9%	1.4%	0.4%	1.7%
%H		81.1%	8.1%	35.1%	27.0%	8.1%	97.3%
Don't know	129	63	15	77	31	47	110
%V	5.7%	5.6%	5.1%	5.1%	4.3%	5.9%	5.2%
%H		48.8%	11.6%	59.7%	24.0%	36.4%	85.3%

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	2276	1119	294	1519	718	801	2108
%H		49.2%	12.9%	66.7%	31.5%	35.2%	92.6%
Main living room	1085	479	132	698	267	431	975
%V	47.7%	42.8%	44.9%	46.0%	37.2%	53.8%	46.3%
%H		44.1%	12.2%	64.3%	24.6%	39.7%	89.9%
Kitchen	117	60	8	95	47	48	109
%V	5.1%	5.4%	2.7%	6.3%	6.5%	6.0%	5.2%
%H		51.3%	6.8%	81.2%	40.2%	41.0%	93.2%
Adult's bedroom	635	316	91	450	233	218	594
%V	27.9%	28.2%	31.0%	29.6%	32.5%	27.2%	28.2%
%H		49.8%	14.3%	70.9%	36.7%	34.3%	93.5%
Child's bedroom	156	103	25	76	53	23	156
%V	6.9%	9.2%	8.5%	5.0%	7.4%	2.9%	7.4%
%H		66.0%	16.0%	48.7%	34.0%	14.7%	100.0%
Other bedroom	119	67	17	93	58	35	115
%V	5.2%	6.0%	5.8%	6.1%	8.1%	4.4%	5.5%
%H		56.3%	14.3%	78.2%	48.7%	29.4%	96.6%
Second living/dining room	87	48	13	59	34	26	83
%V	3.8%	4.3%	4.4%	3.9%	4.7%	3.2%	3.9%
%H		55.2%	14.9%	67.8%	39.1%	29.9%	95.4%
Study/office	23	16	2	14	9	5	23
%V	1.0%	1.4%	0.7%	0.9%	1.3%	0.6%	1.1%
%H		69.6%	8.7%	60.9%	39.1%	21.7%	100.0%
TV room	13	10	0	6	3	2	13
%V	0.6%	0.9%	0.0%	0.4%	0.4%	0.2%	0.6%
%H		76.9%	0.0%	46.2%	23.1%	15.4%	100.0%
Conservatory	14	8	2	12	6	5	14
%V	0.6%	0.7%	0.7%	0.8%	0.8%	0.6%	0.7%
%H		57.1%	14.3%	85.7%	42.9%	35.7%	100.0%
Attic or loft room	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
No specific location	1	1	0	0	0	0	1
%V	0.0%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	24	11	3	14	7	7	23
%V	1.1%	1.0%	1.0%	0.9%	1.0%	0.9%	1.1%
%H		45.8%	12.5%	58.3%	29.2%	29.2%	95.8%

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 2.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2276	1119	294	1519	718	801	2108
%H		49.2%	12.9%	66.7%	31.5%	35.2%	92.6%
PVR	1050	687	184	541	360	181	1003
%V	46.1%	61.4%	62.6%	35.6%	50.1%	22.6%	47.6%
%H		65.4%	17.5%	51.5%	34.3%	17.2%	95.5%
DVDR	27	5	8	23	10	14	20
%V	1.2%	0.4%	2.7%	1.5%	1.4%	1.7%	0.9%
%H		18.5%	29.6%	85.2%	37.0%	51.9%	74.1%
VCR	7	2	2	6	3	3	4
%V	0.3%	0.2%	0.7%	0.4%	0.4%	0.4%	0.2%
%H		28.6%	28.6%	85.7%	42.9%	42.9%	57.1%
Any recorder	1067	690	188	556	365	191	1013
%V	46.9%	61.7%	63.9%	36.6%	50.8%	23.8%	48.1%
%H		64.7%	17.6%	52.1%	34.2%	17.9%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2276	1119	294	1519	718	801	2108
%H		49.2%	12.9%	66.7%	31.5%	35.2%	92.6%
Receives HDTV (via STB or built-in reception)	1362	767	194	874	467	408	1293
%V	59.8%	68.5%	66.0%	57.5%	65.0%	50.9%	61.3%
%H		56.3%	14.2%	64.2%	34.3%	30.0%	94.9%
DVD/Blu-ray player or recorder	1153	569	158	752	359	393	1082
%V	50.7%	50.8%	53.7%	49.5%	50.0%	49.1%	51.3%
%H		49.3%	13.7%	65.2%	31.1%	34.1%	93.8%

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 2.15: 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	1095	479	131	703	266	437	980
%H		43.7%	12.0%	64.2%	24.3%	39.9%	89.5%
Under 20"	3	1	0	2	0	2	2
%V	0.3%	0.2%	0.0%	0.3%	0.0%	0.5%	0.2%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	66.7%
20" - 29"	81	15	9	59	7	52	57
%V	7.4%	3.1%	6.9%	8.4%	2.6%	11.9%	5.8%
%H		18.5%	11.1%	72.8%	8.6%	64.2%	70.4%
30" - 39"	288	95	24	214	59	155	238
%V	26.3%	19.8%	18.3%	30.4%	22.2%	35.5%	24.3%
%H		33.0%	8.3%	74.3%	20.5%	53.8%	82.6%
40" - 49"	431	204	60	262	112	150	408
%V	39.4%	42.6%	45.8%	37.3%	42.1%	34.3%	41.6%
%H		47.3%	13.9%	60.8%	26.0%	34.8%	94.7%
50" - 59"	203	116	30	118	71	47	198
%V	18.5%	24.2%	22.9%	16.8%	26.7%	10.8%	20.2%
%H		57.1%	14.8%	58.1%	35.0%	23.2%	97.5%
60"+	27	23	2	10	8	2	27
%V	2.5%	4.8%	1.5%	1.4%	3.0%	0.5%	2.8%
%H		85.2%	7.4%	37.0%	29.6%	7.4%	100.0%
Don't know	61	24	6	37	9	27	51
%V	5.6%	5.0%	4.6%	5.3%	3.4%	6.2%	5.2%
%H		39.3%	9.8%	60.7%	14.8%	44.3%	83.6%

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	1095	479	131	703	266	437	980
%H		43.7%	12.0%	64.2%	24.3%	39.9%	89.5%
PVR	710	427	123	402	244	159	669
%V	64.8%	89.1%	93.9%	57.2%	91.7%	36.4%	68.3%
%H		60.1%	17.3%	56.6%	34.4%	22.4%	94.2%
DVDR	18	3	5	17	6	11	14
%V	1.6%	0.6%	3.8%	2.4%	2.3%	2.5%	1.4%
%H		16.7%	27.8%	94.4%	33.3%	61.1%	77.8%
VCR	5	1	1	5	2	3	3
%V	0.5%	0.2%	0.8%	0.7%	0.8%	0.7%	0.3%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	60.0%
Any recorder	719	428	123	411	245	166	673
%V	65.7%	89.4%	93.9%	58.5%	92.1%	38.0%	68.7%
%H		59.5%	17.1%	57.2%	34.1%	23.1%	93.6%

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	1095	479	131	703	266	437	980
%H		43.7%	12.0%	64.2%	24.3%	39.9%	89.5%
Receives HDTV (via STB or built-in reception)	819	424	114	526	243	283	762
%V	74.8%	88.5%	87.0%	74.8%	91.4%	64.8%	77.8%
%H		51.8%	13.9%	64.2%	29.7%	34.6%	93.0%
DVD/Blu-ray player or recorder	703	309	88	466	187	279	645
%V	64.2%	64.5%	67.2%	66.3%	70.3%	63.8%	65.8%
%H		44.0%	12.5%	66.3%	26.6%	39.7%	91.7%

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 2.18: 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	1181	640	164	816	452	364	1128
%H		54.2%	13.9%	69.1%	38.3%	30.8%	95.5%
Under 20"	139	57	16	110	48	63	127
%V	11.8%	8.9%	9.8%	13.5%	10.6%	17.3%	11.3%
%H		41.0%	11.5%	79.1%	34.5%	45.3%	91.4%
20" - 29"	341	186	40	268	154	113	320
%V	28.9%	29.1%	24.4%	32.8%	34.1%	31.0%	28.4%
%H		54.5%	11.7%	78.6%	45.2%	33.1%	93.8%
30" - 39"	360	194	49	241	125	116	351
%V	30.5%	30.3%	29.9%	29.5%	27.7%	31.9%	31.1%
%H		53.9%	13.6%	66.9%	34.7%	32.2%	97.5%
40" - 49"	210	130	35	121	82	39	206
%V	17.8%	20.3%	21.3%	14.8%	18.1%	10.7%	18.3%
%H		61.9%	16.7%	57.6%	39.0%	18.6%	98.1%
50" - 59"	55	27	13	32	18	13	55
%V	4.7%	4.2%	7.9%	3.9%	4.0%	3.6%	4.9%
%H		49.1%	23.6%	58.2%	32.7%	23.6%	100.0%
60"+	9	7	1	3	2	1	9
%V	0.8%	1.1%	0.6%	0.4%	0.4%	0.3%	0.8%
%H		77.8%	11.1%	33.3%	22.2%	11.1%	100.0%
Don't know	67	39	9	41	22	19	59
%V	5.7%	6.1%	5.5%	5.0%	4.9%	5.2%	5.2%
%H		58.2%	13.4%	61.2%	32.8%	28.4%	88.1%

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	1181	640	164	816	452	364	1128
%H		54.2%	13.9%	69.1%	38.3%	30.8%	95.5%
PVR	339	261	61	139	116	22	334
%V	28.7%	40.8%	37.2%	17.0%	25.7%	6.0%	29.6%
%H		77.0%	18.0%	41.0%	34.2%	6.5%	98.5%
DVDR	9	2	3	7	4	3	6
%V	0.8%	0.3%	1.8%	0.9%	0.9%	0.8%	0.5%
%H		22.2%	33.3%	77.8%	44.4%	33.3%	66.7%
VCR	1	1	1	1	1	0	1
%V	0.1%	0.2%	0.6%	0.1%	0.2%	0.0%	0.1%
%H		100.0%	100.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	348	262	65	145	120	26	340
%V	29.5%	40.9%	39.6%	17.8%	26.5%	7.1%	30.1%
%H		75.3%	18.7%	41.7%	34.5%	7.5%	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	1181	640	164	816	452	364	1128
%H		54.2%	13.9%	69.1%	38.3%	30.8%	95.5%
Receives HDTV (via STB or built-in reception)	543	344	80	348	223	125	531
%V	46.0%	53.8%	48.8%	42.6%	49.3%	34.3%	47.1%
%H		63.4%	14.7%	64.1%	41.1%	23.0%	97.8%
DVD/Blu-ray player or recorder	450	260	70	286	172	113	437
%V	38.1%	40.6%	42.7%	35.0%	38.1%	31.0%	38.7%
%H		57.8%	15.6%	63.6%	38.2%	25.1%	97.1%

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	2714	2619	1266	378	1525	676	849	2555
%H		96.5%	46.6%	13.9%	56.2%	24.9%	31.3%	94.1%
Total Children	552	540	302	77	243	117	126	548
%V	20.3%	20.6%	23.9%	20.4%	15.9%	17.3%	14.8%	21.4%
%H		97.8%	54.7%	13.9%	44.0%	21.2%	22.8%	99.3%
0 - 3	146	144	79	19	63	30	33	146
%V	5.4%	5.5%	6.2%	5.0%	4.1%	4.4%	3.9%	5.7%
%H		98.6%	54.1%	13.0%	43.2%	20.5%	22.6%	100.0%
4 - 15	406	396	223	58	180	87	93	402
%V	15.0%	15.1%	17.6%	15.3%	11.8%	12.9%	11.0%	15.7%
%H		97.5%	54.9%	14.3%	44.3%	21.4%	22.9%	99.0%
4 - 9	209	202	102	32	86	35	51	205
%V	7.7%	7.7%	8.1%	8.5%	5.6%	5.2%	6.0%	8.0%
%H		96.7%	48.8%	15.3%	41.1%	16.7%	24.4%	98.1%
10 - 15	197	194	121	27	94	52	42	197
%V	7.3%	7.4%	9.6%	7.1%	6.2%	7.7%	4.9%	7.7%
%H		98.5%	61.4%	13.7%	47.7%	26.4%	21.3%	100.0%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.22: 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	2714	2619	1266	378	1525	676	849	2555
%H		96.5%	46.6%	13.9%	56.2%	24.9%	31.3%	94.1%
Total Adults (16+)	2162	2079	964	302	1283	559	724	2007
%V	79.7%	79.4%	76.1%	79.9%	84.1%	82.7%	85.3%	78.6%
%H		96.2%	44.6%	14.0%	59.3%	25.9%	33.5%	92.8%
16 - 19	101	97	49	16	54	24	30	101
%V	3.7%	3.7%	3.9%	4.2%	3.5%	3.6%	3.5%	4.0%
%H		96.0%	48.5%	15.8%	53.5%	23.8%	29.7%	100.0%
20 - 24	160	143	60	31	74	41	33	159
%V	5.9%	5.5%	4.7%	8.2%	4.9%	6.1%	3.9%	6.2%
%H		89.4%	37.5%	19.4%	46.3%	25.6%	20.6%	99.4%
35 - 44	328	317	159	45	159	81	78	324
%V	12.1%	12.1%	12.6%	11.9%	10.4%	12.0%	9.2%	12.7%
%H		96.6%	48.5%	13.7%	48.5%	24.7%	23.8%	98.8%
35 - 44	317	299	153	40	145	57	88	310
%V	11.7%	11.4%	12.1%	10.6%	9.5%	8.4%	10.4%	12.1%
%H		94.3%	48.3%	12.6%	45.7%	18.0%	27.8%	97.8%
45 - 54	368	355	180	68	209	110	99	363
%V	13.6%	13.6%	14.2%	18.0%	13.7%	16.3%	11.7%	14.2%
%H		96.5%	48.9%	18.5%	56.8%	29.9%	26.9%	98.6%
55 - 64	332	324	143	41	225	90	136	316
%V	12.2%	12.4%	11.3%	10.8%	14.8%	13.3%	16.0%	12.4%
%H		97.6%	43.1%	12.3%	67.8%	27.1%	41.0%	95.2%
65+	556	546	221	62	415	155	260	433
%V	20.5%	20.8%	17.5%	16.4%	27.2%	22.9%	30.6%	16.9%
%H		98.2%	39.7%	11.2%	74.6%	27.9%	46.8%	77.9%

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 2.23: 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+)		2162	2079	964	302	1283	559	724	2007
	%H		96.2%	44.6%	14.0%	59.3%	25.9%	33.5%	92.8%
AB		650	633	304	89	376	173	204	637
	%V	30.1%	30.4%	31.5%	29.5%	29.3%	30.9%	28.2%	31.7%
	%H		97.4%	46.8%	13.7%	57.8%	26.6%	31.4%	98.0%
C1		675	647	298	87	420	184	236	642
	%V	31.2%	31.1%	30.9%	28.8%	32.7%	32.9%	32.6%	32.0%
	%H		95.9%	44.1%	12.9%	62.2%	27.3%	35.0%	95.1%
C2		442	429	219	71	245	117	127	407
	%V	20.4%	20.6%	22.7%	23.5%	19.1%	20.9%	17.5%	20.3%
	%H		97.1%	49.5%	16.1%	55.4%	26.5%	28.7%	92.1%
D		258	244	106	42	152	66	86	226
	%V	11.9%	11.7%	11.0%	13.9%	11.8%	11.8%	11.9%	11.3%
	%H		94.6%	41.1%	16.3%	58.9%	25.6%	33.3%	87.6%
E		137	125	37	12	90	19	71	94
	%V	6.3%	6.0%	3.8%	4.0%	7.0%	3.4%	9.8%	4.7%
	%H		91.2%	27.0%	8.8%	65.7%	13.9%	51.8%	68.6%

Base: BBC South East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South East

Individual level data

Table 2.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2162	2079	964	302	1283	559	724	2007
%H		96.2%	44.6%	14.0%	59.3%	25.9%	33.5%	92.8%
Working full time	988	955	465	161	532	259	273	975
%V	45.7%	45.9%	48.2%	53.3%	41.5%	46.3%	37.7%	48.6%
%H		96.7%	47.1%	16.3%	53.8%	26.2%	27.6%	98.7%
Working part time	251	241	126	30	134	60	73	244
%V	11.6%	11.6%	13.1%	9.9%	10.4%	10.7%	10.1%	12.2%
%H		96.0%	50.2%	12.0%	53.4%	23.9%	29.1%	97.2%
Not working	923	883	373	111	617	240	377	788
%V	42.7%	42.5%	38.7%	36.8%	48.1%	42.9%	52.1%	39.3%
%H		95.7%	40.4%	12.0%	66.8%	26.0%	40.8%	85.4%
Houseperson	1143	1095	479	131	703	266	437	1021
%V	52.9%	52.7%	49.7%	43.4%	54.8%	47.6%	60.4%	50.9%
%H		95.8%	41.9%	11.5%	61.5%	23.3%	38.2%	89.3%

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+)	1039	990	469	142	592	267	325	974
%H		95.3%	45.1%	13.7%	57.0%	25.7%	31.3%	93.7%
16 - 19	58	56	29	10	26	11	15	58
%V	5.6%	5.7%	6.2%	7.0%	4.4%	4.1%	4.6%	6.0%
%H		96.6%	50.0%	17.2%	44.8%	19.0%	25.9%	100.0%
20 - 24	74	68	24	14	34	17	17	74
%V	7.1%	6.9%	5.1%	9.9%	5.7%	6.4%	5.2%	7.6%
%H		91.9%	32.4%	18.9%	45.9%	23.0%	23.0%	100.0%
25 - 34	157	151	72	23	80	43	37	155
%V	15.1%	15.3%	15.4%	16.2%	13.5%	16.1%	11.4%	15.9%
%H		96.2%	45.9%	14.6%	51.0%	27.4%	23.6%	98.7%
35 - 44	157	145	76	17	63	22	41	154
%V	15.1%	14.6%	16.2%	12.0%	10.6%	8.2%	12.6%	15.8%
%H		92.4%	48.4%	10.8%	40.1%	14.0%	26.1%	98.1%
45 - 54	185	175	93	28	105	54	51	180
%V	17.8%	17.7%	19.8%	19.7%	17.7%	20.2%	15.7%	18.5%
%H		94.6%	50.3%	15.1%	56.8%	29.2%	27.6%	97.3%
55 - 64	159	154	65	20	105	41	64	148
%V	15.3%	15.6%	13.9%	14.1%	17.7%	15.4%	19.7%	15.2%
%H		96.9%	40.9%	12.6%	66.0%	25.8%	40.3%	93.1%
65+	248	242	111	30	179	79	99	204
%V	23.9%	24.4%	23.7%	21.1%	30.2%	29.6%	30.5%	20.9%
%H		97.6%	44.8%	12.1%	72.2%	31.9%	39.9%	82.3%

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+)		1039	990	469	142	592	267	325	974
	%H		95.3%	45.1%	13.7%	57.0%	25.7%	31.3%	93.7%
AB		320	311	157	41	175	85	90	315
	%V	30.8%	31.4%	33.5%	28.9%	29.6%	31.8%	27.7%	32.3%
	%H		97.2%	49.1%	12.8%	54.7%	26.6%	28.1%	98.4%
C1		309	297	137	40	188	84	104	298
	%V	29.7%	30.0%	29.2%	28.2%	31.8%	31.5%	32.0%	30.6%
	%H		96.1%	44.3%	12.9%	60.8%	27.2%	33.7%	96.4%
C2		229	220	110	35	127	58	69	213
	%V	22.0%	22.2%	23.5%	24.6%	21.5%	21.7%	21.2%	21.9%
	%H		96.1%	48.0%	15.3%	55.5%	25.3%	30.1%	93.0%
D		121	113	50	19	70	33	38	106
	%V	11.6%	11.4%	10.7%	13.4%	11.8%	12.4%	11.7%	10.9%
	%H		93.4%	41.3%	15.7%	57.9%	27.3%	31.4%	87.6%
E		59	49	16	6	32	7	25	41
	%V	5.7%	4.9%	3.4%	4.2%	5.4%	2.6%	7.7%	4.2%
	%H		83.1%	27.1%	10.2%	54.2%	11.9%	42.4%	69.5%

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 2.27: 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+)	1039	990	469	142	592	267	325	974
%H		95.3%	45.1%	13.7%	57.0%	25.7%	31.3%	93.7%
Working full time	608	583	294	89	320	157	163	599
%V	58.5%	58.9%	62.7%	62.7%	54.1%	58.8%	50.2%	61.5%
%H		95.9%	48.4%	14.6%	52.6%	25.8%	26.8%	98.5%
Working part time	54	50	23	5	26	7	18	51
%V	5.2%	5.1%	4.9%	3.5%	4.4%	2.6%	5.5%	5.2%
%H		92.6%	42.6%	9.3%	48.1%	13.0%	33.3%	94.4%
Not working	377	357	153	48	247	103	143	324
%V	36.3%	36.1%	32.6%	33.8%	41.7%	38.6%	44.0%	33.3%
%H		94.7%	40.6%	12.7%	65.5%	27.3%	37.9%	85.9%
Houseperson	230	205	81	15	132	42	90	193
%V	22.1%	20.7%	17.3%	10.6%	22.3%	15.7%	27.7%	19.8%
%H		89.1%	35.2%	6.5%	57.4%	18.3%	39.1%	83.9%

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+)	1123	1090	495	159	691	291	399	1033
%H		97.1%	44.1%	14.2%	61.5%	25.9%	35.5%	92.0%
16 - 19	43	41	20	6	28	13	15	43
%V	3.8%	3.8%	4.0%	3.8%	4.1%	4.5%	3.8%	4.2%
%H		95.3%	46.5%	14.0%	65.1%	30.2%	34.9%	100.0%
20 - 24	86	75	36	16	41	24	16	86
%V	7.7%	6.9%	7.3%	10.1%	5.9%	8.2%	4.0%	8.3%
%H		87.2%	41.9%	18.6%	47.7%	27.9%	18.6%	100.0%
25 - 34	171	166	87	22	79	38	41	169
%V	15.2%	15.2%	17.6%	13.8%	11.4%	13.1%	10.3%	16.4%
%H		97.1%	50.9%	12.9%	46.2%	22.2%	24.0%	98.8%
35 - 44	160	154	77	22	82	35	47	156
%V	14.2%	14.1%	15.6%	13.8%	11.9%	12.0%	11.8%	15.1%
%H		96.3%	48.1%	13.8%	51.3%	21.9%	29.4%	97.5%
45 - 54	184	179	87	40	104	56	48	182
%V	16.4%	16.4%	17.6%	25.2%	15.1%	19.2%	12.0%	17.6%
%H		97.3%	47.3%	21.7%	56.5%	30.4%	26.1%	98.9%
55 - 64	173	170	78	21	120	49	71	168
%V	15.4%	15.6%	15.8%	13.2%	17.4%	16.8%	17.8%	16.3%
%H		98.3%	45.1%	12.1%	69.4%	28.3%	41.0%	97.1%
65+	308	304	110	31	237	76	161	229
%V	27.4%	27.9%	22.2%	19.5%	34.3%	26.1%	40.4%	22.2%
%H		98.7%	35.7%	10.1%	76.9%	24.7%	52.3%	74.4%

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 2.29: 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+)	1123	1090	495	159	691	291	399	1033
%H		97.1%	44.1%	14.2%	61.5%	25.9%	35.5%	92.0%
AB	330	323	147	48	201	87	114	322
%V	29.4%	29.6%	29.7%	30.2%	29.1%	29.9%	28.6%	31.2%
%H		97.9%	44.5%	14.5%	60.9%	26.4%	34.5%	97.6%
C1	366	350	161	47	232	99	133	344
%V	32.6%	32.1%	32.5%	29.6%	33.6%	34.0%	33.3%	33.3%
%H		95.6%	44.0%	12.8%	63.4%	27.0%	36.3%	94.0%
C2	212	209	109	36	118	59	59	195
%V	18.9%	19.2%	22.0%	22.6%	17.1%	20.3%	14.8%	18.9%
%H		98.6%	51.4%	17.0%	55.7%	27.8%	27.8%	92.0%
D	137	131	56	22	81	33	48	120
%V	12.2%	12.0%	11.3%	13.8%	11.7%	11.3%	12.0%	11.6%
%H		95.6%	40.9%	16.1%	59.1%	24.1%	35.0%	87.6%
E	78	77	21	6	58	13	46	53
%V	6.9%	7.1%	4.2%	3.8%	8.4%	4.5%	11.5%	5.1%
%H		98.7%	26.9%	7.7%	74.4%	16.7%	59.0%	67.9%

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+)	1123	1090	495	159	691	291	399	1033
%H		97.1%	44.1%	14.2%	61.5%	25.9%	35.5%	92.0%
Working full time	380	373	171	72	212	102	110	376
%V	33.8%	34.2%	34.5%	45.3%	30.7%	35.1%	27.6%	36.4%
%H		98.2%	45.0%	18.9%	55.8%	26.8%	28.9%	98.9%
Working part time	197	191	103	25	108	53	55	194
%V	17.5%	17.5%	20.8%	15.7%	15.6%	18.2%	13.8%	18.8%
%H		97.0%	52.3%	12.7%	54.8%	26.9%	27.9%	98.5%
Not working	547	526	220	63	370	136	234	464
%V	48.7%	48.3%	44.4%	39.6%	53.5%	46.7%	58.6%	44.9%
%H		96.2%	40.2%	11.5%	67.6%	24.9%	42.8%	84.8%
Houseperson	913	890	398	115	572	224	347	828
%V	81.3%	81.7%	80.4%	72.3%	82.8%	77.0%	87.0%	80.2%
%H		97.5%	43.6%	12.6%	62.7%	24.5%	38.0%	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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
AB	850	833	324	141	592	256	336	830
%V	22.8%	23.3%	25.4%	22.6%	23.1%	25.4%	21.5%	25.9%
%H (All HH)		98.0%	38.1%	16.6%	69.6%	30.1%	39.5%	97.6%
%H (TV HH)			38.9%	16.9%	71.1%	30.7%	40.3%	
C1	982	940	342	169	665	270	395	892
%V	26.4%	26.3%	26.8%	27.1%	25.9%	26.8%	25.3%	27.8%
%H (All HH)		95.7%	34.8%	17.2%	67.7%	27.5%	40.2%	90.8%
%H (TV HH)			36.4%	18.0%	70.7%	28.7%	42.0%	
C2	807	786	273	154	588	246	342	703
%V	21.7%	22.0%	21.4%	24.7%	22.9%	24.4%	21.9%	21.9%
%H (All HH)		97.4%	33.8%	19.1%	72.9%	30.5%	42.4%	87.1%
%H (TV HH)			34.7%	19.6%	74.8%	31.3%	43.5%	
D	652	620	230	110	422	163	259	524
%V	17.5%	17.3%	18.0%	17.6%	16.4%	16.2%	16.6%	16.4%
%H (All HH)		95.1%	35.3%	16.9%	64.7%	25.0%	39.7%	80.4%
%H (TV HH)			37.1%	17.7%	68.1%	26.3%	41.8%	
E	429	399	108	49	302	72	230	254
%V	11.5%	11.2%	8.5%	7.9%	11.8%	7.1%	14.7%	7.9%
%H (All HH)		93.0%	25.2%	11.4%	70.4%	16.8%	53.6%	59.2%
%H (TV HH)			27.1%	12.3%	75.7%	18.0%	57.6%	

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
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	3720	3578	1277	624	2568	1007	1561	3203
%V (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Under 25	137	122	33	18	77	22	55	131
%V	3.7%	3.4%	2.6%	2.9%	3.0%	2.2%	3.5%	4.1%
%H (All HH)		89.1%	24.1%	13.1%	56.2%	16.1%	40.1%	95.6%
%H (TV HH)			27.0%	14.8%	63.1%	18.0%	45.1%	
25 - 34	560	514	181	93	308	127	181	540
%V	15.1%	14.4%	14.2%	14.9%	12.0%	12.6%	11.6%	16.9%
%H (All HH)		91.8%	32.3%	16.6%	55.0%	22.7%	32.3%	96.4%
%H (TV HH)			35.2%	18.1%	59.9%	24.7%	35.2%	
35 - 44	617	581	244	104	363	165	198	594
%V	16.6%	16.2%	19.1%	16.7%	14.1%	16.4%	12.7%	18.5%
%H (All HH)		94.2%	39.5%	16.9%	58.8%	26.7%	32.1%	96.3%
%H (TV HH)			42.0%	17.9%	62.5%	28.4%	34.1%	
45 - 54	701	684	297	136	476	233	243	663
%V	18.8%	19.1%	23.3%	21.8%	18.5%	23.1%	15.6%	20.7%
%H (All HH)		97.6%	42.4%	19.4%	67.9%	33.2%	34.7%	94.6%
%H (TV HH)			43.4%	19.9%	69.6%	34.1%	35.5%	
55 - 64	635	619	220	132	461	195	266	583
%V	17.1%	17.3%	17.2%	21.2%	18.0%	19.4%	17.0%	18.2%
%H (All HH)		97.5%	34.6%	20.8%	72.6%	30.7%	41.9%	91.8%
%H (TV HH)			35.5%	21.3%	74.5%	31.5%	43.0%	
65 +	1070	1058	302	140	883	264	619	693
%V	28.8%	29.6%	23.6%	22.4%	34.4%	26.2%	39.7%	21.6%
%H (All HH)		98.9%	28.2%	13.1%	82.5%	24.7%	57.9%	64.8%
%H (TV HH)			28.5%	13.2%	83.5%	25.0%	58.5%	

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 3.3: 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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
1	1114	1048	264	133	824	196	628	741
%V	29.9%	29.3%	20.7%	21.3%	32.1%	19.5%	40.2%	23.1%
%H (All HH)		94.1%	23.7%	11.9%	74.0%	17.6%	56.4%	66.5%
%H (TV HH)			25.2%	12.7%	78.6%	18.7%	59.9%	
2	1195	1166	426	202	860	353	506	1082
%V	32.1%	32.6%	33.4%	32.4%	33.5%	35.1%	32.4%	33.8%
%H (All HH)		97.6%	35.6%	16.9%	72.0%	29.5%	42.3%	90.5%
%H (TV HH)			36.5%	17.3%	73.8%	30.3%	43.4%	
3	603	582	241	123	385	195	190	585
%V	16.2%	16.3%	18.9%	19.7%	15.0%	19.4%	12.2%	18.3%
%H (All HH)		96.5%	40.0%	20.4%	63.8%	32.3%	31.5%	97.0%
%H (TV HH)			41.4%	21.1%	66.2%	33.5%	32.6%	
4	525	512	222	112	339	177	161	518
%V	14.1%	14.3%	17.4%	17.9%	13.2%	17.6%	10.3%	16.2%
%H (All HH)		97.5%	42.3%	21.3%	64.6%	33.7%	30.7%	98.7%
%H (TV HH)			43.4%	21.9%	66.2%	34.6%	31.4%	
5+	282	271	125	53	161	85	76	276
%V	7.6%	7.6%	9.8%	8.5%	6.3%	8.4%	4.9%	8.6%
%H (All HH)		96.1%	44.3%	18.8%	57.1%	30.1%	27.0%	97.9%
%H (TV HH)			46.1%	19.6%	59.4%	31.4%	28.0%	
Average HH size	2.41	2.42	2.67	2.64	2.31	2.65	2.09	2.57

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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Without	2722	2619	861	445	1971	713	1257	2230
%V	73.2%	73.2%	67.4%	71.3%	76.8%	70.8%	80.5%	69.6%
%H (All HH)		96.2%	31.6%	16.3%	72.4%	26.2%	46.2%	81.9%
%H (TV HH)			32.9%	17.0%	75.3%	27.2%	48.0%	
With	997	959	416	179	597	293	304	974
%V	26.8%	26.8%	32.6%	28.7%	23.2%	29.1%	19.5%	30.4%
%H (All HH)		96.2%	41.7%	18.0%	59.9%	29.4%	30.5%	97.7%
%H (TV HH)			43.4%	18.7%	62.3%	30.6%	31.7%	
0 - 3	368	351	142	66	214	97	117	358
%V	9.9%	9.8%	11.1%	10.6%	8.3%	9.6%	7.5%	11.2%
%H (All HH)		95.4%	38.6%	17.9%	58.2%	26.4%	31.8%	97.3%
%H (TV HH)			40.5%	18.8%	61.0%	27.6%	33.3%	
4 - 9	527	505	224	90	309	150	159	515
%V	14.2%	14.1%	17.5%	14.4%	12.0%	14.9%	10.2%	16.1%
%H (All HH)		95.8%	42.5%	17.1%	58.6%	28.5%	30.2%	97.7%
%H (TV HH)			44.4%	17.8%	61.2%	29.7%	31.5%	
10 - 15	493	477	212	92	303	156	147	482
%V	13.3%	13.3%	16.6%	14.7%	11.8%	15.5%	9.4%	15.0%
%H (All HH)		96.8%	43.0%	18.7%	61.5%	31.6%	29.8%	97.8%
%H (TV HH)			44.4%	19.3%	63.5%	32.7%	30.8%	

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
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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
1	1496	1496	424	201	966	192	774	1180
%V	40.2%	41.8%	33.2%	32.2%	37.6%	19.1%	49.6%	36.8%
%H (All HH)		100.0%	28.3%	13.4%	64.6%	12.8%	51.7%	78.9%
%H (TV HH)			28.3%	13.4%	64.6%	12.8%	51.7%	
2	1165	1165	438	229	858	378	480	1039
%V	31.3%	32.6%	34.3%	36.7%	33.4%	37.5%	30.7%	32.4%
%H (All HH)		100.0%	37.6%	19.7%	73.6%	32.4%	41.2%	89.2%
%H (TV HH)			37.6%	19.7%	73.6%	32.4%	41.2%	
3	556	556	239	118	447	249	198	525
%V	14.9%	15.5%	18.7%	18.9%	17.4%	24.7%	12.7%	16.4%
%H (All HH)		100.0%	43.0%	21.2%	80.4%	44.8%	35.6%	94.4%
%H (TV HH)			43.0%	21.2%	80.4%	44.8%	35.6%	
4	228	228	105	52	184	112	72	221
%V	6.1%	6.4%	8.2%	8.3%	7.2%	11.1%	4.6%	6.9%
%H (All HH)		100.0%	46.1%	22.8%	80.7%	49.1%	31.6%	96.9%
%H (TV HH)			46.1%	22.8%	80.7%	49.1%	31.6%	
5+	132	132	72	24	114	77	37	132
%V	3.5%	3.7%	5.6%	3.8%	4.4%	7.6%	2.4%	4.1%
%H (All HH)		100.0%	54.5%	18.2%	86.4%	58.3%	28.0%	100.0%
%H (TV HH)			54.5%	18.2%	86.4%	58.3%	28.0%	

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

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	3720	3578	1277	624	2568	1007	1561	3203
%V (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Under 20"	335	335	103	66	294	130	164	289
%V	9.0%	9.4%	8.1%	10.6%	11.4%	12.9%	10.5%	9.0%
%H (All HH)		100.0%	30.7%	19.7%	87.8%	38.8%	49.0%	86.3%
%H (TV HH)			30.7%	19.7%	87.8%	38.8%	49.0%	
20" - 29"	944	944	320	173	774	330	444	804
%V	25.4%	26.4%	25.1%	27.7%	30.1%	32.8%	28.4%	25.1%
%H (All HH)		100.0%	33.9%	18.3%	82.0%	35.0%	47.0%	85.2%
%H (TV HH)			33.9%	18.3%	82.0%	35.0%	47.0%	
30" - 39"	1705	1705	637	292	1287	541	747	1474
%V	45.8%	47.7%	49.9%	46.8%	50.1%	53.7%	47.9%	46.0%
%H (All HH)		100.0%	37.4%	17.1%	75.5%	31.7%	43.8%	86.5%
%H (TV HH)			37.4%	17.1%	75.5%	31.7%	43.8%	
40" - 49"	1782	1782	703	348	1254	578	676	1644
%V	47.9%	49.8%	55.1%	55.8%	48.8%	57.4%	43.3%	51.3%
%H (All HH)		100.0%	39.5%	19.5%	70.4%	32.4%	37.9%	92.3%
%H (TV HH)			39.5%	19.5%	70.4%	32.4%	37.9%	
50" - 59"	697	697	347	130	458	258	199	677
%V	18.7%	19.5%	27.2%	20.8%	17.8%	25.6%	12.7%	21.1%
%H (All HH)		100.0%	49.8%	18.7%	65.7%	37.0%	28.6%	97.1%
%H (TV HH)			49.8%	18.7%	65.7%	37.0%	28.6%	
60"+	76	76	41	16	53	36	17	75
%V	2.0%	2.1%	3.2%	2.6%	2.1%	3.6%	1.1%	2.3%
%H (All HH)		100.0%	53.9%	21.1%	69.7%	47.4%	22.4%	98.7%
%H (TV HH)			53.9%	21.1%	69.7%	47.4%	22.4%	

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 3.7: 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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Main living room	3543	3543	1267	618	2548	1001	1547	3066
%V	95.2%	99.0%	99.2%	99.0%	99.2%	99.4%	99.1%	95.7%
%H (All HH)		100.0%	35.8%	17.4%	71.9%	28.3%	43.7%	86.5%
%H (TV HH)			35.8%	17.4%	71.9%	28.3%	43.7%	
Kitchen	375	375	161	61	318	163	154	344
%V	10.1%	10.5%	12.6%	9.8%	12.4%	16.2%	9.9%	10.7%
%H (All HH)		100.0%	42.9%	16.3%	84.8%	43.5%	41.1%	91.7%
%H (TV HH)			42.9%	16.3%	84.8%	43.5%	41.1%	
Adult's bedroom	1622	1622	669	339	1259	657	601	1500
%V	43.6%	45.3%	52.4%	54.3%	49.0%	65.2%	38.5%	46.8%
%H (All HH)		100.0%	41.2%	20.9%	77.6%	40.5%	37.1%	92.5%
%H (TV HH)			41.2%	20.9%	77.6%	40.5%	37.1%	
Child's bedroom	283	283	148	60	200	132	69	279
%V	7.6%	7.9%	11.6%	9.6%	7.8%	13.1%	4.4%	8.7%
%H (All HH)		100.0%	52.3%	21.2%	70.7%	46.6%	24.4%	98.6%
%H (TV HH)			52.3%	21.2%	70.7%	46.6%	24.4%	
Other bedroom	186	186	86	41	157	96	61	179
%V	5.0%	5.2%	6.7%	6.6%	6.1%	9.5%	3.9%	5.6%
%H (All HH)		100.0%	46.2%	22.0%	84.4%	51.6%	32.8%	96.2%
%H (TV HH)			46.2%	22.0%	84.4%	51.6%	32.8%	
Second living/dining room	376	376	161	62	298	149	149	347
%V	10.1%	10.5%	12.6%	9.9%	11.6%	14.8%	9.5%	10.8%
%H (All HH)		100.0%	42.8%	16.5%	79.3%	39.6%	39.6%	92.3%
%H (TV HH)			42.8%	16.5%	79.3%	39.6%	39.6%	
Study/office	59	59	30	9	43	22	21	59
%V	1.6%	1.6%	2.3%	1.4%	1.7%	2.2%	1.3%	1.8%
%H (All HH)		100.0%	50.8%	15.3%	72.9%	37.3%	35.6%	100.0%
%H (TV HH)			50.8%	15.3%	72.9%	37.3%	35.6%	
TV room	25	25	17	3	21	16	5	25
%V	0.7%	0.7%	1.3%	0.5%	0.8%	1.6%	0.3%	0.8%
%H (All HH)		100.0%	68.0%	12.0%	84.0%	64.0%	20.0%	100.0%
%H (TV HH)			68.0%	12.0%	84.0%	64.0%	20.0%	
Conservatory	96	96	43	21	80	47	33	89
%V	2.6%	2.7%	3.4%	3.4%	3.1%	4.7%	2.1%	2.8%
%H (All HH)		100.0%	44.8%	21.9%	83.3%	49.0%	34.4%	92.7%
%H (TV HH)			44.8%	21.9%	83.3%	49.0%	34.4%	
Attic or loft room	7	7	4	2	3	3	0	7
%V	0.2%	0.2%	0.3%	0.3%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	57.1%	28.6%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			57.1%	28.6%	42.9%	42.9%	0.0%	
No specific location	6	6	2	1	4	2	2	6
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	33.3%	
Other	42	42	18	8	33	17	16	42
%V	1.1%	1.2%	1.4%	1.3%	1.3%	1.7%	1.0%	1.3%
%H (All HH)		100.0%	42.9%	19.0%	78.6%	40.5%	38.1%	100.0%
%H (TV HH)			42.9%	19.0%	78.6%	40.5%	38.1%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Any DSAT provider	1277	1277	1277	20	663	663	0	1203
%V	34.3%	35.7%	100.0%	3.2%	25.8%	65.8%	0.0%	37.6%
%H (All HH)			100.0%	1.6%	51.9%	51.9%	0.0%	94.2%
%H (TV HH)			100.0%	1.6%	51.9%	51.9%	0.0%	
Sky with subscription	1062	1062	1062	10	547	547	0	1008
%V	28.5%	29.7%	83.2%	1.6%	21.3%	54.3%	0.0%	31.5%
%H (All HH)			100.0%	0.9%	51.5%	51.5%	0.0%	94.9%
%H (TV HH)			100.0%	0.9%	51.5%	51.5%	0.0%	
Sky without subscription	59	59	59	2	33	33	0	53
%V	1.6%	1.6%	4.6%	0.3%	1.3%	3.3%	0.0%	1.7%
%H (All HH)			100.0%	3.4%	55.9%	55.9%	0.0%	89.8%
%H (TV HH)			100.0%	3.4%	55.9%	55.9%	0.0%	
Freesat	133	133	133	6	83	83	0	121
%V	3.6%	3.7%	10.4%	1.0%	3.2%	8.2%	0.0%	3.8%
%H (All HH)			100.0%	4.5%	62.4%	62.4%	0.0%	91.0%
%H (TV HH)			100.0%	4.5%	62.4%	62.4%	0.0%	
Other satellite provider	81	81	81	5	33	33	0	77
%V	2.2%	2.3%	6.3%	0.8%	1.3%	3.3%	0.0%	2.4%
%H (All HH)			100.0%	6.2%	40.7%	40.7%	0.0%	95.1%
%H (TV HH)			100.0%	6.2%	40.7%	40.7%	0.0%	
DCAB	624	624	20	624	355	355	0	591
%V	16.8%	17.4%	1.6%	100.0%	13.8%	35.3%	0.0%	18.5%
%H (All HH)			3.2%	100.0%	56.9%	56.9%	0.0%	94.7%
%H (TV HH)			3.2%	100.0%	56.9%	56.9%	0.0%	
DTT	2568	2568	663	355	2568	1007	1561	2144
%V	69.0%	71.8%	51.9%	56.9%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	25.8%	13.8%	100.0%	39.2%	60.8%	83.5%
%H (TV HH)			25.8%	13.8%	100.0%	39.2%	60.8%	

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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BBC Midlands

Household level data

Table 3.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
PVR	2203	2203	1140	601	1415	938	477	2060
%V	59.2%	61.6%	89.3%	96.3%	55.1%	93.1%	30.6%	64.3%
%H (All HH)		100.0%	51.7%	27.3%	64.2%	42.6%	21.7%	93.5%
%H (TV HH)			51.7%	27.3%	64.2%	42.6%	21.7%	
DVDR	41	41	17	4	32	12	20	36
%V	1.1%	1.1%	1.3%	0.6%	1.2%	1.2%	1.3%	1.1%
%H (All HH)		100.0%	41.5%	9.8%	78.0%	29.3%	48.8%	87.8%
%H (TV HH)			41.5%	9.8%	78.0%	29.3%	48.8%	
VCR	11	11	3	1	11	4	8	8
%V	0.3%	0.3%	0.2%	0.2%	0.4%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	27.3%	9.1%	100.0%	36.4%	72.7%	72.7%
%H (TV HH)			27.3%	9.1%	100.0%	36.4%	72.7%	
Any recorder	2222	2222	1142	601	1432	938	494	2073
%V	59.7%	62.1%	89.4%	96.3%	55.8%	93.1%	31.6%	64.7%
%H (All HH)		100.0%	51.4%	27.0%	64.4%	42.2%	22.2%	93.3%
%H (TV HH)			51.4%	27.0%	64.4%	42.2%	22.2%	
Receives HDTV (via STB or built-in reception)	2534	2534	1062	556	1830	895	936	2346
%V	68.1%	70.8%	83.2%	89.1%	71.3%	88.9%	60.0%	73.2%
%H (All HH)		100.0%	41.9%	21.9%	72.2%	35.3%	36.9%	92.6%
%H (TV HH)			41.9%	21.9%	72.2%	35.3%	36.9%	
DVD/Blu-ray player or recorder	2013	2013	749	386	1453	630	823	1809
%V	54.1%	56.3%	58.7%	61.9%	56.6%	62.6%	52.7%	56.5%
%H (All HH)		100.0%	37.2%	19.2%	72.2%	31.3%	40.9%	89.9%
%H (TV HH)			37.2%	19.2%	72.2%	31.3%	40.9%	

Base: BBC Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	3720	3578	1277	624	2568	1007	1561	3203
%H (All HH)		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%
%H (TV HH)			35.7%	17.4%	71.8%	28.1%	43.6%	
Has broadband internet	3203	3098	1203	591	2144	950	1194	3203
%V	86.1%	86.6%	94.2%	94.7%	83.5%	94.3%	76.5%	100.0%
%H (All HH)		96.7%	37.6%	18.5%	66.9%	29.7%	37.3%	100.0%
%H (TV HH)			38.8%	19.1%	69.2%	30.7%	38.5%	
Number of computers (PCs and laptops)								
0	751	697	157	66	564	108	456	261
%V	20.2%	19.5%	12.3%	10.6%	22.0%	10.7%	29.2%	8.1%
%H (All HH)		92.8%	20.9%	8.8%	75.1%	14.4%	60.7%	34.8%
%H (TV HH)			22.5%	9.5%	80.9%	15.5%	65.4%	
1	1052	1013	357	172	703	260	443	1031
%V	28.3%	28.3%	28.0%	27.6%	27.4%	25.8%	28.4%	32.2%
%H (All HH)		96.3%	33.9%	16.3%	66.8%	24.7%	42.1%	98.0%
%H (TV HH)			35.2%	17.0%	69.4%	25.7%	43.7%	
2	872	848	325	176	595	274	321	866
%V	23.4%	23.7%	25.5%	28.2%	23.2%	27.2%	20.6%	27.0%
%H (All HH)		97.2%	37.3%	20.2%	68.2%	31.4%	36.8%	99.3%
%H (TV HH)			38.3%	20.8%	70.2%	32.3%	37.9%	
3	483	468	189	102	323	162	161	482
%V	13.0%	13.1%	14.8%	16.3%	12.6%	16.1%	10.3%	15.0%
%H (All HH)		96.9%	39.1%	21.1%	66.9%	33.5%	33.3%	99.8%
%H (TV HH)			40.4%	21.8%	69.0%	34.6%	34.4%	
4	260	256	115	51	174	91	83	260
%V	7.0%	7.2%	9.0%	8.2%	6.8%	9.0%	5.3%	8.1%
%H (All HH)		98.5%	44.2%	19.6%	66.9%	35.0%	31.9%	100.0%
%H (TV HH)			44.9%	19.9%	68.0%	35.5%	32.4%	
5+	303	296	134	56	210	113	96	303
%V	8.1%	8.3%	10.5%	9.0%	8.2%	11.2%	6.1%	9.5%
%H (All HH)		97.7%	44.2%	18.5%	69.3%	37.3%	31.7%	100.0%
%H (TV HH)			45.3%	18.9%	70.9%	38.2%	32.4%	

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

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	7122	2828	1347	5368	2554	2814	6431
%H		39.7%	18.9%	75.4%	35.9%	39.5%	90.3%
Under 20"	403	122	84	355	159	196	353
%V	5.7%	4.3%	6.2%	6.6%	6.2%	7.0%	5.5%
%H		30.3%	20.8%	88.1%	39.5%	48.6%	87.6%
20" - 29"	1215	432	235	1013	469	544	1056
%V	17.1%	15.3%	17.4%	18.9%	18.4%	19.3%	16.4%
%H		35.6%	19.3%	83.4%	38.6%	44.8%	86.9%
30" - 39"	2208	868	392	1692	774	918	1954
%V	31.0%	30.7%	29.1%	31.5%	30.3%	32.6%	30.4%
%H		39.3%	17.8%	76.6%	35.1%	41.6%	88.5%
40" - 49"	2142	877	432	1523	748	775	1994
%V	30.1%	31.0%	32.1%	28.4%	29.3%	27.5%	31.0%
%H		40.9%	20.2%	71.1%	34.9%	36.2%	93.1%
50" - 59"	781	394	146	516	298	218	760
%V	11.0%	13.9%	10.8%	9.6%	11.7%	7.7%	11.8%
%H		50.4%	18.7%	66.1%	38.2%	27.9%	97.3%
60"+	82	45	18	55	37	17	81
%V	1.2%	1.6%	1.3%	1.0%	1.4%	0.6%	1.3%
%H		54.9%	22.0%	67.1%	45.1%	20.7%	98.8%
Don't know	290	90	40	214	68	146	234
%V	4.1%	3.2%	3.0%	4.0%	2.7%	5.2%	3.6%
%H		31.0%	13.8%	73.8%	23.4%	50.3%	80.7%

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	7122	2828	1347	5368	2554	2814	6431
%H		39.7%	18.9%	75.4%	35.9%	39.5%	90.3%
Main living room	3563	1277	623	2563	1011	1552	3085
%V	50.0%	45.2%	46.3%	47.7%	39.6%	55.2%	48.0%
%H		35.8%	17.5%	71.9%	28.4%	43.6%	86.6%
Kitchen	377	162	61	319	164	155	346
%V	5.3%	5.7%	4.5%	5.9%	6.4%	5.5%	5.4%
%H		43.0%	16.2%	84.6%	43.5%	41.1%	91.8%
Adult's bedroom	1967	808	430	1544	828	716	1834
%V	27.6%	28.6%	31.9%	28.8%	32.4%	25.4%	28.5%
%H		41.1%	21.9%	78.5%	42.1%	36.4%	93.2%
Child's bedroom	377	196	77	267	171	96	373
%V	5.3%	6.9%	5.7%	5.0%	6.7%	3.4%	5.8%
%H		52.0%	20.4%	70.8%	45.4%	25.5%	98.9%
Other bedroom	220	105	48	187	120	67	213
%V	3.1%	3.7%	3.6%	3.5%	4.7%	2.4%	3.3%
%H		47.7%	21.8%	85.0%	54.5%	30.5%	96.8%
Second living/dining room	381	164	63	302	152	150	352
%V	5.3%	5.8%	4.7%	5.6%	6.0%	5.3%	5.5%
%H		43.0%	16.5%	79.3%	39.9%	39.4%	92.4%
Study/office	60	30	10	44	23	21	59
%V	0.8%	1.1%	0.7%	0.8%	0.9%	0.7%	0.9%
%H		50.0%	16.7%	73.3%	38.3%	35.0%	98.3%
TV room	25	17	3	21	16	5	25
%V	0.4%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		68.0%	12.0%	84.0%	64.0%	20.0%	100.0%
Conservatory	96	43	21	80	47	33	89
%V	1.3%	1.5%	1.6%	1.5%	1.8%	1.2%	1.4%
%H		44.8%	21.9%	83.3%	49.0%	34.4%	92.7%
Attic or loft room	8	5	2	3	3	0	8
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		62.5%	25.0%	37.5%	37.5%	0.0%	100.0%
No specific location	6	2	1	4	2	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
Other	43	19	9	34	17	16	43
%V	0.6%	0.7%	0.7%	0.6%	0.7%	0.6%	0.7%
%H		44.2%	20.9%	79.1%	39.5%	37.2%	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	7122	2828	1347	5368	2554	2814	6431
%H		39.7%	18.9%	75.4%	35.9%	39.5%	90.3%
PVR	3107	1737	856	1865	1324	541	2943
%V	43.6%	61.4%	63.5%	34.7%	51.8%	19.2%	45.8%
%H		55.9%	27.6%	60.0%	42.6%	17.4%	94.7%
DVDR	42	18	4	33	13	20	37
%V	0.6%	0.6%	0.3%	0.6%	0.5%	0.7%	0.6%
%H		42.9%	9.5%	78.6%	31.0%	47.6%	88.1%
VCR	13	4	1	13	5	8	9
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.3%	0.1%
%H		30.8%	7.7%	100.0%	38.5%	61.5%	69.2%
Any recorder	3134	1743	858	1890	1329	561	2963
%V	44.0%	61.6%	63.7%	35.2%	52.0%	19.9%	46.1%
%H		55.6%	27.4%	60.3%	42.4%	17.9%	94.5%

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	7122	2828	1347	5368	2554	2814	6431
%H		39.7%	18.9%	75.4%	35.9%	39.5%	90.3%
Receives HDTV (via STB or built-in reception)	3985	1827	878	2885	1571	1313	3759
%V	56.0%	64.6%	65.2%	53.7%	61.5%	46.7%	58.5%
%H		45.8%	22.0%	72.4%	39.4%	32.9%	94.3%
DVD/Blu-ray player or recorder	2772	1077	557	2034	959	1075	2538
%V	38.9%	38.1%	41.4%	37.9%	37.5%	38.2%	39.5%
%H		38.9%	20.1%	73.4%	34.6%	38.8%	91.6%

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 3.15: 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	3578	1277	624	2568	1007	1561	3098
%H		35.7%	17.4%	71.8%	28.1%	43.6%	86.6%
Under 20"	19	5	1	15	2	12	13
%V	0.5%	0.4%	0.2%	0.6%	0.2%	0.8%	0.4%
%H		26.3%	5.3%	78.9%	10.5%	63.2%	68.4%
20" - 29"	212	34	26	174	26	148	133
%V	5.9%	2.7%	4.2%	6.8%	2.6%	9.5%	4.3%
%H		16.0%	12.3%	82.1%	12.3%	69.8%	62.7%
30" - 39"	952	272	143	734	224	510	749
%V	26.6%	21.3%	22.9%	28.6%	22.2%	32.7%	24.2%
%H		28.6%	15.0%	77.1%	23.5%	53.6%	78.7%
40" - 49"	1537	570	303	1076	465	612	1402
%V	43.0%	44.6%	48.6%	41.9%	46.2%	39.2%	45.3%
%H		37.1%	19.7%	70.0%	30.3%	39.8%	91.2%
50" - 59"	637	317	119	415	234	181	618
%V	17.8%	24.8%	19.1%	16.2%	23.2%	11.6%	19.9%
%H		49.8%	18.7%	65.1%	36.7%	28.4%	97.0%
60"+	69	38	13	45	30	16	68
%V	1.9%	3.0%	2.1%	1.8%	3.0%	1.0%	2.2%
%H		55.1%	18.8%	65.2%	43.5%	23.2%	98.6%
Don't know	153	41	18	109	26	83	116
%V	4.3%	3.2%	2.9%	4.2%	2.6%	5.3%	3.7%
%H		26.8%	11.8%	71.2%	17.0%	54.2%	75.8%

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	3578	1277	624	2568	1007	1561	3098
%H		35.7%	17.4%	71.8%	28.1%	43.6%	86.6%
PVR	2164	1128	594	1380	925	455	2024
%V	60.5%	88.3%	95.2%	53.7%	91.9%	29.1%	65.3%
%H		52.1%	27.4%	63.8%	42.7%	21.0%	93.5%
DVDR	35	15	2	27	9	18	31
%V	1.0%	1.2%	0.3%	1.1%	0.9%	1.2%	1.0%
%H		42.9%	5.7%	77.1%	25.7%	51.4%	88.6%
VCR	8	2	1	8	3	5	5
%V	0.2%	0.2%	0.2%	0.3%	0.3%	0.3%	0.2%
%H		25.0%	12.5%	100.0%	37.5%	62.5%	62.5%
Any recorder	2182	1131	594	1396	925	471	2038
%V	61.0%	88.6%	95.2%	54.4%	91.9%	30.2%	65.8%
%H		51.8%	27.2%	64.0%	42.4%	21.6%	93.4%

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	3578	1277	624	2568	1007	1561	3098
%H		35.7%	17.4%	71.8%	28.1%	43.6%	86.6%
Receives HDTV (via STB or built-in reception)	2473	1040	547	1777	873	904	2290
%V	69.1%	81.4%	87.7%	69.2%	86.7%	57.9%	73.9%
%H		42.1%	22.1%	71.9%	35.3%	36.6%	92.6%
DVD/Blu-ray player or recorder	1769	635	333	1279	530	749	1572
%V	49.4%	49.7%	53.4%	49.8%	52.6%	48.0%	50.7%
%H		35.9%	18.8%	72.3%	30.0%	42.3%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Midlands

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3544	1551	723	2800	1547	1253	3333
%H		43.8%	20.4%	79.0%	43.7%	35.4%	94.0%
Under 20"	384	116	83	340	157	183	339
%V	10.8%	7.5%	11.5%	12.1%	10.1%	14.6%	10.2%
%H		30.2%	21.6%	88.5%	40.9%	47.7%	88.3%
20" - 29"	1004	398	209	839	443	396	923
%V	28.3%	25.7%	28.9%	30.0%	28.6%	31.6%	27.7%
%H		39.6%	20.8%	83.6%	44.1%	39.4%	91.9%
30" - 39"	1257	596	249	958	551	408	1205
%V	35.5%	38.4%	34.4%	34.2%	35.6%	32.6%	36.2%
%H		47.4%	19.8%	76.2%	43.8%	32.5%	95.9%
40" - 49"	605	307	129	447	283	164	592
%V	17.1%	19.8%	17.8%	16.0%	18.3%	13.1%	17.8%
%H		50.7%	21.3%	73.9%	46.8%	27.1%	97.9%
50" - 59"	144	77	27	101	64	37	142
%V	4.1%	5.0%	3.7%	3.6%	4.1%	3.0%	4.3%
%H		53.5%	18.8%	70.1%	44.4%	25.7%	98.6%
60"+	13	7	4	9	7	2	13
%V	0.4%	0.5%	0.6%	0.3%	0.5%	0.2%	0.4%
%H		53.8%	30.8%	69.2%	53.8%	15.4%	100.0%
Don't know	138	49	22	106	42	63	118
%V	3.9%	3.2%	3.0%	3.8%	2.7%	5.0%	3.5%
%H		35.5%	15.9%	76.8%	30.4%	45.7%	85.5%

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

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	3544	1551	723	2800	1547	1253	3333
%H		43.8%	20.4%	79.0%	43.7%	35.4%	94.0%
PVR	944	609	262	485	399	86	919
%V	26.6%	39.3%	36.2%	17.3%	25.8%	6.9%	27.6%
%H		64.5%	27.8%	51.4%	42.3%	9.1%	97.4%
DVDR	7	3	1	6	4	2	6
%V	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H		42.9%	14.3%	85.7%	57.1%	28.6%	85.7%
VCR	5	2	0	5	2	3	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	952	613	264	493	404	89	926
%V	26.9%	39.5%	36.5%	17.6%	26.1%	7.1%	27.8%
%H		64.4%	27.7%	51.8%	42.4%	9.3%	97.3%

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	3544	1551	723	2800	1547	1253	3333
%H		43.8%	20.4%	79.0%	43.7%	35.4%	94.0%
Receives HDTV (via STB or built-in reception)	1512	787	331	1108	698	409	1469
%V	42.7%	50.7%	45.8%	39.6%	45.1%	32.6%	44.1%
%H		52.1%	21.9%	73.3%	46.2%	27.1%	97.2%
DVD/Blu-ray player or recorder	1003	442	224	755	429	327	967
%V	28.3%	28.5%	31.0%	27.0%	27.7%	26.1%	29.0%
%H		44.1%	22.3%	75.3%	42.8%	32.6%	96.4%

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
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	8955	8648	3408	1646	5935	2665	3270	8244
%H		96.6%	38.1%	18.4%	66.3%	29.8%	36.5%	92.1%
Total Children	1771	1702	737	322	1049	515	534	1727
%V	19.8%	19.7%	21.6%	19.6%	17.7%	19.3%	16.3%	20.9%
%H		96.1%	41.6%	18.2%	59.2%	29.1%	30.2%	97.5%
0 - 3	416	398	162	73	240	107	133	404
%V	4.6%	4.6%	4.8%	4.4%	4.0%	4.0%	4.1%	4.9%
%H		95.7%	38.9%	17.5%	57.7%	25.7%	32.0%	97.1%
4 - 15	1356	1304	575	249	809	407	401	1323
%V	15.1%	15.1%	16.9%	15.1%	13.6%	15.3%	12.3%	16.0%
%H		96.2%	42.4%	18.4%	59.7%	30.0%	29.6%	97.6%
4 - 9	700	669	296	120	406	196	209	682
%V	7.8%	7.7%	8.7%	7.3%	6.8%	7.4%	6.4%	8.3%
%H		95.6%	42.3%	17.1%	58.0%	28.0%	29.9%	97.4%
10 - 15	656	635	279	129	403	211	192	641
%V	7.3%	7.3%	8.2%	7.8%	6.8%	7.9%	5.9%	7.8%
%H		96.8%	42.5%	19.7%	61.4%	32.2%	29.3%	97.7%

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	8955	8648	3408	1646	5935	2665	3270	8244
%H		96.6%	38.1%	18.4%	66.3%	29.8%	36.5%	92.1%
Total Adults (16+)	7184	6947	2671	1325	4886	2151	2736	6517
%V	80.2%	80.3%	78.4%	80.5%	82.3%	80.7%	83.7%	79.1%
%H		96.7%	37.2%	18.4%	68.0%	29.9%	38.1%	90.7%
16 - 19	376	370	168	65	252	125	127	373
%V	4.2%	4.3%	4.9%	3.9%	4.2%	4.7%	3.9%	4.5%
%H		98.4%	44.7%	17.3%	67.0%	33.2%	33.8%	99.2%
20 - 24	569	524	195	115	344	165	179	557
%V	6.4%	6.1%	5.7%	7.0%	5.8%	6.2%	5.5%	6.8%
%H		92.1%	34.3%	20.2%	60.5%	29.0%	31.5%	97.9%
25 - 34	1198	1129	420	237	695	323	373	1165
%V	13.4%	13.1%	12.3%	14.4%	11.7%	12.1%	11.4%	14.1%
%H		94.2%	35.1%	19.8%	58.0%	27.0%	31.1%	97.2%
35 - 44	1100	1045	452	196	639	302	337	1069
%V	12.3%	12.1%	13.3%	11.9%	10.8%	11.3%	10.3%	13.0%
%H		95.0%	41.1%	17.8%	58.1%	27.5%	30.6%	97.2%
45 - 54	1217	1193	532	250	827	430	397	1163
%V	13.6%	13.8%	15.6%	15.2%	13.9%	16.1%	12.1%	14.1%
%H		98.0%	43.7%	20.5%	68.0%	35.3%	32.6%	95.6%
55 - 64	1074	1050	394	228	782	354	428	1008
%V	12.0%	12.1%	11.6%	13.9%	13.2%	13.3%	13.1%	12.2%
%H		97.8%	36.7%	21.2%	72.8%	33.0%	39.9%	93.9%
65+	1650	1635	511	233	1348	453	895	1182
%V	18.4%	18.9%	15.0%	14.2%	22.7%	17.0%	27.4%	14.3%
%H		99.1%	31.0%	14.1%	81.7%	27.5%	54.2%	71.6%

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+)		7184	6947	2671	1325	4886	2151	2736	6517
	%H		96.7%	37.2%	18.4%	68.0%	29.9%	38.1%	90.7%
AB		1744	1714	700	303	1222	566	655	1719
	%V	24.3%	24.7%	26.2%	22.9%	25.0%	26.3%	23.9%	26.4%
	%H		98.3%	40.1%	17.4%	70.1%	32.5%	37.6%	98.6%
C1		1949	1870	724	380	1290	590	700	1835
	%V	27.1%	26.9%	27.1%	28.7%	26.4%	27.4%	25.6%	28.2%
	%H		95.9%	37.1%	19.5%	66.2%	30.3%	35.9%	94.2%
C2		1627	1597	594	336	1174	541	633	1478
	%V	22.6%	23.0%	22.2%	25.4%	24.0%	25.2%	23.1%	22.7%
	%H		98.2%	36.5%	20.7%	72.2%	33.3%	38.9%	90.8%
D		1256	1192	487	228	777	345	432	1091
	%V	17.5%	17.2%	18.2%	17.2%	15.9%	16.0%	15.8%	16.7%
	%H		94.9%	38.8%	18.2%	61.9%	27.5%	34.4%	86.9%
E		608	573	167	77	423	108	315	394
	%V	8.5%	8.2%	6.3%	5.8%	8.7%	5.0%	11.5%	6.0%
	%H		94.2%	27.5%	12.7%	69.6%	17.8%	51.8%	64.8%

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+)	7184	6947	2671	1325	4886	2151	2736	6517
%H		96.7%	37.2%	18.4%	68.0%	29.9%	38.1%	90.7%
Working full time	3423	3320	1378	714	2203	1111	1092	3340
%V	47.6%	47.8%	51.6%	53.9%	45.1%	51.7%	39.9%	51.3%
%H		97.0%	40.3%	20.9%	64.4%	32.5%	31.9%	97.6%
Working part time	679	664	283	141	457	227	230	658
%V	9.5%	9.6%	10.6%	10.6%	9.4%	10.6%	8.4%	10.1%
%H		97.8%	41.7%	20.8%	67.3%	33.4%	33.9%	96.9%
Not working	3082	2963	1010	470	2226	813	1413	2519
%V	42.9%	42.7%	37.8%	35.5%	45.6%	37.8%	51.6%	38.7%
%H		96.1%	32.8%	15.2%	72.2%	26.4%	45.8%	81.7%
Houseperson	3720	3578	1277	624	2568	1007	1561	3203
%V	51.8%	51.5%	47.8%	47.1%	52.6%	46.8%	57.1%	49.1%
%H		96.2%	34.3%	16.8%	69.0%	27.1%	42.0%	86.1%

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+)	3539	3397	1325	662	2364	1075	1289	3244
%H		96.0%	37.4%	18.7%	66.8%	30.4%	36.4%	91.7%
16 - 19	187	185	89	32	124	66	58	186
%V	5.3%	5.4%	6.7%	4.8%	5.2%	6.1%	4.5%	5.7%
%H		98.9%	47.6%	17.1%	66.3%	35.3%	31.0%	99.5%
20 - 24	296	270	109	55	177	90	87	291
%V	8.4%	7.9%	8.2%	8.3%	7.5%	8.4%	6.7%	9.0%
%H		91.2%	36.8%	18.6%	59.8%	30.4%	29.4%	98.3%
25 - 34	613	572	206	133	349	168	181	595
%V	17.3%	16.8%	15.5%	20.1%	14.8%	15.6%	14.0%	18.3%
%H		93.3%	33.6%	21.7%	56.9%	27.4%	29.5%	97.1%
35 - 44	539	505	209	96	305	138	166	520
%V	15.2%	14.9%	15.8%	14.5%	12.9%	12.8%	12.9%	16.0%
%H		93.7%	38.8%	17.8%	56.6%	25.6%	30.8%	96.5%
45 - 54	599	585	259	120	406	210	195	568
%V	16.9%	17.2%	19.5%	18.1%	17.2%	19.5%	15.1%	17.5%
%H		97.7%	43.2%	20.0%	67.8%	35.1%	32.6%	94.8%
55 - 64	537	521	200	110	386	176	210	504
%V	15.2%	15.3%	15.1%	16.6%	16.3%	16.4%	16.3%	15.5%
%H		97.0%	37.2%	20.5%	71.9%	32.8%	39.1%	93.9%
65+	768	759	251	116	617	226	391	580
%V	21.7%	22.3%	18.9%	17.5%	26.1%	21.0%	30.3%	17.9%
%H		98.8%	32.7%	15.1%	80.3%	29.4%	50.9%	75.5%

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 3.26: 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+)		3539	3397	1325	662	2364	1075	1289	3244
	%H		96.0%	37.4%	18.7%	66.8%	30.4%	36.4%	91.7%
AB		889	874	358	155	622	292	330	878
	%V	25.1%	25.7%	27.0%	23.4%	26.3%	27.2%	25.6%	27.1%
	%H		98.3%	40.3%	17.4%	70.0%	32.8%	37.1%	98.8%
C1		922	876	346	186	589	284	304	880
	%V	26.1%	25.8%	26.1%	28.1%	24.9%	26.4%	23.6%	27.1%
	%H		95.0%	37.5%	20.2%	63.9%	30.8%	33.0%	95.4%
C2		867	847	318	176	619	286	333	775
	%V	24.5%	24.9%	24.0%	26.6%	26.2%	26.6%	25.8%	23.9%
	%H		97.7%	36.7%	20.3%	71.4%	33.0%	38.4%	89.4%
D		619	579	236	114	373	169	203	550
	%V	17.5%	17.0%	17.8%	17.2%	15.8%	15.7%	15.7%	17.0%
	%H		93.5%	38.1%	18.4%	60.3%	27.3%	32.8%	88.9%
E		242	221	66	30	162	43	119	163
	%V	6.8%	6.5%	5.0%	4.5%	6.9%	4.0%	9.2%	5.0%
	%H		91.3%	27.3%	12.4%	66.9%	17.8%	49.2%	67.4%

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+)	3539	3397	1325	662	2364	1075	1289	3244
%H		96.0%	37.4%	18.7%	66.8%	30.4%	36.4%	91.7%
Working full time	2088	2015	830	436	1332	673	659	2035
%V	59.0%	59.3%	62.6%	65.9%	56.3%	62.6%	51.1%	62.7%
%H		96.5%	39.8%	20.9%	63.8%	32.2%	31.6%	97.5%
Working part time	156	149	68	29	100	49	51	149
%V	4.4%	4.4%	5.1%	4.4%	4.2%	4.6%	4.0%	4.6%
%H		95.5%	43.6%	18.6%	64.1%	31.4%	32.7%	95.5%
Not working	1295	1233	427	197	932	353	579	1060
%V	36.6%	36.3%	32.2%	29.8%	39.4%	32.8%	44.9%	32.7%
%H		95.2%	33.0%	15.2%	72.0%	27.3%	44.7%	81.9%
Houseperson	796	727	217	113	518	160	358	621
%V	22.5%	21.4%	16.4%	17.1%	21.9%	14.9%	27.8%	19.1%
%H		91.3%	27.3%	14.2%	65.1%	20.1%	45.0%	78.0%

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+)	3645	3549	1347	663	2523	1076	1446	3273
%H		97.4%	37.0%	18.2%	69.2%	29.5%	39.7%	89.8%
16 - 19	189	186	79	34	127	59	69	187
%V	5.2%	5.2%	5.9%	5.1%	5.0%	5.5%	4.8%	5.7%
%H		98.4%	41.8%	18.0%	67.2%	31.2%	36.5%	98.9%
20 - 24	273	253	86	60	166	75	91	266
%V	7.5%	7.1%	6.4%	9.0%	6.6%	7.0%	6.3%	8.1%
%H		92.7%	31.5%	22.0%	60.8%	27.5%	33.3%	97.4%
25 - 34	585	557	214	104	346	154	192	570
%V	16.0%	15.7%	15.9%	15.7%	13.7%	14.3%	13.3%	17.4%
%H		95.2%	36.6%	17.8%	59.1%	26.3%	32.8%	97.4%
35 - 44	561	540	242	99	334	163	171	549
%V	15.4%	15.2%	18.0%	14.9%	13.2%	15.1%	11.8%	16.8%
%H		96.3%	43.1%	17.6%	59.5%	29.1%	30.5%	97.9%
45 - 54	618	608	273	130	421	219	202	594
%V	17.0%	17.1%	20.3%	19.6%	16.7%	20.4%	14.0%	18.1%
%H		98.4%	44.2%	21.0%	68.1%	35.4%	32.7%	96.1%
55 - 64	537	529	194	118	396	178	219	504
%V	14.7%	14.9%	14.4%	17.8%	15.7%	16.5%	15.1%	15.4%
%H		98.5%	36.1%	22.0%	73.7%	33.1%	40.8%	93.9%
65+	881	876	259	117	731	228	504	602
%V	24.2%	24.7%	19.2%	17.6%	29.0%	21.2%	34.9%	18.4%
%H		99.4%	29.4%	13.3%	83.0%	25.9%	57.2%	68.3%

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 3.29: 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+)		3645	3549	1347	663	2523	1076	1446	3273
	%H		97.4%	37.0%	18.2%	69.2%	29.5%	39.7%	89.8%
AB		855	840	342	148	600	274	325	842
	%V	23.5%	23.7%	25.4%	22.3%	23.8%	25.5%	22.5%	25.7%
	%H		98.2%	40.0%	17.3%	70.2%	32.0%	38.0%	98.5%
C1		1027	993	377	195	701	306	396	956
	%V	28.2%	28.0%	28.0%	29.4%	27.8%	28.4%	27.4%	29.2%
	%H		96.7%	36.7%	19.0%	68.3%	29.8%	38.6%	93.1%
C2		760	750	276	160	555	254	301	703
	%V	20.9%	21.1%	20.5%	24.1%	22.0%	23.6%	20.8%	21.5%
	%H		98.7%	36.3%	21.1%	73.0%	33.4%	39.6%	92.5%
D		637	613	251	113	405	176	229	542
	%V	17.5%	17.3%	18.6%	17.0%	16.1%	16.4%	15.8%	16.6%
	%H		96.2%	39.4%	17.7%	63.6%	27.6%	35.9%	85.1%
E		366	352	101	46	262	66	196	231
	%V	10.0%	9.9%	7.5%	6.9%	10.4%	6.1%	13.6%	7.1%
	%H		96.2%	27.6%	12.6%	71.6%	18.0%	53.6%	63.1%

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+)	3645	3549	1347	663	2523	1076	1446	3273
%H		97.4%	37.0%	18.2%	69.2%	29.5%	39.7%	89.8%
Working full time	1335	1304	548	278	871	438	433	1305
%V	36.6%	36.7%	40.7%	41.9%	34.5%	40.7%	29.9%	39.9%
%H		97.7%	41.0%	20.8%	65.2%	32.8%	32.4%	97.8%
Working part time	523	515	215	111	357	178	179	510
%V	14.3%	14.5%	16.0%	16.7%	14.1%	16.5%	12.4%	15.6%
%H		98.5%	41.1%	21.2%	68.3%	34.0%	34.2%	97.5%
Not working	1787	1730	583	273	1295	461	834	1459
%V	49.0%	48.7%	43.3%	41.2%	51.3%	42.8%	57.7%	44.6%
%H		96.8%	32.6%	15.3%	72.5%	25.8%	46.7%	81.6%
Houseperson	2924	2851	1060	511	2050	847	1203	2582
%V	80.2%	80.3%	78.7%	77.1%	81.3%	78.7%	83.2%	78.9%
%H		97.5%	36.3%	17.5%	70.1%	29.0%	41.1%	88.3%

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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
AB	524	502	215	52	362	140	222	507
%V	26.1%	26.0%	26.4%	24.9%	27.5%	28.7%	26.8%	28.2%
%H (All HH)		95.8%	41.0%	9.9%	69.1%	26.7%	42.4%	96.8%
%H (TV HH)			42.8%	10.4%	72.1%	27.9%	44.2%	
C1	605	582	245	72	401	155	246	555
%V	30.1%	30.2%	30.1%	34.4%	30.5%	31.8%	29.7%	30.9%
%H (All HH)		96.2%	40.5%	11.9%	66.3%	25.6%	40.7%	91.7%
%H (TV HH)			42.1%	12.4%	68.9%	26.6%	42.3%	
C2	453	440	197	44	297	117	180	401
%V	22.5%	22.8%	24.2%	21.1%	22.6%	24.0%	21.7%	22.3%
%H (All HH)		97.1%	43.5%	9.7%	65.6%	25.8%	39.7%	88.5%
%H (TV HH)			44.8%	10.0%	67.5%	26.6%	40.9%	
D	286	272	111	35	155	52	103	246
%V	14.2%	14.1%	13.6%	16.7%	11.8%	10.7%	12.4%	13.7%
%H (All HH)		95.1%	38.8%	12.2%	54.2%	18.2%	36.0%	86.0%
%H (TV HH)			40.8%	12.9%	57.0%	19.1%	37.9%	
E	143	134	47	6	100	22	78	88
%V	7.1%	6.9%	5.8%	2.9%	7.6%	4.5%	9.4%	4.9%
%H (All HH)		93.7%	32.9%	4.2%	69.9%	15.4%	54.5%	61.5%
%H (TV HH)			35.1%	4.5%	74.6%	16.4%	58.2%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Under 25	63	51	15	5	30	10	20	62
%V	3.1%	2.6%	1.8%	2.4%	2.3%	2.1%	2.4%	3.5%
%H (All HH)		81.0%	23.8%	7.9%	47.6%	15.9%	31.7%	98.4%
%H (TV HH)			29.4%	9.8%	58.8%	19.6%	39.2%	
25 - 34	289	270	110	33	137	43	95	284
%V	14.4%	14.0%	13.5%	15.8%	10.4%	8.8%	11.5%	15.8%
%H (All HH)		93.4%	38.1%	11.4%	47.4%	14.9%	32.9%	98.3%
%H (TV HH)			40.7%	12.2%	50.7%	15.9%	35.2%	
35 - 44	314	292	135	34	169	66	103	310
%V	15.6%	15.1%	16.6%	16.3%	12.8%	13.6%	12.4%	17.3%
%H (All HH)		93.0%	43.0%	10.8%	53.8%	21.0%	32.8%	98.7%
%H (TV HH)			46.2%	11.6%	57.9%	22.6%	35.3%	
45 - 54	394	385	177	59	259	119	140	381
%V	19.6%	20.0%	21.7%	28.2%	19.7%	24.4%	16.9%	21.2%
%H (All HH)		97.7%	44.9%	15.0%	65.7%	30.2%	35.5%	96.7%
%H (TV HH)			46.0%	15.3%	67.3%	30.9%	36.4%	
55 - 64	353	342	167	33	237	101	137	336
%V	17.6%	17.7%	20.5%	15.8%	18.0%	20.7%	16.5%	18.7%
%H (All HH)		96.9%	47.3%	9.3%	67.1%	28.6%	38.8%	95.2%
%H (TV HH)			48.8%	9.6%	69.3%	29.5%	40.1%	
65 +	599	589	211	45	483	149	334	424
%V	29.8%	30.5%	25.9%	21.5%	36.7%	30.6%	40.3%	23.6%
%H (All HH)		98.3%	35.2%	7.5%	80.6%	24.9%	55.8%	70.8%
%H (TV HH)			35.8%	7.6%	82.0%	25.3%	56.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
1	573	536	150	40	417	83	334	408
%V	28.5%	27.8%	18.4%	19.1%	31.7%	17.0%	40.3%	22.7%
%H (All HH)		93.5%	26.2%	7.0%	72.8%	14.5%	58.3%	71.2%
%H (TV HH)			28.0%	7.5%	77.8%	15.5%	62.3%	
2	697	676	322	67	468	204	264	661
%V	34.7%	35.0%	39.5%	32.1%	35.6%	41.9%	31.8%	36.8%
%H (All HH)		97.0%	46.2%	9.6%	67.1%	29.3%	37.9%	94.8%
%H (TV HH)			47.6%	9.9%	69.2%	30.2%	39.1%	
3	323	311	148	41	196	94	103	316
%V	16.1%	16.1%	18.2%	19.6%	14.9%	19.3%	12.4%	17.6%
%H (All HH)		96.3%	45.8%	12.7%	60.7%	29.1%	31.9%	97.8%
%H (TV HH)			47.6%	13.2%	63.0%	30.2%	33.1%	
4	295	288	135	42	175	77	98	293
%V	14.7%	14.9%	16.6%	20.1%	13.3%	15.8%	11.8%	16.3%
%H (All HH)		97.6%	45.8%	14.2%	59.3%	26.1%	33.2%	99.3%
%H (TV HH)			46.9%	14.6%	60.8%	26.7%	34.0%	
5+	122	119	61	20	60	29	30	120
%V	6.1%	6.2%	7.5%	9.6%	4.6%	6.0%	3.6%	6.7%
%H (All HH)		97.5%	50.0%	16.4%	49.2%	23.8%	24.6%	98.4%
%H (TV HH)			51.3%	16.8%	50.4%	24.4%	25.2%	
Average HH size	2.37	2.39	2.58	2.73	2.25	2.54	2.08	2.50

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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Without	1477	1412	571	139	1017	357	660	1268
%V	73.4%	73.2%	70.1%	66.5%	77.3%	73.3%	79.6%	70.6%
%H (All HH)		95.6%	38.7%	9.4%	68.9%	24.2%	44.7%	85.8%
%H (TV HH)			40.4%	9.8%	72.0%	25.3%	46.7%	
With	534	517	244	71	299	130	169	529
%V	26.6%	26.8%	29.9%	34.0%	22.7%	26.7%	20.4%	29.4%
%H (All HH)		96.8%	45.7%	13.3%	56.0%	24.3%	31.6%	99.1%
%H (TV HH)			47.2%	13.7%	57.8%	25.1%	32.7%	
0 - 3	198	188	88	18	96	34	62	195
%V	9.8%	9.7%	10.8%	8.6%	7.3%	7.0%	7.5%	10.9%
%H (All HH)		94.9%	44.4%	9.1%	48.5%	17.2%	31.3%	98.5%
%H (TV HH)			46.8%	9.6%	51.1%	18.1%	33.0%	
4 - 9	283	275	132	39	153	67	86	282
%V	14.1%	14.3%	16.2%	18.7%	11.6%	13.8%	10.4%	15.7%
%H (All HH)		97.2%	46.6%	13.8%	54.1%	23.7%	30.4%	99.6%
%H (TV HH)			48.0%	14.2%	55.6%	24.4%	31.3%	
10 - 15	251	249	122	38	150	72	78	248
%V	12.5%	12.9%	15.0%	18.2%	11.4%	14.8%	9.4%	13.8%
%H (All HH)		99.2%	48.6%	15.1%	59.8%	28.7%	31.1%	98.8%
%H (TV HH)			49.0%	15.3%	60.2%	28.9%	31.3%	

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 4.5: 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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
1	770	770	252	81	467	86	381	659
%V	38.3%	39.9%	30.9%	38.8%	35.5%	17.7%	46.0%	36.7%
%H (All HH)		100.0%	32.7%	10.5%	60.6%	11.2%	49.5%	85.6%
%H (TV HH)			32.7%	10.5%	60.6%	11.2%	49.5%	
2	635	635	280	59	456	175	281	561
%V	31.6%	32.9%	34.4%	28.2%	34.7%	35.9%	33.9%	31.2%
%H (All HH)		100.0%	44.1%	9.3%	71.8%	27.6%	44.3%	88.3%
%H (TV HH)			44.1%	9.3%	71.8%	27.6%	44.3%	
3	305	305	171	36	224	127	97	292
%V	15.2%	15.8%	21.0%	17.2%	17.0%	26.1%	11.7%	16.2%
%H (All HH)		100.0%	56.1%	11.8%	73.4%	41.6%	31.8%	95.7%
%H (TV HH)			56.1%	11.8%	73.4%	41.6%	31.8%	
4	138	138	65	19	104	55	49	133
%V	6.9%	7.2%	8.0%	9.1%	7.9%	11.3%	5.9%	7.4%
%H (All HH)		100.0%	47.1%	13.8%	75.4%	39.9%	35.5%	96.4%
%H (TV HH)			47.1%	13.8%	75.4%	39.9%	35.5%	
5+	81	81	47	13	65	44	21	81
%V	4.0%	4.2%	5.8%	6.2%	4.9%	9.0%	2.5%	4.5%
%H (All HH)		100.0%	58.0%	16.0%	80.2%	54.3%	25.9%	100.0%
%H (TV HH)			58.0%	16.0%	80.2%	54.3%	25.9%	

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

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	2011	1929	815	209	1316	487	829	1797
%V (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Under 20"	296	296	123	27	249	110	139	259
%V	14.7%	15.3%	15.1%	12.9%	18.9%	22.6%	16.8%	14.4%
%H (All HH)		100.0%	41.6%	9.1%	84.1%	37.2%	47.0%	87.5%
%H (TV HH)			41.6%	9.1%	84.1%	37.2%	47.0%	
20" - 29"	556	556	233	58	433	179	254	486
%V	27.6%	28.8%	28.6%	27.8%	32.9%	36.8%	30.6%	27.0%
%H (All HH)		100.0%	41.9%	10.4%	77.9%	32.2%	45.7%	87.4%
%H (TV HH)			41.9%	10.4%	77.9%	32.2%	45.7%	
30" - 39"	878	878	366	98	624	232	391	778
%V	43.7%	45.5%	44.9%	46.9%	47.4%	47.6%	47.2%	43.3%
%H (All HH)		100.0%	41.7%	11.2%	71.1%	26.4%	44.5%	88.6%
%H (TV HH)			41.7%	11.2%	71.1%	26.4%	44.5%	
40" - 49"	938	938	441	119	628	277	351	895
%V	46.6%	48.6%	54.1%	56.9%	47.7%	56.9%	42.3%	49.8%
%H (All HH)		100.0%	47.0%	12.7%	67.0%	29.5%	37.4%	95.4%
%H (TV HH)			47.0%	12.7%	67.0%	29.5%	37.4%	
50" - 59"	405	405	228	47	248	138	110	394
%V	20.1%	21.0%	28.0%	22.5%	18.8%	28.3%	13.3%	21.9%
%H (All HH)		100.0%	56.3%	11.6%	61.2%	34.1%	27.2%	97.3%
%H (TV HH)			56.3%	11.6%	61.2%	34.1%	27.2%	
60"+	59	59	34	7	37	23	14	58
%V	2.9%	3.1%	4.2%	3.3%	2.8%	4.7%	1.7%	3.2%
%H (All HH)		100.0%	57.6%	11.9%	62.7%	39.0%	23.7%	98.3%
%H (TV HH)			57.6%	11.9%	62.7%	39.0%	23.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2011	1929	815	209	1316	487	829	1797
%V (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Main living room	1908	1908	814	207	1304	486	817	1708
%V	94.9%	98.9%	99.9%	99.0%	99.1%	99.8%	98.6%	95.0%
%H (All HH)		100.0%	42.7%	10.8%	68.3%	25.5%	42.8%	89.5%
%H (TV HH)			42.7%	10.8%	68.3%	25.5%	42.8%	
Kitchen	259	259	122	28	223	114	109	235
%V	12.9%	13.4%	15.0%	13.4%	16.9%	23.4%	13.1%	13.1%
%H (All HH)		100.0%	47.1%	10.8%	86.1%	44.0%	42.1%	90.7%
%H (TV HH)			47.1%	10.8%	86.1%	44.0%	42.1%	
Adult's bedroom	867	867	427	102	637	315	323	804
%V	43.1%	44.9%	52.4%	48.8%	48.4%	64.7%	39.0%	44.7%
%H (All HH)		100.0%	49.3%	11.8%	73.5%	36.3%	37.3%	92.7%
%H (TV HH)			49.3%	11.8%	73.5%	36.3%	37.3%	
Child's bedroom	170	170	93	27	95	55	41	168
%V	8.5%	8.8%	11.4%	12.9%	7.2%	11.3%	4.9%	9.3%
%H (All HH)		100.0%	54.7%	15.9%	55.9%	32.4%	24.1%	98.8%
%H (TV HH)			54.7%	15.9%	55.9%	32.4%	24.1%	
Other bedroom	93	93	55	8	76	48	28	89
%V	4.6%	4.8%	6.7%	3.8%	5.8%	9.9%	3.4%	5.0%
%H (All HH)		100.0%	59.1%	8.6%	81.7%	51.6%	30.1%	95.7%
%H (TV HH)			59.1%	8.6%	81.7%	51.6%	30.1%	
Second living/dining room	194	194	91	23	148	69	78	184
%V	9.6%	10.1%	11.2%	11.0%	11.2%	14.2%	9.4%	10.2%
%H (All HH)		100.0%	46.9%	11.9%	76.3%	35.6%	40.2%	94.8%
%H (TV HH)			46.9%	11.9%	76.3%	35.6%	40.2%	
Study/office	39	39	21	4	30	16	14	39
%V	1.9%	2.0%	2.6%	1.9%	2.3%	3.3%	1.7%	2.2%
%H (All HH)		100.0%	53.8%	10.3%	76.9%	41.0%	35.9%	100.0%
%H (TV HH)			53.8%	10.3%	76.9%	41.0%	35.9%	
TV room	23	23	13	1	16	6	10	23
%V	1.1%	1.2%	1.6%	0.5%	1.2%	1.2%	1.2%	1.3%
%H (All HH)		100.0%	56.5%	4.3%	69.6%	26.1%	43.5%	100.0%
%H (TV HH)			56.5%	4.3%	69.6%	26.1%	43.5%	
Conservatory	51	51	29	7	40	25	15	49
%V	2.5%	2.6%	3.6%	3.3%	3.0%	5.1%	1.8%	2.7%
%H (All HH)		100.0%	56.9%	13.7%	78.4%	49.0%	29.4%	96.1%
%H (TV HH)			56.9%	13.7%	78.4%	49.0%	29.4%	
Attic or loft room	3	3	1	0	2	0	2	3
%V	0.1%	0.2%	0.1%	0.0%	0.2%	0.0%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
No specific location	1	1	0	0	1	0	1	1
%V	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	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	38	38	24	5	30	21	8	35
%V	1.9%	2.0%	2.9%	2.4%	2.3%	4.3%	1.0%	1.9%
%H (All HH)		100.0%	63.2%	13.2%	78.9%	55.3%	21.1%	92.1%
%H (TV HH)			63.2%	13.2%	78.9%	55.3%	21.1%	

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

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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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Any DSAT provider	815	815	815	14	411	411	0	772
%V	40.5%	42.2%	100.0%	6.7%	31.2%	84.4%	0.0%	43.0%
%H (All HH)			100.0%	1.7%	50.4%	50.4%	0.0%	94.7%
%H (TV HH)			100.0%	1.7%	50.4%	50.4%	0.0%	
Sky with subscription	669	669	669	5	331	331	0	645
%V	33.3%	34.7%	82.1%	2.4%	25.2%	68.0%	0.0%	35.9%
%H (All HH)			100.0%	0.7%	49.5%	49.5%	0.0%	96.4%
%H (TV HH)			100.0%	0.7%	49.5%	49.5%	0.0%	
Sky without subscription	30	30	30	2	15	15	0	25
%V	1.5%	1.6%	3.7%	1.0%	1.1%	3.1%	0.0%	1.4%
%H (All HH)			100.0%	6.7%	50.0%	50.0%	0.0%	83.3%
%H (TV HH)			100.0%	6.7%	50.0%	50.0%	0.0%	
Freesat	101	101	101	4	58	58	0	88
%V	5.0%	5.2%	12.4%	1.9%	4.4%	11.9%	0.0%	4.9%
%H (All HH)			100.0%	4.0%	57.4%	57.4%	0.0%	87.1%
%H (TV HH)			100.0%	4.0%	57.4%	57.4%	0.0%	
Other satellite provider	50	50	50	3	27	27	0	48
%V	2.5%	2.6%	6.1%	1.4%	2.1%	5.5%	0.0%	2.7%
%H (All HH)			100.0%	6.0%	54.0%	54.0%	0.0%	96.0%
%H (TV HH)			100.0%	6.0%	54.0%	54.0%	0.0%	
DCAB	209	209	14	209	86	86	0	203
%V	10.4%	10.8%	1.7%	100.0%	6.5%	17.7%	0.0%	11.3%
%H (All HH)			6.7%	100.0%	41.1%	41.1%	0.0%	97.1%
%H (TV HH)			6.7%	100.0%	41.1%	41.1%	0.0%	
DTT	1316	1316	411	86	1316	487	829	1140
%V	65.4%	68.2%	50.4%	41.1%	100.0%	100.0%	100.0%	63.4%
%H (All HH)		100.0%	31.2%	6.5%	100.0%	37.0%	63.0%	86.6%
%H (TV HH)			31.2%	6.5%	100.0%	37.0%	63.0%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2011	1929	815	209	1316	487	829	1797
%H (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
PVR	1196	1196	742	196	714	447	267	1132
%V	59.5%	62.0%	91.0%	93.8%	54.3%	91.8%	32.2%	63.0%
%H (All HH)		100.0%	62.0%	16.4%	59.7%	37.4%	22.3%	94.6%
%H (TV HH)			62.0%	16.4%	59.7%	37.4%	22.3%	
DVDR	21	21	11	2	17	10	8	18
%V	1.0%	1.1%	1.3%	1.0%	1.3%	2.1%	1.0%	1.0%
%H (All HH)		100.0%	52.4%	9.5%	81.0%	47.6%	38.1%	85.7%
%H (TV HH)			52.4%	9.5%	81.0%	47.6%	38.1%	
VCR	19	19	10	2	18	10	8	14
%V	0.9%	1.0%	1.2%	1.0%	1.4%	2.1%	1.0%	0.8%
%H (All HH)		100.0%	52.6%	10.5%	94.7%	52.6%	42.1%	73.7%
%H (TV HH)			52.6%	10.5%	94.7%	52.6%	42.1%	
Any recorder	1209	1209	745	196	724	449	275	1140
%V	60.1%	62.7%	91.4%	93.8%	55.0%	92.2%	33.2%	63.4%
%H (All HH)		100.0%	61.6%	16.2%	59.9%	37.1%	22.7%	94.3%
%H (TV HH)			61.6%	16.2%	59.9%	37.1%	22.7%	
Receives HDTV (via STB or built-in reception)	1508	1508	729	190	1054	451	603	1395
%V	75.0%	78.2%	89.4%	90.9%	80.1%	92.6%	72.7%	77.6%
%H (All HH)		100.0%	48.3%	12.6%	69.9%	29.9%	40.0%	92.5%
%H (TV HH)			48.3%	12.6%	69.9%	29.9%	40.0%	
DVD/Blu-ray player or recorder	1263	1263	556	139	879	352	527	1163
%V	62.8%	65.5%	68.2%	66.5%	66.8%	72.3%	63.6%	64.7%
%H (All HH)		100.0%	44.0%	11.0%	69.6%	27.9%	41.7%	92.1%
%H (TV HH)			44.0%	11.0%	69.6%	27.9%	41.7%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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BBC East

Household level data

Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2011	1929	815	209	1316	487	829	1797
%V (All HH)		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%
%H (TV HH)			42.2%	10.8%	68.2%	25.2%	43.0%	
Has broadband internet	1797	1725	772	203	1140	463	677	1797
%V	89.4%	89.4%	94.7%	97.1%	86.6%	95.1%	81.7%	100.0%
%H (All HH)		96.0%	43.0%	11.3%	63.4%	25.8%	37.7%	100.0%
%H (TV HH)			44.8%	11.8%	66.1%	26.8%	39.2%	
Number of computers (PCs and laptops)								
0	300	283	77	15	213	36	177	99
%V	14.9%	14.7%	9.4%	7.2%	16.2%	7.4%	21.4%	5.5%
%H (All HH)		94.3%	25.7%	5.0%	71.0%	12.0%	59.0%	33.0%
%H (TV HH)			27.2%	5.3%	75.3%	12.7%	62.5%	
1	493	462	190	44	308	103	204	482
%V	24.5%	24.0%	23.3%	21.1%	23.4%	21.1%	24.6%	26.8%
%H (All HH)		93.7%	38.5%	8.9%	62.5%	20.9%	41.4%	97.8%
%H (TV HH)			41.1%	9.5%	66.7%	22.3%	44.2%	
2	490	476	204	56	336	135	201	488
%V	24.4%	24.7%	25.0%	26.8%	25.5%	27.7%	24.2%	27.2%
%H (All HH)		97.1%	41.6%	11.4%	68.6%	27.6%	41.0%	99.6%
%H (TV HH)			42.9%	11.8%	70.6%	28.4%	42.2%	
3	341	331	156	37	213	88	125	341
%V	17.0%	17.2%	19.1%	17.7%	16.2%	18.1%	15.1%	19.0%
%H (All HH)		97.1%	45.7%	10.9%	62.5%	25.8%	36.7%	100.0%
%H (TV HH)			47.1%	11.2%	64.4%	26.6%	37.8%	
4	183	178	93	19	115	56	59	183
%V	9.1%	9.2%	11.4%	9.1%	8.7%	11.5%	7.1%	10.2%
%H (All HH)		97.3%	50.8%	10.4%	62.8%	30.6%	32.2%	100.0%
%H (TV HH)			52.2%	10.7%	64.6%	31.5%	33.1%	
5+	204	200	95	37	132	69	63	203
%V	10.1%	10.4%	11.7%	17.7%	10.0%	14.2%	7.6%	11.3%
%H (All HH)		98.0%	46.6%	18.1%	64.7%	33.8%	30.9%	99.5%
%H (TV HH)			47.5%	18.5%	66.0%	34.5%	31.5%	

Base: BBC East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
BBC East
Set level data
Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1835	457	2813	1269	1544	3621
%H		46.6%	11.6%	71.4%	32.2%	39.2%	91.9%
Under 20"	362	156	34	304	140	164	319
%V	9.2%	8.5%	7.4%	10.8%	11.0%	10.6%	8.8%
%H		43.1%	9.4%	84.0%	38.7%	45.3%	88.1%
20" - 29"	721	309	73	569	244	326	638
%V	18.3%	16.8%	16.0%	20.2%	19.2%	21.1%	17.6%
%H		42.9%	10.1%	78.9%	33.8%	45.2%	88.5%
30" - 39"	1117	491	131	794	326	468	1000
%V	28.3%	26.8%	28.7%	28.2%	25.7%	30.3%	27.6%
%H		44.0%	11.7%	71.1%	29.2%	41.9%	89.5%
40" - 49"	1149	555	147	762	349	413	1100
%V	29.2%	30.2%	32.2%	27.1%	27.5%	26.7%	30.4%
%H		48.3%	12.8%	66.3%	30.4%	35.9%	95.7%
50" - 59"	451	256	54	274	155	119	439
%V	11.4%	14.0%	11.8%	9.7%	12.2%	7.7%	12.1%
%H		56.8%	12.0%	60.8%	34.4%	26.4%	97.3%
60"+	66	40	8	42	27	15	66
%V	1.7%	2.2%	1.8%	1.5%	2.1%	1.0%	1.8%
%H		60.6%	12.1%	63.6%	40.9%	22.7%	100.0%
Don't know	75	28	10	69	30	39	60
%V	1.9%	1.5%	2.2%	2.5%	2.4%	2.5%	1.7%
%H		37.3%	13.3%	92.0%	40.0%	52.0%	80.0%

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
Set level data
Table 4.12: Location of set
Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1835	457	2813	1269	1544	3621
%H		46.6%	11.6%	71.4%	32.2%	39.2%	91.9%
Main living room	1914	817	208	1307	488	819	1713
%V	48.6%	44.5%	45.5%	46.5%	38.5%	53.0%	47.3%
%H		42.7%	10.9%	68.3%	25.5%	42.8%	89.5%
Kitchen	260	122	28	223	114	110	235
%V	6.6%	6.6%	6.1%	7.9%	9.0%	7.1%	6.5%
%H		46.9%	10.8%	85.8%	43.8%	42.3%	90.4%
Adult's bedroom	1064	521	133	788	392	396	992
%V	27.0%	28.4%	29.1%	28.0%	30.9%	25.6%	27.4%
%H		49.0%	12.5%	74.1%	36.8%	37.2%	93.2%
Child's bedroom	232	127	38	132	77	54	230
%V	5.9%	6.9%	8.3%	4.7%	6.1%	3.5%	6.4%
%H		54.7%	16.4%	56.9%	33.2%	23.3%	99.1%
Other bedroom	111	65	9	90	56	34	107
%V	2.8%	3.5%	2.0%	3.2%	4.4%	2.2%	3.0%
%H		58.6%	8.1%	81.1%	50.5%	30.6%	96.4%
Second living/dining room	199	93	25	152	71	80	188
%V	5.0%	5.1%	5.5%	5.4%	5.6%	5.2%	5.2%
%H		46.7%	12.6%	76.4%	35.7%	40.2%	94.5%
Study/office	41	21	4	32	16	15	41
%V	1.0%	1.1%	0.9%	1.1%	1.3%	1.0%	1.1%
%H		51.2%	9.8%	78.0%	39.0%	36.6%	100.0%
TV room	24	14	1	16	6	10	24
%V	0.6%	0.8%	0.2%	0.6%	0.5%	0.6%	0.7%
%H		58.3%	4.2%	66.7%	25.0%	41.7%	100.0%
Conservatory	51	29	7	40	25	15	49
%V	1.3%	1.6%	1.5%	1.4%	2.0%	1.0%	1.4%
%H		56.9%	13.7%	78.4%	49.0%	29.4%	96.1%
Attic or loft room	3	1	0	2	0	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	41	25	6	31	23	8	38
%V	1.0%	1.4%	1.3%	1.1%	1.8%	0.5%	1.0%
%H		61.0%	14.6%	75.6%	56.1%	19.5%	92.7%

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 4.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3941	1835	457	2813	1269	1544	3621
%H		46.6%	11.6%	71.4%	32.2%	39.2%	91.9%
PVR	1741	1156	292	981	671	310	1667
%V	44.2%	63.0%	63.9%	34.9%	52.9%	20.1%	46.0%
%H		66.4%	16.8%	56.3%	38.5%	17.8%	95.7%
DVDR	24	13	2	20	11	9	20
%V	0.6%	0.7%	0.4%	0.7%	0.9%	0.6%	0.6%
%H		54.2%	8.3%	83.3%	45.8%	37.5%	83.3%
VCR	19	10	2	18	10	8	14
%V	0.5%	0.5%	0.4%	0.6%	0.8%	0.5%	0.4%
%H		52.6%	10.5%	94.7%	52.6%	42.1%	73.7%
Any recorder	1761	1163	293	998	678	321	1683
%V	44.7%	63.4%	64.1%	35.5%	53.4%	20.8%	46.5%
%H		66.0%	16.6%	56.7%	38.5%	18.2%	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	3941	1835	457	2813	1269	1544	3621
%H		46.6%	11.6%	71.4%	32.2%	39.2%	91.9%
Receives HDTV (via STB or built-in reception)	2466	1284	325	1750	869	882	2314
%V	62.6%	70.0%	71.1%	62.2%	68.5%	57.1%	63.9%
%H		52.1%	13.2%	71.0%	35.2%	35.8%	93.8%
DVD/Blu-ray player or recorder	1795	833	210	1255	560	695	1673
%V	45.5%	45.4%	46.0%	44.6%	44.1%	45.0%	46.2%
%H		46.4%	11.7%	69.9%	31.2%	38.7%	93.2%

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 4.15: 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	1927	815	209	1313	486	827	1724
%H		42.3%	10.8%	68.1%	25.2%	42.9%	89.5%
Under 20"	20	3	4	13	1	12	15
%V	1.0%	0.4%	1.9%	1.0%	0.2%	1.5%	0.9%
%H		15.0%	20.0%	65.0%	5.0%	60.0%	75.0%
20" - 29"	161	38	13	132	26	106	114
%V	8.4%	4.7%	6.2%	10.1%	5.3%	12.8%	6.6%
%H		23.6%	8.1%	82.0%	16.1%	65.8%	70.8%
30" - 39"	506	174	41	360	93	267	417
%V	26.3%	21.3%	19.6%	27.4%	19.1%	32.3%	24.2%
%H		34.4%	8.1%	71.1%	18.4%	52.8%	82.4%
40" - 49"	789	353	100	524	213	311	748
%V	40.9%	43.3%	47.8%	39.9%	43.8%	37.6%	43.4%
%H		44.7%	12.7%	66.4%	27.0%	39.4%	94.8%
50" - 59"	369	207	41	226	126	100	358
%V	19.1%	25.4%	19.6%	17.2%	25.9%	12.1%	20.8%
%H		56.1%	11.1%	61.2%	34.1%	27.1%	97.0%
60"+	51	32	5	30	18	13	50
%V	2.6%	3.9%	2.4%	2.3%	3.7%	1.6%	2.9%
%H		62.7%	9.8%	58.8%	35.3%	25.5%	98.0%
Don't know	31	8	6	28	10	19	22
%V	1.6%	1.0%	2.9%	2.1%	2.1%	2.3%	1.3%
%H		25.8%	19.4%	90.3%	32.3%	61.3%	71.0%

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

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	1927	815	209	1313	486	827	1724
%H		42.3%	10.8%	68.1%	25.2%	42.9%	89.5%
PVR	1170	731	193	691	436	255	1107
%V	60.7%	89.7%	92.3%	52.6%	89.7%	30.8%	64.2%
%H		62.5%	16.5%	59.1%	37.3%	21.8%	94.6%
DVDR	18	9	2	15	7	8	15
%V	0.9%	1.1%	1.0%	1.1%	1.4%	1.0%	0.9%
%H		50.0%	11.1%	83.3%	38.9%	44.4%	83.3%
VCR	12	6	1	12	6	6	10
%V	0.6%	0.7%	0.5%	0.9%	1.2%	0.7%	0.6%
%H		50.0%	8.3%	100.0%	50.0%	50.0%	83.3%
Any recorder	1182	734	194	700	438	262	1115
%V	61.3%	90.1%	92.8%	53.3%	90.1%	31.7%	64.7%
%H		62.1%	16.4%	59.2%	37.1%	22.2%	94.3%

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	1927	815	209	1313	486	827	1724
%H		42.3%	10.8%	68.1%	25.2%	42.9%	89.5%
Receives HDTV (via STB or built-in reception)	1475	718	186	1023	438	584	1365
%V	76.5%	88.1%	89.0%	77.9%	90.1%	70.6%	79.2%
%H		48.7%	12.6%	69.4%	29.7%	39.6%	92.5%
DVD/Blu-ray player or recorder	1099	479	116	766	296	469	1009
%V	57.0%	58.8%	55.5%	58.3%	60.9%	56.7%	58.5%
%H		43.6%	10.6%	69.7%	26.9%	42.7%	91.8%

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 4.18: 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	2014	1020	248	1500	783	717	1897
%H		50.6%	12.3%	74.5%	38.9%	35.6%	94.2%
Under 20"	342	153	30	290	139	152	304
%V	17.0%	15.0%	12.1%	19.3%	17.8%	21.2%	16.0%
%H		44.7%	8.8%	84.8%	40.6%	44.4%	88.9%
20" - 29"	560	271	60	438	218	220	524
%V	27.8%	26.6%	24.2%	29.2%	27.8%	30.7%	27.6%
%H		48.4%	10.7%	78.2%	38.9%	39.3%	93.6%
30" - 39"	611	316	90	434	233	201	582
%V	30.3%	31.0%	36.3%	28.9%	29.8%	28.0%	30.7%
%H		51.7%	14.7%	71.0%	38.1%	32.9%	95.3%
40" - 49"	360	202	47	238	136	103	352
%V	17.9%	19.8%	19.0%	15.9%	17.4%	14.4%	18.6%
%H		56.1%	13.1%	66.1%	37.8%	28.6%	97.8%
50" - 59"	82	49	13	48	29	19	81
%V	4.1%	4.8%	5.2%	3.2%	3.7%	2.6%	4.3%
%H		59.8%	15.9%	58.5%	35.4%	23.2%	98.8%
60"+	15	9	3	11	10	2	15
%V	0.7%	0.9%	1.2%	0.7%	1.3%	0.3%	0.8%
%H		60.0%	20.0%	73.3%	66.7%	13.3%	100.0%
Don't know	44	20	5	40	20	20	38
%V	2.2%	2.0%	2.0%	2.7%	2.6%	2.8%	2.0%
%H		45.5%	11.4%	90.9%	45.5%	45.5%	86.4%

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	2014	1020	248	1500	783	717	1897
%H		50.6%	12.3%	74.5%	38.9%	35.6%	94.2%
PVR	570	425	99	290	235	55	560
%V	28.3%	41.7%	39.9%	19.3%	30.0%	7.7%	29.5%
%H		74.6%	17.4%	50.9%	41.2%	9.6%	98.2%
DVDR	6	5	0	5	4	1	5
%V	0.3%	0.5%	0.0%	0.3%	0.5%	0.1%	0.3%
%H		83.3%	0.0%	83.3%	66.7%	16.7%	83.3%
VCR	7	4	0	6	4	2	5
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		57.1%	0.0%	85.7%	57.1%	28.6%	71.4%
Any recorder	579	430	99	298	240	58	568
%V	28.7%	42.2%	39.9%	19.9%	30.7%	8.1%	29.9%
%H		74.3%	17.1%	51.5%	41.5%	10.0%	98.1%

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	2014	1020	248	1500	783	717	1897
%H		50.6%	12.3%	74.5%	38.9%	35.6%	94.2%
Receives HDTV (via STB or built-in reception)	991	566	139	728	431	297	949
%V	49.2%	55.5%	56.0%	48.5%	55.0%	41.4%	50.0%
%H		57.1%	14.0%	73.5%	43.5%	30.0%	95.8%
DVD/Blu-ray player or recorder	696	354	94	490	264	226	664
%V	34.6%	34.7%	37.9%	32.7%	33.7%	31.5%	35.0%
%H		50.9%	13.5%	70.4%	37.9%	32.5%	95.4%

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	4771	4606	2103	571	2959	1236	1723	4492
%H		96.5%	44.1%	12.0%	62.0%	25.9%	36.1%	94.2%
Total Children	941	918	440	126	514	226	289	934
%V	19.7%	19.9%	20.9%	22.1%	17.4%	18.3%	16.8%	20.8%
%H		97.6%	46.8%	13.4%	54.6%	24.0%	30.7%	99.3%
0 - 3	229	218	103	21	113	40	73	226
%V	4.8%	4.7%	4.9%	3.7%	3.8%	3.2%	4.2%	5.0%
%H		95.2%	45.0%	9.2%	49.3%	17.5%	31.9%	98.7%
4 - 15	712	700	337	104	402	185	216	708
%V	14.9%	15.2%	16.0%	18.2%	13.6%	15.0%	12.5%	15.8%
%H		98.3%	47.3%	14.6%	56.5%	26.0%	30.3%	99.4%
4 - 9	368	358	175	51	195	88	107	367
%V	7.7%	7.8%	8.3%	8.9%	6.6%	7.1%	6.2%	8.2%
%H		97.3%	47.6%	13.9%	53.0%	23.9%	29.1%	99.7%
10 - 15	343	341	162	54	207	98	109	341
%V	7.2%	7.4%	7.7%	9.5%	7.0%	7.9%	6.3%	7.6%
%H		99.4%	47.2%	15.7%	60.3%	28.6%	31.8%	99.4%

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	4771	4606	2103	571	2959	1236	1723	4492
%H		96.5%	44.1%	12.0%	62.0%	25.9%	36.1%	94.2%
Total Adults (16+)	3830	3689	1663	445	2444	1010	1434	3558
%V	80.3%	80.1%	79.1%	77.9%	82.6%	81.7%	83.2%	79.2%
%H		96.3%	43.4%	11.6%	63.8%	26.4%	37.4%	92.9%
16 - 19	192	186	92	33	116	57	59	187
%V	4.0%	4.0%	4.4%	5.8%	3.9%	4.6%	3.4%	4.2%
%H		96.9%	47.9%	17.2%	60.4%	29.7%	30.7%	97.4%
20 - 24	251	219	90	33	134	62	72	250
%V	5.3%	4.8%	4.3%	5.8%	4.5%	5.0%	4.2%	5.6%
%H		87.3%	35.9%	13.1%	53.4%	24.7%	28.7%	99.6%
25 - 34	600	564	227	78	296	101	195	590
%V	12.6%	12.2%	10.8%	13.7%	10.0%	8.2%	11.3%	13.1%
%H		94.0%	37.8%	13.0%	49.3%	16.8%	32.5%	98.3%
35 - 44	588	558	276	66	318	135	184	580
%V	12.3%	12.1%	13.1%	11.6%	10.7%	10.9%	10.7%	12.9%
%H		94.9%	46.9%	11.2%	54.1%	23.0%	31.3%	98.6%
45 - 54	676	663	317	103	439	211	228	660
%V	14.2%	14.4%	15.1%	18.0%	14.8%	17.1%	13.2%	14.7%
%H		98.1%	46.9%	15.2%	64.9%	31.2%	33.7%	97.6%
55 - 64	606	593	307	55	408	184	224	584
%V	12.7%	12.9%	14.6%	9.6%	13.8%	14.9%	13.0%	13.0%
%H		97.9%	50.7%	9.1%	67.3%	30.4%	37.0%	96.4%
65+	918	906	355	77	733	261	472	706
%V	19.2%	19.7%	16.9%	13.5%	24.8%	21.1%	27.4%	15.7%
%H		98.7%	38.7%	8.4%	79.8%	28.4%	51.4%	76.9%

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 4.23: 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+)		3830	3689	1663	445	2444	1010	1434	3558
	%H		96.3%	43.4%	11.6%	63.8%	26.4%	37.4%	92.9%
AB		1015	982	442	107	696	291	406	995
	%V	26.5%	26.6%	26.6%	24.0%	28.5%	28.8%	28.3%	28.0%
	%H		96.7%	43.5%	10.5%	68.6%	28.7%	40.0%	98.0%
C1		1138	1096	500	151	734	325	410	1075
	%V	29.7%	29.7%	30.1%	33.9%	30.0%	32.2%	28.6%	30.2%
	%H		96.3%	43.9%	13.3%	64.5%	28.6%	36.0%	94.5%
C2		916	895	427	93	588	249	339	840
	%V	23.9%	24.3%	25.7%	20.9%	24.1%	24.7%	23.6%	23.6%
	%H		97.7%	46.6%	10.2%	64.2%	27.2%	37.0%	91.7%
D		565	532	225	82	290	110	180	514
	%V	14.8%	14.4%	13.5%	18.4%	11.9%	10.9%	12.6%	14.4%
	%H		94.2%	39.8%	14.5%	51.3%	19.5%	31.9%	91.0%
E		195	184	68	12	135	36	99	134
	%V	5.1%	5.0%	4.1%	2.7%	5.5%	3.6%	6.9%	3.8%
	%H		94.4%	34.9%	6.2%	69.2%	18.5%	50.8%	68.7%

Base: BBC East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC East

Individual level data

Table 4.24: Working Status (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3830	3689	1663	445	2444	1010	1434	3558
%H		96.3%	43.4%	11.6%	63.8%	26.4%	37.4%	92.9%
Working full time	1852	1781	829	238	1090	472	618	1817
%V	48.4%	48.3%	49.8%	53.5%	44.6%	46.7%	43.1%	51.1%
%H		96.2%	44.8%	12.9%	58.9%	25.5%	33.4%	98.1%
Working part time	450	437	208	52	285	127	158	443
%V	11.7%	11.8%	12.5%	11.7%	11.7%	12.6%	11.0%	12.5%
%H		97.1%	46.2%	11.6%	63.3%	28.2%	35.1%	98.4%
Not working	1528	1471	627	156	1069	411	658	1298
%V	39.9%	39.9%	37.7%	35.1%	43.7%	40.7%	45.9%	36.5%
%H		96.3%	41.0%	10.2%	70.0%	26.9%	43.1%	84.9%
Houseperson	2011	1929	815	209	1316	487	829	1797
%V	52.5%	52.3%	49.0%	47.0%	53.8%	48.2%	57.8%	50.5%
%H		95.9%	40.5%	10.4%	65.4%	24.2%	41.2%	89.4%

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 4.25: 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+)	1883	1802	839	225	1172	511	661	1761
%H		95.7%	44.6%	11.9%	62.2%	27.1%	35.1%	93.5%
16 - 19	103	102	46	21	58	27	31	99
%V	5.5%	5.7%	5.5%	9.3%	4.9%	5.3%	4.7%	5.6%
%H		99.0%	44.7%	20.4%	56.3%	26.2%	30.1%	96.1%
20 - 24	122	105	48	18	59	35	25	121
%V	6.5%	5.8%	5.7%	8.0%	5.0%	6.8%	3.8%	6.9%
%H		86.1%	39.3%	14.8%	48.4%	28.7%	20.5%	99.2%
25 - 34	299	277	111	37	148	51	97	295
%V	15.9%	15.4%	13.2%	16.4%	12.6%	10.0%	14.7%	16.8%
%H		92.6%	37.1%	12.4%	49.5%	17.1%	32.4%	98.7%
35 - 44	298	279	138	34	157	65	92	292
%V	15.8%	15.5%	16.4%	15.1%	13.4%	12.7%	13.9%	16.6%
%H		93.6%	46.3%	11.4%	52.7%	21.8%	30.9%	98.0%
45 - 54	324	316	150	52	208	100	108	316
%V	17.2%	17.5%	17.9%	23.1%	17.7%	19.6%	16.3%	17.9%
%H		97.5%	46.3%	16.0%	64.2%	30.9%	33.3%	97.5%
55 - 64	306	299	161	25	204	94	111	292
%V	16.3%	16.6%	19.2%	11.1%	17.4%	18.4%	16.8%	16.6%
%H		97.7%	52.6%	8.2%	66.7%	30.7%	36.3%	95.4%
65+	432	424	187	37	337	139	198	347
%V	22.9%	23.5%	22.3%	16.4%	28.8%	27.2%	30.0%	19.7%
%H		98.1%	43.3%	8.6%	78.0%	32.2%	45.8%	80.3%

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 4.26: 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+)	1883	1802	839	225	1172	511	661	1761
%H		95.7%	44.6%	11.9%	62.2%	27.1%	35.1%	93.5%
AB	516	496	231	53	351	152	199	508
%V	27.4%	27.5%	27.5%	23.6%	29.9%	29.7%	30.1%	28.8%
%H		96.1%	44.8%	10.3%	68.0%	29.5%	38.6%	98.4%
C1	522	502	241	76	325	158	167	498
%V	27.7%	27.9%	28.7%	33.8%	27.7%	30.9%	25.3%	28.3%
%H		96.2%	46.2%	14.6%	62.3%	30.3%	32.0%	95.4%
C2	484	469	224	50	306	130	175	440
%V	25.7%	26.0%	26.7%	22.2%	26.1%	25.4%	26.5%	25.0%
%H		96.9%	46.3%	10.3%	63.2%	26.9%	36.2%	90.9%
D	270	253	108	42	133	54	80	250
%V	14.3%	14.0%	12.9%	18.7%	11.3%	10.6%	12.1%	14.2%
%H		93.7%	40.0%	15.6%	49.3%	20.0%	29.6%	92.6%
E	90	82	35	4	57	18	40	65
%V	4.8%	4.6%	4.2%	1.8%	4.9%	3.5%	6.1%	3.7%
%H		91.1%	38.9%	4.4%	63.3%	20.0%	44.4%	72.2%

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+)	1883	1802	839	225	1172	511	661	1761
%H		95.7%	44.6%	11.9%	62.2%	27.1%	35.1%	93.5%
Working full time	1130	1080	509	149	662	297	365	1106
%V	60.0%	59.9%	60.7%	66.2%	56.5%	58.1%	55.2%	62.8%
%H		95.6%	45.0%	13.2%	58.6%	26.3%	32.3%	97.9%
Working part time	96	93	42	11	59	26	33	93
%V	5.1%	5.2%	5.0%	4.9%	5.0%	5.1%	5.0%	5.3%
%H		96.9%	43.8%	11.5%	61.5%	27.1%	34.4%	96.9%
Not working	656	630	288	65	451	188	263	562
%V	34.8%	35.0%	34.3%	28.9%	38.5%	36.8%	39.8%	31.9%
%H		96.0%	43.9%	9.9%	68.8%	28.7%	40.1%	85.7%
Houseperson	415	377	156	38	263	92	171	341
%V	22.0%	20.9%	18.6%	16.9%	22.4%	18.0%	25.9%	19.4%
%H		90.8%	37.6%	9.2%	63.4%	22.2%	41.2%	82.2%

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+)	1947	1887	824	220	1272	499	773	1797
%H		96.9%	42.3%	11.3%	65.3%	25.6%	39.7%	92.3%
16 - 19	89	84	46	12	58	30	28	88
%V	4.6%	4.5%	5.6%	5.5%	4.6%	6.0%	3.6%	4.9%
%H		94.4%	51.7%	13.5%	65.2%	33.7%	31.5%	98.9%
20 - 24	129	114	42	15	75	27	48	128
%V	6.6%	6.0%	5.1%	6.8%	5.9%	5.4%	6.2%	7.1%
%H		88.4%	32.6%	11.6%	58.1%	20.9%	37.2%	99.2%
25 - 34	301	288	116	41	148	50	98	296
%V	15.5%	15.3%	14.1%	18.6%	11.6%	10.0%	12.7%	16.5%
%H		95.7%	38.5%	13.6%	49.2%	16.6%	32.6%	98.3%
35 - 44	291	279	138	32	161	69	92	288
%V	14.9%	14.8%	16.7%	14.5%	12.7%	13.8%	11.9%	16.0%
%H		95.9%	47.4%	11.0%	55.3%	23.7%	31.6%	99.0%
45 - 54	352	346	167	52	231	111	120	344
%V	18.1%	18.3%	20.3%	23.6%	18.2%	22.2%	15.5%	19.1%
%H		98.3%	47.4%	14.8%	65.6%	31.5%	34.1%	97.7%
55 - 64	300	294	146	30	204	90	113	292
%V	15.4%	15.6%	17.7%	13.6%	16.0%	18.0%	14.6%	16.2%
%H		98.0%	48.7%	10.0%	68.0%	30.0%	37.7%	97.3%
65+	486	483	168	39	397	122	275	360
%V	25.0%	25.6%	20.4%	17.7%	31.2%	24.4%	35.6%	20.0%
%H		99.4%	34.6%	8.0%	81.7%	25.1%	56.6%	74.1%

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 4.29: 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+)	1947	1887	824	220	1272	499	773	1797
%H		96.9%	42.3%	11.3%	65.3%	25.6%	39.7%	92.3%
AB	499	485	211	54	346	139	207	487
%V	25.6%	25.7%	25.6%	24.5%	27.2%	27.9%	26.8%	27.1%
%H		97.2%	42.3%	10.8%	69.3%	27.9%	41.5%	97.6%
C1	616	594	259	75	409	167	242	578
%V	31.6%	31.5%	31.4%	34.1%	32.2%	33.5%	31.3%	32.2%
%H		96.4%	42.0%	12.2%	66.4%	27.1%	39.3%	93.8%
C2	432	426	203	43	283	119	164	400
%V	22.2%	22.6%	24.6%	19.5%	22.2%	23.8%	21.2%	22.3%
%H		98.6%	47.0%	10.0%	65.5%	27.5%	38.0%	92.6%
D	295	279	117	41	157	56	100	264
%V	15.2%	14.8%	14.2%	18.6%	12.3%	11.2%	12.9%	14.7%
%H		94.6%	39.7%	13.9%	53.2%	19.0%	33.9%	89.5%
E	105	102	33	7	78	18	59	68
%V	5.4%	5.4%	4.0%	3.2%	6.1%	3.6%	7.6%	3.8%
%H		97.1%	31.4%	6.7%	74.3%	17.1%	56.2%	64.8%

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+)	1947	1887	824	220	1272	499	773	1797
%H		96.9%	42.3%	11.3%	65.3%	25.6%	39.7%	92.3%
Working full time	722	701	320	89	428	176	252	711
%V	37.1%	37.1%	38.8%	40.5%	33.6%	35.3%	32.6%	39.6%
%H		97.1%	44.3%	12.3%	59.3%	24.4%	34.9%	98.5%
Working part time	354	345	166	41	226	101	125	350
%V	18.2%	18.3%	20.1%	18.6%	17.8%	20.2%	16.2%	19.5%
%H		97.5%	46.9%	11.6%	63.8%	28.5%	35.3%	98.9%
Not working	872	841	338	91	618	223	395	736
%V	44.8%	44.6%	41.0%	41.4%	48.6%	44.7%	51.1%	41.0%
%H		96.4%	38.8%	10.4%	70.9%	25.6%	45.3%	84.4%
Houseperson	1596	1552	659	171	1053	395	659	1456
%V	82.0%	82.2%	80.0%	77.7%	82.8%	79.2%	85.3%	81.0%
%H		97.2%	41.3%	10.7%	66.0%	24.7%	41.3%	91.2%

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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
AB	305	294	96	37	206	60	146	299
%V	28.5%	29.1%	29.7%	25.9%	30.8%	33.3%	30.0%	31.3%
%H (All HH)		96.4%	31.5%	12.1%	67.5%	19.7%	47.9%	98.0%
%H (TV HH)			32.7%	12.6%	70.1%	20.4%	49.7%	
C1	350	329	102	51	210	56	154	319
%V	32.7%	32.5%	31.6%	35.7%	31.4%	31.1%	31.6%	33.4%
%H (All HH)		94.0%	29.1%	14.6%	60.0%	16.0%	44.0%	91.1%
%H (TV HH)			31.0%	15.5%	63.8%	17.0%	46.8%	
C2	216	206	70	31	135	40	95	191
%V	20.2%	20.4%	21.7%	21.7%	20.2%	22.2%	19.5%	20.0%
%H (All HH)		95.4%	32.4%	14.4%	62.5%	18.5%	44.0%	88.4%
%H (TV HH)			34.0%	15.0%	65.5%	19.4%	46.1%	
D	137	125	38	17	79	17	62	102
%V	12.8%	12.4%	11.8%	11.9%	11.8%	9.4%	12.7%	10.7%
%H (All HH)		91.2%	27.7%	12.4%	57.7%	12.4%	45.3%	74.5%
%H (TV HH)			30.4%	13.6%	63.2%	13.6%	49.6%	
E	62	58	16	6	37	7	30	43
%V	5.8%	5.7%	5.0%	4.2%	5.5%	3.9%	6.2%	4.5%
%H (All HH)		93.5%	25.8%	9.7%	59.7%	11.3%	48.4%	69.4%
%H (TV HH)			27.6%	10.3%	63.8%	12.1%	51.7%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Under 25	41	30	7	2	17	3	13	39
%V	3.8%	3.0%	2.2%	1.4%	2.5%	1.7%	2.7%	4.1%
%H (All HH)		73.2%	17.1%	4.9%	41.5%	7.3%	31.7%	95.1%
%H (TV HH)			23.3%	6.7%	56.7%	10.0%	43.3%	
25 - 34	153	136	38	21	69	18	52	146
%V	14.3%	13.4%	11.8%	14.7%	10.3%	10.0%	10.7%	15.3%
%H (All HH)		88.9%	24.8%	13.7%	45.1%	11.8%	34.0%	95.4%
%H (TV HH)			27.9%	15.4%	50.7%	13.2%	38.2%	
35 - 44	155	145	54	21	79	21	58	150
%V	14.5%	14.3%	16.7%	14.7%	11.8%	11.7%	11.9%	15.7%
%H (All HH)		93.5%	34.8%	13.5%	51.0%	13.5%	37.4%	96.8%
%H (TV HH)			37.2%	14.5%	54.5%	14.5%	40.0%	
45 - 54	206	200	74	31	131	45	86	200
%V	19.3%	19.8%	22.9%	21.7%	19.6%	25.0%	17.7%	20.9%
%H (All HH)		97.1%	35.9%	15.0%	63.6%	21.8%	41.7%	97.1%
%H (TV HH)			37.0%	15.5%	65.5%	22.5%	43.0%	
55 - 64	201	196	63	31	133	38	95	189
%V	18.8%	19.4%	19.5%	21.7%	19.9%	21.1%	19.5%	19.8%
%H (All HH)		97.5%	31.3%	15.4%	66.2%	18.9%	47.3%	94.0%
%H (TV HH)			32.1%	15.8%	67.9%	19.4%	48.5%	
65 +	313	305	87	36	239	56	183	231
%V	29.3%	30.1%	26.9%	25.2%	35.8%	31.1%	37.6%	24.2%
%H (All HH)		97.4%	27.8%	11.5%	76.4%	17.9%	58.5%	73.8%
%H (TV HH)			28.5%	11.8%	78.4%	18.4%	60.0%	

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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
1	328	299	65	32	217	35	182	246
%V	30.7%	29.5%	20.1%	22.4%	32.5%	19.4%	37.4%	25.8%
%H (All HH)		91.2%	19.8%	9.8%	66.2%	10.7%	55.5%	75.0%
%H (TV HH)			21.7%	10.7%	72.6%	11.7%	60.9%	
2	380	369	121	53	243	66	177	355
%V	35.5%	36.5%	37.5%	37.1%	36.4%	36.7%	36.3%	37.2%
%H (All HH)		97.1%	31.8%	13.9%	63.9%	17.4%	46.6%	93.4%
%H (TV HH)			32.8%	14.4%	65.9%	17.9%	48.0%	
3	166	159	60	26	103	39	64	161
%V	15.5%	15.7%	18.6%	18.2%	15.4%	21.7%	13.1%	16.9%
%H (All HH)		95.8%	36.1%	15.7%	62.0%	23.5%	38.6%	97.0%
%H (TV HH)			37.7%	16.4%	64.8%	24.5%	40.3%	
4	142	135	55	24	76	29	46	141
%V	13.3%	13.3%	17.0%	16.8%	11.4%	16.1%	9.4%	14.8%
%H (All HH)		95.1%	38.7%	16.9%	53.5%	20.4%	32.4%	99.3%
%H (TV HH)			40.7%	17.8%	56.3%	21.5%	34.1%	
5+	53	50	22	7	28	11	17	53
%V	5.0%	4.9%	6.8%	4.9%	4.2%	6.1%	3.5%	5.5%
%H (All HH)		94.3%	41.5%	13.2%	52.8%	20.8%	32.1%	100.0%
%H (TV HH)			44.0%	14.0%	56.0%	22.0%	34.0%	
Average HH size	2.29	2.30	2.56	2.46	2.20	2.56	2.07	2.39

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Without	815	771	235	110	531	142	390	705
%V	76.2%	76.2%	72.8%	76.9%	79.5%	78.9%	80.1%	73.8%
%H (All HH)		94.6%	28.8%	13.5%	65.2%	17.4%	47.9%	86.5%
%H (TV HH)			30.5%	14.3%	68.9%	18.4%	50.6%	
With	255	241	88	33	136	39	98	250
%V	23.8%	23.8%	27.2%	23.1%	20.4%	21.7%	20.1%	26.2%
%H (All HH)		94.5%	34.5%	12.9%	53.3%	15.3%	38.4%	98.0%
%H (TV HH)			36.5%	13.7%	56.4%	16.2%	40.7%	
0 - 3	87	81	24	12	48	13	36	85
%V	8.1%	8.0%	7.4%	8.4%	7.2%	7.2%	7.4%	8.9%
%H (All HH)		93.1%	27.6%	13.8%	55.2%	14.9%	41.4%	97.7%
%H (TV HH)			29.6%	14.8%	59.3%	16.0%	44.4%	
4 - 9	132	127	45	16	72	17	55	130
%V	12.3%	12.5%	13.9%	11.2%	10.8%	9.4%	11.3%	13.6%
%H (All HH)		96.2%	34.1%	12.1%	54.5%	12.9%	41.7%	98.5%
%H (TV HH)			35.4%	12.6%	56.7%	13.4%	43.3%	
10 - 15	118	111	47	17	62	20	41	116
%V	11.0%	11.0%	14.6%	11.9%	9.3%	11.1%	8.4%	12.1%
%H (All HH)		94.1%	39.8%	14.4%	52.5%	16.9%	34.7%	98.3%
%H (TV HH)			42.3%	15.3%	55.9%	18.0%	36.9%	

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 5.5: 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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
1	448	448	98	57	274	26	248	383
%V	41.9%	44.3%	30.3%	39.9%	41.0%	14.4%	50.9%	40.1%
%H (All HH)		100.0%	21.9%	12.7%	61.2%	5.8%	55.4%	85.5%
%H (TV HH)			21.9%	12.7%	61.2%	5.8%	55.4%	
2	337	337	124	53	219	72	148	307
%V	31.5%	33.3%	38.4%	37.1%	32.8%	40.0%	30.4%	32.1%
%H (All HH)		100.0%	36.8%	15.7%	65.0%	21.4%	43.9%	91.1%
%H (TV HH)			36.8%	15.7%	65.0%	21.4%	43.9%	
3	142	142	56	21	108	44	64	135
%V	13.3%	14.0%	17.3%	14.7%	16.2%	24.4%	13.1%	14.1%
%H (All HH)		100.0%	39.4%	14.8%	76.1%	31.0%	45.1%	95.1%
%H (TV HH)			39.4%	14.8%	76.1%	31.0%	45.1%	
4	59	59	29	9	47	26	21	59
%V	5.5%	5.8%	9.0%	6.3%	7.0%	14.4%	4.3%	6.2%
%H (All HH)		100.0%	49.2%	15.3%	79.7%	44.1%	35.6%	100.0%
%H (TV HH)			49.2%	15.3%	79.7%	44.1%	35.6%	
5+	26	26	15	5	19	13	6	26
%V	2.4%	2.6%	4.6%	3.5%	2.8%	7.2%	1.2%	2.7%
%H (All HH)		100.0%	57.7%	19.2%	73.1%	50.0%	23.1%	100.0%
%H (TV HH)			57.7%	19.2%	73.1%	50.0%	23.1%	

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 5.6: 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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Under 20"	73	73	26	5	61	19	42	61
%V	6.8%	7.2%	8.0%	3.5%	9.1%	10.6%	8.6%	6.4%
%H (All HH)		100.0%	35.6%	6.8%	83.6%	26.0%	57.5%	83.6%
%H (TV HH)			35.6%	6.8%	83.6%	26.0%	57.5%	
20" - 29"	246	246	81	37	190	64	126	219
%V	23.0%	24.3%	25.1%	25.9%	28.4%	35.6%	25.9%	22.9%
%H (All HH)		100.0%	32.9%	15.0%	77.2%	26.0%	51.2%	89.0%
%H (TV HH)			32.9%	15.0%	77.2%	26.0%	51.2%	
30" - 39"	451	451	137	61	315	83	233	403
%V	42.1%	44.6%	42.4%	42.7%	47.2%	46.1%	47.8%	42.2%
%H (All HH)		100.0%	30.4%	13.5%	69.8%	18.4%	51.7%	89.4%
%H (TV HH)			30.4%	13.5%	69.8%	18.4%	51.7%	
40" - 49"	445	445	179	67	282	101	181	419
%V	41.6%	44.0%	55.4%	46.9%	42.2%	56.1%	37.2%	43.9%
%H (All HH)		100.0%	40.2%	15.1%	63.4%	22.7%	40.7%	94.2%
%H (TV HH)			40.2%	15.1%	63.4%	22.7%	40.7%	
50" - 59"	170	170	73	30	94	39	55	167
%V	15.9%	16.8%	22.6%	21.0%	14.1%	21.7%	11.3%	17.5%
%H (All HH)		100.0%	42.9%	17.6%	55.3%	22.9%	32.4%	98.2%
%H (TV HH)			42.9%	17.6%	55.3%	22.9%	32.4%	
60"+	20	20	10	4	11	8	4	20
%V	1.9%	2.0%	3.1%	2.8%	1.6%	4.4%	0.8%	2.1%
%H (All HH)		100.0%	50.0%	20.0%	55.0%	40.0%	20.0%	100.0%
%H (TV HH)			50.0%	20.0%	55.0%	40.0%	20.0%	

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 5.7: 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	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Main living room	1004	1004	322	143	663	180	483	904
%V	93.8%	99.2%	99.7%	100.0%	99.3%	100.0%	99.2%	94.7%
%H (All HH)		100.0%	32.1%	14.2%	66.0%	17.9%	48.1%	90.0%
%H (TV HH)			32.1%	14.2%	66.0%	17.9%	48.1%	
Kitchen	113	113	49	12	99	46	53	103
%V	10.6%	11.2%	15.2%	8.4%	14.8%	25.6%	10.9%	10.8%
%H (All HH)		100.0%	43.4%	10.6%	87.6%	40.7%	46.9%	91.2%
%H (TV HH)			43.4%	10.6%	87.6%	40.7%	46.9%	
Adult's bedroom	422	422	175	69	290	123	167	398
%V	39.4%	41.7%	54.2%	48.3%	43.4%	68.3%	34.3%	41.7%
%H (All HH)		100.0%	41.5%	16.4%	68.7%	29.1%	39.6%	94.3%
%H (TV HH)			41.5%	16.4%	68.7%	29.1%	39.6%	
Child's bedroom	65	65	30	10	40	17	22	64
%V	6.1%	6.4%	9.3%	7.0%	6.0%	9.4%	4.5%	6.7%
%H (All HH)		100.0%	46.2%	15.4%	61.5%	26.2%	33.8%	98.5%
%H (TV HH)			46.2%	15.4%	61.5%	26.2%	33.8%	
Other bedroom	56	56	22	8	46	20	25	54
%V	5.2%	5.5%	6.8%	5.6%	6.9%	11.1%	5.1%	5.7%
%H (All HH)		100.0%	39.3%	14.3%	82.1%	35.7%	44.6%	96.4%
%H (TV HH)			39.3%	14.3%	82.1%	35.7%	44.6%	
Second living/dining room	100	100	37	13	73	25	48	95
%V	9.3%	9.9%	11.5%	9.1%	10.9%	13.9%	9.9%	9.9%
%H (All HH)		100.0%	37.0%	13.0%	73.0%	25.0%	48.0%	95.0%
%H (TV HH)			37.0%	13.0%	73.0%	25.0%	48.0%	
Study/office	14	14	8	1	10	5	5	14
%V	1.3%	1.4%	2.5%	0.7%	1.5%	2.8%	1.0%	1.5%
%H (All HH)		100.0%	57.1%	7.1%	71.4%	35.7%	35.7%	100.0%
%H (TV HH)			57.1%	7.1%	71.4%	35.7%	35.7%	
TV room	4	4	2	0	3	1	2	3
%V	0.4%	0.4%	0.6%	0.0%	0.4%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Conservatory	22	22	10	3	19	9	10	21
%V	2.1%	2.2%	3.1%	2.1%	2.8%	5.0%	2.1%	2.2%
%H (All HH)		100.0%	45.5%	13.6%	86.4%	40.9%	45.5%	95.5%
%H (TV HH)			45.5%	13.6%	86.4%	40.9%	45.5%	
Attic or loft room	3	3	1	0	2	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.6%	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%	0.1%	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	5	2	6	5	1	7
%V	0.7%	0.7%	1.5%	1.4%	0.9%	2.8%	0.2%	0.7%
%H (All HH)		100.0%	71.4%	28.6%	85.7%	71.4%	14.3%	100.0%
%H (TV HH)			71.4%	28.6%	85.7%	71.4%	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

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Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Any DSAT provider	323	323	323	3	122	122	0	305
%V	30.2%	31.9%	100.0%	2.1%	18.3%	67.8%	0.0%	31.9%
%H (All HH)			100.0%	0.9%	37.8%	37.8%	0.0%	94.4%
%H (TV HH)			100.0%	0.9%	37.8%	37.8%	0.0%	
Sky with subscription	261	261	261	1	96	96	0	246
%V	24.4%	25.8%	80.8%	0.7%	14.4%	53.3%	0.0%	25.8%
%H (All HH)			100.0%	0.4%	36.8%	36.8%	0.0%	94.3%
%H (TV HH)			100.0%	0.4%	36.8%	36.8%	0.0%	
Sky without subscription	12	12	12	0	6	6	0	11
%V	1.1%	1.2%	3.7%	0.0%	0.9%	3.3%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	42	42	42	2	18	18	0	40
%V	3.9%	4.2%	13.0%	1.4%	2.7%	10.0%	0.0%	4.2%
%H (All HH)			100.0%	4.8%	42.9%	42.9%	0.0%	95.2%
%H (TV HH)			100.0%	4.8%	42.9%	42.9%	0.0%	
Other satellite provider	13	13	13	1	5	5	0	13
%V	1.2%	1.3%	4.0%	0.7%	0.7%	2.8%	0.0%	1.4%
%H (All HH)			100.0%	7.7%	38.5%	38.5%	0.0%	100.0%
%H (TV HH)			100.0%	7.7%	38.5%	38.5%	0.0%	
DCAB	143	143	3	143	62	62	0	139
%V	13.4%	14.1%	0.9%	100.0%	9.3%	34.4%	0.0%	14.6%
%H (All HH)			2.1%	100.0%	43.4%	43.4%	0.0%	97.2%
%H (TV HH)			2.1%	100.0%	43.4%	43.4%	0.0%	
DTT	668	668	122	62	668	180	487	586
%V	62.4%	66.0%	37.8%	43.4%	100.0%	100.0%	100.0%	61.4%
%H (All HH)		100.0%	18.3%	9.3%	100.0%	26.9%	72.9%	87.7%
%H (TV HH)			18.3%	9.3%	100.0%	26.9%	72.9%	

Base: BBC West - Households (000s)

%V = percentage of vertical total

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

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

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Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1070	1012	323	143	668	180	487	955
%H (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
PVR	637	637	297	141	370	170	200	602
%V	59.5%	62.9%	92.0%	98.6%	55.4%	94.4%	41.1%	63.0%
%H (All HH)		100.0%	46.6%	22.1%	58.1%	26.7%	31.4%	94.5%
%H (TV HH)			46.6%	22.1%	58.1%	26.7%	31.4%	
DVDR	10	10	4	1	9	2	7	10
%V	0.9%	1.0%	1.2%	0.7%	1.3%	1.1%	1.4%	1.0%
%H (All HH)		100.0%	40.0%	10.0%	90.0%	20.0%	70.0%	100.0%
%H (TV HH)			40.0%	10.0%	90.0%	20.0%	70.0%	
VCR	2	2	1	0	2	1	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.6%	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%	
Any recorder	647	647	300	141	380	171	208	612
%V	60.5%	63.9%	92.9%	98.6%	56.9%	95.0%	42.7%	64.1%
%H (All HH)		100.0%	46.4%	21.8%	58.7%	26.4%	32.1%	94.6%
%H (TV HH)			46.4%	21.8%	58.7%	26.4%	32.1%	
Receives HDTV (via STB or built-in reception)	744	744	290	125	494	163	331	701
%V	69.5%	73.5%	89.8%	87.4%	74.0%	90.6%	68.0%	73.4%
%H (All HH)		100.0%	39.0%	16.8%	66.4%	21.9%	44.5%	94.2%
%H (TV HH)			39.0%	16.8%	66.4%	21.9%	44.5%	
DVD/Blu-ray player or recorder	666	666	221	101	457	143	315	626
%V	62.2%	65.8%	68.4%	70.6%	68.4%	79.4%	64.7%	65.5%
%H (All HH)		100.0%	33.2%	15.2%	68.6%	21.5%	47.3%	94.0%
%H (TV HH)			33.2%	15.2%	68.6%	21.5%	47.3%	

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

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Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1070	1012	323	143	668	180	487	955
%V (All HH)		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%
%H (TV HH)			31.9%	14.1%	66.0%	17.8%	48.1%	
Has broadband internet	955	910	305	139	586	175	411	955
%V	89.3%	89.9%	94.4%	97.2%	87.7%	97.2%	84.4%	100.0%
%H (All HH)		95.3%	31.9%	14.6%	61.4%	18.3%	43.0%	100.0%
%H (TV HH)			33.5%	15.3%	64.4%	19.2%	45.2%	
Number of computers (PCs and laptops)								
0	162	147	32	10	108	10	97	51
%V	15.1%	14.5%	9.9%	7.0%	16.2%	5.6%	19.9%	5.3%
%H (All HH)		90.7%	19.8%	6.2%	66.7%	6.2%	59.9%	31.5%
%H (TV HH)			21.8%	6.8%	73.5%	6.8%	66.0%	
1	267	249	71	37	159	39	120	263
%V	25.0%	24.6%	22.0%	25.9%	23.8%	21.7%	24.6%	27.5%
%H (All HH)		93.3%	26.6%	13.9%	59.6%	14.6%	44.9%	98.5%
%H (TV HH)			28.5%	14.9%	63.9%	15.7%	48.2%	
2	273	260	86	38	172	47	125	272
%V	25.5%	25.7%	26.6%	26.6%	25.7%	26.1%	25.7%	28.5%
%H (All HH)		95.2%	31.5%	13.9%	63.0%	17.2%	45.8%	99.6%
%H (TV HH)			33.1%	14.6%	66.2%	18.1%	48.1%	
3	146	141	54	20	90	29	61	146
%V	13.6%	13.9%	16.7%	14.0%	13.5%	16.1%	12.5%	15.3%
%H (All HH)		96.6%	37.0%	13.7%	61.6%	19.9%	41.8%	100.0%
%H (TV HH)			38.3%	14.2%	63.8%	20.6%	43.3%	
4	121	118	42	20	77	29	48	121
%V	11.3%	11.7%	13.0%	14.0%	11.5%	16.1%	9.9%	12.7%
%H (All HH)		97.5%	34.7%	16.5%	63.6%	24.0%	39.7%	100.0%
%H (TV HH)			35.6%	16.9%	65.3%	24.6%	40.7%	
5+	101	97	39	17	62	26	36	101
%V	9.4%	9.6%	12.1%	11.9%	9.3%	14.4%	7.4%	10.6%
%H (All HH)		96.0%	38.6%	16.8%	61.4%	25.7%	35.6%	100.0%
%H (TV HH)			40.2%	17.5%	63.9%	26.8%	37.1%	

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

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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	1934	716	283	1337	479	858	1788
%H		37.0%	14.6%	69.1%	24.8%	44.4%	92.5%
Under 20"	91	31	5	77	23	54	78
%V	4.7%	4.3%	1.8%	5.8%	4.8%	6.3%	4.4%
%H		34.1%	5.5%	84.6%	25.3%	59.3%	85.7%
20" - 29"	304	104	46	237	87	151	275
%V	15.7%	14.5%	16.3%	17.7%	18.2%	17.6%	15.4%
%H		34.2%	15.1%	78.0%	28.6%	49.7%	90.5%
30" - 39"	554	175	78	388	113	274	504
%V	28.6%	24.4%	27.6%	29.0%	23.6%	31.9%	28.2%
%H		31.6%	14.1%	70.0%	20.4%	49.5%	91.0%
40" - 49"	531	222	81	333	126	206	501
%V	27.5%	31.0%	28.6%	24.9%	26.3%	24.0%	28.0%
%H		41.8%	15.3%	62.7%	23.7%	38.8%	94.4%
50" - 59"	190	84	32	105	45	60	187
%V	9.8%	11.7%	11.3%	7.9%	9.4%	7.0%	10.5%
%H		44.2%	16.8%	55.3%	23.7%	31.6%	98.4%
60"+	20	10	4	11	8	4	20
%V	1.0%	1.4%	1.4%	0.8%	1.7%	0.5%	1.1%
%H		50.0%	20.0%	55.0%	40.0%	20.0%	100.0%
Don't know	244	89	37	186	77	109	224
%V	12.6%	12.4%	13.1%	13.9%	16.1%	12.7%	12.5%
%H		36.5%	15.2%	76.2%	31.6%	44.7%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 5.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1934	716	283	1337	479	858	1788
%H		37.0%	14.6%	69.1%	24.8%	44.4%	92.5%
Main living room	1009	324	143	665	182	483	908
%V	52.2%	45.3%	50.5%	49.7%	38.0%	56.3%	50.8%
%H		32.1%	14.2%	65.9%	18.0%	47.9%	90.0%
Kitchen	113	49	12	99	46	53	103
%V	5.8%	6.8%	4.2%	7.4%	9.6%	6.2%	5.8%
%H		43.4%	10.6%	87.6%	40.7%	46.9%	91.2%
Adult's bedroom	503	214	83	346	152	194	478
%V	26.0%	29.9%	29.3%	25.9%	31.7%	22.6%	26.7%
%H		42.5%	16.5%	68.8%	30.2%	38.6%	95.0%
Child's bedroom	86	37	16	55	26	29	85
%V	4.4%	5.2%	5.7%	4.1%	5.4%	3.4%	4.8%
%H		43.0%	18.6%	64.0%	30.2%	33.7%	98.8%
Other bedroom	67	29	10	55	26	28	65
%V	3.5%	4.1%	3.5%	4.1%	5.4%	3.3%	3.6%
%H		43.3%	14.9%	82.1%	38.8%	41.8%	97.0%
Second living/dining room	102	38	13	75	25	50	97
%V	5.3%	5.3%	4.6%	5.6%	5.2%	5.8%	5.4%
%H		37.3%	12.7%	73.5%	24.5%	49.0%	95.1%
Study/office	14	8	1	10	6	5	14
%V	0.7%	1.1%	0.4%	0.7%	1.3%	0.6%	0.8%
%H		57.1%	7.1%	71.4%	42.9%	35.7%	100.0%
TV room	4	2	0	3	1	2	3
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Conservatory	22	10	3	19	9	10	21
%V	1.1%	1.4%	1.1%	1.4%	1.9%	1.2%	1.2%
%H		45.5%	13.6%	86.4%	40.9%	45.5%	95.5%
Attic or loft room	3	1	0	2	1	2	3
%V	0.2%	0.1%	0.0%	0.1%	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	8	5	2	7	5	2	8
%V	0.4%	0.7%	0.7%	0.5%	1.0%	0.2%	0.4%
%H		62.5%	25.0%	87.5%	62.5%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	1934	716	283	1337	479	858	1788
%H		37.0%	14.6%	69.1%	24.8%	44.4%	92.5%
PVR	863	456	187	450	227	224	824
%V	44.6%	63.7%	66.1%	33.7%	47.4%	26.1%	46.1%
%H		52.8%	21.7%	52.1%	26.3%	26.0%	95.5%
DVDR	10	4	1	9	2	7	10
%V	0.5%	0.6%	0.4%	0.7%	0.4%	0.8%	0.6%
%H		40.0%	10.0%	90.0%	20.0%	70.0%	100.0%
VCR	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	874	459	187	461	229	233	835
%V	45.2%	64.1%	66.1%	34.5%	47.8%	27.2%	46.7%
%H		52.5%	21.4%	52.7%	26.2%	26.7%	95.5%

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	1934	716	283	1337	479	858	1788
%H		37.0%	14.6%	69.1%	24.8%	44.4%	92.5%
Receives HDTV (via STB or built-in reception)	1112	498	175	737	290	446	1061
%V	57.5%	69.6%	61.8%	55.1%	60.5%	52.0%	59.3%
%H		44.8%	15.7%	66.3%	26.1%	40.1%	95.4%
DVD/Blu-ray player or recorder	915	319	143	641	227	414	873
%V	47.3%	44.6%	50.5%	47.9%	47.4%	48.3%	48.8%
%H		34.9%	15.6%	70.1%	24.8%	45.2%	95.4%

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 5.15: 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	1012	323	143	668	180	487	910
%H		31.9%	14.1%	66.0%	17.8%	48.1%	89.9%
Under 20"	6	0	0	6	0	6	2
%V	0.6%	0.0%	0.0%	0.9%	0.0%	1.2%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	33.3%
20" - 29"	61	11	9	49	8	41	47
%V	6.0%	3.4%	6.3%	7.3%	4.4%	8.4%	5.2%
%H		18.0%	14.8%	80.3%	13.1%	67.2%	77.0%
30" - 39"	294	60	39	211	34	177	250
%V	29.1%	18.6%	27.3%	31.6%	18.9%	36.3%	27.5%
%H		20.4%	13.3%	71.8%	11.6%	60.2%	85.0%
40" - 49"	390	148	54	248	80	168	363
%V	38.5%	45.8%	37.8%	37.1%	44.4%	34.5%	39.9%
%H		37.9%	13.8%	63.6%	20.5%	43.1%	93.1%
50" - 59"	159	67	29	85	35	50	156
%V	15.7%	20.7%	20.3%	12.7%	19.4%	10.3%	17.1%
%H		42.1%	18.2%	53.5%	22.0%	31.4%	98.1%
60"+	18	10	3	10	7	3	18
%V	1.8%	3.1%	2.1%	1.5%	3.9%	0.6%	2.0%
%H		55.6%	16.7%	55.6%	38.9%	16.7%	100.0%
Don't know	85	27	9	59	16	43	74
%V	8.4%	8.4%	6.3%	8.8%	8.9%	8.8%	8.1%
%H		31.8%	10.6%	69.4%	18.8%	50.6%	87.1%

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	1012	323	143	668	180	487	910
%H		31.9%	14.1%	66.0%	17.8%	48.1%	89.9%
PVR	631	295	141	364	168	197	597
%V	62.4%	91.3%	98.6%	54.5%	93.3%	40.5%	65.6%
%H		46.8%	22.3%	57.7%	26.6%	31.2%	94.6%
DVDR	9	4	1	8	2	6	9
%V	0.9%	1.2%	0.7%	1.2%	1.1%	1.2%	1.0%
%H		44.4%	11.1%	88.9%	22.2%	66.7%	100.0%
VCR	1	1	0	1	1	1	1
%V	0.1%	0.3%	0.0%	0.1%	0.6%	0.2%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	640	298	141	372	169	203	605
%V	63.2%	92.3%	98.6%	55.7%	93.9%	41.7%	66.5%
%H		46.6%	22.0%	58.1%	26.4%	31.7%	94.5%

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	1012	323	143	668	180	487	910
%H		31.9%	14.1%	66.0%	17.8%	48.1%	89.9%
Receives HDTV (via STB or built-in reception)	733	286	125	483	159	324	690
%V	72.4%	88.5%	87.4%	72.3%	88.3%	66.5%	75.8%
%H		39.0%	17.1%	65.9%	21.7%	44.2%	94.1%
DVD/Blu-ray player or recorder	574	183	85	398	119	279	539
%V	56.7%	56.7%	59.4%	59.6%	66.1%	57.3%	59.2%
%H		31.9%	14.8%	69.3%	20.7%	48.6%	93.9%

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	922	393	140	670	298	371	878
%H		42.6%	15.2%	72.7%	32.3%	40.2%	95.2%
Under 20"	85	31	5	71	23	48	76
%V	9.2%	7.9%	3.6%	10.6%	7.7%	12.9%	8.7%
%H		36.5%	5.9%	83.5%	27.1%	56.5%	89.4%
20" - 29"	243	93	37	189	79	110	228
%V	26.4%	23.7%	26.4%	28.2%	26.5%	29.6%	26.0%
%H		38.3%	15.2%	77.8%	32.5%	45.3%	93.8%
30" - 39"	259	115	39	176	79	98	254
%V	28.1%	29.3%	27.9%	26.3%	26.5%	26.4%	28.9%
%H		44.4%	15.1%	68.0%	30.5%	37.8%	98.1%
40" - 49"	141	75	27	85	47	38	138
%V	15.3%	19.1%	19.3%	12.7%	15.8%	10.2%	15.7%
%H		53.2%	19.1%	60.3%	33.3%	27.0%	97.9%
50" - 59"	32	17	3	20	10	10	31
%V	3.5%	4.3%	2.1%	3.0%	3.4%	2.7%	3.5%
%H		53.1%	9.4%	62.5%	31.3%	31.3%	96.9%
60"+	2	1	1	1	1	1	2
%V	0.2%	0.3%	0.7%	0.1%	0.3%	0.3%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	50.0%	100.0%
Don't know	159	62	28	127	61	66	150
%V	17.2%	15.8%	20.0%	19.0%	20.5%	17.8%	17.1%
%H		39.0%	17.6%	79.9%	38.4%	41.5%	94.3%

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 5.19: 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	922	393	140	670	298	371	878
%H		42.6%	15.2%	72.7%	32.3%	40.2%	95.2%
PVR	232	161	46	86	59	27	228
%V	25.2%	41.0%	32.9%	12.8%	19.8%	7.3%	26.0%
%H		69.4%	19.8%	37.1%	25.4%	11.6%	98.3%
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%	0.3%	0.0%	0.1%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	234	161	46	89	59	29	230
%V	25.4%	41.0%	32.9%	13.3%	19.8%	7.8%	26.2%
%H		68.8%	19.7%	38.0%	25.2%	12.4%	98.3%

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	922	393	140	670	298	371	878
%H		42.6%	15.2%	72.7%	32.3%	40.2%	95.2%
Receives HDTV (via STB or built-in reception)	380	212	51	254	132	122	371
%V	41.2%	53.9%	36.4%	37.9%	44.3%	32.9%	42.3%
%H		55.8%	13.4%	66.8%	34.7%	32.1%	97.6%
DVD/Blu-ray player or recorder	341	137	58	244	108	135	334
%V	37.0%	34.9%	41.4%	36.4%	36.2%	36.4%	38.0%
%H		40.2%	17.0%	71.6%	31.7%	39.6%	97.9%

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

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	2445	2324	826	352	1469	461	1008	2286
%H		95.1%	33.8%	14.4%	60.1%	18.9%	41.2%	93.5%
Total Children	427	406	150	60	225	64	162	418
%V	17.5%	17.5%	18.2%	17.0%	15.3%	13.9%	16.1%	18.3%
%H		95.1%	35.1%	14.1%	52.7%	15.0%	37.9%	97.9%
0 - 3	100	93	29	15	55	16	39	98
%V	4.1%	4.0%	3.5%	4.3%	3.7%	3.5%	3.9%	4.3%
%H		93.0%	29.0%	15.0%	55.0%	16.0%	39.0%	98.0%
4 - 15	328	313	121	46	170	48	122	321
%V	13.4%	13.5%	14.6%	13.1%	11.6%	10.4%	12.1%	14.0%
%H		95.4%	36.9%	14.0%	51.8%	14.6%	37.2%	97.9%
4 - 9	169	162	58	22	88	22	66	166
%V	6.9%	7.0%	7.0%	6.3%	6.0%	4.8%	6.5%	7.3%
%H		95.9%	34.3%	13.0%	52.1%	13.0%	39.1%	98.2%
10 - 15	159	151	63	24	82	26	56	155
%V	6.5%	6.5%	7.6%	6.8%	5.6%	5.6%	5.6%	6.8%
%H		95.0%	39.6%	15.1%	51.6%	16.4%	35.2%	97.5%

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 5.22: 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	2445	2324	826	352	1469	461	1008	2286
%H		95.1%	33.8%	14.4%	60.1%	18.9%	41.2%	93.5%
Total Adults (16+)	2017	1918	676	292	1243	397	846	1868
%V	82.5%	82.5%	81.8%	83.0%	84.6%	86.1%	83.9%	81.7%
%H		95.1%	33.5%	14.5%	61.6%	19.7%	41.9%	92.6%
16 - 19	92	88	36	16	54	22	31	90
%V	3.8%	3.8%	4.4%	4.5%	3.7%	4.8%	3.1%	3.9%
%H		95.7%	39.1%	17.4%	58.7%	23.9%	33.7%	97.8%
20 - 24	160	133	55	19	76	35	42	157
%V	6.5%	5.7%	6.7%	5.4%	5.2%	7.6%	4.2%	6.9%
%H		83.1%	34.4%	11.9%	47.5%	21.9%	26.3%	98.1%
25 - 34	308	279	88	44	154	49	105	298
%V	12.6%	12.0%	10.7%	12.5%	10.5%	10.6%	10.4%	13.0%
%H		90.6%	28.6%	14.3%	50.0%	15.9%	34.1%	96.8%
35 - 44	292	278	102	44	147	40	107	281
%V	11.9%	12.0%	12.3%	12.5%	10.0%	8.7%	10.6%	12.3%
%H		95.2%	34.9%	15.1%	50.3%	13.7%	36.6%	96.2%
45 - 54	360	350	140	56	230	87	143	351
%V	14.7%	15.1%	16.9%	15.9%	15.7%	18.9%	14.2%	15.4%
%H		97.2%	38.9%	15.6%	63.9%	24.2%	39.7%	97.5%
55 - 64	328	321	108	52	225	69	155	314
%V	13.4%	13.8%	13.1%	14.8%	15.3%	15.0%	15.4%	13.7%
%H		97.9%	32.9%	15.9%	68.6%	21.0%	47.3%	95.7%
65+	478	469	147	61	358	94	263	376
%V	19.6%	20.2%	17.8%	17.3%	24.4%	20.4%	26.1%	16.4%
%H		98.1%	30.8%	12.8%	74.9%	19.7%	55.0%	78.7%

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 5.23: 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+)	2017	1918	676	292	1243	397	846	1868
%H		95.1%	33.5%	14.5%	61.6%	19.7%	41.9%	92.6%
AB	603	583	210	84	409	144	265	596
%V	29.9%	30.4%	31.1%	28.8%	32.9%	36.3%	31.3%	31.9%
%H		96.7%	34.8%	13.9%	67.8%	23.9%	43.9%	98.8%
C1	655	617	207	96	386	114	272	616
%V	32.5%	32.2%	30.6%	32.9%	31.1%	28.7%	32.2%	33.0%
%H		94.2%	31.6%	14.7%	58.9%	17.4%	41.5%	94.0%
C2	436	422	162	68	272	95	177	400
%V	21.6%	22.0%	24.0%	23.3%	21.9%	23.9%	20.9%	21.4%
%H		96.8%	37.2%	15.6%	62.4%	21.8%	40.6%	91.7%
D	237	214	71	35	128	34	95	191
%V	11.8%	11.2%	10.5%	12.0%	10.3%	8.6%	11.2%	10.2%
%H		90.3%	30.0%	14.8%	54.0%	14.3%	40.1%	80.6%
E	87	82	26	10	48	11	37	65
%V	4.3%	4.3%	3.8%	3.4%	3.9%	2.8%	4.4%	3.5%
%H		94.3%	29.9%	11.5%	55.2%	12.6%	42.5%	74.7%

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 5.24: 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+)	2017	1918	676	292	1243	397	846	1868
%H		95.1%	33.5%	14.5%	61.6%	19.7%	41.9%	92.6%
Working full time	1015	966	360	148	580	197	383	988
%V	50.3%	50.4%	53.3%	50.7%	46.7%	49.6%	45.3%	52.9%
%H		95.2%	35.5%	14.6%	57.1%	19.4%	37.7%	97.3%
Working part time	218	208	72	32	143	46	96	205
%V	10.8%	10.8%	10.7%	11.0%	11.5%	11.6%	11.3%	11.0%
%H		95.4%	33.0%	14.7%	65.6%	21.1%	44.0%	94.0%
Not working	785	744	244	113	520	154	367	674
%V	38.9%	38.8%	36.1%	38.7%	41.8%	38.8%	43.4%	36.1%
%H		94.8%	31.1%	14.4%	66.2%	19.6%	46.8%	85.9%
Houseperson	1070	1012	323	143	668	180	487	955
%V	53.0%	52.8%	47.8%	49.0%	53.7%	45.3%	57.6%	51.1%
%H		94.6%	30.2%	13.4%	62.4%	16.8%	45.5%	89.3%

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 5.25: 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+)	990	933	340	140	595	199	396	922
%H		94.2%	34.3%	14.1%	60.1%	20.1%	40.0%	93.1%
16 - 19	49	46	21	6	28	12	16	48
%V	4.9%	4.9%	6.2%	4.3%	4.7%	6.0%	4.0%	5.2%
%H		93.9%	42.9%	12.2%	57.1%	24.5%	32.7%	98.0%
20 - 24	80	64	30	8	35	19	17	80
%V	8.1%	6.9%	8.8%	5.7%	5.9%	9.5%	4.3%	8.7%
%H		80.0%	37.5%	10.0%	43.8%	23.8%	21.3%	100.0%
25 - 34	155	136	44	20	77	27	49	149
%V	15.7%	14.6%	12.9%	14.3%	12.9%	13.6%	12.4%	16.2%
%H		87.7%	28.4%	12.9%	49.7%	17.4%	31.6%	96.1%
35 - 44	146	141	49	25	69	17	52	140
%V	14.7%	15.1%	14.4%	17.9%	11.6%	8.5%	13.1%	15.2%
%H		96.6%	33.6%	17.1%	47.3%	11.6%	35.6%	95.9%
45 - 54	175	169	68	28	115	44	70	169
%V	17.7%	18.1%	20.0%	20.0%	19.3%	22.1%	17.7%	18.3%
%H		96.6%	38.9%	16.0%	65.7%	25.1%	40.0%	96.6%
55 - 64	160	156	51	22	110	32	78	153
%V	16.2%	16.7%	15.0%	15.7%	18.5%	16.1%	19.7%	16.6%
%H		97.5%	31.9%	13.8%	68.8%	20.0%	48.8%	95.6%
65+	226	221	77	31	161	48	114	184
%V	22.8%	23.7%	22.6%	22.1%	27.1%	24.1%	28.8%	20.0%
%H		97.8%	34.1%	13.7%	71.2%	21.2%	50.4%	81.4%

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 5.26: 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+)	990	933	340	140	595	199	396	922
%H		94.2%	34.3%	14.1%	60.1%	20.1%	40.0%	93.1%
AB	306	294	109	44	206	78	128	302
%V	30.9%	31.5%	32.1%	31.4%	34.6%	39.2%	32.3%	32.8%
%H		96.1%	35.6%	14.4%	67.3%	25.5%	41.8%	98.7%
C1	305	285	104	40	168	52	117	291
%V	30.8%	30.5%	30.6%	28.6%	28.2%	26.1%	29.5%	31.6%
%H		93.4%	34.1%	13.1%	55.1%	17.0%	38.4%	95.4%
C2	233	225	86	38	145	51	94	212
%V	23.5%	24.1%	25.3%	27.1%	24.4%	25.6%	23.7%	23.0%
%H		96.6%	36.9%	16.3%	62.2%	21.9%	40.3%	91.0%
D	105	90	30	13	54	13	40	86
%V	10.6%	9.6%	8.8%	9.3%	9.1%	6.5%	10.1%	9.3%
%H		85.7%	28.6%	12.4%	51.4%	12.4%	38.1%	81.9%
E	41	39	11	5	22	5	17	30
%V	4.1%	4.2%	3.2%	3.6%	3.7%	2.5%	4.3%	3.3%
%H		95.1%	26.8%	12.2%	53.7%	12.2%	41.5%	73.2%

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+)	990	933	340	140	595	199	396	922
%H		94.2%	34.3%	14.1%	60.1%	20.1%	40.0%	93.1%
Working full time	595	561	211	85	339	115	224	577
%V	60.1%	60.1%	62.1%	60.7%	57.0%	57.8%	56.6%	62.6%
%H		94.3%	35.5%	14.3%	57.0%	19.3%	37.6%	97.0%
Working part time	44	42	15	6	31	12	19	38
%V	4.4%	4.5%	4.4%	4.3%	5.2%	6.0%	4.8%	4.1%
%H		95.5%	34.1%	13.6%	70.5%	27.3%	43.2%	86.4%
Not working	351	330	113	49	225	71	153	307
%V	35.5%	35.4%	33.2%	35.0%	37.8%	35.7%	38.6%	33.3%
%H		94.0%	32.2%	14.0%	64.1%	20.2%	43.6%	87.5%
Houseperson	203	182	52	20	117	25	92	167
%V	20.5%	19.5%	15.3%	14.3%	19.7%	12.6%	23.2%	18.1%
%H		89.7%	25.6%	9.9%	57.6%	12.3%	45.3%	82.3%

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 5.28: 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+)	1028	985	336	152	648	198	450	946
%H		95.8%	32.7%	14.8%	63.0%	19.3%	43.8%	92.0%
16 - 19	43	42	15	10	26	11	15	42
%V	4.2%	4.3%	4.5%	6.6%	4.0%	5.6%	3.3%	4.4%
%H		97.7%	34.9%	23.3%	60.5%	25.6%	34.9%	97.7%
20 - 24	80	69	25	11	41	16	25	78
%V	7.8%	7.0%	7.4%	7.2%	6.3%	8.1%	5.6%	8.2%
%H		86.3%	31.3%	13.8%	51.3%	20.0%	31.3%	97.5%
25 - 34	153	144	44	24	78	22	56	149
%V	14.9%	14.6%	13.1%	15.8%	12.0%	11.1%	12.4%	15.8%
%H		94.1%	28.8%	15.7%	51.0%	14.4%	36.6%	97.4%
35 - 44	146	137	54	19	78	23	55	141
%V	14.2%	13.9%	16.1%	12.5%	12.0%	11.6%	12.2%	14.9%
%H		93.8%	37.0%	13.0%	53.4%	15.8%	37.7%	96.6%
45 - 54	186	181	72	28	115	42	73	182
%V	18.1%	18.4%	21.4%	18.4%	17.7%	21.2%	16.2%	19.2%
%H		97.3%	38.7%	15.1%	61.8%	22.6%	39.2%	97.8%
55 - 64	168	165	57	30	115	38	77	161
%V	16.3%	16.8%	17.0%	19.7%	17.7%	19.2%	17.1%	17.0%
%H		98.2%	33.9%	17.9%	68.5%	22.6%	45.8%	95.8%
65+	252	248	69	29	196	47	150	192
%V	24.5%	25.2%	20.5%	19.1%	30.2%	23.7%	33.3%	20.3%
%H		98.4%	27.4%	11.5%	77.8%	18.7%	59.5%	76.2%

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+)	1028	985	336	152	648	198	450	946
%H		95.8%	32.7%	14.8%	63.0%	19.3%	43.8%	92.0%
AB	297	289	102	40	203	66	137	293
%V	28.9%	29.3%	30.4%	26.3%	31.3%	33.3%	30.4%	31.0%
%H		97.3%	34.3%	13.5%	68.4%	22.2%	46.1%	98.7%
C1	349	332	102	56	217	62	156	325
%V	33.9%	33.7%	30.4%	36.8%	33.5%	31.3%	34.7%	34.4%
%H		95.1%	29.2%	16.0%	62.2%	17.8%	44.7%	93.1%
C2	203	198	77	30	127	44	83	187
%V	19.7%	20.1%	22.9%	19.7%	19.6%	22.2%	18.4%	19.8%
%H		97.5%	37.9%	14.8%	62.6%	21.7%	40.9%	92.1%
D	132	123	41	21	75	21	54	105
%V	12.8%	12.5%	12.2%	13.8%	11.6%	10.6%	12.0%	11.1%
%H		93.2%	31.1%	15.9%	56.8%	15.9%	40.9%	79.5%
E	46	43	15	5	26	6	20	35
%V	4.5%	4.4%	4.5%	3.3%	4.0%	3.0%	4.4%	3.7%
%H		93.5%	32.6%	10.9%	56.5%	13.0%	43.5%	76.1%

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 5.30: 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+)	1028	985	336	152	648	198	450	946
%H		95.8%	32.7%	14.8%	63.0%	19.3%	43.8%	92.0%
Working full time	421	405	149	62	241	82	160	411
%V	41.0%	41.1%	44.3%	40.8%	37.2%	41.4%	35.6%	43.4%
%H		96.2%	35.4%	14.7%	57.2%	19.5%	38.0%	97.6%
Working part time	174	166	57	26	112	35	77	167
%V	16.9%	16.9%	17.0%	17.1%	17.3%	17.7%	17.1%	17.7%
%H		95.4%	32.8%	14.9%	64.4%	20.1%	44.3%	96.0%
Not working	433	414	131	64	295	82	213	368
%V	42.1%	42.0%	39.0%	42.1%	45.5%	41.4%	47.3%	38.9%
%H		95.6%	30.3%	14.8%	68.1%	18.9%	49.2%	85.0%
Houseperson	866	830	271	123	551	156	395	788
%V	84.2%	84.3%	80.7%	80.9%	85.0%	78.8%	87.8%	83.3%
%H		95.8%	31.3%	14.2%	63.6%	18.0%	45.6%	91.0%

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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
AB	258	251	109	15	180	59	120	242
%V	28.8%	28.8%	30.4%	23.8%	28.8%	28.4%	28.8%	31.1%
%H (All HH)		97.3%	42.2%	5.8%	69.8%	22.9%	46.5%	93.8%
%H (TV HH)			43.4%	6.0%	71.7%	23.5%	47.8%	
C1	260	253	112	18	172	65	106	236
%V	29.1%	29.0%	31.3%	28.6%	27.6%	31.3%	25.5%	30.3%
%H (All HH)		97.3%	43.1%	6.9%	66.2%	25.0%	40.8%	90.8%
%H (TV HH)			44.3%	7.1%	68.0%	25.7%	41.9%	
C2	197	195	72	22	146	49	97	170
%V	22.0%	22.3%	20.1%	34.9%	23.4%	23.6%	23.3%	21.8%
%H (All HH)		99.0%	36.5%	11.2%	74.1%	24.9%	49.2%	86.3%
%H (TV HH)			36.9%	11.3%	74.9%	25.1%	49.7%	
D	118	114	39	7	82	22	61	91
%V	13.2%	13.1%	10.9%	11.1%	13.1%	10.6%	14.7%	11.7%
%H (All HH)		96.6%	33.1%	5.9%	69.5%	18.6%	51.7%	77.1%
%H (TV HH)			34.2%	6.1%	71.9%	19.3%	53.5%	
E	62	60	26	1	44	13	31	40
%V	6.9%	6.9%	7.3%	1.6%	7.1%	6.3%	7.5%	5.1%
%H (All HH)		96.8%	41.9%	1.6%	71.0%	21.0%	50.0%	64.5%
%H (TV HH)			43.3%	1.7%	73.3%	21.7%	51.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	895	873	358	63	624	208	416	779
%V (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Under 25	43	38	7	7	24	7	17	43
%V	4.8%	4.4%	2.0%	11.1%	3.8%	3.4%	4.1%	5.5%
%H (All HH)		88.4%	16.3%	16.3%	55.8%	16.3%	39.5%	100.0%
%H (TV HH)			18.4%	18.4%	63.2%	18.4%	44.7%	
25 - 34	106	101	42	7	56	15	40	104
%V	11.8%	11.6%	11.7%	11.1%	9.0%	7.2%	9.6%	13.4%
%H (All HH)		95.3%	39.6%	6.6%	52.8%	14.2%	37.7%	98.1%
%H (TV HH)			41.6%	6.9%	55.4%	14.9%	39.6%	
35 - 44	109	107	40	12	65	21	44	109
%V	12.2%	12.3%	11.2%	19.0%	10.4%	10.1%	10.6%	14.0%
%H (All HH)		98.2%	36.7%	11.0%	59.6%	19.3%	40.4%	100.0%
%H (TV HH)			37.4%	11.2%	60.7%	19.6%	41.1%	
45 - 54	140	135	74	10	84	39	45	137
%V	15.6%	15.5%	20.7%	15.9%	13.5%	18.8%	10.8%	17.6%
%H (All HH)		96.4%	52.9%	7.1%	60.0%	27.9%	32.1%	97.9%
%H (TV HH)			54.8%	7.4%	62.2%	28.9%	33.3%	
55 - 64	168	166	73	11	123	41	82	162
%V	18.8%	19.0%	20.4%	17.5%	19.7%	19.7%	19.7%	20.8%
%H (All HH)		98.8%	43.5%	6.5%	73.2%	24.4%	48.8%	96.4%
%H (TV HH)			44.0%	6.6%	74.1%	24.7%	49.4%	
65 +	328	326	123	15	271	84	188	223
%V	36.6%	37.3%	34.4%	23.8%	43.4%	40.4%	45.2%	28.6%
%H (All HH)		99.4%	37.5%	4.6%	82.6%	25.6%	57.3%	68.0%
%H (TV HH)			37.7%	4.6%	83.1%	25.8%	57.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
1	279	267	80	11	215	48	167	189
%V	31.2%	30.6%	22.3%	17.5%	34.5%	23.1%	40.1%	24.3%
%H (All HH)		95.7%	28.7%	3.9%	77.1%	17.2%	59.9%	67.7%
%H (TV HH)			30.0%	4.1%	80.5%	18.0%	62.5%	
2	343	337	150	22	240	89	151	318
%V	38.3%	38.6%	41.9%	34.9%	38.5%	42.8%	36.3%	40.8%
%H (All HH)		98.3%	43.7%	6.4%	70.0%	25.9%	44.0%	92.7%
%H (TV HH)			44.5%	6.5%	71.2%	26.4%	44.8%	
3	119	117	58	13	68	29	39	118
%V	13.3%	13.4%	16.2%	20.6%	10.9%	13.9%	9.4%	15.1%
%H (All HH)		98.3%	48.7%	10.9%	57.1%	24.4%	32.8%	99.2%
%H (TV HH)			49.6%	11.1%	58.1%	24.8%	33.3%	
4	107	107	50	10	71	29	42	107
%V	12.0%	12.3%	14.0%	15.9%	11.4%	13.9%	10.1%	13.7%
%H (All HH)		100.0%	46.7%	9.3%	66.4%	27.1%	39.3%	100.0%
%H (TV HH)			46.7%	9.3%	66.4%	27.1%	39.3%	
5+	47	46	20	7	29	12	17	47
%V	5.3%	5.3%	5.6%	11.1%	4.6%	5.8%	4.1%	6.0%
%H (All HH)		97.9%	42.6%	14.9%	61.7%	25.5%	36.2%	100.0%
%H (TV HH)			43.5%	15.2%	63.0%	26.1%	37.0%	
Average HH size	2.25	2.25	2.41	2.80	2.15	2.40	2.03	2.40

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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Without	692	675	273	42	498	162	335	578
%V	77.3%	77.3%	76.3%	66.7%	79.8%	77.9%	80.5%	74.2%
%H (All HH)		97.5%	39.5%	6.1%	72.0%	23.4%	48.4%	83.5%
%H (TV HH)			40.4%	6.2%	73.8%	24.0%	49.6%	
With	202	198	85	21	126	46	81	202
%V	22.6%	22.7%	23.7%	33.3%	20.2%	22.1%	19.5%	25.9%
%H (All HH)		98.0%	42.1%	10.4%	62.4%	22.8%	40.1%	100.0%
%H (TV HH)			42.9%	10.6%	63.6%	23.2%	40.9%	
0 - 3	70	67	25	9	45	16	29	70
%V	7.8%	7.7%	7.0%	14.3%	7.2%	7.7%	7.0%	9.0%
%H (All HH)		95.7%	35.7%	12.9%	64.3%	22.9%	41.4%	100.0%
%H (TV HH)			37.3%	13.4%	67.2%	23.9%	43.3%	
4 - 9	104	104	48	9	65	27	39	104
%V	11.6%	11.9%	13.4%	14.3%	10.4%	13.0%	9.4%	13.4%
%H (All HH)		100.0%	46.2%	8.7%	62.5%	26.0%	37.5%	100.0%
%H (TV HH)			46.2%	8.7%	62.5%	26.0%	37.5%	
10 - 15	95	93	39	11	58	21	37	94
%V	10.6%	10.7%	10.9%	17.5%	9.3%	10.1%	8.9%	12.1%
%H (All HH)		97.9%	41.1%	11.6%	61.1%	22.1%	38.9%	98.9%
%H (TV HH)			41.9%	11.8%	62.4%	22.6%	39.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
1	378	378	126	27	243	44	198	315
%V	42.2%	43.3%	35.2%	42.9%	38.9%	21.2%	47.6%	40.4%
%H (All HH)		100.0%	33.3%	7.1%	64.3%	11.6%	52.4%	83.3%
%H (TV HH)			33.3%	7.1%	64.3%	11.6%	52.4%	
2	295	295	121	18	225	76	148	255
%V	33.0%	33.8%	33.8%	28.6%	36.1%	36.5%	35.6%	32.7%
%H (All HH)		100.0%	41.0%	6.1%	76.3%	25.8%	50.2%	86.4%
%H (TV HH)			41.0%	6.1%	76.3%	25.8%	50.2%	
3	133	133	73	14	107	62	45	126
%V	14.9%	15.2%	20.4%	22.2%	17.1%	29.8%	10.8%	16.2%
%H (All HH)		100.0%	54.9%	10.5%	80.5%	46.6%	33.8%	94.7%
%H (TV HH)			54.9%	10.5%	80.5%	46.6%	33.8%	
4	43	43	25	3	30	14	16	43
%V	4.8%	4.9%	7.0%	4.8%	4.8%	6.7%	3.8%	5.5%
%H (All HH)		100.0%	58.1%	7.0%	69.8%	32.6%	37.2%	100.0%
%H (TV HH)			58.1%	7.0%	69.8%	32.6%	37.2%	
5+	23	23	13	2	20	11	8	22
%V	2.6%	2.6%	3.6%	3.2%	3.2%	5.3%	1.9%	2.8%
%H (All HH)		100.0%	56.5%	8.7%	87.0%	47.8%	34.8%	95.7%
%H (TV HH)			56.5%	8.7%	87.0%	47.8%	34.8%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Under 20"	116	116	56	7	99	46	53	97
%V	13.0%	13.3%	15.6%	11.1%	15.9%	22.1%	12.7%	12.5%
%H (All HH)		100.0%	48.3%	6.0%	85.3%	39.7%	45.7%	83.6%
%H (TV HH)			48.3%	6.0%	85.3%	39.7%	45.7%	
20" - 29"	245	245	92	13	200	67	134	207
%V	27.4%	28.1%	25.7%	20.6%	32.1%	32.2%	32.2%	26.6%
%H (All HH)		100.0%	37.6%	5.3%	81.6%	27.3%	54.7%	84.5%
%H (TV HH)			37.6%	5.3%	81.6%	27.3%	54.7%	
30" - 39"	427	427	163	27	320	101	219	371
%V	47.7%	48.9%	45.5%	42.9%	51.3%	48.6%	52.6%	47.6%
%H (All HH)		100.0%	38.2%	6.3%	74.9%	23.7%	51.3%	86.9%
%H (TV HH)			38.2%	6.3%	74.9%	23.7%	51.3%	
40" - 49"	422	422	202	39	294	125	169	385
%V	47.2%	48.3%	56.4%	61.9%	47.1%	60.1%	40.6%	49.4%
%H (All HH)		100.0%	47.9%	9.2%	69.7%	29.6%	40.0%	91.2%
%H (TV HH)			47.9%	9.2%	69.7%	29.6%	40.0%	
50" - 59"	160	160	90	14	97	47	49	154
%V	17.9%	18.3%	25.1%	22.2%	15.5%	22.6%	11.8%	19.8%
%H (All HH)		100.0%	56.3%	8.8%	60.6%	29.4%	30.6%	96.3%
%H (TV HH)			56.3%	8.8%	60.6%	29.4%	30.6%	
60"+	21	21	15	0	12	6	6	21
%V	2.3%	2.4%	4.2%	0.0%	1.9%	2.9%	1.4%	2.7%
%H (All HH)		100.0%	71.4%	0.0%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	57.1%	28.6%	28.6%	

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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Main living room	862	862	356	63	614	206	408	751
%V	96.3%	98.7%	99.4%	100.0%	98.4%	99.0%	98.1%	96.4%
%H (All HH)		100.0%	41.3%	7.3%	71.2%	23.9%	47.3%	87.1%
%H (TV HH)			41.3%	7.3%	71.2%	23.9%	47.3%	
Kitchen	117	117	63	8	97	51	46	103
%V	13.1%	13.4%	17.6%	12.7%	15.5%	24.5%	11.1%	13.2%
%H (All HH)		100.0%	53.8%	6.8%	82.9%	43.6%	39.3%	88.0%
%H (TV HH)			53.8%	6.8%	82.9%	43.6%	39.3%	
Adult's bedroom	368	368	177	30	285	130	155	334
%V	41.1%	42.2%	49.4%	47.6%	45.7%	62.5%	37.3%	42.9%
%H (All HH)		100.0%	48.1%	8.2%	77.4%	35.3%	42.1%	90.8%
%H (TV HH)			48.1%	8.2%	77.4%	35.3%	42.1%	
Child's bedroom	64	64	30	7	40	17	23	63
%V	7.2%	7.3%	8.4%	11.1%	6.4%	8.2%	5.5%	8.1%
%H (All HH)		100.0%	46.9%	10.9%	62.5%	26.6%	35.9%	98.4%
%H (TV HH)			46.9%	10.9%	62.5%	26.6%	35.9%	
Other bedroom	39	39	19	2	31	13	18	39
%V	4.4%	4.5%	5.3%	3.2%	5.0%	6.3%	4.3%	5.0%
%H (All HH)		100.0%	48.7%	5.1%	79.5%	33.3%	46.2%	100.0%
%H (TV HH)			48.7%	5.1%	79.5%	33.3%	46.2%	
Second living/dining room	78	78	36	5	66	28	38	69
%V	8.7%	8.9%	10.1%	7.9%	10.6%	13.5%	9.1%	8.9%
%H (All HH)		100.0%	46.2%	6.4%	84.6%	35.9%	48.7%	88.5%
%H (TV HH)			46.2%	6.4%	84.6%	35.9%	48.7%	
Study/office	15	15	9	1	13	7	6	15
%V	1.7%	1.7%	2.5%	1.6%	2.1%	3.4%	1.4%	1.9%
%H (All HH)		100.0%	60.0%	6.7%	86.7%	46.7%	40.0%	100.0%
%H (TV HH)			60.0%	6.7%	86.7%	46.7%	40.0%	
TV room	5	5	4	0	5	4	1	5
%V	0.6%	0.6%	1.1%	0.0%	0.8%	1.9%	0.2%	0.6%
%H (All HH)		100.0%	80.0%	0.0%	100.0%	80.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	100.0%	80.0%	20.0%	
Conservatory	18	18	8	1	16	6	9	18
%V	2.0%	2.1%	2.2%	1.6%	2.6%	2.9%	2.2%	2.3%
%H (All HH)		100.0%	44.4%	5.6%	88.9%	33.3%	50.0%	100.0%
%H (TV HH)			44.4%	5.6%	88.9%	33.3%	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	10	10	4	0	9	3	6	10
%V	1.1%	1.1%	1.1%	0.0%	1.4%	1.4%	1.4%	1.3%
%H (All HH)		100.0%	40.0%	0.0%	90.0%	30.0%	60.0%	100.0%
%H (TV HH)			40.0%	0.0%	90.0%	30.0%	60.0%	

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 6.8: 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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Any DSAT provider	358	358	358	2	178	178	0	327
%V	40.0%	41.0%	100.0%	3.2%	28.5%	85.6%	0.0%	42.0%
%H (All HH)			100.0%	0.6%	49.7%	49.7%	0.0%	91.3%
%H (TV HH)			100.0%	0.6%	49.7%	49.7%	0.0%	
Sky with subscription	270	270	270	2	132	132	0	249
%V	30.2%	30.9%	75.4%	3.2%	21.2%	63.5%	0.0%	32.0%
%H (All HH)			100.0%	0.7%	48.9%	48.9%	0.0%	92.2%
%H (TV HH)			100.0%	0.7%	48.9%	48.9%	0.0%	
Sky without subscription	19	19	19	0	11	11	0	16
%V	2.1%	2.2%	5.3%	0.0%	1.8%	5.3%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	57.9%	57.9%	0.0%	84.2%
%H (TV HH)			100.0%	0.0%	57.9%	57.9%	0.0%	
Freesat	66	66	66	0	32	32	0	58
%V	7.4%	7.6%	18.4%	0.0%	5.1%	15.4%	0.0%	7.4%
%H (All HH)			100.0%	0.0%	48.5%	48.5%	0.0%	87.9%
%H (TV HH)			100.0%	0.0%	48.5%	48.5%	0.0%	
Other satellite provider	18	18	18	1	10	10	0	17
%V	2.0%	2.1%	5.0%	1.6%	1.6%	4.8%	0.0%	2.2%
%H (All HH)			100.0%	5.6%	55.6%	55.6%	0.0%	94.4%
%H (TV HH)			100.0%	5.6%	55.6%	55.6%	0.0%	
DCAB	63	63	2	63	30	30	0	60
%V	7.0%	7.2%	0.6%	100.0%	4.8%	14.4%	0.0%	7.7%
%H (All HH)			3.2%	100.0%	47.6%	47.6%	0.0%	95.2%
%H (TV HH)			3.2%	100.0%	47.6%	47.6%	0.0%	
DTT	624	624	178	30	624	208	416	527
%V	69.7%	71.5%	49.7%	47.6%	100.0%	100.0%	100.0%	67.7%
%H (All HH)		100.0%	28.5%	4.8%	100.0%	33.3%	66.7%	84.5%
%H (TV HH)			28.5%	4.8%	100.0%	33.3%	66.7%	

Base: BBC South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	895	873	358	63	624	208	416	779
%H (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
PVR	563	563	315	59	378	189	189	511
%V	62.9%	64.5%	88.0%	93.7%	60.6%	90.9%	45.4%	65.6%
%H (All HH)		100.0%	56.0%	10.5%	67.1%	33.6%	33.6%	90.8%
%H (TV HH)			56.0%	10.5%	67.1%	33.6%	33.6%	
DVDR	5	5	1	1	5	2	3	5
%V	0.6%	0.6%	0.3%	1.6%	0.8%	1.0%	0.7%	0.6%
%H (All HH)		100.0%	20.0%	20.0%	100.0%	40.0%	60.0%	100.0%
%H (TV HH)			20.0%	20.0%	100.0%	40.0%	60.0%	
VCR	5	5	3	1	4	2	2	2
%V	0.6%	0.6%	0.8%	1.6%	0.6%	1.0%	0.5%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	40.0%	40.0%	40.0%
%H (TV HH)			60.0%	20.0%	80.0%	40.0%	40.0%	
Any recorder	567	567	317	60	380	189	191	512
%V	63.4%	64.9%	88.5%	95.2%	60.9%	90.9%	45.9%	65.7%
%H (All HH)		100.0%	55.9%	10.6%	67.0%	33.3%	33.7%	90.3%
%H (TV HH)			55.9%	10.6%	67.0%	33.3%	33.7%	
Receives HDTV (via STB or built-in reception)	666	666	316	61	480	189	291	607
%V	74.4%	76.3%	88.3%	96.8%	76.9%	90.9%	70.0%	77.9%
%H (All HH)		100.0%	47.4%	9.2%	72.1%	28.4%	43.7%	91.1%
%H (TV HH)			47.4%	9.2%	72.1%	28.4%	43.7%	
DVD/Blu-ray player or recorder	661	661	270	54	482	170	311	591
%V	73.9%	75.7%	75.4%	85.7%	77.2%	81.7%	74.8%	75.9%
%H (All HH)		100.0%	40.8%	8.2%	72.9%	25.7%	47.0%	89.4%
%H (TV HH)			40.8%	8.2%	72.9%	25.7%	47.0%	

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 6.10: 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	895	873	358	63	624	208	416	779
%V (All HH)		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%
%H (TV HH)			41.0%	7.2%	71.5%	23.8%	47.7%	
Has broadband internet	779	761	327	60	527	189	339	779
%V	87.0%	87.2%	91.3%	95.2%	84.5%	90.9%	81.5%	100.0%
%H (All HH)		97.7%	42.0%	7.7%	67.7%	24.3%	43.5%	100.0%
%H (TV HH)			43.0%	7.9%	69.3%	24.8%	44.5%	
Number of computers (PCs and laptops)								
0	146	142	44	5	118	26	92	36
%V	16.3%	16.3%	12.3%	7.9%	18.9%	12.5%	22.1%	4.6%
%H (All HH)		97.3%	30.1%	3.4%	80.8%	17.8%	63.0%	24.7%
%H (TV HH)			31.0%	3.5%	83.1%	18.3%	64.8%	
1	198	193	77	12	140	44	96	192
%V	22.1%	22.1%	21.5%	19.0%	22.4%	21.2%	23.1%	24.6%
%H (All HH)		97.5%	38.9%	6.1%	70.7%	22.2%	48.5%	97.0%
%H (TV HH)			39.9%	6.2%	72.5%	22.8%	49.7%	
2	245	236	99	17	171	62	109	245
%V	27.4%	27.0%	27.7%	27.0%	27.4%	29.8%	26.2%	31.5%
%H (All HH)		96.3%	40.4%	6.9%	69.8%	25.3%	44.5%	100.0%
%H (TV HH)			41.9%	7.2%	72.5%	26.3%	46.2%	
3	131	129	55	11	86	30	56	131
%V	14.6%	14.8%	15.4%	17.5%	13.8%	14.4%	13.5%	16.8%
%H (All HH)		98.5%	42.0%	8.4%	65.6%	22.9%	42.7%	100.0%
%H (TV HH)			42.6%	8.5%	66.7%	23.3%	43.4%	
4	83	82	35	8	51	16	34	83
%V	9.3%	9.4%	9.8%	12.7%	8.2%	7.7%	8.2%	10.7%
%H (All HH)		98.8%	42.2%	9.6%	61.4%	19.3%	41.0%	100.0%
%H (TV HH)			42.7%	9.8%	62.2%	19.5%	41.5%	
5+	92	90	48	10	58	29	29	92
%V	10.3%	10.3%	13.4%	15.9%	9.3%	13.9%	7.0%	11.8%
%H (All HH)		97.8%	52.2%	10.9%	63.0%	31.5%	31.5%	100.0%
%H (TV HH)			53.3%	11.1%	64.4%	32.2%	32.2%	

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

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	1666	755	124	1237	498	739	1492
%H		45.3%	7.4%	74.2%	29.9%	44.4%	89.6%
Under 20"	139	69	8	118	56	62	117
%V	8.3%	9.1%	6.5%	9.5%	11.2%	8.4%	7.8%
%H		49.6%	5.8%	84.9%	40.3%	44.6%	84.2%
20" - 29"	313	123	18	254	90	165	270
%V	18.8%	16.3%	14.5%	20.5%	18.1%	22.3%	18.1%
%H		39.3%	5.8%	81.2%	28.8%	52.7%	86.3%
30" - 39"	516	208	36	389	135	254	452
%V	31.0%	27.5%	29.0%	31.4%	27.1%	34.4%	30.3%
%H		40.3%	7.0%	75.4%	26.2%	49.2%	87.6%
40" - 49"	493	235	48	352	155	197	454
%V	29.6%	31.1%	38.7%	28.5%	31.1%	26.7%	30.4%
%H		47.7%	9.7%	71.4%	31.4%	40.0%	92.1%
50" - 59"	174	99	15	105	52	53	168
%V	10.4%	13.1%	12.1%	8.5%	10.4%	7.2%	11.3%
%H		56.9%	8.6%	60.3%	29.9%	30.5%	96.6%
60"+	22	16	0	13	7	6	22
%V	1.3%	2.1%	0.0%	1.1%	1.4%	0.8%	1.5%
%H		72.7%	0.0%	59.1%	31.8%	27.3%	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	1666	755	124	1237	498	739	1492
%H		45.3%	7.4%	74.2%	29.9%	44.4%	89.6%
Main living room	864	357	63	615	207	409	752
%V	51.9%	47.3%	50.8%	49.7%	41.6%	55.3%	50.4%
%H		41.3%	7.3%	71.2%	24.0%	47.3%	87.0%
Kitchen	117	63	8	97	51	46	103
%V	7.0%	8.3%	6.5%	7.8%	10.2%	6.2%	6.9%
%H		53.8%	6.8%	82.9%	43.6%	39.3%	88.0%
Adult's bedroom	423	210	36	323	153	170	388
%V	25.4%	27.8%	29.0%	26.1%	30.7%	23.0%	26.0%
%H		49.6%	8.5%	76.4%	36.2%	40.2%	91.7%
Child's bedroom	85	40	9	54	23	31	84
%V	5.1%	5.3%	7.3%	4.4%	4.6%	4.2%	5.6%
%H		47.1%	10.6%	63.5%	27.1%	36.5%	98.8%
Other bedroom	42	21	2	33	13	19	42
%V	2.5%	2.8%	1.6%	2.7%	2.6%	2.6%	2.8%
%H		50.0%	4.8%	78.6%	31.0%	45.2%	100.0%
Second living/dining room	80	37	5	67	29	38	70
%V	4.8%	4.9%	4.0%	5.4%	5.8%	5.1%	4.7%
%H		46.3%	6.3%	83.8%	36.3%	47.5%	87.5%
Study/office	16	9	1	13	7	6	15
%V	1.0%	1.2%	0.8%	1.1%	1.4%	0.8%	1.0%
%H		56.3%	6.3%	81.3%	43.8%	37.5%	93.8%
TV room	5	4	0	5	4	1	5
%V	0.3%	0.5%	0.0%	0.4%	0.8%	0.1%	0.3%
%H		80.0%	0.0%	100.0%	80.0%	20.0%	100.0%
Conservatory	18	8	1	16	6	9	18
%V	1.1%	1.1%	0.8%	1.3%	1.2%	1.2%	1.2%
%H		44.4%	5.6%	88.9%	33.3%	50.0%	100.0%
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	11	4	0	10	3	7	11
%V	0.7%	0.5%	0.0%	0.8%	0.6%	0.9%	0.7%
%H		36.4%	0.0%	90.9%	27.3%	63.6%	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 6.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1666	755	124	1237	498	739	1492
%H		45.3%	7.4%	74.2%	29.9%	44.4%	89.6%
PVR	768	488	76	483	278	205	708
%V	46.1%	64.6%	61.3%	39.0%	55.8%	27.7%	47.5%
%H		63.5%	9.9%	62.9%	36.2%	26.7%	92.2%
DVDR	5	1	1	5	2	4	5
%V	0.3%	0.1%	0.8%	0.4%	0.4%	0.5%	0.3%
%H		20.0%	20.0%	100.0%	40.0%	80.0%	100.0%
VCR	5	3	1	4	2	2	2
%V	0.3%	0.4%	0.8%	0.3%	0.4%	0.3%	0.1%
%H		60.0%	20.0%	80.0%	40.0%	40.0%	40.0%
Any recorder	774	489	77	488	278	209	712
%V	46.5%	64.8%	62.1%	39.5%	55.8%	28.3%	47.7%
%H		63.2%	9.9%	63.0%	35.9%	27.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 6.14: 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	1666	755	124	1237	498	739	1492
%H		45.3%	7.4%	74.2%	29.9%	44.4%	89.6%
Receives HDTV (via STB or built-in reception)	1015	529	92	736	340	396	937
%V	60.9%	70.1%	74.2%	59.5%	68.3%	53.6%	62.8%
%H		52.1%	9.1%	72.5%	33.5%	39.0%	92.3%
DVD/Blu-ray player or recorder	918	394	75	675	256	419	837
%V	55.1%	52.2%	60.5%	54.6%	51.4%	56.7%	56.1%
%H		42.9%	8.2%	73.5%	27.9%	45.6%	91.2%

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	873	358	63	624	208	416	761
%H		41.0%	7.2%	71.5%	23.8%	47.7%	87.2%
Under 20"	7	2	0	5	1	4	6
%V	0.8%	0.6%	0.0%	0.8%	0.5%	1.0%	0.8%
%H		28.6%	0.0%	71.4%	14.3%	57.1%	85.7%
20" - 29"	68	15	2	59	12	47	45
%V	7.8%	4.2%	3.2%	9.5%	5.8%	11.3%	5.9%
%H		22.1%	2.9%	86.8%	17.6%	69.1%	66.2%
30" - 39"	267	75	14	206	42	164	219
%V	30.6%	20.9%	22.2%	33.0%	20.2%	39.4%	28.8%
%H		28.1%	5.2%	77.2%	15.7%	61.4%	82.0%
40" - 49"	362	169	34	253	105	148	326
%V	41.5%	47.2%	54.0%	40.5%	50.5%	35.6%	42.8%
%H		46.7%	9.4%	69.9%	29.0%	40.9%	90.1%
50" - 59"	147	83	13	89	43	45	142
%V	16.8%	23.2%	20.6%	14.3%	20.7%	10.8%	18.7%
%H		56.5%	8.8%	60.5%	29.3%	30.6%	96.6%
60"+	19	13	0	10	5	5	19
%V	2.2%	3.6%	0.0%	1.6%	2.4%	1.2%	2.5%
%H		68.4%	0.0%	52.6%	26.3%	26.3%	100.0%
Don't know	4	2	0	3	1	2	3
%V	0.5%	0.6%	0.0%	0.5%	0.5%	0.5%	0.4%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%

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	873	358	63	624	208	416	761
%H		41.0%	7.2%	71.5%	23.8%	47.7%	87.2%
PVR	547	308	58	363	182	181	495
%V	62.7%	86.0%	92.1%	58.2%	87.5%	43.5%	65.0%
%H		56.3%	10.6%	66.4%	33.3%	33.1%	90.5%
DVDR	4	1	1	4	1	2	4
%V	0.5%	0.3%	1.6%	0.6%	0.5%	0.5%	0.5%
%H		25.0%	25.0%	100.0%	25.0%	50.0%	100.0%
VCR	5	3	1	3	1	2	2
%V	0.6%	0.8%	1.6%	0.5%	0.5%	0.5%	0.3%
%H		60.0%	20.0%	60.0%	20.0%	40.0%	40.0%
Any recorder	553	310	58	367	182	185	499
%V	63.3%	86.6%	92.1%	58.8%	87.5%	44.5%	65.6%
%H		56.1%	10.5%	66.4%	32.9%	33.5%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: 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	873	358	63	624	208	416	761
%H		41.0%	7.2%	71.5%	23.8%	47.7%	87.2%
Receives HDTV (via STB or built-in reception)	651	306	59	468	180	287	593
%V	74.6%	85.5%	93.7%	75.0%	86.5%	69.0%	77.9%
%H		47.0%	9.1%	71.9%	27.6%	44.1%	91.1%
DVD/Blu-ray player or recorder	602	240	49	438	149	288	535
%V	69.0%	67.0%	77.8%	70.2%	71.6%	69.2%	70.3%
%H		39.9%	8.1%	72.8%	24.8%	47.8%	88.9%

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	792	397	61	613	290	323	731
%H		50.1%	7.7%	77.4%	36.6%	40.8%	92.3%
Under 20"	132	67	8	113	55	58	111
%V	16.7%	16.9%	13.1%	18.4%	19.0%	18.0%	15.2%
%H		50.8%	6.1%	85.6%	41.7%	43.9%	84.1%
20" - 29"	245	108	15	196	78	117	224
%V	30.9%	27.2%	24.6%	32.0%	26.9%	36.2%	30.6%
%H		44.1%	6.1%	80.0%	31.8%	47.8%	91.4%
30" - 39"	249	133	22	184	93	91	233
%V	31.4%	33.5%	36.1%	30.0%	32.1%	28.2%	31.9%
%H		53.4%	8.8%	73.9%	37.3%	36.5%	93.6%
40" - 49"	132	66	14	99	51	48	127
%V	16.7%	16.6%	23.0%	16.2%	17.6%	14.9%	17.4%
%H		50.0%	10.6%	75.0%	38.6%	36.4%	96.2%
50" - 59"	26	16	2	16	9	7	26
%V	3.3%	4.0%	3.3%	2.6%	3.1%	2.2%	3.6%
%H		61.5%	7.7%	61.5%	34.6%	26.9%	100.0%
60"+	3	3	0	2	2	1	3
%V	0.4%	0.8%	0.0%	0.3%	0.7%	0.3%	0.4%
%H		100.0%	0.0%	66.7%	66.7%	33.3%	100.0%
Don't know	6	4	0	3	2	1	6
%V	0.8%	1.0%	0.0%	0.5%	0.7%	0.3%	0.8%
%H		66.7%	0.0%	50.0%	33.3%	16.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South West

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	792	397	61	613	290	323	731
%H		50.1%	7.7%	77.4%	36.6%	40.8%	92.3%
PVR	220	180	18	120	96	24	213
%V	27.8%	45.3%	29.5%	19.6%	33.1%	7.4%	29.1%
%H		81.8%	8.2%	54.5%	43.6%	10.9%	96.8%
DVDR	2	0	1	2	1	1	2
%V	0.3%	0.0%	1.6%	0.3%	0.3%	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%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	221	180	18	120	96	24	213
%V	27.9%	45.3%	29.5%	19.6%	33.1%	7.4%	29.1%
%H		81.4%	8.1%	54.3%	43.4%	10.9%	96.4%

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	792	397	61	613	290	323	731
%H		50.1%	7.7%	77.4%	36.6%	40.8%	92.3%
Receives HDTV (via STB or built-in reception)	363	222	33	268	160	109	344
%V	45.8%	55.9%	54.1%	43.7%	55.2%	33.7%	47.1%
%H		61.2%	9.1%	73.8%	44.1%	30.0%	94.8%
DVD/Blu-ray player or recorder	316	154	26	237	107	131	302
%V	39.9%	38.8%	42.6%	38.7%	36.9%	40.6%	41.3%
%H		48.7%	8.2%	75.0%	33.9%	41.5%	95.6%

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	2010	1967	862	176	1343	499	844	1868
%H		97.9%	42.9%	8.8%	66.8%	24.8%	42.0%	92.9%
Total Children	349	340	146	36	217	81	136	348
%V	17.4%	17.3%	16.9%	20.5%	16.2%	16.2%	16.1%	18.6%
%H		97.4%	41.8%	10.3%	62.2%	23.2%	39.0%	99.7%
0 - 3	79	77	29	9	51	17	34	79
%V	3.9%	3.9%	3.4%	5.1%	3.8%	3.4%	4.0%	4.2%
%H		97.5%	36.7%	11.4%	64.6%	21.5%	43.0%	100.0%
4 - 15	270	263	117	27	166	65	102	269
%V	13.4%	13.4%	13.6%	15.3%	12.4%	13.0%	12.1%	14.4%
%H		97.4%	43.3%	10.0%	61.5%	24.1%	37.8%	99.6%
4 - 9	142	142	68	14	88	36	52	142
%V	7.1%	7.2%	7.9%	8.0%	6.6%	7.2%	6.2%	7.6%
%H		100.0%	47.9%	9.9%	62.0%	25.4%	36.6%	100.0%
10 - 15	127	122	50	14	78	28	50	127
%V	6.3%	6.2%	5.8%	8.0%	5.8%	5.6%	5.9%	6.8%
%H		96.1%	39.4%	11.0%	61.4%	22.0%	39.4%	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	2010	1967	862	176	1343	499	844	1868
%H		97.9%	42.9%	8.8%	66.8%	24.8%	42.0%	92.9%
Total Adults (16+)	1662	1627	716	140	1126	418	708	1520
%V	82.7%	82.7%	83.1%	79.5%	83.8%	83.8%	83.9%	81.4%
%H		97.9%	43.1%	8.4%	67.7%	25.2%	42.6%	91.5%
16 - 19	82	78	35	10	48	20	28	82
%V	4.1%	4.0%	4.1%	5.7%	3.6%	4.0%	3.3%	4.4%
%H		95.1%	42.7%	12.2%	58.5%	24.4%	34.1%	100.0%
20 - 24	118	112	38	24	71	32	40	118
%V	5.9%	5.7%	4.4%	13.6%	5.3%	6.4%	4.7%	6.3%
%H		94.9%	32.2%	20.3%	60.2%	27.1%	33.9%	100.0%
25 - 34	219	212	90	21	113	37	76	217
%V	10.9%	10.8%	10.4%	11.9%	8.4%	7.4%	9.0%	11.6%
%H		96.8%	41.1%	9.6%	51.6%	16.9%	34.7%	99.1%
35 - 44	212	207	92	19	123	42	82	212
%V	10.5%	10.5%	10.7%	10.8%	9.2%	8.4%	9.7%	11.3%
%H		97.6%	43.4%	9.0%	58.0%	19.8%	38.7%	100.0%
45 - 54	258	250	137	21	164	78	86	254
%V	12.8%	12.7%	15.9%	11.9%	12.2%	15.6%	10.2%	13.6%
%H		96.9%	53.1%	8.1%	63.6%	30.2%	33.3%	98.4%
55 - 64	271	269	123	20	193	69	124	263
%V	13.5%	13.7%	14.3%	11.4%	14.4%	13.8%	14.7%	14.1%
%H		99.3%	45.4%	7.4%	71.2%	25.5%	45.8%	97.0%
65+	501	498	201	25	412	140	272	374
%V	24.9%	25.3%	23.3%	14.2%	30.7%	28.1%	32.2%	20.0%
%H		99.4%	40.1%	5.0%	82.2%	27.9%	54.3%	74.7%

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+)		1662	1627	716	140	1126	418	708	1520
	%H		97.9%	43.1%	8.4%	67.7%	25.2%	42.6%	91.5%
AB		507	492	221	35	346	120	226	488
	%V	30.5%	30.2%	30.9%	25.0%	30.7%	28.7%	31.9%	32.1%
	%H		97.0%	43.6%	6.9%	68.2%	23.7%	44.6%	96.3%
C1		500	490	230	51	323	142	181	472
	%V	30.1%	30.1%	32.1%	36.4%	28.7%	34.0%	25.6%	31.1%
	%H		98.0%	46.0%	10.2%	64.6%	28.4%	36.2%	94.4%
C2		362	359	145	41	260	95	166	325
	%V	21.8%	22.1%	20.3%	29.3%	23.1%	22.7%	23.4%	21.4%
	%H		99.2%	40.1%	11.3%	71.8%	26.2%	45.9%	89.8%
D		207	201	78	12	139	42	97	174
	%V	12.5%	12.4%	10.9%	8.6%	12.3%	10.0%	13.7%	11.4%
	%H		97.1%	37.7%	5.8%	67.1%	20.3%	46.9%	84.1%
E		86	84	42	2	58	19	39	61
	%V	5.2%	5.2%	5.9%	1.4%	5.2%	4.5%	5.5%	4.0%
	%H		97.7%	48.8%	2.3%	67.4%	22.1%	45.3%	70.9%

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+)	1662	1627	716	140	1126	418	708	1520
%H		97.9%	43.1%	8.4%	67.7%	25.2%	42.6%	91.5%
Working full time	694	678	320	61	427	160	267	685
%V	41.8%	41.7%	44.7%	43.6%	37.9%	38.3%	37.7%	45.1%
%H		97.7%	46.1%	8.8%	61.5%	23.1%	38.5%	98.7%
Working part time	211	206	88	21	139	56	84	204
%V	12.7%	12.7%	12.3%	15.0%	12.3%	13.4%	11.9%	13.4%
%H		97.6%	41.7%	10.0%	65.9%	26.5%	39.8%	96.7%
Not working	757	743	308	58	560	202	357	632
%V	45.5%	45.7%	43.0%	41.4%	49.7%	48.3%	50.4%	41.6%
%H		98.2%	40.7%	7.7%	74.0%	26.7%	47.2%	83.5%
Houseperson	895	873	358	63	624	208	416	779
%V	53.9%	53.7%	50.0%	45.0%	55.4%	49.8%	58.8%	51.3%
%H		97.5%	40.0%	7.0%	69.7%	23.2%	46.5%	87.0%

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+)	796	774	340	66	535	200	335	739
%H		97.2%	42.7%	8.3%	67.2%	25.1%	42.1%	92.8%
16 - 19	40	38	18	3	25	11	14	39
%V	5.0%	4.9%	5.3%	4.5%	4.7%	5.5%	4.2%	5.3%
%H		95.0%	45.0%	7.5%	62.5%	27.5%	35.0%	97.5%
20 - 24	57	52	19	11	32	14	18	57
%V	7.2%	6.7%	5.6%	16.7%	6.0%	7.0%	5.4%	7.7%
%H		91.2%	33.3%	19.3%	56.1%	24.6%	31.6%	100.0%
25 - 34	105	103	39	11	57	20	37	105
%V	13.2%	13.3%	11.5%	16.7%	10.7%	10.0%	11.0%	14.2%
%H		98.1%	37.1%	10.5%	54.3%	19.0%	35.2%	100.0%
35 - 44	107	104	49	9	59	20	39	107
%V	13.4%	13.4%	14.4%	13.6%	11.0%	10.0%	11.6%	14.5%
%H		97.2%	45.8%	8.4%	55.1%	18.7%	36.4%	100.0%
45 - 54	129	122	64	10	82	36	46	126
%V	16.2%	15.8%	18.8%	15.2%	15.3%	18.0%	13.7%	17.1%
%H		94.6%	49.6%	7.8%	63.6%	27.9%	35.7%	97.7%
55 - 64	125	124	53	10	90	31	59	120
%V	15.7%	16.0%	15.6%	15.2%	16.8%	15.5%	17.6%	16.2%
%H		99.2%	42.4%	8.0%	72.0%	24.8%	47.2%	96.0%
65+	232	231	98	11	189	69	120	185
%V	29.1%	29.8%	28.8%	16.7%	35.3%	34.5%	35.8%	25.0%
%H		99.6%	42.2%	4.7%	81.5%	29.7%	51.7%	79.7%

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+)	796	774	340	66	535	200	335	739
%H		97.2%	42.7%	8.3%	67.2%	25.1%	42.1%	92.8%
AB	242	234	105	16	163	56	107	235
%V	30.4%	30.2%	30.9%	24.2%	30.5%	28.0%	31.9%	31.8%
%H		96.7%	43.4%	6.6%	67.4%	23.1%	44.2%	97.1%
C1	239	232	111	24	155	72	83	230
%V	30.0%	30.0%	32.6%	36.4%	29.0%	36.0%	24.8%	31.1%
%H		97.1%	46.4%	10.0%	64.9%	30.1%	34.7%	96.2%
C2	189	187	73	21	140	50	90	171
%V	23.7%	24.2%	21.5%	31.8%	26.2%	25.0%	26.9%	23.1%
%H		98.9%	38.6%	11.1%	74.1%	26.5%	47.6%	90.5%
D	92	87	34	6	57	16	41	79
%V	11.6%	11.2%	10.0%	9.1%	10.7%	8.0%	12.2%	10.7%
%H		94.6%	37.0%	6.5%	62.0%	17.4%	44.6%	85.9%
E	34	33	17	0	21	5	16	24
%V	4.3%	4.3%	5.0%	0.0%	3.9%	2.5%	4.8%	3.2%
%H		97.1%	50.0%	0.0%	61.8%	14.7%	47.1%	70.6%

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+)	796	774	340	66	535	200	335	739
%H		97.2%	42.7%	8.3%	67.2%	25.1%	42.1%	92.8%
Working full time	425	414	191	37	261	98	163	421
%V	53.4%	53.5%	56.2%	56.1%	48.8%	49.0%	48.7%	57.0%
%H		97.4%	44.9%	8.7%	61.4%	23.1%	38.4%	99.1%
Working part time	45	44	19	3	32	12	20	43
%V	5.7%	5.7%	5.6%	4.5%	6.0%	6.0%	6.0%	5.8%
%H		97.8%	42.2%	6.7%	71.1%	26.7%	44.4%	95.6%
Not working	325	315	129	26	242	90	152	275
%V	40.8%	40.7%	37.9%	39.4%	45.2%	45.0%	45.4%	37.2%
%H		96.9%	39.7%	8.0%	74.5%	27.7%	46.8%	84.6%
Houseperson	176	164	56	9	125	36	90	142
%V	22.1%	21.2%	16.5%	13.6%	23.4%	18.0%	26.9%	19.2%
%H		93.2%	31.8%	5.1%	71.0%	20.5%	51.1%	80.7%

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+)	866	853	376	74	591	218	373	781
%H		98.5%	43.4%	8.5%	68.2%	25.2%	43.1%	90.2%
16 - 19	42	40	16	7	23	9	14	42
%V	4.8%	4.7%	4.3%	9.5%	3.9%	4.1%	3.8%	5.4%
%H		95.2%	38.1%	16.7%	54.8%	21.4%	33.3%	100.0%
20 - 24	61	60	20	12	39	18	21	61
%V	7.0%	7.0%	5.3%	16.2%	6.6%	8.3%	5.6%	7.8%
%H		98.4%	32.8%	19.7%	63.9%	29.5%	34.4%	100.0%
25 - 34	114	110	52	9	56	17	39	112
%V	13.2%	12.9%	13.8%	12.2%	9.5%	7.8%	10.5%	14.3%
%H		96.5%	45.6%	7.9%	49.1%	14.9%	34.2%	98.2%
35 - 44	105	103	43	10	64	22	42	105
%V	12.1%	12.1%	11.4%	13.5%	10.8%	10.1%	11.3%	13.4%
%H		98.1%	41.0%	9.5%	61.0%	21.0%	40.0%	100.0%
45 - 54	129	127	74	11	82	43	40	128
%V	14.9%	14.9%	19.7%	14.9%	13.9%	19.7%	10.7%	16.4%
%H		98.4%	57.4%	8.5%	63.6%	33.3%	31.0%	99.2%
55 - 64	146	145	70	10	104	39	65	143
%V	16.9%	17.0%	18.6%	13.5%	17.6%	17.9%	17.4%	18.3%
%H		99.3%	47.9%	6.8%	71.2%	26.7%	44.5%	97.9%
65+	269	268	102	14	223	71	152	189
%V	31.1%	31.4%	27.1%	18.9%	37.7%	32.6%	40.8%	24.2%
%H		99.6%	37.9%	5.2%	82.9%	26.4%	56.5%	70.3%

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 6.29: 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+)	866	853	376	74	591	218	373	781
%H		98.5%	43.4%	8.5%	68.2%	25.2%	43.1%	90.2%
AB	266	259	116	19	183	64	119	253
%V	30.7%	30.4%	30.9%	25.7%	31.0%	29.4%	31.9%	32.4%
%H		97.4%	43.6%	7.1%	68.8%	24.1%	44.7%	95.1%
C1	261	257	119	27	168	70	98	242
%V	30.1%	30.1%	31.6%	36.5%	28.4%	32.1%	26.3%	31.0%
%H		98.5%	45.6%	10.3%	64.4%	26.8%	37.5%	92.7%
C2	173	172	72	20	120	44	76	154
%V	20.0%	20.2%	19.1%	27.0%	20.3%	20.2%	20.4%	19.7%
%H		99.4%	41.6%	11.6%	69.4%	25.4%	43.9%	89.0%
D	114	114	45	6	82	26	56	95
%V	13.2%	13.4%	12.0%	8.1%	13.9%	11.9%	15.0%	12.2%
%H		100.0%	39.5%	5.3%	71.9%	22.8%	49.1%	83.3%
E	52	51	25	2	37	14	23	37
%V	6.0%	6.0%	6.6%	2.7%	6.3%	6.4%	6.2%	4.7%
%H		98.1%	48.1%	3.8%	71.2%	26.9%	44.2%	71.2%

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 6.30: 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+)	866	853	376	74	591	218	373	781
%H		98.5%	43.4%	8.5%	68.2%	25.2%	43.1%	90.2%
Working full time	269	264	129	24	166	62	104	264
%V	31.1%	30.9%	34.3%	32.4%	28.1%	28.4%	27.9%	33.8%
%H		98.1%	48.0%	8.9%	61.7%	23.0%	38.7%	98.1%
Working part time	166	161	69	18	107	44	63	161
%V	19.2%	18.9%	18.4%	24.3%	18.1%	20.2%	16.9%	20.6%
%H		97.0%	41.6%	10.8%	64.5%	26.5%	38.0%	97.0%
Not working	432	428	179	32	318	112	205	356
%V	49.9%	50.2%	47.6%	43.2%	53.8%	51.4%	55.0%	45.6%
%H		99.1%	41.4%	7.4%	73.6%	25.9%	47.5%	82.4%
Houseperson	719	709	303	54	498	172	326	637
%V	83.0%	83.1%	80.6%	73.0%	84.3%	78.9%	87.4%	81.6%
%H		98.6%	42.1%	7.5%	69.3%	23.9%	45.3%	88.6%

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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
AB	626	597	230	80	394	125	269	605
%V	29.0%	28.9%	31.6%	30.8%	28.6%	33.3%	26.8%	31.4%
%H (All HH)		95.4%	36.7%	12.8%	62.9%	20.0%	43.0%	96.6%
%H (TV HH)			38.5%	13.4%	66.0%	20.9%	45.1%	
C1	726	698	246	96	466	128	338	656
%V	33.6%	33.8%	33.7%	36.9%	33.8%	34.1%	33.6%	34.1%
%H (All HH)		96.1%	33.9%	13.2%	64.2%	17.6%	46.6%	90.4%
%H (TV HH)			35.2%	13.8%	66.8%	18.3%	48.4%	
C2	429	420	153	53	269	69	200	380
%V	19.9%	20.3%	21.0%	20.4%	19.5%	18.4%	19.9%	19.7%
%H (All HH)		97.9%	35.7%	12.4%	62.7%	16.1%	46.6%	88.6%
%H (TV HH)			36.4%	12.6%	64.0%	16.4%	47.6%	
D	249	235	74	25	160	40	120	202
%V	11.5%	11.4%	10.2%	9.6%	11.6%	10.7%	11.9%	10.5%
%H (All HH)		94.4%	29.7%	10.0%	64.3%	16.1%	48.2%	81.1%
%H (TV HH)			31.5%	10.6%	68.1%	17.0%	51.1%	
E	127	115	27	6	91	13	78	82
%V	5.9%	5.6%	3.7%	2.3%	6.6%	3.5%	7.8%	4.3%
%H (All HH)		90.6%	21.3%	4.7%	71.7%	10.2%	61.4%	64.6%
%H (TV HH)			23.5%	5.2%	79.1%	11.3%	67.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Under 25	66	48	12	5	25	5	20	64
%V	3.1%	2.3%	1.6%	1.9%	1.8%	1.3%	2.0%	3.3%
%H (All HH)		72.7%	18.2%	7.6%	37.9%	7.6%	30.3%	97.0%
%H (TV HH)			25.0%	10.4%	52.1%	10.4%	41.7%	
25 - 34	283	262	80	40	133	29	103	280
%V	13.1%	12.7%	11.0%	15.4%	9.6%	7.7%	10.2%	14.5%
%H (All HH)		92.6%	28.3%	14.1%	47.0%	10.2%	36.4%	98.9%
%H (TV HH)			30.5%	15.3%	50.8%	11.1%	39.3%	
35 - 44	354	331	128	50	196	57	139	348
%V	16.4%	16.0%	17.6%	19.2%	14.2%	15.2%	13.8%	18.1%
%H (All HH)		93.5%	36.2%	14.1%	55.4%	16.1%	39.3%	98.3%
%H (TV HH)			38.7%	15.1%	59.2%	17.2%	42.0%	
45 - 54	394	383	157	66	227	77	150	386
%V	18.3%	18.5%	21.5%	25.4%	16.4%	20.5%	14.9%	20.0%
%H (All HH)		97.2%	39.8%	16.8%	57.6%	19.5%	38.1%	98.0%
%H (TV HH)			41.0%	17.2%	59.3%	20.1%	39.2%	
55 - 64	381	378	169	44	267	102	166	365
%V	17.7%	18.3%	23.2%	16.9%	19.3%	27.2%	16.5%	19.0%
%H (All HH)		99.2%	44.4%	11.5%	70.1%	26.8%	43.6%	95.8%
%H (TV HH)			44.7%	11.6%	70.6%	27.0%	43.9%	
65 +	680	664	182	55	532	106	426	483
%V	31.5%	32.2%	25.0%	21.2%	38.6%	28.3%	42.4%	25.1%
%H (All HH)		97.6%	26.8%	8.1%	78.2%	15.6%	62.6%	71.0%
%H (TV HH)			27.4%	8.3%	80.1%	16.0%	64.2%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
1	635	588	130	45	460	62	398	452
%V	29.4%	28.5%	17.8%	17.3%	33.3%	16.5%	39.6%	23.5%
%H (All HH)		92.6%	20.5%	7.1%	72.4%	9.8%	62.7%	71.2%
%H (TV HH)			22.1%	7.7%	78.2%	10.5%	67.7%	
2	760	734	271	91	511	151	360	723
%V	35.2%	35.5%	37.2%	35.0%	37.0%	40.3%	35.8%	37.5%
%H (All HH)		96.6%	35.7%	12.0%	67.2%	19.9%	47.4%	95.1%
%H (TV HH)			36.9%	12.4%	69.6%	20.6%	49.0%	
3	325	317	144	43	193	77	116	316
%V	15.1%	15.4%	19.8%	16.5%	14.0%	20.5%	11.5%	16.4%
%H (All HH)		97.5%	44.3%	13.2%	59.4%	23.7%	35.7%	97.2%
%H (TV HH)			45.4%	13.6%	60.9%	24.3%	36.6%	
4	309	301	127	54	151	54	97	308
%V	14.3%	14.6%	17.4%	20.8%	10.9%	14.4%	9.7%	16.0%
%H (All HH)		97.4%	41.1%	17.5%	48.9%	17.5%	31.4%	99.7%
%H (TV HH)			42.2%	17.9%	50.2%	17.9%	32.2%	
5+	129	125	58	27	64	30	34	127
%V	6.0%	6.1%	8.0%	10.4%	4.6%	8.0%	3.4%	6.6%
%H (All HH)		96.9%	45.0%	20.9%	49.6%	23.3%	26.4%	98.4%
%H (TV HH)			46.4%	21.6%	51.2%	24.0%	27.2%	
Average HH size	2.34	2.36	2.63	2.74	2.17	2.58	2.02	2.47

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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Without	1617	1538	511	178	1097	276	821	1391
%V	74.9%	74.5%	70.1%	68.5%	79.5%	73.6%	81.7%	72.2%
%H (All HH)		95.1%	31.6%	11.0%	67.8%	17.1%	50.8%	86.0%
%H (TV HH)			33.2%	11.6%	71.3%	17.9%	53.4%	
With	542	527	218	82	283	99	184	535
%V	25.1%	25.5%	29.9%	31.5%	20.5%	26.4%	18.3%	27.8%
%H (All HH)		97.2%	40.2%	15.1%	52.2%	18.3%	33.9%	98.7%
%H (TV HH)			41.4%	15.6%	53.7%	18.8%	34.9%	
0 - 3	170	166	60	21	81	23	58	169
%V	7.9%	8.0%	8.2%	8.1%	5.9%	6.1%	5.8%	8.8%
%H (All HH)		97.6%	35.3%	12.4%	47.6%	13.5%	34.1%	99.4%
%H (TV HH)			36.1%	12.7%	48.8%	13.9%	34.9%	
4 - 9	292	280	106	46	149	44	105	286
%V	13.5%	13.6%	14.5%	17.7%	10.8%	11.7%	10.4%	14.8%
%H (All HH)		95.9%	36.3%	15.8%	51.0%	15.1%	36.0%	97.9%
%H (TV HH)			37.9%	16.4%	53.2%	15.7%	37.5%	
10 - 15	273	268	123	51	144	57	87	272
%V	12.7%	13.0%	16.9%	19.6%	10.4%	15.2%	8.7%	14.1%
%H (All HH)		98.2%	45.1%	18.7%	52.7%	20.9%	31.9%	99.6%
%H (TV HH)			45.9%	19.0%	53.7%	21.3%	32.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
1	964	964	239	102	618	53	565	797
%V	44.7%	46.7%	32.8%	39.2%	44.8%	14.1%	56.2%	41.4%
%H (All HH)		100.0%	24.8%	10.6%	64.1%	5.5%	58.6%	82.7%
%H (TV HH)			24.8%	10.6%	64.1%	5.5%	58.6%	
2	662	662	269	91	449	160	289	619
%V	30.7%	32.1%	36.9%	35.0%	32.5%	42.7%	28.8%	32.1%
%H (All HH)		100.0%	40.6%	13.7%	67.8%	24.2%	43.7%	93.5%
%H (TV HH)			40.6%	13.7%	67.8%	24.2%	43.7%	
3	259	259	117	35	187	84	103	251
%V	12.0%	12.5%	16.0%	13.5%	13.6%	22.4%	10.2%	13.0%
%H (All HH)		100.0%	45.2%	13.5%	72.2%	32.4%	39.8%	96.9%
%H (TV HH)			45.2%	13.5%	72.2%	32.4%	39.8%	
4	128	128	73	23	86	52	34	124
%V	5.9%	6.2%	10.0%	8.8%	6.2%	13.9%	3.4%	6.4%
%H (All HH)		100.0%	57.0%	18.0%	67.2%	40.6%	26.6%	96.9%
%H (TV HH)			57.0%	18.0%	67.2%	40.6%	26.6%	
5+	53	53	32	9	40	27	13	52
%V	2.5%	2.6%	4.4%	3.5%	2.9%	7.2%	1.3%	2.7%
%H (All HH)		100.0%	60.4%	17.0%	75.5%	50.9%	24.5%	98.1%
%H (TV HH)			60.4%	17.0%	75.5%	50.9%	24.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2158	2065	729	260	1380	375	1005	1926
%V (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Under 20"	156	156	72	14	129	60	69	143
%V	7.2%	7.6%	9.9%	5.4%	9.3%	16.0%	6.9%	7.4%
%H (All HH)		100.0%	46.2%	9.0%	82.7%	38.5%	44.2%	91.7%
%H (TV HH)			46.2%	9.0%	82.7%	38.5%	44.2%	
20" - 29"	535	535	205	69	392	132	260	475
%V	24.8%	25.9%	28.1%	26.5%	28.4%	35.2%	25.9%	24.7%
%H (All HH)		100.0%	38.3%	12.9%	73.3%	24.7%	48.6%	88.8%
%H (TV HH)			38.3%	12.9%	73.3%	24.7%	48.6%	
30" - 39"	948	948	324	135	678	210	467	846
%V	43.9%	45.9%	44.4%	51.9%	49.1%	56.0%	46.5%	43.9%
%H (All HH)		100.0%	34.2%	14.2%	71.5%	22.2%	49.3%	89.2%
%H (TV HH)			34.2%	14.2%	71.5%	22.2%	49.3%	
40" - 49"	912	912	371	136	584	217	367	855
%V	42.3%	44.2%	50.9%	52.3%	42.3%	57.9%	36.5%	44.4%
%H (All HH)		100.0%	40.7%	14.9%	64.0%	23.8%	40.2%	93.8%
%H (TV HH)			40.7%	14.9%	64.0%	23.8%	40.2%	
50" - 59"	342	342	172	50	195	88	107	331
%V	15.8%	16.6%	23.6%	19.2%	14.1%	23.5%	10.6%	17.2%
%H (All HH)		100.0%	50.3%	14.6%	57.0%	25.7%	31.3%	96.8%
%H (TV HH)			50.3%	14.6%	57.0%	25.7%	31.3%	
60"+	57	57	33	10	23	13	10	54
%V	2.6%	2.8%	4.5%	3.8%	1.7%	3.5%	1.0%	2.8%
%H (All HH)		100.0%	57.9%	17.5%	40.4%	22.8%	17.5%	94.7%
%H (TV HH)			57.9%	17.5%	40.4%	22.8%	17.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Household level data

Table 7.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Main living room	2040	2040	723	256	1365	375	990	1823
%V	94.5%	98.8%	99.2%	98.5%	98.9%	100.0%	98.5%	94.7%
%H (All HH)		100.0%	35.4%	12.5%	66.9%	18.4%	48.5%	89.4%
%H (TV HH)			35.4%	12.5%	66.9%	18.4%	48.5%	
Kitchen	224	224	116	22	172	84	89	213
%V	10.4%	10.8%	15.9%	8.5%	12.5%	22.4%	8.9%	11.1%
%H (All HH)		100.0%	51.8%	9.8%	76.8%	37.5%	39.7%	95.1%
%H (TV HH)			51.8%	9.8%	76.8%	37.5%	39.7%	
Adult's bedroom	822	822	361	118	569	239	329	774
%V	38.1%	39.8%	49.5%	45.4%	41.2%	63.7%	32.7%	40.2%
%H (All HH)		100.0%	43.9%	14.4%	69.2%	29.1%	40.0%	94.2%
%H (TV HH)			43.9%	14.4%	69.2%	29.1%	40.0%	
Child's bedroom	134	134	75	23	73	41	32	134
%V	6.2%	6.5%	10.3%	8.8%	5.3%	10.9%	3.2%	7.0%
%H (All HH)		100.0%	56.0%	17.2%	54.5%	30.6%	23.9%	100.0%
%H (TV HH)			56.0%	17.2%	54.5%	30.6%	23.9%	
Other bedroom	125	125	72	15	89	50	39	121
%V	5.8%	6.1%	9.9%	5.8%	6.4%	13.3%	3.9%	6.3%
%H (All HH)		100.0%	57.6%	12.0%	71.2%	40.0%	31.2%	96.8%
%H (TV HH)			57.6%	12.0%	71.2%	40.0%	31.2%	
Second living/dining room	197	197	92	33	135	60	75	192
%V	9.1%	9.5%	12.6%	12.7%	9.8%	16.0%	7.5%	10.0%
%H (All HH)		100.0%	46.7%	16.8%	68.5%	30.5%	38.1%	97.5%
%H (TV HH)			46.7%	16.8%	68.5%	30.5%	38.1%	
Study/office	45	45	18	6	41	19	21	44
%V	2.1%	2.2%	2.5%	2.3%	3.0%	5.1%	2.1%	2.3%
%H (All HH)		100.0%	40.0%	13.3%	91.1%	42.2%	46.7%	97.8%
%H (TV HH)			40.0%	13.3%	91.1%	42.2%	46.7%	
TV room	12	12	7	2	7	4	4	11
%V	0.6%	0.6%	1.0%	0.8%	0.5%	1.1%	0.4%	0.6%
%H (All HH)		100.0%	58.3%	16.7%	58.3%	33.3%	33.3%	91.7%
%H (TV HH)			58.3%	16.7%	58.3%	33.3%	33.3%	
Conservatory	38	38	16	9	31	18	13	38
%V	1.8%	1.8%	2.2%	3.5%	2.2%	4.8%	1.3%	2.0%
%H (All HH)		100.0%	42.1%	23.7%	81.6%	47.4%	34.2%	100.0%
%H (TV HH)			42.1%	23.7%	81.6%	47.4%	34.2%	
Attic or loft room	3	3	2	0	3	2	1	3
%V	0.1%	0.1%	0.3%	0.0%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	100.0%	66.7%	33.3%	
No specific location	5	5	3	1	5	3	1	5
%V	0.2%	0.2%	0.4%	0.4%	0.4%	0.8%	0.1%	0.3%
%H (All HH)		100.0%	60.0%	20.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	100.0%	60.0%	20.0%	
Other	19	19	13	2	13	8	5	19
%V	0.9%	0.9%	1.8%	0.8%	0.9%	2.1%	0.5%	1.0%
%H (All HH)		100.0%	68.4%	10.5%	68.4%	42.1%	26.3%	100.0%
%H (TV HH)			68.4%	10.5%	68.4%	42.1%	26.3%	

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 7.8: 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	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Any DSAT provider	729	729	729	16	304	304	0	692
%V	33.8%	35.3%	100.0%	6.2%	22.0%	81.1%	0.0%	35.9%
%H (All HH)			100.0%	2.2%	41.7%	41.7%	0.0%	94.9%
%H (TV HH)			100.0%	2.2%	41.7%	41.7%	0.0%	
Sky with subscription	601	601	601	6	242	242	0	569
%V	27.8%	29.1%	82.4%	2.3%	17.5%	64.5%	0.0%	29.5%
%H (All HH)			100.0%	1.0%	40.3%	40.3%	0.0%	94.7%
%H (TV HH)			100.0%	1.0%	40.3%	40.3%	0.0%	
Sky without subscription	18	18	18	1	10	10	0	18
%V	0.8%	0.9%	2.5%	0.4%	0.7%	2.7%	0.0%	0.9%
%H (All HH)			100.0%	5.6%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			100.0%	5.6%	55.6%	55.6%	0.0%	
Freesat	90	90	90	4	41	41	0	86
%V	4.2%	4.4%	12.3%	1.5%	3.0%	10.9%	0.0%	4.5%
%H (All HH)			100.0%	4.4%	45.6%	45.6%	0.0%	95.6%
%H (TV HH)			100.0%	4.4%	45.6%	45.6%	0.0%	
Other satellite provider	48	48	48	4	23	23	0	47
%V	2.2%	2.3%	6.6%	1.5%	1.7%	6.1%	0.0%	2.4%
%H (All HH)			100.0%	8.3%	47.9%	47.9%	0.0%	97.9%
%H (TV HH)			100.0%	8.3%	47.9%	47.9%	0.0%	
DCAB	260	260	16	260	80	80	0	254
%V	12.0%	12.6%	2.2%	100.0%	5.8%	21.3%	0.0%	13.2%
%H (All HH)			6.2%	100.0%	30.8%	30.8%	0.0%	97.7%
%H (TV HH)			6.2%	100.0%	30.8%	30.8%	0.0%	
DTT	1380	1380	304	80	1380	375	1005	1187
%V	63.9%	66.8%	41.7%	30.8%	100.0%	100.0%	100.0%	61.6%
%H (All HH)		100.0%	22.0%	5.8%	100.0%	27.2%	72.8%	86.0%
%H (TV HH)			22.0%	5.8%	100.0%	27.2%	72.8%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC South

Household level data

Table 7.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2158	2065	729	260	1380	375	1005	1926
%H (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
PVR	1223	1223	649	249	675	339	336	1158
%V	56.7%	59.2%	89.0%	95.8%	48.9%	90.4%	33.4%	60.1%
%H (All HH)		100.0%	53.1%	20.4%	55.2%	27.7%	27.5%	94.7%
%H (TV HH)			53.1%	20.4%	55.2%	27.7%	27.5%	
DVDR	45	45	26	6	31	15	16	38
%V	2.1%	2.2%	3.6%	2.3%	2.2%	4.0%	1.6%	2.0%
%H (All HH)		100.0%	57.8%	13.3%	68.9%	33.3%	35.6%	84.4%
%H (TV HH)			57.8%	13.3%	68.9%	33.3%	35.6%	
VCR	6	6	1	0	6	0	6	4
%V	0.3%	0.3%	0.1%	0.0%	0.4%	0.0%	0.6%	0.2%
%H (All HH)		100.0%	16.7%	0.0%	100.0%	0.0%	100.0%	66.7%
%H (TV HH)			16.7%	0.0%	100.0%	0.0%	100.0%	
Any recorder	1238	1238	651	249	690	340	350	1170
%V	57.4%	60.0%	89.3%	95.8%	50.0%	90.7%	34.8%	60.7%
%H (All HH)		100.0%	52.6%	20.1%	55.7%	27.5%	28.3%	94.5%
%H (TV HH)			52.6%	20.1%	55.7%	27.5%	28.3%	
Receives HDTV (via STB or built-in reception)	1594	1594	638	243	1078	350	728	1487
%V	73.9%	77.2%	87.5%	93.5%	78.1%	93.3%	72.4%	77.2%
%H (All HH)		100.0%	40.0%	15.2%	67.6%	22.0%	45.7%	93.3%
%H (TV HH)			40.0%	15.2%	67.6%	22.0%	45.7%	
DVD/Blu-ray player or recorder	1268	1268	467	158	878	277	602	1173
%V	58.8%	61.4%	64.1%	60.8%	63.6%	73.9%	59.9%	60.9%
%H (All HH)		100.0%	36.8%	12.5%	69.2%	21.8%	47.5%	92.5%
%H (TV HH)			36.8%	12.5%	69.2%	21.8%	47.5%	

Base: BBC South - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	2158	2065	729	260	1380	375	1005	1926
%V (All HH)		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%
%H (TV HH)			35.3%	12.6%	66.8%	18.2%	48.7%	
Has broadband internet	1926	1843	692	254	1187	360	827	1926
%V	89.2%	89.2%	94.9%	97.7%	86.0%	96.0%	82.3%	100.0%
%H (All HH)		95.7%	35.9%	13.2%	61.6%	18.7%	42.9%	100.0%
%H (TV HH)			37.5%	13.8%	64.4%	19.5%	44.9%	
Number of computers (PCs and laptops)								
0	300	280	60	10	221	17	204	87
%V	13.9%	13.6%	8.2%	3.8%	16.0%	4.5%	20.3%	4.5%
%H (All HH)		93.3%	20.0%	3.3%	73.7%	5.7%	68.0%	29.0%
%H (TV HH)			21.4%	3.6%	78.9%	6.1%	72.9%	
1	553	529	157	57	365	75	290	543
%V	25.6%	25.6%	21.5%	21.9%	26.4%	20.0%	28.9%	28.2%
%H (All HH)		95.7%	28.4%	10.3%	66.0%	13.6%	52.4%	98.2%
%H (TV HH)			29.7%	10.8%	69.0%	14.2%	54.8%	
2	557	530	196	70	351	106	245	553
%V	25.8%	25.7%	26.9%	26.9%	25.4%	28.3%	24.4%	28.7%
%H (All HH)		95.2%	35.2%	12.6%	63.0%	19.0%	44.0%	99.3%
%H (TV HH)			37.0%	13.2%	66.2%	20.0%	46.2%	
3	346	335	132	51	209	66	143	342
%V	16.0%	16.2%	18.1%	19.6%	15.1%	17.6%	14.2%	17.8%
%H (All HH)		96.8%	38.2%	14.7%	60.4%	19.1%	41.3%	98.8%
%H (TV HH)			39.4%	15.2%	62.4%	19.7%	42.7%	
4	201	192	93	32	113	48	64	201
%V	9.3%	9.3%	12.8%	12.3%	8.2%	12.8%	6.4%	10.4%
%H (All HH)		95.5%	46.3%	15.9%	56.2%	23.9%	31.8%	100.0%
%H (TV HH)			48.4%	16.7%	58.9%	25.0%	33.3%	
5+	202	199	91	41	121	63	59	201
%V	9.4%	9.6%	12.5%	15.8%	8.8%	16.8%	5.9%	10.4%
%H (All HH)		98.5%	45.0%	20.3%	59.9%	31.2%	29.2%	99.5%
%H (TV HH)			45.7%	20.6%	60.8%	31.7%	29.6%	

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

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	3869	1592	535	2644	986	1658	3572
%H		41.1%	13.8%	68.3%	25.5%	42.9%	92.3%
Under 20"	198	92	19	167	81	85	180
%V	5.1%	5.8%	3.6%	6.3%	8.2%	5.1%	5.0%
%H		46.5%	9.6%	84.3%	40.9%	42.9%	90.9%
20" - 29"	657	251	92	489	175	314	591
%V	17.0%	15.8%	17.2%	18.5%	17.7%	18.9%	16.5%
%H		38.2%	14.0%	74.4%	26.6%	47.8%	90.0%
30" - 39"	1187	429	175	847	282	564	1075
%V	30.7%	26.9%	32.7%	32.0%	28.6%	34.0%	30.1%
%H		36.1%	14.7%	71.4%	23.8%	47.5%	90.6%
40" - 49"	1079	470	163	686	280	406	1018
%V	27.9%	29.5%	30.5%	25.9%	28.4%	24.5%	28.5%
%H		43.6%	15.1%	63.6%	25.9%	37.6%	94.3%
50" - 59"	370	192	52	214	101	112	360
%V	9.6%	12.1%	9.7%	8.1%	10.2%	6.8%	10.1%
%H		51.9%	14.1%	57.8%	27.3%	30.3%	97.3%
60"+	63	37	11	26	16	10	61
%V	1.6%	2.3%	2.1%	1.0%	1.6%	0.6%	1.7%
%H		58.7%	17.5%	41.3%	25.4%	15.9%	96.8%
Don't know	315	122	22	216	51	165	287
%V	8.1%	7.7%	4.1%	8.2%	5.2%	10.0%	8.0%
%H		38.7%	7.0%	68.6%	16.2%	52.4%	91.1%

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	3869	1592	535	2644	986	1658	3572
%H		41.1%	13.8%	68.3%	25.5%	42.9%	92.3%
Main living room	2049	727	256	1371	376	995	1830
%V	53.0%	45.7%	47.9%	51.9%	38.1%	60.0%	51.2%
%H		35.5%	12.5%	66.9%	18.4%	48.6%	89.3%
Kitchen	225	116	24	173	85	89	215
%V	5.8%	7.3%	4.5%	6.5%	8.6%	5.4%	6.0%
%H		51.6%	10.7%	76.9%	37.8%	39.6%	95.6%
Adult's bedroom	954	423	146	664	293	371	900
%V	24.7%	26.6%	27.3%	25.1%	29.7%	22.4%	25.2%
%H		44.3%	15.3%	69.6%	30.7%	38.9%	94.3%
Child's bedroom	173	96	33	94	57	37	173
%V	4.5%	6.0%	6.2%	3.6%	5.8%	2.2%	4.8%
%H		55.5%	19.1%	54.3%	32.9%	21.4%	100.0%
Other bedroom	141	77	21	103	57	46	138
%V	3.6%	4.8%	3.9%	3.9%	5.8%	2.8%	3.9%
%H		54.6%	14.9%	73.0%	40.4%	32.6%	97.9%
Second living/dining room	200	92	34	136	60	77	195
%V	5.2%	5.8%	6.4%	5.1%	6.1%	4.6%	5.5%
%H		46.0%	17.0%	68.0%	30.0%	38.5%	97.5%
Study/office	46	19	6	41	20	21	45
%V	1.2%	1.2%	1.1%	1.6%	2.0%	1.3%	1.3%
%H		41.3%	13.0%	89.1%	43.5%	45.7%	97.8%
TV room	12	7	2	7	4	4	11
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		58.3%	16.7%	58.3%	33.3%	33.3%	91.7%
Conservatory	38	16	9	31	18	13	38
%V	1.0%	1.0%	1.7%	1.2%	1.8%	0.8%	1.1%
%H		42.1%	23.7%	81.6%	47.4%	34.2%	100.0%
Attic or loft room	3	2	0	3	2	1	3
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
No specific location	5	3	1	5	4	1	5
%V	0.1%	0.2%	0.2%	0.2%	0.4%	0.1%	0.1%
%H		60.0%	20.0%	100.0%	80.0%	20.0%	100.0%
Other	20	14	2	14	10	5	20
%V	0.5%	0.9%	0.4%	0.5%	1.0%	0.3%	0.6%
%H		70.0%	10.0%	70.0%	50.0%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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	3869	1592	535	2644	986	1658	3572
%H		41.1%	13.8%	68.3%	25.5%	42.9%	92.3%
PVR	1753	1028	379	869	501	368	1679
%V	45.3%	64.6%	70.8%	32.9%	50.8%	22.2%	47.0%
%H		58.6%	21.6%	49.6%	28.6%	21.0%	95.8%
DVDR	49	29	7	32	16	17	41
%V	1.3%	1.8%	1.3%	1.2%	1.6%	1.0%	1.1%
%H		59.2%	14.3%	65.3%	32.7%	34.7%	83.7%
VCR	8	1	0	7	0	7	5
%V	0.2%	0.1%	0.0%	0.3%	0.0%	0.4%	0.1%
%H		12.5%	0.0%	87.5%	0.0%	87.5%	62.5%
Any recorder	1774	1032	381	889	505	384	1696
%V	45.9%	64.8%	71.2%	33.6%	51.2%	23.2%	47.5%
%H		58.2%	21.5%	50.1%	28.5%	21.6%	95.6%

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	3869	1592	535	2644	986	1658	3572
%H		41.1%	13.8%	68.3%	25.5%	42.9%	92.3%
Receives HDTV (via STB or built-in reception)	2424	1117	368	1623	657	966	2291
%V	62.7%	70.2%	68.8%	61.4%	66.6%	58.3%	64.1%
%H		46.1%	15.2%	67.0%	27.1%	39.9%	94.5%
DVD/Blu-ray player or recorder	1736	698	243	1199	450	749	1626
%V	44.9%	43.8%	45.4%	45.3%	45.6%	45.2%	45.5%
%H		40.2%	14.0%	69.1%	25.9%	43.1%	93.7%

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 7.15: 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	2065	729	260	1380	375	1005	1843
%H		35.3%	12.6%	66.8%	18.2%	48.7%	89.2%
Under 20"	10	2	0	9	1	9	8
%V	0.5%	0.3%	0.0%	0.7%	0.3%	0.9%	0.4%
%H		20.0%	0.0%	90.0%	10.0%	90.0%	80.0%
20" - 29"	133	27	9	103	9	93	97
%V	6.4%	3.7%	3.5%	7.5%	2.4%	9.3%	5.3%
%H		20.3%	6.8%	77.4%	6.8%	69.9%	72.9%
30" - 39"	586	148	67	436	81	356	493
%V	28.4%	20.3%	25.8%	31.6%	21.6%	35.4%	26.7%
%H		25.3%	11.4%	74.4%	13.8%	60.8%	84.1%
40" - 49"	771	302	113	499	174	324	716
%V	37.3%	41.4%	43.5%	36.2%	46.4%	32.2%	38.8%
%H		39.2%	14.7%	64.7%	22.6%	42.0%	92.9%
50" - 59"	309	152	45	177	77	100	301
%V	15.0%	20.9%	17.3%	12.8%	20.5%	10.0%	16.3%
%H		49.2%	14.6%	57.3%	24.9%	32.4%	97.4%
60"+	56	33	10	22	13	9	54
%V	2.7%	4.5%	3.8%	1.6%	3.5%	0.9%	2.9%
%H		58.9%	17.9%	39.3%	23.2%	16.1%	96.4%
Don't know	199	65	15	133	20	114	174
%V	9.6%	8.9%	5.8%	9.6%	5.3%	11.3%	9.4%
%H		32.7%	7.5%	66.8%	10.1%	57.3%	87.4%

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	2065	729	260	1380	375	1005	1843
%H		35.3%	12.6%	66.8%	18.2%	48.7%	89.2%
PVR	1204	643	246	660	332	327	1141
%V	58.3%	88.2%	94.6%	47.8%	88.5%	32.5%	61.9%
%H		53.4%	20.4%	54.8%	27.6%	27.2%	94.8%
DVDR	37	21	5	23	10	13	30
%V	1.8%	2.9%	1.9%	1.7%	2.7%	1.3%	1.6%
%H		56.8%	13.5%	62.2%	27.0%	35.1%	81.1%
VCR	5	1	0	4	0	4	3
%V	0.2%	0.1%	0.0%	0.3%	0.0%	0.4%	0.2%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	60.0%
Any recorder	1216	644	246	670	332	338	1149
%V	58.9%	88.3%	94.6%	48.6%	88.5%	33.6%	62.3%
%H		53.0%	20.2%	55.1%	27.3%	27.8%	94.5%

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	2065	729	260	1380	375	1005	1843
%H		35.3%	12.6%	66.8%	18.2%	48.7%	89.2%
Receives HDTV (via STB or built-in reception)	1569	625	243	1056	341	715	1465
%V	76.0%	85.7%	93.5%	76.5%	90.9%	71.1%	79.5%
%H		39.8%	15.5%	67.3%	21.7%	45.6%	93.4%
DVD/Blu-ray player or recorder	1124	407	137	770	232	538	1035
%V	54.4%	55.8%	52.7%	55.8%	61.9%	53.5%	56.2%
%H		36.2%	12.2%	68.5%	20.6%	47.9%	92.1%

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	1804	863	275	1264	611	653	1729
%H		47.8%	15.2%	70.1%	33.9%	36.2%	95.8%
Under 20"	187	91	19	157	81	76	172
%V	10.4%	10.5%	6.9%	12.4%	13.3%	11.6%	9.9%
%H		48.7%	10.2%	84.0%	43.3%	40.6%	92.0%
20" - 29"	524	223	83	386	165	221	494
%V	29.0%	25.8%	30.2%	30.5%	27.0%	33.8%	28.6%
%H		42.6%	15.8%	73.7%	31.5%	42.2%	94.3%
30" - 39"	601	281	109	410	202	209	582
%V	33.3%	32.6%	39.6%	32.4%	33.1%	32.0%	33.7%
%H		46.8%	18.1%	68.2%	33.6%	34.8%	96.8%
40" - 49"	308	168	50	187	105	82	302
%V	17.1%	19.5%	18.2%	14.8%	17.2%	12.6%	17.5%
%H		54.5%	16.2%	60.7%	34.1%	26.6%	98.1%
50" - 59"	62	41	7	37	24	12	59
%V	3.4%	4.8%	2.5%	2.9%	3.9%	1.8%	3.4%
%H		66.1%	11.3%	59.7%	38.7%	19.4%	95.2%
60"+	7	4	1	4	3	1	7
%V	0.4%	0.5%	0.4%	0.3%	0.5%	0.2%	0.4%
%H		57.1%	14.3%	57.1%	42.9%	14.3%	100.0%
Don't know	115	56	6	83	31	52	112
%V	6.4%	6.5%	2.2%	6.6%	5.1%	8.0%	6.5%
%H		48.7%	5.2%	72.2%	27.0%	45.2%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC South

Set level data

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1804	863	275	1264	611	653	1729
%H		47.8%	15.2%	70.1%	33.9%	36.2%	95.8%
PVR	548	385	132	209	169	41	538
%V	30.4%	44.6%	48.0%	16.5%	27.7%	6.3%	31.1%
%H		70.3%	24.1%	38.1%	30.8%	7.5%	98.2%
DVDR	12	8	2	9	6	3	12
%V	0.7%	0.9%	0.7%	0.7%	1.0%	0.5%	0.7%
%H		66.7%	16.7%	75.0%	50.0%	25.0%	100.0%
VCR	3	0	0	3	0	3	3
%V	0.2%	0.0%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	558	388	134	218	172	46	547
%V	30.9%	45.0%	48.7%	17.2%	28.2%	7.0%	31.6%
%H		69.5%	24.0%	39.1%	30.8%	8.2%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1804	863	275	1264	611	653	1729
%H		47.8%	15.2%	70.1%	33.9%	36.2%	95.8%
Receives HDTV (via STB or built-in reception)	855	492	125	567	316	251	825
%V	47.4%	57.0%	45.5%	44.9%	51.7%	38.4%	47.7%
%H		57.5%	14.6%	66.3%	37.0%	29.4%	96.5%
DVD/Blu-ray player or recorder	612	291	105	428	218	211	591
%V	33.9%	33.7%	38.2%	33.9%	35.7%	32.3%	34.2%
%H		47.5%	17.2%	69.9%	35.6%	34.5%	96.6%

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	5048	4872	1916	713	2998	965	2033	4750
%H		96.5%	38.0%	14.1%	59.4%	19.1%	40.3%	94.1%
Total Children	940	917	376	157	476	159	317	930
%V	18.6%	18.8%	19.6%	22.0%	15.9%	16.5%	15.6%	19.6%
%H		97.6%	40.0%	16.7%	50.6%	16.9%	33.7%	98.9%
0 - 3	199	195	73	25	94	26	68	198
%V	3.9%	4.0%	3.8%	3.5%	3.1%	2.7%	3.3%	4.2%
%H		98.0%	36.7%	12.6%	47.2%	13.1%	34.2%	99.5%
4 - 15	742	722	303	131	382	133	249	733
%V	14.7%	14.8%	15.8%	18.4%	12.7%	13.8%	12.2%	15.4%
%H		97.3%	40.8%	17.7%	51.5%	17.9%	33.6%	98.8%
4 - 9	383	369	147	61	193	58	135	375
%V	7.6%	7.6%	7.7%	8.6%	6.4%	6.0%	6.6%	7.9%
%H		96.3%	38.4%	15.9%	50.4%	15.1%	35.2%	97.9%
10 - 15	359	353	156	71	189	74	114	357
%V	7.1%	7.2%	8.1%	10.0%	6.3%	7.7%	5.6%	7.5%
%H		98.3%	43.5%	19.8%	52.6%	20.6%	31.8%	99.4%

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	5048	4872	1916	713	2998	965	2033	4750
%H		96.5%	38.0%	14.1%	59.4%	19.1%	40.3%	94.1%
Total Adults (16+)	4108	3955	1540	556	2522	806	1716	3820
%V	81.4%	81.2%	80.4%	78.0%	84.1%	83.5%	84.4%	80.4%
%H		96.3%	37.5%	13.5%	61.4%	19.6%	41.8%	93.0%
16 - 19	195	187	92	35	110	52	57	195
%V	3.9%	3.8%	4.8%	4.9%	3.7%	5.4%	2.8%	4.1%
%H		95.9%	47.2%	17.9%	56.4%	26.7%	29.2%	100.0%
20 - 24	272	234	97	36	124	49	75	263
%V	5.4%	4.8%	5.1%	5.0%	4.1%	5.1%	3.7%	5.5%
%H		86.0%	35.7%	13.2%	45.6%	18.0%	27.6%	96.7%
25 - 34	577	548	190	88	277	73	204	573
%V	11.4%	11.2%	9.9%	12.3%	9.2%	7.6%	10.0%	12.1%
%H		95.0%	32.9%	15.3%	48.0%	12.7%	35.4%	99.3%
35 - 44	663	623	236	102	351	104	247	651
%V	13.1%	12.8%	12.3%	14.3%	11.7%	10.8%	12.1%	13.7%
%H		94.0%	35.6%	15.4%	52.9%	15.7%	37.3%	98.2%
45 - 54	707	692	306	117	402	148	254	695
%V	14.0%	14.2%	16.0%	16.4%	13.4%	15.3%	12.5%	14.6%
%H		97.9%	43.3%	16.5%	56.9%	20.9%	35.9%	98.3%
55 - 64	652	648	300	82	456	185	271	632
%V	12.9%	13.3%	15.7%	11.5%	15.2%	19.2%	13.3%	13.3%
%H		99.4%	46.0%	12.6%	69.9%	28.4%	41.6%	96.9%
65+	1042	1024	319	97	802	194	607	812
%V	20.6%	21.0%	16.6%	13.6%	26.8%	20.1%	29.9%	17.1%
%H		98.3%	30.6%	9.3%	77.0%	18.6%	58.3%	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 7.23: 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+)	4108	3955	1540	556	2522	806	1716	3820
%H		96.3%	37.5%	13.5%	61.4%	19.6%	41.8%	93.0%
AB	1246	1202	486	178	774	271	503	1218
%V	30.3%	30.4%	31.6%	32.0%	30.7%	33.6%	29.3%	31.9%
%H		96.5%	39.0%	14.3%	62.1%	21.7%	40.4%	97.8%
C1	1387	1337	531	202	836	279	557	1298
%V	33.8%	33.8%	34.5%	36.3%	33.1%	34.6%	32.5%	34.0%
%H		96.4%	38.3%	14.6%	60.3%	20.1%	40.2%	93.6%
C2	853	837	331	120	517	156	361	787
%V	20.8%	21.2%	21.5%	21.6%	20.5%	19.4%	21.0%	20.6%
%H		98.1%	38.8%	14.1%	60.6%	18.3%	42.3%	92.3%
D	456	424	155	47	278	81	197	399
%V	11.1%	10.7%	10.1%	8.5%	11.0%	10.0%	11.5%	10.4%
%H		93.0%	34.0%	10.3%	61.0%	17.8%	43.2%	87.5%
E	166	154	37	10	117	19	98	118
%V	4.0%	3.9%	2.4%	1.8%	4.6%	2.4%	5.7%	3.1%
%H		92.8%	22.3%	6.0%	70.5%	11.4%	59.0%	71.1%

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 7.24: 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+)	4108	3955	1540	556	2522	806	1716	3820
%H		96.3%	37.5%	13.5%	61.4%	19.6%	41.8%	93.0%
Working full time	2037	1954	812	324	1138	401	737	2002
%V	49.6%	49.4%	52.7%	58.3%	45.1%	49.8%	42.9%	52.4%
%H		95.9%	39.9%	15.9%	55.9%	19.7%	36.2%	98.3%
Working part time	464	451	185	63	290	104	187	459
%V	11.3%	11.4%	12.0%	11.3%	11.5%	12.9%	10.9%	12.0%
%H		97.2%	39.9%	13.6%	62.5%	22.4%	40.3%	98.9%
Not working	1607	1550	543	170	1094	301	793	1359
%V	39.1%	39.2%	35.3%	30.6%	43.4%	37.3%	46.2%	35.6%
%H		96.5%	33.8%	10.6%	68.1%	18.7%	49.3%	84.6%
Houseperson	2158	2065	729	260	1380	375	1005	1926
%V	52.5%	52.2%	47.3%	46.8%	54.7%	46.5%	58.6%	50.4%
%H		95.7%	33.8%	12.0%	63.9%	17.4%	46.6%	89.2%

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+)	2031	1940	770	286	1204	397	808	1905
%H		95.5%	37.9%	14.1%	59.3%	19.5%	39.8%	93.8%
16 - 19	95	95	46	17	54	25	29	95
%V	4.7%	4.9%	6.0%	5.9%	4.5%	6.3%	3.6%	5.0%
%H		100.0%	48.4%	17.9%	56.8%	26.3%	30.5%	100.0%
20 - 24	155	132	61	22	64	28	36	148
%V	7.6%	6.8%	7.9%	7.7%	5.3%	7.1%	4.5%	7.8%
%H		85.2%	39.4%	14.2%	41.3%	18.1%	23.2%	95.5%
25 - 34	302	282	103	45	136	36	100	301
%V	14.9%	14.5%	13.4%	15.7%	11.3%	9.1%	12.4%	15.8%
%H		93.4%	34.1%	14.9%	45.0%	11.9%	33.1%	99.7%
35 - 44	327	305	105	51	173	48	125	321
%V	16.1%	15.7%	13.6%	17.8%	14.4%	12.1%	15.5%	16.9%
%H		93.3%	32.1%	15.6%	52.9%	14.7%	38.2%	98.2%
45 - 54	343	334	151	58	188	69	119	335
%V	16.9%	17.2%	19.6%	20.3%	15.6%	17.4%	14.7%	17.6%
%H		97.4%	44.0%	16.9%	54.8%	20.1%	34.7%	97.7%
55 - 64	320	318	143	42	226	90	136	312
%V	15.8%	16.4%	18.6%	14.7%	18.8%	22.7%	16.8%	16.4%
%H		99.4%	44.7%	13.1%	70.6%	28.1%	42.5%	97.5%
65+	487	474	161	51	363	100	263	394
%V	24.0%	24.4%	20.9%	17.8%	30.1%	25.2%	32.5%	20.7%
%H		97.3%	33.1%	10.5%	74.5%	20.5%	54.0%	80.9%

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 7.26: 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+)	2031	1940	770	286	1204	397	808	1905
%H		95.5%	37.9%	14.1%	59.3%	19.5%	39.8%	93.8%
AB	629	601	241	92	383	134	249	617
%V	31.0%	31.0%	31.3%	32.2%	31.8%	33.8%	30.8%	32.4%
%H		95.5%	38.3%	14.6%	60.9%	21.3%	39.6%	98.1%
C1	665	635	259	104	383	136	246	631
%V	32.7%	32.7%	33.6%	36.4%	31.8%	34.3%	30.4%	33.1%
%H		95.5%	38.9%	15.6%	57.6%	20.5%	37.0%	94.9%
C2	461	451	183	65	272	83	188	428
%V	22.7%	23.2%	23.8%	22.7%	22.6%	20.9%	23.3%	22.5%
%H		97.8%	39.7%	14.1%	59.0%	18.0%	40.8%	92.8%
D	203	187	75	22	116	38	78	182
%V	10.0%	9.6%	9.7%	7.7%	9.6%	9.6%	9.7%	9.6%
%H		92.1%	36.9%	10.8%	57.1%	18.7%	38.4%	89.7%
E	73	65	11	4	52	5	47	47
%V	3.6%	3.4%	1.4%	1.4%	4.3%	1.3%	5.8%	2.5%
%H		89.0%	15.1%	5.5%	71.2%	6.8%	64.4%	64.4%

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+)	2031	1940	770	286	1204	397	808	1905
%H		95.5%	37.9%	14.1%	59.3%	19.5%	39.8%	93.8%
Working full time	1260	1203	504	203	686	242	444	1237
%V	62.0%	62.0%	65.5%	71.0%	57.0%	61.0%	55.0%	64.9%
%H		95.5%	40.0%	16.1%	54.4%	19.2%	35.2%	98.2%
Working part time	84	83	30	9	61	22	39	84
%V	4.1%	4.3%	3.9%	3.1%	5.1%	5.5%	4.8%	4.4%
%H		98.8%	35.7%	10.7%	72.6%	26.2%	46.4%	100.0%
Not working	686	653	235	74	457	132	325	584
%V	33.8%	33.7%	30.5%	25.9%	38.0%	33.2%	40.2%	30.7%
%H		95.2%	34.3%	10.8%	66.6%	19.2%	47.4%	85.1%
Houseperson	452	407	124	49	285	69	216	373
%V	22.3%	21.0%	16.1%	17.1%	23.7%	17.4%	26.7%	19.6%
%H		90.0%	27.4%	10.8%	63.1%	15.3%	47.8%	82.5%

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 7.28: 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+)	2077	2015	770	270	1318	410	908	1915
%H		97.0%	37.1%	13.0%	63.5%	19.7%	43.7%	92.2%
16 - 19	100	93	46	17	56	27	29	100
%V	4.8%	4.6%	6.0%	6.3%	4.2%	6.6%	3.2%	5.2%
%H		93.0%	46.0%	17.0%	56.0%	27.0%	29.0%	100.0%
20 - 24	116	101	36	13	60	21	39	115
%V	5.6%	5.0%	4.7%	4.8%	4.6%	5.1%	4.3%	6.0%
%H		87.1%	31.0%	11.2%	51.7%	18.1%	33.6%	99.1%
25 - 34	275	265	87	43	141	37	105	272
%V	13.2%	13.2%	11.3%	15.9%	10.7%	9.0%	11.6%	14.2%
%H		96.4%	31.6%	15.6%	51.3%	13.5%	38.2%	98.9%
35 - 44	335	318	131	51	178	56	122	330
%V	16.1%	15.8%	17.0%	18.9%	13.5%	13.7%	13.4%	17.2%
%H		94.9%	39.1%	15.2%	53.1%	16.7%	36.4%	98.5%
45 - 54	363	357	155	59	214	79	134	360
%V	17.5%	17.7%	20.1%	21.9%	16.2%	19.3%	14.8%	18.8%
%H		98.3%	42.7%	16.3%	59.0%	21.8%	36.9%	99.2%
55 - 64	332	330	157	40	230	95	135	320
%V	16.0%	16.4%	20.4%	14.8%	17.5%	23.2%	14.9%	16.7%
%H		99.4%	47.3%	12.0%	69.3%	28.6%	40.7%	96.4%
65+	555	550	159	47	439	94	344	418
%V	26.7%	27.3%	20.6%	17.4%	33.3%	22.9%	37.9%	21.8%
%H		99.1%	28.6%	8.5%	79.1%	16.9%	62.0%	75.3%

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 7.29: 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+)	2077	2015	770	270	1318	410	908	1915
%H		97.0%	37.1%	13.0%	63.5%	19.7%	43.7%	92.2%
AB	617	601	245	86	391	137	254	601
%V	29.7%	29.8%	31.8%	31.9%	29.7%	33.4%	28.0%	31.4%
%H		97.4%	39.7%	13.9%	63.4%	22.2%	41.2%	97.4%
C1	721	702	272	99	454	143	311	666
%V	34.7%	34.8%	35.3%	36.7%	34.4%	34.9%	34.3%	34.8%
%H		97.4%	37.7%	13.7%	63.0%	19.8%	43.1%	92.4%
C2	391	386	149	55	246	73	173	359
%V	18.8%	19.2%	19.4%	20.4%	18.7%	17.8%	19.1%	18.7%
%H		98.7%	38.1%	14.1%	62.9%	18.7%	44.2%	91.8%
D	254	237	80	25	162	43	119	218
%V	12.2%	11.8%	10.4%	9.3%	12.3%	10.5%	13.1%	11.4%
%H		93.3%	31.5%	9.8%	63.8%	16.9%	46.9%	85.8%
E	93	89	26	6	65	14	51	71
%V	4.5%	4.4%	3.4%	2.2%	4.9%	3.4%	5.6%	3.7%
%H		95.7%	28.0%	6.5%	69.9%	15.1%	54.8%	76.3%

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 7.30: 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+)	2077	2015	770	270	1318	410	908	1915
%H		97.0%	37.1%	13.0%	63.5%	19.7%	43.7%	92.2%
Working full time	777	750	308	121	452	160	292	765
%V	37.4%	37.2%	40.0%	44.8%	34.3%	39.0%	32.2%	39.9%
%H		96.5%	39.6%	15.6%	58.2%	20.6%	37.6%	98.5%
Working part time	380	368	155	53	229	81	148	375
%V	18.3%	18.3%	20.1%	19.6%	17.4%	19.8%	16.3%	19.6%
%H		96.8%	40.8%	13.9%	60.3%	21.3%	38.9%	98.7%
Not working	921	897	308	96	637	169	468	774
%V	44.3%	44.5%	40.0%	35.6%	48.3%	41.2%	51.5%	40.4%
%H		97.4%	33.4%	10.4%	69.2%	18.3%	50.8%	84.0%
Houseperson	1706	1658	605	210	1095	306	789	1552
%V	82.1%	82.3%	78.6%	77.8%	83.1%	74.6%	86.9%	81.0%
%H		97.2%	35.5%	12.3%	64.2%	17.9%	46.2%	91.0%

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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
AB	532	520	204	68	386	156	230	509
%V	20.0%	20.4%	21.8%	23.2%	20.2%	22.7%	18.7%	22.4%
%H (All HH)		97.7%	38.3%	12.8%	72.6%	29.3%	43.2%	95.7%
%H (TV HH)			39.2%	13.1%	74.2%	30.0%	44.2%	
C1	725	693	272	93	500	193	307	661
%V	27.3%	27.2%	29.1%	31.7%	26.1%	28.1%	25.0%	29.1%
%H (All HH)		95.6%	37.5%	12.8%	69.0%	26.6%	42.3%	91.2%
%H (TV HH)			39.2%	13.4%	72.2%	27.8%	44.3%	
C2	582	566	235	60	424	175	248	501
%V	21.9%	22.2%	25.1%	20.5%	22.2%	25.5%	20.2%	22.1%
%H (All HH)		97.3%	40.4%	10.3%	72.9%	30.1%	42.6%	86.1%
%H (TV HH)			41.5%	10.6%	74.9%	30.9%	43.8%	
D	459	432	151	48	324	113	212	382
%V	17.3%	16.9%	16.1%	16.4%	16.9%	16.5%	17.3%	16.8%
%H (All HH)		94.1%	32.9%	10.5%	70.6%	24.6%	46.2%	83.2%
%H (TV HH)			35.0%	11.1%	75.0%	26.2%	49.1%	
E	356	342	72	25	279	49	230	215
%V	13.4%	13.4%	7.7%	8.5%	14.6%	7.1%	18.7%	9.5%
%H (All HH)		96.1%	20.2%	7.0%	78.4%	13.8%	64.6%	60.4%
%H (TV HH)			21.1%	7.3%	81.6%	14.3%	67.3%	

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 8.2: 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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Under 25	114	96	21	10	58	13	45	111
%V	4.3%	3.8%	2.2%	3.4%	3.0%	1.9%	3.7%	4.9%
%H (All HH)		84.2%	18.4%	8.8%	50.9%	11.4%	39.5%	97.4%
%H (TV HH)			21.9%	10.4%	60.4%	13.5%	46.9%	
25 - 34	425	387	157	49	232	88	144	413
%V	16.0%	15.2%	16.8%	16.7%	12.1%	12.8%	11.7%	18.2%
%H (All HH)		91.1%	36.9%	11.5%	54.6%	20.7%	33.9%	97.2%
%H (TV HH)			40.6%	12.7%	59.9%	22.7%	37.2%	
35 - 44	405	383	163	54	262	121	142	394
%V	15.3%	15.0%	17.4%	18.4%	13.7%	17.6%	11.6%	17.4%
%H (All HH)		94.6%	40.2%	13.3%	64.7%	29.9%	35.1%	97.3%
%H (TV HH)			42.6%	14.1%	68.4%	31.6%	37.1%	
45 - 54	479	467	201	78	333	156	177	455
%V	18.0%	18.3%	21.5%	26.6%	17.4%	22.7%	14.4%	20.1%
%H (All HH)		97.5%	42.0%	16.3%	69.5%	32.6%	37.0%	95.0%
%H (TV HH)			43.0%	16.7%	71.3%	33.4%	37.9%	
55 - 64	442	435	170	38	356	132	224	400
%V	16.6%	17.0%	18.2%	13.0%	18.6%	19.2%	18.3%	17.6%
%H (All HH)		98.4%	38.5%	8.6%	80.5%	29.9%	50.7%	90.5%
%H (TV HH)			39.1%	8.7%	81.8%	30.3%	51.5%	
65 +	791	784	222	66	672	177	495	494
%V	29.8%	30.7%	23.7%	22.5%	35.1%	25.8%	40.3%	21.8%
%H (All HH)		99.1%	28.1%	8.3%	85.0%	22.4%	62.6%	62.5%
%H (TV HH)			28.3%	8.4%	85.7%	22.6%	63.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
1	825	775	190	61	642	139	503	538
%V	31.1%	30.4%	20.3%	20.8%	33.6%	20.3%	41.0%	23.7%
%H (All HH)		93.9%	23.0%	7.4%	77.8%	16.8%	61.0%	65.2%
%H (TV HH)			24.5%	7.9%	82.8%	17.9%	64.9%	
2	965	940	390	102	697	283	414	878
%V	36.3%	36.8%	41.7%	34.8%	36.4%	41.3%	33.7%	38.7%
%H (All HH)		97.4%	40.4%	10.6%	72.2%	29.3%	42.9%	91.0%
%H (TV HH)			41.5%	10.9%	74.1%	30.1%	44.0%	
3	376	364	153	55	251	113	138	367
%V	14.2%	14.3%	16.4%	18.8%	13.1%	16.5%	11.2%	16.2%
%H (All HH)		96.8%	40.7%	14.6%	66.8%	30.1%	36.7%	97.6%
%H (TV HH)			42.0%	15.1%	69.0%	31.0%	37.9%	
4	325	315	132	51	218	102	115	324
%V	12.2%	12.3%	14.1%	17.4%	11.4%	14.9%	9.4%	14.3%
%H (All HH)		96.9%	40.6%	15.7%	67.1%	31.4%	35.4%	99.7%
%H (TV HH)			41.9%	16.2%	69.2%	32.4%	36.5%	
5+	164	158	70	23	105	50	55	162
%V	6.2%	6.2%	7.5%	7.8%	5.5%	7.3%	4.5%	7.1%
%H (All HH)		96.3%	42.7%	14.0%	64.0%	30.5%	33.5%	98.8%
%H (TV HH)			44.3%	14.6%	66.5%	31.6%	34.8%	
Average HH size	2.29	2.30	2.50	2.61	2.22	2.51	2.05	2.46

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Without	1983	1895	661	200	1477	501	977	1603
%V	74.7%	74.3%	70.7%	68.3%	77.2%	73.0%	79.6%	70.7%
%H (All HH)		95.6%	33.3%	10.1%	74.5%	25.3%	49.3%	80.8%
%H (TV HH)			34.9%	10.6%	77.9%	26.4%	51.6%	
With	672	658	274	93	436	186	250	665
%V	25.3%	25.8%	29.3%	31.7%	22.8%	27.1%	20.4%	29.3%
%H (All HH)		97.9%	40.8%	13.8%	64.9%	27.7%	37.2%	99.0%
%H (TV HH)			41.6%	14.1%	66.3%	28.3%	38.0%	
0 - 3	234	229	92	27	138	51	87	233
%V	8.8%	9.0%	9.8%	9.2%	7.2%	7.4%	7.1%	10.3%
%H (All HH)		97.9%	39.3%	11.5%	59.0%	21.8%	37.2%	99.6%
%H (TV HH)			40.2%	11.8%	60.3%	22.3%	38.0%	
4 - 9	360	352	148	51	229	101	128	355
%V	13.6%	13.8%	15.8%	17.4%	12.0%	14.7%	10.4%	15.7%
%H (All HH)		97.8%	41.1%	14.2%	63.6%	28.1%	35.6%	98.6%
%H (TV HH)			42.0%	14.5%	65.1%	28.7%	36.4%	
10 - 15	329	323	138	52	226	102	124	325
%V	12.4%	12.7%	14.8%	17.7%	11.8%	14.9%	10.1%	14.3%
%H (All HH)		98.2%	41.9%	15.8%	68.7%	31.0%	37.7%	98.8%
%H (TV HH)			42.7%	16.1%	70.0%	31.6%	38.4%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
1	1048	1048	281	99	724	142	583	815
%V	39.5%	41.1%	30.1%	33.8%	37.8%	20.7%	47.5%	35.9%
%H (All HH)		100.0%	26.8%	9.4%	69.1%	13.5%	55.6%	77.8%
%H (TV HH)			26.8%	9.4%	69.1%	13.5%	55.6%	
2	835	835	333	113	634	257	377	725
%V	31.5%	32.7%	35.6%	38.6%	33.1%	37.5%	30.7%	32.0%
%H (All HH)		100.0%	39.9%	13.5%	75.9%	30.8%	45.1%	86.8%
%H (TV HH)			39.9%	13.5%	75.9%	30.8%	45.1%	
3	413	413	192	51	343	172	171	393
%V	15.6%	16.2%	20.5%	17.4%	17.9%	25.1%	13.9%	17.3%
%H (All HH)		100.0%	46.5%	12.3%	83.1%	41.6%	41.4%	95.2%
%H (TV HH)			46.5%	12.3%	83.1%	41.6%	41.4%	
4	174	174	73	21	148	69	80	167
%V	6.6%	6.8%	7.8%	7.2%	7.7%	10.1%	6.5%	7.4%
%H (All HH)		100.0%	42.0%	12.1%	85.1%	39.7%	46.0%	96.0%
%H (TV HH)			42.0%	12.1%	85.1%	39.7%	46.0%	
5+	82	82	56	9	63	47	16	81
%V	3.1%	3.2%	6.0%	3.1%	3.3%	6.9%	1.3%	3.6%
%H (All HH)		100.0%	68.3%	11.0%	76.8%	57.3%	19.5%	98.8%
%H (TV HH)			68.3%	11.0%	76.8%	57.3%	19.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

BBC Yorkshire and Lincolnshire

Household level data

Table 8.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2655	2552	935	293	1913	686	1227	2268
%V (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Under 20"	206	206	74	22	180	72	108	173
%V	7.8%	8.1%	7.9%	7.5%	9.4%	10.5%	8.8%	7.6%
%H (All HH)		100.0%	35.9%	10.7%	87.4%	35.0%	52.4%	84.0%
%H (TV HH)			35.9%	10.7%	87.4%	35.0%	52.4%	
20" - 29"	626	626	235	66	525	209	316	544
%V	23.6%	24.5%	25.1%	22.5%	27.4%	30.5%	25.8%	24.0%
%H (All HH)		100.0%	37.5%	10.5%	83.9%	33.4%	50.5%	86.9%
%H (TV HH)			37.5%	10.5%	83.9%	33.4%	50.5%	
30" - 39"	1055	1055	400	129	814	311	503	939
%V	39.7%	41.3%	42.8%	44.0%	42.6%	45.3%	41.0%	41.4%
%H (All HH)		100.0%	37.9%	12.2%	77.2%	29.5%	47.7%	89.0%
%H (TV HH)			37.9%	12.2%	77.2%	29.5%	47.7%	
40" - 49"	1227	1227	499	179	868	364	504	1099
%V	46.2%	48.1%	53.4%	61.1%	45.4%	53.1%	41.1%	48.5%
%H (All HH)		100.0%	40.7%	14.6%	70.7%	29.7%	41.1%	89.6%
%H (TV HH)			40.7%	14.6%	70.7%	29.7%	41.1%	
50" - 59"	544	544	280	69	374	192	182	517
%V	20.5%	21.3%	29.9%	23.5%	19.6%	28.0%	14.8%	22.8%
%H (All HH)		100.0%	51.5%	12.7%	68.8%	35.3%	33.5%	95.0%
%H (TV HH)			51.5%	12.7%	68.8%	35.3%	33.5%	
60"+	73	73	39	9	48	23	25	70
%V	2.7%	2.9%	4.2%	3.1%	2.5%	3.4%	2.0%	3.1%
%H (All HH)		100.0%	53.4%	12.3%	65.8%	31.5%	34.2%	95.9%
%H (TV HH)			53.4%	12.3%	65.8%	31.5%	34.2%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Main living room	2525	2525	934	292	1897	686	1211	2160
%V	95.1%	98.9%	99.9%	99.7%	99.2%	100.0%	98.7%	95.2%
%H (All HH)		100.0%	37.0%	11.6%	75.1%	27.2%	48.0%	85.5%
%H (TV HH)			37.0%	11.6%	75.1%	27.2%	48.0%	
Kitchen	261	261	108	27	231	105	126	230
%V	9.8%	10.2%	11.6%	9.2%	12.1%	15.3%	10.3%	10.1%
%H (All HH)		100.0%	41.4%	10.3%	88.5%	40.2%	48.3%	88.1%
%H (TV HH)			41.4%	10.3%	88.5%	40.2%	48.3%	
Adult's bedroom	1119	1119	502	140	890	425	465	1033
%V	42.1%	43.8%	53.7%	47.8%	46.5%	62.0%	37.9%	45.5%
%H (All HH)		100.0%	44.9%	12.5%	79.5%	38.0%	41.6%	92.3%
%H (TV HH)			44.9%	12.5%	79.5%	38.0%	41.6%	
Child's bedroom	239	239	119	32	177	93	83	235
%V	9.0%	9.4%	12.7%	10.9%	9.3%	13.6%	6.8%	10.4%
%H (All HH)		100.0%	49.8%	13.4%	74.1%	38.9%	34.7%	98.3%
%H (TV HH)			49.8%	13.4%	74.1%	38.9%	34.7%	
Other bedroom	160	160	74	23	129	69	61	153
%V	6.0%	6.3%	7.9%	7.8%	6.7%	10.1%	5.0%	6.7%
%H (All HH)		100.0%	46.3%	14.4%	80.6%	43.1%	38.1%	95.6%
%H (TV HH)			46.3%	14.4%	80.6%	43.1%	38.1%	
Second living/dining room	287	287	127	40	225	104	120	258
%V	10.8%	11.2%	13.6%	13.7%	11.8%	15.2%	9.8%	11.4%
%H (All HH)		100.0%	44.3%	13.9%	78.4%	36.2%	41.8%	89.9%
%H (TV HH)			44.3%	13.9%	78.4%	36.2%	41.8%	
Study/office	43	43	17	3	34	11	23	42
%V	1.6%	1.7%	1.8%	1.0%	1.8%	1.6%	1.9%	1.9%
%H (All HH)		100.0%	39.5%	7.0%	79.1%	25.6%	53.5%	97.7%
%H (TV HH)			39.5%	7.0%	79.1%	25.6%	53.5%	
TV room	8	8	3	0	7	3	4	8
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.3%	0.4%
%H (All HH)		100.0%	37.5%	0.0%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			37.5%	0.0%	87.5%	37.5%	50.0%	
Conservatory	76	76	33	12	67	36	31	70
%V	2.9%	3.0%	3.5%	4.1%	3.5%	5.2%	2.5%	3.1%
%H (All HH)		100.0%	43.4%	15.8%	88.2%	47.4%	40.8%	92.1%
%H (TV HH)			43.4%	15.8%	88.2%	47.4%	40.8%	
Attic or loft room	10	10	5	2	9	6	3	10
%V	0.4%	0.4%	0.5%	0.7%	0.5%	0.9%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	20.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			50.0%	20.0%	90.0%	60.0%	30.0%	
No specific location	7	7	3	0	7	3	4	6
%V	0.3%	0.3%	0.3%	0.0%	0.4%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	42.9%	57.1%	85.7%
%H (TV HH)			42.9%	0.0%	100.0%	42.9%	57.1%	
Other	35	35	19	1	30	15	15	33
%V	1.3%	1.4%	2.0%	0.3%	1.6%	2.2%	1.2%	1.5%
%H (All HH)		100.0%	54.3%	2.9%	85.7%	42.9%	42.9%	94.3%
%H (TV HH)			54.3%	2.9%	85.7%	42.9%	42.9%	

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

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Household level data

Table 8.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Any DSAT provider	935	935	935	11	544	544	0	888
%V	35.2%	36.6%	100.0%	3.8%	28.4%	79.3%	0.0%	39.2%
%H (All HH)			100.0%	1.2%	58.2%	58.2%	0.0%	95.0%
%H (TV HH)			100.0%	1.2%	58.2%	58.2%	0.0%	
Sky with subscription	805	805	805	1	470	470	0	769
%V	30.3%	31.5%	86.1%	0.3%	24.6%	68.5%	0.0%	33.9%
%H (All HH)			100.0%	0.1%	58.4%	58.4%	0.0%	95.5%
%H (TV HH)			100.0%	0.1%	58.4%	58.4%	0.0%	
Sky without subscription	41	41	41	1	22	22	0	37
%V	1.5%	1.6%	4.4%	0.3%	1.2%	3.2%	0.0%	1.6%
%H (All HH)			100.0%	2.4%	53.7%	53.7%	0.0%	90.2%
%H (TV HH)			100.0%	2.4%	53.7%	53.7%	0.0%	
Freesat	81	81	81	5	48	48	0	73
%V	3.1%	3.2%	8.7%	1.7%	2.5%	7.0%	0.0%	3.2%
%H (All HH)			100.0%	6.2%	59.3%	59.3%	0.0%	90.1%
%H (TV HH)			100.0%	6.2%	59.3%	59.3%	0.0%	
Other satellite provider	56	56	56	5	26	26	0	54
%V	2.1%	2.2%	6.0%	1.7%	1.4%	3.8%	0.0%	2.4%
%H (All HH)			100.0%	8.9%	46.4%	46.4%	0.0%	96.4%
%H (TV HH)			100.0%	8.9%	46.4%	46.4%	0.0%	
DCAB	293	293	11	293	149	149	0	282
%V	11.0%	11.5%	1.2%	100.0%	7.8%	21.7%	0.0%	12.4%
%H (All HH)			3.8%	100.0%	50.9%	50.9%	0.0%	96.2%
%H (TV HH)			3.8%	100.0%	50.9%	50.9%	0.0%	
DTT	1913	1913	544	149	1913	686	1227	1574
%V	72.1%	75.0%	58.2%	50.9%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	28.4%	7.8%	100.0%	35.9%	64.1%	82.3%
%H (TV HH)			28.4%	7.8%	100.0%	35.9%	64.1%	

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 8.9: 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	2655	2552	935	293	1913	686	1227	2268
%H (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
PVR	1434	1434	827	275	961	620	341	1340
%V	54.0%	56.2%	88.4%	93.9%	50.2%	90.4%	27.8%	59.1%
%H (All HH)		100.0%	57.7%	19.2%	67.0%	43.2%	23.8%	93.4%
%H (TV HH)			57.7%	19.2%	67.0%	43.2%	23.8%	
DVDR	17	17	10	2	12	7	5	14
%V	0.6%	0.7%	1.1%	0.7%	0.6%	1.0%	0.4%	0.6%
%H (All HH)		100.0%	58.8%	11.8%	70.6%	41.2%	29.4%	82.4%
%H (TV HH)			58.8%	11.8%	70.6%	41.2%	29.4%	
VCR	18	18	6	2	13	3	10	10
%V	0.7%	0.7%	0.6%	0.7%	0.7%	0.4%	0.8%	0.4%
%H (All HH)		100.0%	33.3%	11.1%	72.2%	16.7%	55.6%	55.6%
%H (TV HH)			33.3%	11.1%	72.2%	16.7%	55.6%	
Any recorder	1445	1445	828	275	971	621	350	1344
%V	54.4%	56.6%	88.6%	93.9%	50.8%	90.5%	28.5%	59.3%
%H (All HH)		100.0%	57.3%	19.0%	67.2%	43.0%	24.2%	93.0%
%H (TV HH)			57.3%	19.0%	67.2%	43.0%	24.2%	
Receives HDTV (via STB or built-in reception)	1705	1705	760	268	1273	586	687	1572
%V	64.2%	66.8%	81.3%	91.5%	66.5%	85.4%	56.0%	69.3%
%H (All HH)		100.0%	44.6%	15.7%	74.7%	34.4%	40.3%	92.2%
%H (TV HH)			44.6%	15.7%	74.7%	34.4%	40.3%	
DVD/Blu-ray player or recorder	1501	1501	570	184	1168	467	701	1341
%V	56.5%	58.8%	61.0%	62.8%	61.1%	68.1%	57.1%	59.1%
%H (All HH)		100.0%	38.0%	12.3%	77.8%	31.1%	46.7%	89.3%
%H (TV HH)			38.0%	12.3%	77.8%	31.1%	46.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2655	2552	935	293	1913	686	1227	2268
%V (All HH)		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%
%H (TV HH)			36.6%	11.5%	75.0%	26.9%	48.1%	
Has broadband internet	2268	2182	888	282	1574	655	918	2268
%V	85.4%	85.5%	95.0%	96.2%	82.3%	95.5%	74.8%	100.0%
%H (All HH)		96.2%	39.2%	12.4%	69.4%	28.9%	40.5%	100.0%
%H (TV HH)			40.7%	12.9%	72.1%	30.0%	42.1%	
Number of computers (PCs and laptops)								
0	613	571	120	29	473	72	401	242
%V	23.1%	22.4%	12.8%	9.9%	24.7%	10.5%	32.7%	10.7%
%H (All HH)		93.1%	19.6%	4.7%	77.2%	11.7%	65.4%	39.5%
%H (TV HH)			21.0%	5.1%	82.8%	12.6%	70.2%	
1	744	712	265	80	526	186	340	729
%V	28.0%	27.9%	28.3%	27.3%	27.5%	27.1%	27.7%	32.1%
%H (All HH)		95.7%	35.6%	10.8%	70.7%	25.0%	45.7%	98.0%
%H (TV HH)			37.2%	11.2%	73.9%	26.1%	47.8%	
2	576	562	234	72	418	185	233	576
%V	21.7%	22.0%	25.0%	24.6%	21.9%	27.0%	19.0%	25.4%
%H (All HH)		97.6%	40.6%	12.5%	72.6%	32.1%	40.5%	100.0%
%H (TV HH)			41.6%	12.8%	74.4%	32.9%	41.5%	
3	352	349	157	46	236	109	127	351
%V	13.3%	13.7%	16.8%	15.7%	12.3%	15.9%	10.4%	15.5%
%H (All HH)		99.1%	44.6%	13.1%	67.0%	31.0%	36.1%	99.7%
%H (TV HH)			45.0%	13.2%	67.6%	31.2%	36.4%	
4	190	186	87	38	131	71	60	190
%V	7.2%	7.3%	9.3%	13.0%	6.8%	10.3%	4.9%	8.4%
%H (All HH)		97.9%	45.8%	20.0%	68.9%	37.4%	31.6%	100.0%
%H (TV HH)			46.8%	20.4%	70.4%	38.2%	32.3%	
5+	180	172	72	28	129	63	66	180
%V	6.8%	6.7%	7.7%	9.6%	6.7%	9.2%	5.4%	7.9%
%H (All HH)		95.6%	40.0%	15.6%	71.7%	35.0%	36.7%	100.0%
%H (TV HH)			41.9%	16.3%	75.0%	36.6%	38.4%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	5099	2118	609	3960	1704	2256	4555
%H		41.5%	11.9%	77.7%	33.4%	44.2%	89.3%
Under 20"	251	90	30	223	95	128	216
%V	4.9%	4.2%	4.9%	5.6%	5.6%	5.7%	4.7%
%H		35.9%	12.0%	88.8%	37.8%	51.0%	86.1%
20" - 29"	788	295	75	664	262	402	687
%V	15.5%	13.9%	12.3%	16.8%	15.4%	17.8%	15.1%
%H		37.4%	9.5%	84.3%	33.2%	51.0%	87.2%
30" - 39"	1342	540	166	1039	428	612	1213
%V	26.3%	25.5%	27.3%	26.2%	25.1%	27.1%	26.6%
%H		40.2%	12.4%	77.4%	31.9%	45.6%	90.4%
40" - 49"	1471	629	217	1052	470	582	1333
%V	28.8%	29.7%	35.6%	26.6%	27.6%	25.8%	29.3%
%H		42.8%	14.8%	71.5%	32.0%	39.6%	90.6%
50" - 59"	608	313	79	417	212	205	578
%V	11.9%	14.8%	13.0%	10.5%	12.4%	9.1%	12.7%
%H		51.5%	13.0%	68.6%	34.9%	33.7%	95.1%
60"+	75	41	10	49	24	25	72
%V	1.5%	1.9%	1.6%	1.2%	1.4%	1.1%	1.6%
%H		54.7%	13.3%	65.3%	32.0%	33.3%	96.0%
Don't know	563	209	33	516	213	303	457
%V	11.0%	9.9%	5.4%	13.0%	12.5%	13.4%	10.0%
%H		37.1%	5.9%	91.7%	37.8%	53.8%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5099	2118	609	3960	1704	2256	4555
%H		41.5%	11.9%	77.7%	33.4%	44.2%	89.3%
Main living room	2541	943	293	1910	694	1216	2173
%V	49.8%	44.5%	48.1%	48.2%	40.7%	53.9%	47.7%
%H		37.1%	11.5%	75.2%	27.3%	47.9%	85.5%
Kitchen	261	108	27	231	105	126	230
%V	5.1%	5.1%	4.4%	5.8%	6.2%	5.6%	5.0%
%H		41.4%	10.3%	88.5%	40.2%	48.3%	88.1%
Adult's bedroom	1325	605	170	1050	517	533	1232
%V	26.0%	28.6%	27.9%	26.5%	30.3%	23.6%	27.0%
%H		45.7%	12.8%	79.2%	39.0%	40.2%	93.0%
Child's bedroom	305	155	38	224	118	106	299
%V	6.0%	7.3%	6.2%	5.7%	6.9%	4.7%	6.6%
%H		50.8%	12.5%	73.4%	38.7%	34.8%	98.0%
Other bedroom	194	94	24	160	87	73	187
%V	3.8%	4.4%	3.9%	4.0%	5.1%	3.2%	4.1%
%H		48.5%	12.4%	82.5%	44.8%	37.6%	96.4%
Second living/dining room	291	130	40	228	107	121	263
%V	5.7%	6.1%	6.6%	5.8%	6.3%	5.4%	5.8%
%H		44.7%	13.7%	78.4%	36.8%	41.6%	90.4%
Study/office	44	17	3	35	11	24	43
%V	0.9%	0.8%	0.5%	0.9%	0.6%	1.1%	0.9%
%H		38.6%	6.8%	79.5%	25.0%	54.5%	97.7%
TV room	8	3	0	7	3	4	8
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		37.5%	0.0%	87.5%	37.5%	50.0%	100.0%
Conservatory	76	33	12	67	36	31	70
%V	1.5%	1.6%	2.0%	1.7%	2.1%	1.4%	1.5%
%H		43.4%	15.8%	88.2%	47.4%	40.8%	92.1%
Attic or loft room	10	5	2	9	6	3	10
%V	0.2%	0.2%	0.3%	0.2%	0.4%	0.1%	0.2%
%H		50.0%	20.0%	90.0%	60.0%	30.0%	100.0%
No specific location	8	4	0	8	4	4	7
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	87.5%
Other	35	19	1	30	15	15	33
%V	0.7%	0.9%	0.2%	0.8%	0.9%	0.7%	0.7%
%H		54.3%	2.9%	85.7%	42.9%	42.9%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5099	2118	609	3960	1704	2256	4555
%H		41.5%	11.9%	77.7%	33.4%	44.2%	89.3%
PVR	2025	1266	381	1268	877	390	1919
%V	39.7%	59.8%	62.6%	32.0%	51.5%	17.3%	42.1%
%H		62.5%	18.8%	62.6%	43.3%	19.3%	94.8%
DVDR	18	11	2	13	8	5	15
%V	0.4%	0.5%	0.3%	0.3%	0.5%	0.2%	0.3%
%H		61.1%	11.1%	72.2%	44.4%	27.8%	83.3%
VCR	20	6	2	15	3	12	11
%V	0.4%	0.3%	0.3%	0.4%	0.2%	0.5%	0.2%
%H		30.0%	10.0%	75.0%	15.0%	60.0%	55.0%
Any recorder	2039	1268	381	1281	879	403	1926
%V	40.0%	59.9%	62.6%	32.3%	51.6%	17.9%	42.3%
%H		62.2%	18.7%	62.8%	43.1%	19.8%	94.5%

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	5099	2118	609	3960	1704	2256	4555
%H		41.5%	11.9%	77.7%	33.4%	44.2%	89.3%
Receives HDTV (via STB or built-in reception)	2809	1357	413	2117	1057	1060	2635
%V	55.1%	64.1%	67.8%	53.5%	62.0%	47.0%	57.8%
%H		48.3%	14.7%	75.4%	37.6%	37.7%	93.8%
DVD/Blu-ray player or recorder	1988	806	264	1557	687	870	1812
%V	39.0%	38.1%	43.3%	39.3%	40.3%	38.6%	39.8%
%H		40.5%	13.3%	78.3%	34.6%	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	2549	935	293	1911	686	1225	2179
%H		36.7%	11.5%	75.0%	26.9%	48.1%	85.5%
Under 20"	13	0	1	11	0	11	8
%V	0.5%	0.0%	0.3%	0.6%	0.0%	0.9%	0.4%
%H		0.0%	7.7%	84.6%	0.0%	84.6%	61.5%
20" - 29"	129	24	6	112	19	93	94
%V	5.1%	2.6%	2.0%	5.9%	2.8%	7.6%	4.3%
%H		18.6%	4.7%	86.8%	14.7%	72.1%	72.9%
30" - 39"	551	155	58	434	114	321	450
%V	21.6%	16.6%	19.8%	22.7%	16.6%	26.2%	20.7%
%H		28.1%	10.5%	78.8%	20.7%	58.3%	81.7%
40" - 49"	1024	395	146	731	292	439	903
%V	40.2%	42.2%	49.8%	38.3%	42.6%	35.8%	41.4%
%H		38.6%	14.3%	71.4%	28.5%	42.9%	88.2%
50" - 59"	490	253	60	333	169	164	465
%V	19.2%	27.1%	20.5%	17.4%	24.6%	13.4%	21.3%
%H		51.6%	12.2%	68.0%	34.5%	33.5%	94.9%
60"+	66	33	9	43	20	24	63
%V	2.6%	3.5%	3.1%	2.3%	2.9%	2.0%	2.9%
%H		50.0%	13.6%	65.2%	30.3%	36.4%	95.5%
Don't know	276	76	14	246	73	173	195
%V	10.8%	8.1%	4.8%	12.9%	10.6%	14.1%	8.9%
%H		27.5%	5.1%	89.1%	26.4%	62.7%	70.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Yorkshire and Lincolnshire

Set level data

Table 8.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2549	935	293	1911	686	1225	2179
%H		36.7%	11.5%	75.0%	26.9%	48.1%	85.5%
PVR	1400	814	269	931	606	325	1314
%V	54.9%	87.1%	91.8%	48.7%	88.3%	26.5%	60.3%
%H		58.1%	19.2%	66.5%	43.3%	23.2%	93.9%
DVDR	13	7	2	10	6	4	10
%V	0.5%	0.7%	0.7%	0.5%	0.9%	0.3%	0.5%
%H		53.8%	15.4%	76.9%	46.2%	30.8%	76.9%
VCR	15	5	2	10	3	7	7
%V	0.6%	0.5%	0.7%	0.5%	0.4%	0.6%	0.3%
%H		33.3%	13.3%	66.7%	20.0%	46.7%	46.7%
Any recorder	1411	816	269	942	607	334	1318
%V	55.4%	87.3%	91.8%	49.3%	88.5%	27.3%	60.5%
%H		57.8%	19.1%	66.8%	43.0%	23.7%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: 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	2549	935	293	1911	686	1225	2179
%H		36.7%	11.5%	75.0%	26.9%	48.1%	85.5%
Receives HDTV (via STB or built-in reception)	1662	741	264	1236	569	667	1541
%V	65.2%	79.3%	90.1%	64.7%	82.9%	54.4%	70.7%
%H		44.6%	15.9%	74.4%	34.2%	40.1%	92.7%
DVD/Blu-ray player or recorder	1309	478	155	1024	392	632	1161
%V	51.4%	51.1%	52.9%	53.6%	57.1%	51.6%	53.3%
%H		36.5%	11.8%	78.2%	29.9%	48.3%	88.7%

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	2550	1183	316	2048	1018	1031	2376
%H		46.4%	12.4%	80.3%	39.9%	40.4%	93.2%
Under 20"	238	90	29	212	95	117	208
%V	9.3%	7.6%	9.2%	10.4%	9.3%	11.3%	8.8%
%H		37.8%	12.2%	89.1%	39.9%	49.2%	87.4%
20" - 29"	660	271	69	552	243	309	592
%V	25.9%	22.9%	21.8%	27.0%	23.9%	30.0%	24.9%
%H		41.1%	10.5%	83.6%	36.8%	46.8%	89.7%
30" - 39"	791	385	108	605	314	291	763
%V	31.0%	32.5%	34.2%	29.5%	30.8%	28.2%	32.1%
%H		48.7%	13.7%	76.5%	39.7%	36.8%	96.5%
40" - 49"	446	234	70	320	177	143	429
%V	17.5%	19.8%	22.2%	15.6%	17.4%	13.9%	18.1%
%H		52.5%	15.7%	71.7%	39.7%	32.1%	96.2%
50" - 59"	118	61	19	83	43	40	114
%V	4.6%	5.2%	6.0%	4.1%	4.2%	3.9%	4.8%
%H		51.7%	16.1%	70.3%	36.4%	33.9%	96.6%
60"+	9	8	1	5	4	1	9
%V	0.4%	0.7%	0.3%	0.2%	0.4%	0.1%	0.4%
%H		88.9%	11.1%	55.6%	44.4%	11.1%	100.0%
Don't know	287	133	19	270	141	129	261
%V	11.3%	11.2%	6.0%	13.2%	13.9%	12.5%	11.0%
%H		46.3%	6.6%	94.1%	49.1%	44.9%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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	2550	1183	316	2048	1018	1031	2376
%H		46.4%	12.4%	80.3%	39.9%	40.4%	93.2%
PVR	624	452	112	336	271	65	605
%V	24.5%	38.2%	35.4%	16.4%	26.6%	6.3%	25.5%
%H		72.4%	17.9%	53.8%	43.4%	10.4%	97.0%
DVDR	4	4	0	3	2	1	4
%V	0.2%	0.3%	0.0%	0.1%	0.2%	0.1%	0.2%
%H		100.0%	0.0%	75.0%	50.0%	25.0%	100.0%
VCR	5	1	0	4	0	4	4
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		20.0%	0.0%	80.0%	0.0%	80.0%	80.0%
Any recorder	628	452	112	340	271	68	608
%V	24.6%	38.2%	35.4%	16.6%	26.6%	6.6%	25.6%
%H		72.0%	17.8%	54.1%	43.2%	10.8%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2550	1183	316	2048	1018	1031	2376
%H		46.4%	12.4%	80.3%	39.9%	40.4%	93.2%
Receives HDTV (via STB or built-in reception)	1147	615	149	880	487	393	1094
%V	45.0%	52.0%	47.2%	43.0%	47.8%	38.1%	46.0%
%H		53.6%	13.0%	76.7%	42.5%	34.3%	95.4%
DVD/Blu-ray player or recorder	679	328	109	533	295	238	651
%V	26.6%	27.7%	34.5%	26.0%	29.0%	23.1%	27.4%
%H		48.3%	16.1%	78.5%	43.4%	35.1%	95.9%

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	6081	5877	2335	765	4237	1720	2517	5577
%H		96.6%	38.4%	12.6%	69.7%	28.3%	41.4%	91.7%
Total Children	1194	1171	477	172	769	320	449	1179
%V	19.6%	19.9%	20.4%	22.5%	18.1%	18.6%	17.8%	21.1%
%H		98.1%	39.9%	14.4%	64.4%	26.8%	37.6%	98.7%
0 - 3	283	276	104	34	169	57	113	282
%V	4.7%	4.7%	4.5%	4.4%	4.0%	3.3%	4.5%	5.1%
%H		97.5%	36.7%	12.0%	59.7%	20.1%	39.9%	99.6%
4 - 15	911	895	373	138	599	263	336	898
%V	15.0%	15.2%	16.0%	18.0%	14.1%	15.3%	13.3%	16.1%
%H		98.2%	40.9%	15.1%	65.8%	28.9%	36.9%	98.6%
4 - 9	467	457	188	69	295	129	165	459
%V	7.7%	7.8%	8.1%	9.0%	7.0%	7.5%	6.6%	8.2%
%H		97.9%	40.3%	14.8%	63.2%	27.6%	35.3%	98.3%
10 - 15	444	438	184	68	305	134	171	439
%V	7.3%	7.5%	7.9%	8.9%	7.2%	7.8%	6.8%	7.9%
%H		98.6%	41.4%	15.3%	68.7%	30.2%	38.5%	98.9%

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	6081	5877	2335	765	4237	1720	2517	5577
%H		96.6%	38.4%	12.6%	69.7%	28.3%	41.4%	91.7%
Total Adults (16+)	4887	4706	1859	594	3469	1400	2068	4398
%V	80.4%	80.1%	79.6%	77.6%	81.9%	81.4%	82.2%	78.9%
%H		96.3%	38.0%	12.2%	71.0%	28.6%	42.3%	90.0%
16 - 19	225	212	92	41	148	80	68	223
%V	3.7%	3.6%	3.9%	5.4%	3.5%	4.7%	2.7%	4.0%
%H		94.2%	40.9%	18.2%	65.8%	35.6%	30.2%	99.1%
20 - 24	409	365	116	49	248	94	154	404
%V	6.7%	6.2%	5.0%	6.4%	5.9%	5.5%	6.1%	7.2%
%H		89.2%	28.4%	12.0%	60.6%	23.0%	37.7%	98.8%
25 - 34	796	740	314	94	455	192	263	781
%V	13.1%	12.6%	13.4%	12.3%	10.7%	11.2%	10.4%	14.0%
%H		93.0%	39.4%	11.8%	57.2%	24.1%	33.0%	98.1%
35 - 44	730	699	307	98	475	220	255	714
%V	12.0%	11.9%	13.1%	12.8%	11.2%	12.8%	10.1%	12.8%
%H		95.8%	42.1%	13.4%	65.1%	30.1%	34.9%	97.8%
45 - 54	807	790	347	133	567	273	294	772
%V	13.3%	13.4%	14.9%	17.4%	13.4%	15.9%	11.7%	13.8%
%H		97.9%	43.0%	16.5%	70.3%	33.8%	36.4%	95.7%
55 - 64	752	742	320	75	591	248	343	704
%V	12.4%	12.6%	13.7%	9.8%	13.9%	14.4%	13.6%	12.6%
%H		98.7%	42.6%	10.0%	78.6%	33.0%	45.6%	93.6%
65+	1169	1159	363	105	985	292	693	800
%V	19.2%	19.7%	15.5%	13.7%	23.2%	17.0%	27.5%	14.3%
%H		99.1%	31.1%	9.0%	84.3%	25.0%	59.3%	68.4%

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+)		4887	4706	1859	594	3469	1400	2068	4398
	%H		96.3%	38.0%	12.2%	71.0%	28.6%	42.3%	90.0%
AB		1038	1012	429	142	754	342	412	1007
	%V	21.2%	21.5%	23.1%	23.9%	21.7%	24.4%	19.9%	22.9%
	%H		97.5%	41.3%	13.7%	72.6%	32.9%	39.7%	97.0%
C1		1373	1307	532	180	937	386	552	1288
	%V	28.1%	27.8%	28.6%	30.3%	27.0%	27.6%	26.7%	29.3%
	%H		95.2%	38.7%	13.1%	68.2%	28.1%	40.2%	93.8%
C2		1150	1120	481	138	815	366	450	1041
	%V	23.5%	23.8%	25.9%	23.2%	23.5%	26.1%	21.8%	23.7%
	%H		97.4%	41.8%	12.0%	70.9%	31.8%	39.1%	90.5%
D		841	801	304	94	589	230	359	744
	%V	17.2%	17.0%	16.4%	15.8%	17.0%	16.4%	17.4%	16.9%
	%H		95.2%	36.1%	11.2%	70.0%	27.3%	42.7%	88.5%
E		485	466	112	39	372	77	295	318
	%V	9.9%	9.9%	6.0%	6.6%	10.7%	5.5%	14.3%	7.2%
	%H		96.1%	23.1%	8.0%	76.7%	15.9%	60.8%	65.6%

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+)	4887	4706	1859	594	3469	1400	2068	4398
%H		96.3%	38.0%	12.2%	71.0%	28.6%	42.3%	90.0%
Working full time	2173	2098	944	298	1438	683	755	2127
%V	44.5%	44.6%	50.8%	50.2%	41.5%	48.8%	36.5%	48.4%
%H		96.5%	43.4%	13.7%	66.2%	31.4%	34.7%	97.9%
Working part time	506	487	203	79	344	154	190	493
%V	10.4%	10.3%	10.9%	13.3%	9.9%	11.0%	9.2%	11.2%
%H		96.2%	40.1%	15.6%	68.0%	30.4%	37.5%	97.4%
Not working	2208	2121	712	217	1687	563	1124	1777
%V	45.2%	45.1%	38.3%	36.5%	48.6%	40.2%	54.4%	40.4%
%H		96.1%	32.2%	9.8%	76.4%	25.5%	50.9%	80.5%
Houseperson	2655	2552	935	293	1913	686	1227	2268
%V	54.3%	54.2%	50.3%	49.3%	55.1%	49.0%	59.3%	51.6%
%H		96.1%	35.2%	11.0%	72.1%	25.8%	46.2%	85.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2380	2274	932	280	1659	694	965	2169
%H		95.5%	39.2%	11.8%	69.7%	29.2%	40.5%	91.1%
16 - 19	114	107	52	20	74	46	28	113
%V	4.8%	4.7%	5.6%	7.1%	4.5%	6.6%	2.9%	5.2%
%H		93.9%	45.6%	17.5%	64.9%	40.4%	24.6%	99.1%
20 - 24	208	178	55	23	118	43	74	204
%V	8.7%	7.8%	5.9%	8.2%	7.1%	6.2%	7.7%	9.4%
%H		85.6%	26.4%	11.1%	56.7%	20.7%	35.6%	98.1%
25 - 34	388	361	151	48	222	97	124	383
%V	16.3%	15.9%	16.2%	17.1%	13.4%	14.0%	12.8%	17.7%
%H		93.0%	38.9%	12.4%	57.2%	25.0%	32.0%	98.7%
35 - 44	360	341	154	44	233	109	123	349
%V	15.1%	15.0%	16.5%	15.7%	14.0%	15.7%	12.7%	16.1%
%H		94.7%	42.8%	12.2%	64.7%	30.3%	34.2%	96.9%
45 - 54	406	394	173	61	284	133	151	389
%V	17.1%	17.3%	18.6%	21.8%	17.1%	19.2%	15.6%	17.9%
%H		97.0%	42.6%	15.0%	70.0%	32.8%	37.2%	95.8%
55 - 64	366	361	160	39	284	123	161	339
%V	15.4%	15.9%	17.2%	13.9%	17.1%	17.7%	16.7%	15.6%
%H		98.6%	43.7%	10.7%	77.6%	33.6%	44.0%	92.6%
65+	538	534	187	44	445	141	304	391
%V	22.6%	23.5%	20.1%	15.7%	26.8%	20.3%	31.5%	18.0%
%H		99.3%	34.8%	8.2%	82.7%	26.2%	56.5%	72.7%

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 8.26: 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+)	2380	2274	932	280	1659	694	965	2169
%H		95.5%	39.2%	11.8%	69.7%	29.2%	40.5%	91.1%
AB	520	508	214	69	375	168	207	508
%V	21.8%	22.3%	23.0%	24.6%	22.6%	24.2%	21.5%	23.4%
%H		97.7%	41.2%	13.3%	72.1%	32.3%	39.8%	97.7%
C1	644	605	261	81	419	180	240	611
%V	27.1%	26.6%	28.0%	28.9%	25.3%	25.9%	24.9%	28.2%
%H		93.9%	40.5%	12.6%	65.1%	28.0%	37.3%	94.9%
C2	623	597	265	73	436	206	230	563
%V	26.2%	26.3%	28.4%	26.1%	26.3%	29.7%	23.8%	26.0%
%H		95.8%	42.5%	11.7%	70.0%	33.1%	36.9%	90.4%
D	391	369	146	41	272	110	162	350
%V	16.4%	16.2%	15.7%	14.6%	16.4%	15.9%	16.8%	16.1%
%H		94.4%	37.3%	10.5%	69.6%	28.1%	41.4%	89.5%
E	203	196	46	14	157	30	126	136
%V	8.5%	8.6%	4.9%	5.0%	9.5%	4.3%	13.1%	6.3%
%H		96.6%	22.7%	6.9%	77.3%	14.8%	62.1%	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+)	2380	2274	932	280	1659	694	965	2169
%H		95.5%	39.2%	11.8%	69.7%	29.2%	40.5%	91.1%
Working full time	1320	1271	578	176	861	415	446	1292
%V	55.5%	55.9%	62.0%	62.9%	51.9%	59.8%	46.2%	59.6%
%H		96.3%	43.8%	13.3%	65.2%	31.4%	33.8%	97.9%
Working part time	125	109	37	19	82	33	49	120
%V	5.3%	4.8%	4.0%	6.8%	4.9%	4.8%	5.1%	5.5%
%H		87.2%	29.6%	15.2%	65.6%	26.4%	39.2%	96.0%
Not working	935	894	316	85	716	246	469	757
%V	39.3%	39.3%	33.9%	30.4%	43.2%	35.4%	48.6%	34.9%
%H		95.6%	33.8%	9.1%	76.6%	26.3%	50.2%	81.0%
Houseperson	640	592	202	47	451	142	309	507
%V	26.9%	26.0%	21.7%	16.8%	27.2%	20.5%	32.0%	23.4%
%H		92.5%	31.6%	7.3%	70.5%	22.2%	48.3%	79.2%

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 8.28: 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+)	2507	2431	927	314	1810	706	1103	2229
%H		97.0%	37.0%	12.5%	72.2%	28.2%	44.0%	88.9%
16 - 19	111	105	39	21	74	34	40	110
%V	4.4%	4.3%	4.2%	6.7%	4.1%	4.8%	3.6%	4.9%
%H		94.6%	35.1%	18.9%	66.7%	30.6%	36.0%	99.1%
20 - 24	201	187	61	25	130	51	80	200
%V	8.0%	7.7%	6.6%	8.0%	7.2%	7.2%	7.3%	9.0%
%H		93.0%	30.3%	12.4%	64.7%	25.4%	39.8%	99.5%
25 - 34	408	379	163	46	233	95	138	398
%V	16.3%	15.6%	17.6%	14.6%	12.9%	13.5%	12.5%	17.9%
%H		92.9%	40.0%	11.3%	57.1%	23.3%	33.8%	97.5%
35 - 44	370	358	154	54	242	111	131	365
%V	14.8%	14.7%	16.6%	17.2%	13.4%	15.7%	11.9%	16.4%
%H		96.8%	41.6%	14.6%	65.4%	30.0%	35.4%	98.6%
45 - 54	401	396	175	71	283	140	143	383
%V	16.0%	16.3%	18.9%	22.6%	15.6%	19.8%	13.0%	17.2%
%H		98.8%	43.6%	17.7%	70.6%	34.9%	35.7%	95.5%
55 - 64	386	381	160	36	307	125	183	365
%V	15.4%	15.7%	17.3%	11.5%	17.0%	17.7%	16.6%	16.4%
%H		98.7%	41.5%	9.3%	79.5%	32.4%	47.4%	94.6%
65+	631	625	175	61	540	151	389	409
%V	25.2%	25.7%	18.9%	19.4%	29.8%	21.4%	35.3%	18.3%
%H		99.0%	27.7%	9.7%	85.6%	23.9%	61.6%	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+)	2507	2431	927	314	1810	706	1103	2229
%H		97.0%	37.0%	12.5%	72.2%	28.2%	44.0%	88.9%
AB	518	504	216	73	379	174	205	499
%V	20.7%	20.7%	23.3%	23.2%	20.9%	24.6%	18.6%	22.4%
%H		97.3%	41.7%	14.1%	73.2%	33.6%	39.6%	96.3%
C1	730	702	271	99	518	206	312	678
%V	29.1%	28.9%	29.2%	31.5%	28.6%	29.2%	28.3%	30.4%
%H		96.2%	37.1%	13.6%	71.0%	28.2%	42.7%	92.9%
C2	527	523	216	65	379	160	220	478
%V	21.0%	21.5%	23.3%	20.7%	20.9%	22.7%	19.9%	21.4%
%H		99.2%	41.0%	12.3%	71.9%	30.4%	41.7%	90.7%
D	450	432	158	53	318	120	198	393
%V	17.9%	17.8%	17.0%	16.9%	17.6%	17.0%	18.0%	17.6%
%H		96.0%	35.1%	11.8%	70.7%	26.7%	44.0%	87.3%
E	282	270	66	24	215	47	169	182
%V	11.2%	11.1%	7.1%	7.6%	11.9%	6.7%	15.3%	8.2%
%H		95.7%	23.4%	8.5%	76.2%	16.7%	59.9%	64.5%

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 8.30: 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+)	2507	2431	927	314	1810	706	1103	2229
%H		97.0%	37.0%	12.5%	72.2%	28.2%	44.0%	88.9%
Working full time	853	827	365	122	577	269	308	835
%V	34.0%	34.0%	39.4%	38.9%	31.9%	38.1%	27.9%	37.5%
%H		97.0%	42.8%	14.3%	67.6%	31.5%	36.1%	97.9%
Working part time	381	377	166	60	262	121	141	374
%V	15.2%	15.5%	17.9%	19.1%	14.5%	17.1%	12.8%	16.8%
%H		99.0%	43.6%	15.7%	68.8%	31.8%	37.0%	98.2%
Not working	1273	1227	396	132	971	316	654	1021
%V	50.8%	50.5%	42.7%	42.0%	53.6%	44.8%	59.3%	45.8%
%H		96.4%	31.1%	10.4%	76.3%	24.8%	51.4%	80.2%
Houseperson	2015	1960	733	246	1462	544	918	1761
%V	80.4%	80.6%	79.1%	78.3%	80.8%	77.1%	83.2%	79.0%
%H		97.3%	36.4%	12.2%	72.6%	27.0%	45.6%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
AB	349	342	143	45	231	90	140	333
%V	22.7%	22.8%	25.2%	21.0%	22.5%	24.1%	21.4%	25.7%
%H (All HH)		98.0%	41.0%	12.9%	66.2%	25.8%	40.1%	95.4%
%H (TV HH)			41.8%	13.2%	67.5%	26.3%	40.9%	
C1	419	407	157	69	278	111	166	384
%V	27.3%	27.1%	27.7%	32.2%	27.1%	29.8%	25.4%	29.6%
%H (All HH)		97.1%	37.5%	16.5%	66.3%	26.5%	39.6%	91.6%
%H (TV HH)			38.6%	17.0%	68.3%	27.3%	40.8%	
C2	336	328	135	47	216	80	136	281
%V	21.9%	21.9%	23.8%	22.0%	21.0%	21.4%	20.8%	21.6%
%H (All HH)		97.6%	40.2%	14.0%	64.3%	23.8%	40.5%	83.6%
%H (TV HH)			41.2%	14.3%	65.9%	24.4%	41.5%	
D	245	241	84	34	166	60	106	195
%V	16.0%	16.1%	14.8%	15.9%	16.2%	16.1%	16.2%	15.0%
%H (All HH)		98.4%	34.3%	13.9%	67.8%	24.5%	43.3%	79.6%
%H (TV HH)			34.9%	14.1%	68.9%	24.9%	44.0%	
E	187	182	49	18	136	31	105	105
%V	12.2%	12.1%	8.6%	8.4%	13.2%	8.3%	16.1%	8.1%
%H (All HH)		97.3%	26.2%	9.6%	72.7%	16.6%	56.1%	56.1%
%H (TV HH)			26.9%	9.9%	74.7%	17.0%	57.7%	

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Under 25	50	44	12	9	25	9	16	48
%V	3.3%	2.9%	2.1%	4.2%	2.4%	2.4%	2.4%	3.7%
%H (All HH)		88.0%	24.0%	18.0%	50.0%	18.0%	32.0%	96.0%
%H (TV HH)			27.3%	20.5%	56.8%	20.5%	36.4%	
25 - 34	211	200	82	21	109	39	69	202
%V	13.7%	13.3%	14.5%	9.8%	10.6%	10.5%	10.6%	15.6%
%H (All HH)		94.8%	38.9%	10.0%	51.7%	18.5%	32.7%	95.7%
%H (TV HH)			41.0%	10.5%	54.5%	19.5%	34.5%	
35 - 44	218	209	84	42	120	56	63	214
%V	14.2%	13.9%	14.8%	19.6%	11.7%	15.0%	9.6%	16.5%
%H (All HH)		95.9%	38.5%	19.3%	55.0%	25.7%	28.9%	98.2%
%H (TV HH)			40.2%	20.1%	57.4%	26.8%	30.1%	
45 - 54	278	274	121	45	181	84	97	263
%V	18.1%	18.3%	21.3%	21.0%	17.6%	22.5%	14.8%	20.3%
%H (All HH)		98.6%	43.5%	16.2%	65.1%	30.2%	34.9%	94.6%
%H (TV HH)			44.2%	16.4%	66.1%	30.7%	35.4%	
55 - 64	309	308	123	47	223	88	135	276
%V	20.1%	20.5%	21.7%	22.0%	21.7%	23.6%	20.6%	21.3%
%H (All HH)		99.7%	39.8%	15.2%	72.2%	28.5%	43.7%	89.3%
%H (TV HH)			39.9%	15.3%	72.4%	28.6%	43.8%	
65 +	471	467	146	49	369	97	272	294
%V	30.7%	31.1%	25.7%	22.9%	35.9%	26.0%	41.6%	22.7%
%H (All HH)		99.2%	31.0%	10.4%	78.3%	20.6%	57.7%	62.4%
%H (TV HH)			31.3%	10.5%	79.0%	20.8%	58.2%	

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
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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
1	500	485	119	46	374	69	305	319
%V	32.6%	32.3%	21.0%	21.5%	36.4%	18.5%	46.6%	24.6%
%H (All HH)		97.0%	23.8%	9.2%	74.8%	13.8%	61.0%	63.8%
%H (TV HH)			24.5%	9.5%	77.1%	14.2%	62.9%	
2	555	544	225	79	373	152	221	509
%V	36.1%	36.2%	39.7%	36.9%	36.3%	40.8%	33.8%	39.2%
%H (All HH)		98.0%	40.5%	14.2%	67.2%	27.4%	39.8%	91.7%
%H (TV HH)			41.4%	14.5%	68.6%	27.9%	40.6%	
3	233	229	103	41	141	72	68	226
%V	15.2%	15.3%	18.2%	19.2%	13.7%	19.3%	10.4%	17.4%
%H (All HH)		98.3%	44.2%	17.6%	60.5%	30.9%	29.2%	97.0%
%H (TV HH)			45.0%	17.9%	61.6%	31.4%	29.7%	
4	174	171	86	30	103	57	47	173
%V	11.3%	11.4%	15.2%	14.0%	10.0%	15.3%	7.2%	13.3%
%H (All HH)		98.3%	49.4%	17.2%	59.2%	32.8%	27.0%	99.4%
%H (TV HH)			50.3%	17.5%	60.2%	33.3%	27.5%	
5+	74	72	35	18	36	24	12	70
%V	4.8%	4.8%	6.2%	8.4%	3.5%	6.4%	1.8%	5.4%
%H (All HH)		97.3%	47.3%	24.3%	48.6%	32.4%	16.2%	94.6%
%H (TV HH)			48.6%	25.0%	50.0%	33.3%	16.7%	
Average HH size	2.22	2.22	2.49	2.56	2.10	2.53	1.85	2.38

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Without	1178	1150	403	151	830	271	559	947
%V	76.7%	76.6%	71.1%	70.6%	80.8%	72.7%	85.5%	73.0%
%H (All HH)		97.6%	34.2%	12.8%	70.5%	23.0%	47.5%	80.4%
%H (TV HH)			35.0%	13.1%	72.2%	23.6%	48.6%	
With	358	351	164	63	197	102	95	351
%V	23.3%	23.4%	28.9%	29.4%	19.2%	27.3%	14.5%	27.0%
%H (All HH)		98.0%	45.8%	17.6%	55.0%	28.5%	26.5%	98.0%
%H (TV HH)			46.7%	17.9%	56.1%	29.1%	27.1%	
0 - 3	116	112	54	13	59	25	33	113
%V	7.6%	7.5%	9.5%	6.1%	5.7%	6.7%	5.0%	8.7%
%H (All HH)		96.6%	46.6%	11.2%	50.9%	21.6%	28.4%	97.4%
%H (TV HH)			48.2%	11.6%	52.7%	22.3%	29.5%	
4 - 9	180	178	84	32	101	55	47	176
%V	11.7%	11.9%	14.8%	15.0%	9.8%	14.7%	7.2%	13.6%
%H (All HH)		98.9%	46.7%	17.8%	56.1%	30.6%	26.1%	97.8%
%H (TV HH)			47.2%	18.0%	56.7%	30.9%	26.4%	
10 - 15	179	177	87	36	95	53	42	175
%V	11.7%	11.8%	15.3%	16.8%	9.3%	14.2%	6.4%	13.5%
%H (All HH)		98.9%	48.6%	20.1%	53.1%	29.6%	23.5%	97.8%
%H (TV HH)			49.2%	20.3%	53.7%	29.9%	23.7%	

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
1	586	586	154	61	382	54	328	436
%V	38.2%	39.0%	27.2%	28.5%	37.2%	14.5%	50.2%	33.6%
%H (All HH)		100.0%	26.3%	10.4%	65.2%	9.2%	56.0%	74.4%
%H (TV HH)			26.3%	10.4%	65.2%	9.2%	56.0%	
2	514	514	221	74	353	151	202	455
%V	33.5%	34.2%	39.0%	34.6%	34.4%	40.5%	30.9%	35.1%
%H (All HH)		100.0%	43.0%	14.4%	68.7%	29.4%	39.3%	88.5%
%H (TV HH)			43.0%	14.4%	68.7%	29.4%	39.3%	
3	252	252	115	44	182	95	88	233
%V	16.4%	16.8%	20.3%	20.6%	17.7%	25.5%	13.5%	18.0%
%H (All HH)		100.0%	45.6%	17.5%	72.2%	37.7%	34.9%	92.5%
%H (TV HH)			45.6%	17.5%	72.2%	37.7%	34.9%	
4	91	91	48	21	63	42	22	89
%V	5.9%	6.1%	8.5%	9.8%	6.1%	11.3%	3.4%	6.9%
%H (All HH)		100.0%	52.7%	23.1%	69.2%	46.2%	24.2%	97.8%
%H (TV HH)			52.7%	23.1%	69.2%	46.2%	24.2%	
5+	58	58	30	14	46	32	14	58
%V	3.8%	3.9%	5.3%	6.5%	4.5%	8.6%	2.1%	4.5%
%H (All HH)		100.0%	51.7%	24.1%	79.3%	55.2%	24.1%	100.0%
%H (TV HH)			51.7%	24.1%	79.3%	55.2%	24.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Under 20"	143	143	52	24	120	55	65	118
%V	9.3%	9.5%	9.2%	11.2%	11.7%	14.7%	9.9%	9.1%
%H (All HH)		100.0%	36.4%	16.8%	83.9%	38.5%	45.5%	82.5%
%H (TV HH)			36.4%	16.8%	83.9%	38.5%	45.5%	
20" - 29"	360	360	138	56	281	120	161	305
%V	23.4%	24.0%	24.3%	26.2%	27.4%	32.2%	24.6%	23.5%
%H (All HH)		100.0%	38.3%	15.6%	78.1%	33.3%	44.7%	84.7%
%H (TV HH)			38.3%	15.6%	78.1%	33.3%	44.7%	
30" - 39"	702	702	260	107	501	190	311	597
%V	45.7%	46.8%	45.9%	50.0%	48.8%	50.9%	47.6%	46.0%
%H (All HH)		100.0%	37.0%	15.2%	71.4%	27.1%	44.3%	85.0%
%H (TV HH)			37.0%	15.2%	71.4%	27.1%	44.3%	
40" - 49"	774	774	329	119	519	222	297	680
%V	50.4%	51.6%	58.0%	55.6%	50.5%	59.5%	45.4%	52.4%
%H (All HH)		100.0%	42.5%	15.4%	67.1%	28.7%	38.4%	87.9%
%H (TV HH)			42.5%	15.4%	67.1%	28.7%	38.4%	
50" - 59"	373	373	176	67	237	129	108	354
%V	24.3%	24.9%	31.0%	31.3%	23.1%	34.6%	16.5%	27.3%
%H (All HH)		100.0%	47.2%	18.0%	63.5%	34.6%	29.0%	94.9%
%H (TV HH)			47.2%	18.0%	63.5%	34.6%	29.0%	
60"+	60	60	37	7	35	20	15	58
%V	3.9%	4.0%	6.5%	3.3%	3.4%	5.4%	2.3%	4.5%
%H (All HH)		100.0%	61.7%	11.7%	58.3%	33.3%	25.0%	96.7%
%H (TV HH)			61.7%	11.7%	58.3%	33.3%	25.0%	

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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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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Main living room	1478	1478	559	213	1016	370	646	1252
%V	96.2%	98.5%	98.6%	99.5%	98.9%	99.2%	98.8%	96.5%
%H (All HH)		100.0%	37.8%	14.4%	68.7%	25.0%	43.7%	84.7%
%H (TV HH)			37.8%	14.4%	68.7%	25.0%	43.7%	
Kitchen	174	174	86	24	136	77	60	157
%V	11.3%	11.6%	15.2%	11.2%	13.2%	20.6%	9.2%	12.1%
%H (All HH)		100.0%	49.4%	13.8%	78.2%	44.3%	34.5%	90.2%
%H (TV HH)			49.4%	13.8%	78.2%	44.3%	34.5%	
Adult's bedroom	680	680	314	117	485	251	234	618
%V	44.3%	45.3%	55.4%	54.7%	47.2%	67.3%	35.8%	47.6%
%H (All HH)		100.0%	46.2%	17.2%	71.3%	36.9%	34.4%	90.9%
%H (TV HH)			46.2%	17.2%	71.3%	36.9%	34.4%	
Child's bedroom	156	156	82	31	91	52	39	153
%V	10.2%	10.4%	14.5%	14.5%	8.9%	13.9%	6.0%	11.8%
%H (All HH)		100.0%	52.6%	19.9%	58.3%	33.3%	25.0%	98.1%
%H (TV HH)			52.6%	19.9%	58.3%	33.3%	25.0%	
Other bedroom	163	163	74	31	122	62	59	151
%V	10.6%	10.9%	13.1%	14.5%	11.9%	16.6%	9.0%	11.6%
%H (All HH)		100.0%	45.4%	19.0%	74.8%	38.0%	36.2%	92.6%
%H (TV HH)			45.4%	19.0%	74.8%	38.0%	36.2%	
Second living/dining room	147	147	67	30	108	60	48	136
%V	9.6%	9.8%	11.8%	14.0%	10.5%	16.1%	7.3%	10.5%
%H (All HH)		100.0%	45.6%	20.4%	73.5%	40.8%	32.7%	92.5%
%H (TV HH)			45.6%	20.4%	73.5%	40.8%	32.7%	
Study/office	24	24	11	4	19	10	9	24
%V	1.6%	1.6%	1.9%	1.9%	1.9%	2.7%	1.4%	1.8%
%H (All HH)		100.0%	45.8%	16.7%	79.2%	41.7%	37.5%	100.0%
%H (TV HH)			45.8%	16.7%	79.2%	41.7%	37.5%	
TV room	6	6	2	0	5	2	4	6
%V	0.4%	0.4%	0.4%	0.0%	0.5%	0.5%	0.6%	0.5%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	83.3%	33.3%	66.7%	
Conservatory	36	36	14	11	31	20	11	35
%V	2.3%	2.4%	2.5%	5.1%	3.0%	5.4%	1.7%	2.7%
%H (All HH)		100.0%	38.9%	30.6%	86.1%	55.6%	30.6%	97.2%
%H (TV HH)			38.9%	30.6%	86.1%	55.6%	30.6%	
Attic or loft room	2	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.2%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	3	3	1	1	2	1	1	3
%V	0.2%	0.2%	0.2%	0.5%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
Other	11	11	7	0	6	4	3	11
%V	0.7%	0.7%	1.2%	0.0%	0.6%	1.1%	0.5%	0.8%
%H (All HH)		100.0%	63.6%	0.0%	54.5%	36.4%	27.3%	100.0%
%H (TV HH)			63.6%	0.0%	54.5%	36.4%	27.3%	

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

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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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Any DSAT provider	567	567	567	6	271	271	0	523
%V	36.9%	37.8%	100.0%	2.8%	26.4%	72.7%	0.0%	40.3%
%H (All HH)			100.0%	1.1%	47.8%	47.8%	0.0%	92.2%
%H (TV HH)			100.0%	1.1%	47.8%	47.8%	0.0%	
Sky with subscription	472	472	472	4	227	227	0	439
%V	30.7%	31.4%	83.2%	1.9%	22.1%	60.9%	0.0%	33.8%
%H (All HH)			100.0%	0.8%	48.1%	48.1%	0.0%	93.0%
%H (TV HH)			100.0%	0.8%	48.1%	48.1%	0.0%	
Sky without subscription	34	34	34	1	14	14	0	28
%V	2.2%	2.3%	6.0%	0.5%	1.4%	3.8%	0.0%	2.2%
%H (All HH)			100.0%	2.9%	41.2%	41.2%	0.0%	82.4%
%H (TV HH)			100.0%	2.9%	41.2%	41.2%	0.0%	
Freesat	59	59	59	1	31	31	0	53
%V	3.8%	3.9%	10.4%	0.5%	3.0%	8.3%	0.0%	4.1%
%H (All HH)			100.0%	1.7%	52.5%	52.5%	0.0%	89.8%
%H (TV HH)			100.0%	1.7%	52.5%	52.5%	0.0%	
Other satellite provider	27	27	27	0	13	13	0	25
%V	1.8%	1.8%	4.8%	0.0%	1.3%	3.5%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	48.1%	48.1%	0.0%	92.6%
%H (TV HH)			100.0%	0.0%	48.1%	48.1%	0.0%	
DCAB	214	214	6	214	107	107	0	202
%V	13.9%	14.3%	1.1%	100.0%	10.4%	28.7%	0.0%	15.6%
%H (All HH)			2.8%	100.0%	50.0%	50.0%	0.0%	94.4%
%H (TV HH)			2.8%	100.0%	50.0%	50.0%	0.0%	
DTT	1027	1027	271	107	1027	373	654	832
%V	66.9%	68.4%	47.8%	50.0%	100.0%	100.0%	100.0%	64.1%
%H (All HH)		100.0%	26.4%	10.4%	100.0%	36.3%	63.7%	81.0%
%H (TV HH)			26.4%	10.4%	100.0%	36.3%	63.7%	

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	1536	1501	567	214	1027	373	654	1298
%H (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
PVR	920	920	528	207	547	358	189	838
%V	59.9%	61.3%	93.1%	96.7%	53.3%	96.0%	28.9%	64.6%
%H (All HH)		100.0%	57.4%	22.5%	59.5%	38.9%	20.5%	91.1%
%H (TV HH)			57.4%	22.5%	59.5%	38.9%	20.5%	
DVDR	12	12	3	2	11	4	6	10
%V	0.8%	0.8%	0.5%	0.9%	1.1%	1.1%	0.9%	0.8%
%H (All HH)		100.0%	25.0%	16.7%	91.7%	33.3%	50.0%	83.3%
%H (TV HH)			25.0%	16.7%	91.7%	33.3%	50.0%	
VCR	5	5	2	0	4	1	3	3
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%	60.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	60.0%	
Any recorder	930	930	529	207	556	359	197	848
%V	60.5%	62.0%	93.3%	96.7%	54.1%	96.2%	30.1%	65.3%
%H (All HH)		100.0%	56.9%	22.3%	59.8%	38.6%	21.2%	91.2%
%H (TV HH)			56.9%	22.3%	59.8%	38.6%	21.2%	
Receives HDTV (via STB or built-in reception)	1086	1086	488	199	748	343	405	978
%V	70.7%	72.4%	86.1%	93.0%	72.8%	92.0%	61.9%	75.3%
%H (All HH)		100.0%	44.9%	18.3%	68.9%	31.6%	37.3%	90.1%
%H (TV HH)			44.9%	18.3%	68.9%	31.6%	37.3%	
DVD/Blu-ray player or recorder	939	939	353	142	667	257	410	806
%V	61.1%	62.6%	62.3%	66.4%	64.9%	68.9%	62.7%	62.1%
%H (All HH)		100.0%	37.6%	15.1%	71.0%	27.4%	43.7%	85.8%
%H (TV HH)			37.6%	15.1%	71.0%	27.4%	43.7%	

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	1536	1501	567	214	1027	373	654	1298
%V (All HH)		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%
%H (TV HH)			37.8%	14.3%	68.4%	24.9%	43.6%	
Has broadband internet	1298	1270	523	202	832	350	481	1298
%V	84.5%	84.6%	92.2%	94.4%	81.0%	93.8%	73.5%	100.0%
%H (All HH)		97.8%	40.3%	15.6%	64.1%	27.0%	37.1%	100.0%
%H (TV HH)			41.2%	15.9%	65.5%	27.6%	37.9%	
Number of computers (PCs and laptops)								
0	351	339	86	25	257	43	214	124
%V	22.9%	22.6%	15.2%	11.7%	25.0%	11.5%	32.7%	9.6%
%H (All HH)		96.6%	24.5%	7.1%	73.2%	12.3%	61.0%	35.3%
%V			25.4%	7.4%	75.8%	12.7%	63.1%	
1	407	398	136	49	274	78	196	395
%V	26.5%	26.5%	24.0%	22.9%	26.7%	20.9%	30.0%	30.4%
%H (All HH)		97.8%	33.4%	12.0%	67.3%	19.2%	48.2%	97.1%
%V			34.2%	12.3%	68.8%	19.6%	49.2%	
2	348	341	138	54	225	95	130	347
%V	22.7%	22.7%	24.3%	25.2%	21.9%	25.5%	19.9%	26.7%
%H (All HH)		98.0%	39.7%	15.5%	64.7%	27.3%	37.4%	99.7%
%H (TV HH)			40.5%	15.8%	66.0%	27.9%	38.1%	
3	199	194	94	36	129	71	58	199
%V	13.0%	12.9%	16.6%	16.8%	12.6%	19.0%	8.9%	15.3%
%H (All HH)		97.5%	47.2%	18.1%	64.8%	35.7%	29.1%	100.0%
%H (TV HH)			48.5%	18.6%	66.5%	36.6%	29.9%	
4	112	110	54	21	68	39	29	112
%V	7.3%	7.3%	9.5%	9.8%	6.6%	10.5%	4.4%	8.6%
%H (All HH)		98.2%	48.2%	18.8%	60.7%	34.8%	25.9%	100.0%
%H (TV HH)			49.1%	19.1%	61.8%	35.5%	26.4%	
5+	120	119	59	29	73	47	26	120
%V	7.8%	7.9%	10.4%	13.6%	7.1%	12.6%	4.0%	9.2%
%H (All HH)		99.2%	49.2%	24.2%	60.8%	39.2%	21.7%	100.0%
%H (TV HH)			49.6%	24.4%	61.3%	39.5%	21.8%	

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

%V = percentage of vertical total

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

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

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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	3049	1299	498	2140	983	1157	2709
%H		42.6%	16.3%	70.2%	32.2%	37.9%	88.8%
Under 20"	173	66	30	143	67	76	147
%V	5.7%	5.1%	6.0%	6.7%	6.8%	6.6%	5.4%
%H		38.2%	17.3%	82.7%	38.7%	43.9%	85.0%
20" - 29"	459	179	70	360	158	202	391
%V	15.1%	13.8%	14.1%	16.8%	16.1%	17.5%	14.4%
%H		39.0%	15.3%	78.4%	34.4%	44.0%	85.2%
30" - 39"	882	348	141	632	263	369	769
%V	28.9%	26.8%	28.3%	29.5%	26.8%	31.9%	28.4%
%H		39.5%	16.0%	71.7%	29.8%	41.8%	87.2%
40" - 49"	957	431	149	643	298	346	855
%V	31.4%	33.2%	29.9%	30.0%	30.3%	29.9%	31.6%
%H		45.0%	15.6%	67.2%	31.1%	36.2%	89.3%
50" - 59"	436	214	80	277	158	119	417
%V	14.3%	16.5%	16.1%	12.9%	16.1%	10.3%	15.4%
%H		49.1%	18.3%	63.5%	36.2%	27.3%	95.6%
60"+	65	41	7	37	21	16	63
%V	2.1%	3.2%	1.4%	1.7%	2.1%	1.4%	2.3%
%H		63.1%	10.8%	56.9%	32.3%	24.6%	96.9%
Don't know	76	19	19	47	18	29	66
%V	2.5%	1.5%	3.8%	2.2%	1.8%	2.5%	2.4%
%H		25.0%	25.0%	61.8%	23.7%	38.2%	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 9.12: 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	3049	1299	498	2140	983	1157	2709
%H		42.6%	16.3%	70.2%	32.2%	37.9%	88.8%
Main living room	1486	562	214	1021	373	649	1258
%V	48.7%	43.3%	43.0%	47.7%	37.9%	56.1%	46.4%
%H		37.8%	14.4%	68.7%	25.1%	43.7%	84.7%
Kitchen	175	87	24	137	78	60	158
%V	5.7%	6.7%	4.8%	6.4%	7.9%	5.2%	5.8%
%H		49.7%	13.7%	78.3%	44.6%	34.3%	90.3%
Adult's bedroom	755	349	132	539	285	253	692
%V	24.8%	26.9%	26.5%	25.2%	29.0%	21.9%	25.5%
%H		46.2%	17.5%	71.4%	37.7%	33.5%	91.7%
Child's bedroom	203	107	40	120	70	50	197
%V	6.7%	8.2%	8.0%	5.6%	7.1%	4.3%	7.3%
%H		52.7%	19.7%	59.1%	34.5%	24.6%	97.0%
Other bedroom	196	88	40	146	77	69	184
%V	6.4%	6.8%	8.0%	6.8%	7.8%	6.0%	6.8%
%H		44.9%	20.4%	74.5%	39.3%	35.2%	93.9%
Second living/dining room	151	69	30	111	63	48	139
%V	5.0%	5.3%	6.0%	5.2%	6.4%	4.1%	5.1%
%H		45.7%	19.9%	73.5%	41.7%	31.8%	92.1%
Study/office	24	11	4	19	10	9	24
%V	0.8%	0.8%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		45.8%	16.7%	79.2%	41.7%	37.5%	100.0%
TV room	6	2	0	5	2	4	6
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.2%
%H		33.3%	0.0%	83.3%	33.3%	66.7%	100.0%
Conservatory	36	14	11	31	20	11	35
%V	1.2%	1.1%	2.2%	1.4%	2.0%	1.0%	1.3%
%H		38.9%	30.6%	86.1%	55.6%	30.6%	97.2%
Attic or loft room	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	3	1	1	2	1	1	3
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Other	12	8	0	7	4	3	12
%V	0.4%	0.6%	0.0%	0.3%	0.4%	0.3%	0.4%
%H		66.7%	0.0%	58.3%	33.3%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3049	1299	498	2140	983	1157	2709
%H		42.6%	16.3%	70.2%	32.2%	37.9%	88.8%
PVR	1335	824	306	725	513	212	1238
%V	43.8%	63.4%	61.4%	33.9%	52.2%	18.3%	45.7%
%H		61.7%	22.9%	54.3%	38.4%	15.9%	92.7%
DVDR	13	3	2	12	4	8	12
%V	0.4%	0.2%	0.4%	0.6%	0.4%	0.7%	0.4%
%H		23.1%	15.4%	92.3%	30.8%	61.5%	92.3%
VCR	5	2	0	4	1	4	4
%V	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	80.0%	80.0%
Any recorder	1352	828	307	741	516	225	1253
%V	44.3%	63.7%	61.6%	34.6%	52.5%	19.4%	46.3%
%H		61.2%	22.7%	54.8%	38.2%	16.6%	92.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: 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	3049	1299	498	2140	983	1157	2709
%H		42.6%	16.3%	70.2%	32.2%	37.9%	88.8%
Receives HDTV (via STB or built-in reception)	1793	859	348	1247	648	599	1661
%V	58.8%	66.1%	69.9%	58.3%	65.9%	51.8%	61.3%
%H		47.9%	19.4%	69.5%	36.1%	33.4%	92.6%
DVD/Blu-ray player or recorder	1315	525	216	940	410	529	1154
%V	43.1%	40.4%	43.4%	43.9%	41.7%	45.7%	42.6%
%H		39.9%	16.4%	71.5%	31.2%	40.2%	87.8%

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 9.15: 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	1501	567	214	1027	373	654	1270
%H		37.8%	14.3%	68.4%	24.9%	43.6%	84.6%
Under 20"	12	2	1	10	2	8	7
%V	0.8%	0.4%	0.5%	1.0%	0.5%	1.2%	0.6%
%H		16.7%	8.3%	83.3%	16.7%	66.7%	58.3%
20" - 29"	79	17	6	65	11	53	54
%V	5.3%	3.0%	2.8%	6.3%	2.9%	8.1%	4.3%
%H		21.5%	7.6%	82.3%	13.9%	67.1%	68.4%
30" - 39"	365	100	44	274	67	207	282
%V	24.3%	17.6%	20.6%	26.7%	18.0%	31.7%	22.2%
%H		27.4%	12.1%	75.1%	18.4%	56.7%	77.3%
40" - 49"	620	250	88	415	155	259	530
%V	41.3%	44.1%	41.1%	40.4%	41.6%	39.6%	41.7%
%H		40.3%	14.2%	66.9%	25.0%	41.8%	85.5%
50" - 59"	337	160	60	211	113	98	319
%V	22.5%	28.2%	28.0%	20.5%	30.3%	15.0%	25.1%
%H		47.5%	17.8%	62.6%	33.5%	29.1%	94.7%
60"+	51	31	7	30	18	12	49
%V	3.4%	5.5%	3.3%	2.9%	4.8%	1.8%	3.9%
%H		60.8%	13.7%	58.8%	35.3%	23.5%	96.1%
Don't know	37	7	9	23	7	16	29
%V	2.5%	1.2%	4.2%	2.2%	1.9%	2.4%	2.3%
%H		18.9%	24.3%	62.2%	18.9%	43.2%	78.4%

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	1501	567	214	1027	373	654	1270
%H		37.8%	14.3%	68.4%	24.9%	43.6%	84.6%
PVR	903	521	205	532	351	181	825
%V	60.2%	91.9%	95.8%	51.8%	94.1%	27.7%	65.0%
%H		57.7%	22.7%	58.9%	38.9%	20.0%	91.4%
DVDR	7	1	1	7	1	6	6
%V	0.5%	0.2%	0.5%	0.7%	0.3%	0.9%	0.5%
%H		14.3%	14.3%	100.0%	14.3%	85.7%	85.7%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	912	522	205	540	352	188	832
%V	60.8%	92.1%	95.8%	52.6%	94.4%	28.7%	65.5%
%H		57.2%	22.5%	59.2%	38.6%	20.6%	91.2%

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	1501	567	214	1027	373	654	1270
%H		37.8%	14.3%	68.4%	24.9%	43.6%	84.6%
Receives HDTV (via STB or built-in reception)	1063	478	196	728	333	394	959
%V	70.8%	84.3%	91.6%	70.9%	89.3%	60.2%	75.5%
%H		45.0%	18.4%	68.5%	31.3%	37.1%	90.2%
DVD/Blu-ray player or recorder	797	288	113	568	205	364	676
%V	53.1%	50.8%	52.8%	55.3%	55.0%	55.7%	53.2%
%H		36.1%	14.2%	71.3%	25.7%	45.7%	84.8%

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

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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	1548	731	284	1113	610	503	1439
%H		47.2%	18.3%	71.9%	39.4%	32.5%	93.0%
Under 20"	161	64	30	133	65	68	140
%V	10.4%	8.8%	10.6%	11.9%	10.7%	13.5%	9.7%
%H		39.8%	18.6%	82.6%	40.4%	42.2%	87.0%
20" - 29"	380	162	65	296	147	148	337
%V	24.5%	22.2%	22.9%	26.6%	24.1%	29.4%	23.4%
%H		42.6%	17.1%	77.9%	38.7%	38.9%	88.7%
30" - 39"	518	248	97	358	196	162	487
%V	33.5%	33.9%	34.2%	32.2%	32.1%	32.2%	33.8%
%H		47.9%	18.7%	69.1%	37.8%	31.3%	94.0%
40" - 49"	337	181	61	228	142	86	325
%V	21.8%	24.8%	21.5%	20.5%	23.3%	17.1%	22.6%
%H		53.7%	18.1%	67.7%	42.1%	25.5%	96.4%
50" - 59"	99	55	21	66	44	22	99
%V	6.4%	7.5%	7.4%	5.9%	7.2%	4.4%	6.9%
%H		55.6%	21.2%	66.7%	44.4%	22.2%	100.0%
60"+	14	10	0	8	4	4	14
%V	0.9%	1.4%	0.0%	0.7%	0.7%	0.8%	1.0%
%H		71.4%	0.0%	57.1%	28.6%	28.6%	100.0%
Don't know	39	12	11	24	11	14	37
%V	2.5%	1.6%	3.9%	2.2%	1.8%	2.8%	2.6%
%H		30.8%	28.2%	61.5%	28.2%	35.9%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 9.19: 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	1548	731	284	1113	610	503	1439
%H		47.2%	18.3%	71.9%	39.4%	32.5%	93.0%
PVR	432	303	101	193	162	31	412
%V	27.9%	41.5%	35.6%	17.3%	26.6%	6.2%	28.6%
%H		70.1%	23.4%	44.7%	37.5%	7.2%	95.4%
DVDR	5	2	1	5	3	2	5
%V	0.3%	0.3%	0.4%	0.4%	0.5%	0.4%	0.3%
%H		40.0%	20.0%	100.0%	60.0%	40.0%	100.0%
VCR	2	1	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	441	306	102	201	164	36	421
%V	28.5%	41.9%	35.9%	18.1%	26.9%	7.2%	29.3%
%H		69.4%	23.1%	45.6%	37.2%	8.2%	95.5%

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	1548	731	284	1113	610	503	1439
%H		47.2%	18.3%	71.9%	39.4%	32.5%	93.0%
Receives HDTV (via STB or built-in reception)	730	381	152	519	314	205	701
%V	47.2%	52.1%	53.5%	46.6%	51.5%	40.8%	48.7%
%H		52.2%	20.8%	71.1%	43.0%	28.1%	96.0%
DVD/Blu-ray player or recorder	517	237	103	371	206	166	479
%V	33.4%	32.4%	36.3%	33.3%	33.8%	33.0%	33.3%
%H		45.8%	19.9%	71.8%	39.8%	32.1%	92.6%

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	3411	3339	1413	548	2153	946	1207	3094
%H		97.9%	41.4%	16.1%	63.1%	27.7%	35.4%	90.7%
Total Children	604	595	274	105	324	167	157	587
%V	17.7%	17.8%	19.4%	19.2%	15.0%	17.7%	13.0%	19.0%
%H		98.5%	45.4%	17.4%	53.6%	27.6%	26.0%	97.2%
0 - 3	137	133	62	16	70	31	39	133
%V	4.0%	4.0%	4.4%	2.9%	3.3%	3.3%	3.2%	4.3%
%H		97.1%	45.3%	11.7%	51.1%	22.6%	28.5%	97.1%
4 - 15	467	462	211	88	254	136	118	454
%V	13.7%	13.8%	14.9%	16.1%	11.8%	14.4%	9.8%	14.7%
%H		98.9%	45.2%	18.8%	54.4%	29.1%	25.3%	97.2%
4 - 9	238	236	106	41	133	72	61	232
%V	7.0%	7.1%	7.5%	7.5%	6.2%	7.6%	5.1%	7.5%
%H		99.2%	44.5%	17.2%	55.9%	30.3%	25.6%	97.5%
10 - 15	229	226	105	47	121	64	57	223
%V	6.7%	6.8%	7.4%	8.6%	5.6%	6.8%	4.7%	7.2%
%H		98.7%	45.9%	20.5%	52.8%	27.9%	24.9%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3411	3339	1413	548	2153	946	1207	3094
%H		97.9%	41.4%	16.1%	63.1%	27.7%	35.4%	90.7%
Total Adults (16+)	2807	2744	1140	443	1829	780	1050	2507
%V	82.3%	82.2%	80.7%	80.8%	85.0%	82.5%	87.0%	81.0%
%H		97.8%	40.6%	15.8%	65.2%	27.8%	37.4%	89.3%
16 - 19	156	145	74	27	94	57	37	153
%V	4.6%	4.3%	5.2%	4.9%	4.4%	6.0%	3.1%	4.9%
%H		92.9%	47.4%	17.3%	60.3%	36.5%	23.7%	98.1%
20 - 24	176	165	69	41	101	55	45	173
%V	5.2%	4.9%	4.9%	7.5%	4.7%	5.8%	3.7%	5.6%
%H		93.8%	39.2%	23.3%	57.4%	31.3%	25.6%	98.3%
25 - 34	431	413	165	58	230	89	141	415
%V	12.6%	12.4%	11.7%	10.6%	10.7%	9.4%	11.7%	13.4%
%H		95.8%	38.3%	13.5%	53.4%	20.6%	32.7%	96.3%
35 - 44	370	359	158	73	202	104	97	364
%V	10.8%	10.8%	11.2%	13.3%	9.4%	11.0%	8.0%	11.8%
%H		97.0%	42.7%	19.7%	54.6%	28.1%	26.2%	98.4%
45 - 54	465	460	213	88	301	154	147	445
%V	13.6%	13.8%	15.1%	16.1%	14.0%	16.3%	12.2%	14.4%
%H		98.9%	45.8%	18.9%	64.7%	33.1%	31.6%	95.7%
55 - 64	502	500	218	77	355	155	200	463
%V	14.7%	15.0%	15.4%	14.1%	16.5%	16.4%	16.6%	15.0%
%H		99.6%	43.4%	15.3%	70.7%	30.9%	39.8%	92.2%
65+	707	702	241	79	547	164	383	494
%V	20.7%	21.0%	17.1%	14.4%	25.4%	17.3%	31.7%	16.0%
%H		99.3%	34.1%	11.2%	77.4%	23.2%	54.2%	69.9%

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+)		2807	2744	1140	443	1829	780	1050	2507
	%H		97.8%	40.6%	15.8%	65.2%	27.8%	37.4%	89.3%
AB		687	675	300	94	445	194	252	665
	%V	24.5%	24.6%	26.3%	21.2%	24.3%	24.9%	24.0%	26.5%
	%H		98.3%	43.7%	13.7%	64.8%	28.2%	36.7%	96.8%
C1		783	756	326	148	506	241	265	743
	%V	27.9%	27.6%	28.6%	33.4%	27.7%	30.9%	25.2%	29.6%
	%H		96.6%	41.6%	18.9%	64.6%	30.8%	33.8%	94.9%
C2		636	624	272	100	402	169	232	564
	%V	22.7%	22.7%	23.9%	22.6%	22.0%	21.7%	22.1%	22.5%
	%H		98.1%	42.8%	15.7%	63.2%	26.6%	36.5%	88.7%
D		434	428	162	70	288	124	164	368
	%V	15.5%	15.6%	14.2%	15.8%	15.7%	15.9%	15.6%	14.7%
	%H		98.6%	37.3%	16.1%	66.4%	28.6%	37.8%	84.8%
E		267	261	79	31	188	51	137	167
	%V	9.5%	9.5%	6.9%	7.0%	10.3%	6.5%	13.0%	6.7%
	%H		97.8%	29.6%	11.6%	70.4%	19.1%	51.3%	62.5%

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+)	2807	2744	1140	443	1829	780	1050	2507
%H		97.8%	40.6%	15.8%	65.2%	27.8%	37.4%	89.3%
Working full time	1255	1229	561	217	758	364	394	1223
%V	44.7%	44.8%	49.2%	49.0%	41.4%	46.7%	37.5%	48.8%
%H		97.9%	44.7%	17.3%	60.4%	29.0%	31.4%	97.5%
Working part time	281	276	118	46	187	87	100	271
%V	10.0%	10.1%	10.4%	10.4%	10.2%	11.2%	9.5%	10.8%
%H		98.2%	42.0%	16.4%	66.5%	31.0%	35.6%	96.4%
Not working	1271	1238	461	181	884	329	555	1013
%V	45.3%	45.1%	40.4%	40.9%	48.3%	42.2%	52.9%	40.4%
%H		97.4%	36.3%	14.2%	69.6%	25.9%	43.7%	79.7%
Houseperson	1536	1501	567	214	1027	373	654	1298
%V	54.7%	54.7%	49.7%	48.3%	56.2%	47.8%	62.3%	51.8%
%H		97.7%	36.9%	13.9%	66.9%	24.3%	42.6%	84.5%

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+)	1368	1334	561	220	877	379	498	1227
%H		97.5%	41.0%	16.1%	64.1%	27.7%	36.4%	89.7%
16 - 19	85	80	40	16	53	30	23	83
%V	6.2%	6.0%	7.1%	7.3%	6.0%	7.9%	4.6%	6.8%
%H		94.1%	47.1%	18.8%	62.4%	35.3%	27.1%	97.6%
20 - 24	89	84	35	20	51	28	23	87
%V	6.5%	6.3%	6.2%	9.1%	5.8%	7.4%	4.6%	7.1%
%H		94.4%	39.3%	22.5%	57.3%	31.5%	25.8%	97.8%
25 - 34	221	209	80	30	119	45	75	210
%V	16.2%	15.7%	14.3%	13.6%	13.6%	11.9%	15.1%	17.1%
%H		94.6%	36.2%	13.6%	53.8%	20.4%	33.9%	95.0%
35 - 44	177	172	80	34	96	50	46	176
%V	12.9%	12.9%	14.3%	15.5%	10.9%	13.2%	9.2%	14.3%
%H		97.2%	45.2%	19.2%	54.2%	28.2%	26.0%	99.4%
45 - 54	223	220	95	48	138	69	69	210
%V	16.3%	16.5%	16.9%	21.8%	15.7%	18.2%	13.9%	17.1%
%H		98.7%	42.6%	21.5%	61.9%	30.9%	30.9%	94.2%
55 - 64	241	239	111	31	170	75	95	217
%V	17.6%	17.9%	19.8%	14.1%	19.4%	19.8%	19.1%	17.7%
%H		99.2%	46.1%	12.9%	70.5%	31.1%	39.4%	90.0%
65+	332	329	120	42	249	82	166	245
%V	24.3%	24.7%	21.4%	19.1%	28.4%	21.6%	33.3%	20.0%
%H		99.1%	36.1%	12.7%	75.0%	24.7%	50.0%	73.8%

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+)	1368	1334	561	220	877	379	498	1227
%H		97.5%	41.0%	16.1%	64.1%	27.7%	36.4%	89.7%
AB	340	333	153	45	216	97	119	330
%V	24.9%	25.0%	27.3%	20.5%	24.6%	25.6%	23.9%	26.9%
%H		97.9%	45.0%	13.2%	63.5%	28.5%	35.0%	97.1%
C1	367	354	156	69	236	117	119	353
%V	26.8%	26.5%	27.8%	31.4%	26.9%	30.9%	23.9%	28.8%
%H		96.5%	42.5%	18.8%	64.3%	31.9%	32.4%	96.2%
C2	346	337	144	55	215	86	128	304
%V	25.3%	25.3%	25.7%	25.0%	24.5%	22.7%	25.7%	24.8%
%H		97.4%	41.6%	15.9%	62.1%	24.9%	37.0%	87.9%
D	202	199	77	36	129	57	72	171
%V	14.8%	14.9%	13.7%	16.4%	14.7%	15.0%	14.5%	13.9%
%H		98.5%	38.1%	17.8%	63.9%	28.2%	35.6%	84.7%
E	113	112	31	15	81	22	59	69
%V	8.3%	8.4%	5.5%	6.8%	9.2%	5.8%	11.8%	5.6%
%H		99.1%	27.4%	13.3%	71.7%	19.5%	52.2%	61.1%

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 9.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1368	1334	561	220	877	379	498	1227
%H		97.5%	41.0%	16.1%	64.1%	27.7%	36.4%	89.7%
Working full time	749	729	336	128	442	213	229	727
%V	54.8%	54.6%	59.9%	58.2%	50.4%	56.2%	46.0%	59.3%
%H		97.3%	44.9%	17.1%	59.0%	28.4%	30.6%	97.1%
Working part time	51	49	19	8	37	17	20	46
%V	3.7%	3.7%	3.4%	3.6%	4.2%	4.5%	4.0%	3.7%
%H		96.1%	37.3%	15.7%	72.5%	33.3%	39.2%	90.2%
Not working	569	556	206	84	398	149	250	454
%V	41.6%	41.7%	36.7%	38.2%	45.4%	39.3%	50.2%	37.0%
%H		97.7%	36.2%	14.8%	69.9%	26.2%	43.9%	79.8%
Houseperson	344	330	101	39	231	61	169	255
%V	25.1%	24.7%	18.0%	17.7%	26.3%	16.1%	33.9%	20.8%
%H		95.9%	29.4%	11.3%	67.2%	17.7%	49.1%	74.1%

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 9.28: 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+)	1439	1410	578	223	952	401	551	1280
%H		98.0%	40.2%	15.5%	66.2%	27.9%	38.3%	89.0%
16 - 19	71	65	35	11	40	27	13	70
%V	4.9%	4.6%	6.1%	4.9%	4.2%	6.7%	2.4%	5.5%
%H		91.5%	49.3%	15.5%	56.3%	38.0%	18.3%	98.6%
20 - 24	87	82	34	21	50	28	22	86
%V	6.0%	5.8%	5.9%	9.4%	5.3%	7.0%	4.0%	6.7%
%H		94.3%	39.1%	24.1%	57.5%	32.2%	25.3%	98.9%
25 - 34	210	204	85	28	111	44	66	205
%V	14.6%	14.5%	14.7%	12.6%	11.7%	11.0%	12.0%	16.0%
%H		97.1%	40.5%	13.3%	52.9%	21.0%	31.4%	97.6%
35 - 44	193	187	79	39	106	55	51	189
%V	13.4%	13.3%	13.7%	17.5%	11.1%	13.7%	9.3%	14.8%
%H		96.9%	40.9%	20.2%	54.9%	28.5%	26.4%	97.9%
45 - 54	242	240	117	40	162	85	77	235
%V	16.8%	17.0%	20.2%	17.9%	17.0%	21.2%	14.0%	18.4%
%H		99.2%	48.3%	16.5%	66.9%	35.1%	31.8%	97.1%
55 - 64	261	260	107	46	185	80	105	246
%V	18.1%	18.4%	18.5%	20.6%	19.4%	20.0%	19.1%	19.2%
%H		99.6%	41.0%	17.6%	70.9%	30.7%	40.2%	94.3%
65+	374	373	121	37	298	82	216	249
%V	26.0%	26.5%	20.9%	16.6%	31.3%	20.4%	39.2%	19.5%
%H		99.7%	32.4%	9.9%	79.7%	21.9%	57.8%	66.6%

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 9.29: 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+)	1439	1410	578	223	952	401	551	1280
%H		98.0%	40.2%	15.5%	66.2%	27.9%	38.3%	89.0%
AB	346	343	146	49	229	97	132	335
%V	24.0%	24.3%	25.3%	22.0%	24.1%	24.2%	24.0%	26.2%
%H		99.1%	42.2%	14.2%	66.2%	28.0%	38.2%	96.8%
C1	417	402	171	79	270	124	146	390
%V	29.0%	28.5%	29.6%	35.4%	28.4%	30.9%	26.5%	30.5%
%H		96.4%	41.0%	18.9%	64.7%	29.7%	35.0%	93.5%
C2	290	287	128	46	187	83	104	259
%V	20.2%	20.4%	22.1%	20.6%	19.6%	20.7%	18.9%	20.2%
%H		99.0%	44.1%	15.9%	64.5%	28.6%	35.9%	89.3%
D	232	229	85	34	159	68	91	197
%V	16.1%	16.2%	14.7%	15.2%	16.7%	17.0%	16.5%	15.4%
%H		98.7%	36.6%	14.7%	68.5%	29.3%	39.2%	84.9%
E	155	150	48	16	107	30	78	98
%V	10.8%	10.6%	8.3%	7.2%	11.2%	7.5%	14.2%	7.7%
%H		96.8%	31.0%	10.3%	69.0%	19.4%	50.3%	63.2%

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+)	1439	1410	578	223	952	401	551	1280
%H		98.0%	40.2%	15.5%	66.2%	27.9%	38.3%	89.0%
Working full time	507	500	224	89	316	151	165	496
%V	35.2%	35.5%	38.8%	39.9%	33.2%	37.7%	29.9%	38.8%
%H		98.6%	44.2%	17.6%	62.3%	29.8%	32.5%	97.8%
Working part time	230	228	99	37	151	70	81	225
%V	16.0%	16.2%	17.1%	16.6%	15.9%	17.5%	14.7%	17.6%
%H		99.1%	43.0%	16.1%	65.7%	30.4%	35.2%	97.8%
Not working	702	683	255	97	486	180	306	559
%V	48.8%	48.4%	44.1%	43.5%	51.1%	44.9%	55.5%	43.7%
%H		97.3%	36.3%	13.8%	69.2%	25.6%	43.6%	79.6%
Houseperson	1192	1171	466	175	797	312	484	1042
%V	82.8%	83.0%	80.6%	78.5%	83.7%	77.8%	87.8%	81.4%
%H		98.2%	39.1%	14.7%	66.9%	26.2%	40.6%	87.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data

Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
AB	590	574	236	78	374	140	233	574
%V	19.3%	19.6%	22.8%	17.1%	19.4%	22.5%	17.9%	21.9%
%H (All HH)		97.3%	40.0%	13.2%	63.4%	23.7%	39.5%	97.3%
%H (TV HH)			41.1%	13.6%	65.2%	24.4%	40.6%	
C1	823	784	298	128	505	188	317	761
%V	26.9%	26.7%	28.7%	28.1%	26.2%	30.2%	24.3%	29.0%
%H (All HH)		95.3%	36.2%	15.6%	61.4%	22.8%	38.5%	92.5%
%H (TV HH)			38.0%	16.3%	64.4%	24.0%	40.4%	
C2	551	529	199	105	337	133	204	490
%V	18.0%	18.0%	19.2%	23.0%	17.5%	21.4%	15.7%	18.7%
%H (All HH)		96.0%	36.1%	19.1%	61.2%	24.1%	37.0%	88.9%
%H (TV HH)			37.6%	19.8%	63.7%	25.1%	38.6%	
D	503	481	168	67	305	86	220	413
%V	16.4%	16.4%	16.2%	14.7%	15.8%	13.8%	16.9%	15.7%
%H (All HH)		95.6%	33.4%	13.3%	60.6%	17.1%	43.7%	82.1%
%H (TV HH)			34.9%	13.9%	63.4%	17.9%	45.7%	
E	595	564	137	77	404	75	329	388
%V	19.4%	19.2%	13.2%	16.9%	21.0%	12.1%	25.2%	14.8%
%H (All HH)		94.8%	23.0%	12.9%	67.9%	12.6%	55.3%	65.2%
%H (TV HH)			24.3%	13.7%	71.6%	13.3%	58.3%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Under 25	127	112	22	19	62	11	51	119
%V	4.1%	3.8%	2.1%	4.2%	3.2%	1.8%	3.9%	4.5%
%H (All HH)		88.2%	17.3%	15.0%	48.8%	8.7%	40.2%	93.7%
%H (TV HH)			19.6%	17.0%	55.4%	9.8%	45.5%	
25 - 34	462	419	154	58	208	63	144	444
%V	15.1%	14.3%	14.9%	12.7%	10.8%	10.1%	11.1%	16.9%
%H (All HH)		90.7%	33.3%	12.6%	45.0%	13.6%	31.2%	96.1%
%H (TV HH)			36.8%	13.8%	49.6%	15.0%	34.4%	
35 - 44	481	448	187	78	250	96	154	462
%V	15.7%	15.3%	18.0%	17.1%	13.0%	15.4%	11.8%	17.6%
%H (All HH)		93.1%	38.9%	16.2%	52.0%	20.0%	32.0%	96.0%
%H (TV HH)			41.7%	17.4%	55.8%	21.4%	34.4%	
45 - 54	579	564	236	101	361	154	208	547
%V	18.9%	19.2%	22.8%	22.1%	18.8%	24.8%	16.0%	20.8%
%H (All HH)		97.4%	40.8%	17.4%	62.3%	26.6%	35.9%	94.5%
%H (TV HH)			41.8%	17.9%	64.0%	27.3%	36.9%	
55 - 64	532	517	189	97	356	128	229	479
%V	17.4%	17.6%	18.2%	21.3%	18.5%	20.6%	17.6%	18.2%
%H (All HH)		97.2%	35.5%	18.2%	66.9%	24.1%	43.0%	90.0%
%H (TV HH)			36.6%	18.8%	68.9%	24.8%	44.3%	
65 +	880	871	248	103	687	169	518	574
%V	28.7%	29.7%	23.9%	22.6%	35.7%	27.2%	39.8%	21.9%
%H (All HH)		99.0%	28.2%	11.7%	78.1%	19.2%	58.9%	65.2%
%H (TV HH)			28.5%	11.8%	78.9%	19.4%	59.5%	

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
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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
1	985	924	241	95	670	118	553	673
%V	32.2%	31.5%	23.2%	20.8%	34.8%	19.0%	42.4%	25.6%
%H (All HH)		93.8%	24.5%	9.6%	68.0%	12.0%	56.1%	68.3%
%H (TV HH)			26.1%	10.3%	72.5%	12.8%	59.8%	
2	1048	1016	351	170	689	238	451	948
%V	34.2%	34.7%	33.8%	37.3%	35.8%	38.3%	34.6%	36.1%
%H (All HH)		96.9%	33.5%	16.2%	65.7%	22.7%	43.0%	90.5%
%H (TV HH)			34.5%	16.7%	67.8%	23.4%	44.4%	
3	459	444	190	87	262	117	145	443
%V	15.0%	15.1%	18.3%	19.1%	13.6%	18.8%	11.1%	16.9%
%H (All HH)		96.7%	41.4%	19.0%	57.1%	25.5%	31.6%	96.5%
%H (TV HH)			42.8%	19.6%	59.0%	26.4%	32.7%	
4	382	367	167	71	215	104	111	378
%V	12.5%	12.5%	16.1%	15.6%	11.2%	16.7%	8.5%	14.4%
%H (All HH)		96.1%	43.7%	18.6%	56.3%	27.2%	29.1%	99.0%
%H (TV HH)			45.5%	19.3%	58.6%	28.3%	30.2%	
5+	188	180	88	33	89	45	44	185
%V	6.1%	6.1%	8.5%	7.2%	4.6%	7.2%	3.4%	7.0%
%H (All HH)		95.7%	46.8%	17.6%	47.3%	23.9%	23.4%	98.4%
%H (TV HH)			48.9%	18.3%	49.4%	25.0%	24.4%	
Average HH size	2.29	2.30	2.57	2.55	2.17	2.58	1.97	2.44

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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Without	2295	2190	713	328	1508	440	1068	1877
%V	75.0%	74.7%	68.8%	71.9%	78.3%	70.7%	82.0%	71.5%
%H (All HH)		95.4%	31.1%	14.3%	65.7%	19.2%	46.5%	81.8%
%H (TV HH)			32.6%	15.0%	68.9%	20.1%	48.8%	
With	766	742	324	128	417	182	235	749
%V	25.0%	25.3%	31.2%	28.1%	21.7%	29.3%	18.0%	28.5%
%H (All HH)		96.9%	42.3%	16.7%	54.4%	23.8%	30.7%	97.8%
%H (TV HH)			43.7%	17.3%	56.2%	24.5%	31.7%	
0 - 3	283	269	114	42	138	52	86	271
%V	9.2%	9.2%	11.0%	9.2%	7.2%	8.4%	6.6%	10.3%
%H (All HH)		95.1%	40.3%	14.8%	48.8%	18.4%	30.4%	95.8%
%H (TV HH)			42.4%	15.6%	51.3%	19.3%	32.0%	
4 - 9	411	394	174	64	217	95	122	403
%V	13.4%	13.4%	16.8%	14.0%	11.3%	15.3%	9.4%	15.3%
%H (All HH)		95.9%	42.3%	15.6%	52.8%	23.1%	29.7%	98.1%
%H (TV HH)			44.2%	16.2%	55.1%	24.1%	31.0%	
10 - 15	378	368	163	75	214	106	108	372
%V	12.3%	12.6%	15.7%	16.4%	11.1%	17.0%	8.3%	14.2%
%H (All HH)		97.4%	43.1%	19.8%	56.6%	28.0%	28.6%	98.4%
%H (TV HH)			44.3%	20.4%	58.2%	28.8%	29.3%	

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 10.5: 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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
1	1176	1176	320	137	702	81	622	909
%V	38.4%	40.1%	30.9%	30.0%	36.5%	13.0%	47.7%	34.6%
%H (All HH)		100.0%	27.2%	11.6%	59.7%	6.9%	52.9%	77.3%
%H (TV HH)			27.2%	11.6%	59.7%	6.9%	52.9%	
2	998	998	375	164	668	240	428	884
%V	32.6%	34.0%	36.2%	36.0%	34.7%	38.6%	32.8%	33.7%
%H (All HH)		100.0%	37.6%	16.4%	66.9%	24.0%	42.9%	88.6%
%H (TV HH)			37.6%	16.4%	66.9%	24.0%	42.9%	
3	493	493	211	95	353	172	181	471
%V	16.1%	16.8%	20.3%	20.8%	18.3%	27.7%	13.9%	17.9%
%H (All HH)		100.0%	42.8%	19.3%	71.6%	34.9%	36.7%	95.5%
%H (TV HH)			42.8%	19.3%	71.6%	34.9%	36.7%	
4	184	184	89	40	136	85	52	181
%V	6.0%	6.3%	8.6%	8.8%	7.1%	13.7%	4.0%	6.9%
%H (All HH)		100.0%	48.4%	21.7%	73.9%	46.2%	28.3%	98.4%
%H (TV HH)			48.4%	21.7%	73.9%	46.2%	28.3%	
5+	81	81	41	19	66	45	21	81
%V	2.6%	2.8%	4.0%	4.2%	3.4%	7.2%	1.6%	3.1%
%H (All HH)		100.0%	50.6%	23.5%	81.5%	55.6%	25.9%	100.0%
%H (TV HH)			50.6%	23.5%	81.5%	55.6%	25.9%	

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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Under 20"	178	178	65	27	145	64	80	161
%V	5.8%	6.1%	6.3%	5.9%	7.5%	10.3%	6.1%	6.1%
%H (All HH)		100.0%	36.5%	15.2%	81.5%	36.0%	44.9%	90.4%
%H (TV HH)			36.5%	15.2%	81.5%	36.0%	44.9%	
20" - 29"	708	708	238	112	550	211	339	608
%V	23.1%	24.1%	23.0%	24.6%	28.6%	33.9%	26.0%	23.2%
%H (All HH)		100.0%	33.6%	15.8%	77.7%	29.8%	47.9%	85.9%
%H (TV HH)			33.6%	15.8%	77.7%	29.8%	47.9%	
30" - 39"	1557	1557	541	251	1084	372	712	1342
%V	50.9%	53.1%	52.2%	55.0%	56.3%	59.8%	54.6%	51.1%
%H (All HH)		100.0%	34.7%	16.1%	69.6%	23.9%	45.7%	86.2%
%H (TV HH)			34.7%	16.1%	69.6%	23.9%	45.7%	
40" - 49"	1388	1388	576	244	887	370	517	1282
%V	45.3%	47.3%	55.5%	53.5%	46.1%	59.5%	39.7%	48.8%
%H (All HH)		100.0%	41.5%	17.6%	63.9%	26.7%	37.2%	92.4%
%H (TV HH)			41.5%	17.6%	63.9%	26.7%	37.2%	
50" - 59"	560	560	252	103	334	161	173	534
%V	18.3%	19.1%	24.3%	22.6%	17.4%	25.9%	13.3%	20.3%
%H (All HH)		100.0%	45.0%	18.4%	59.6%	28.8%	30.9%	95.4%
%H (TV HH)			45.0%	18.4%	59.6%	28.8%	30.9%	
60"+	68	68	38	13	40	23	16	67
%V	2.2%	2.3%	3.7%	2.9%	2.1%	3.7%	1.2%	2.6%
%H (All HH)		100.0%	55.9%	19.1%	58.8%	33.8%	23.5%	98.5%
%H (TV HH)			55.9%	19.1%	58.8%	33.8%	23.5%	

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

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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Main living room	2913	2913	1033	455	1915	621	1294	2510
%V	95.2%	99.4%	99.6%	99.8%	99.5%	99.8%	99.3%	95.6%
%H (All HH)		100.0%	35.5%	15.6%	65.7%	21.3%	44.4%	86.2%
%H (TV HH)			35.5%	15.6%	65.7%	21.3%	44.4%	
Kitchen	226	226	95	36	178	85	93	209
%V	7.4%	7.7%	9.2%	7.9%	9.2%	13.7%	7.1%	8.0%
%H (All HH)		100.0%	42.0%	15.9%	78.8%	37.6%	41.2%	92.5%
%H (TV HH)			42.0%	15.9%	78.8%	37.6%	41.2%	
Adult's bedroom	1383	1383	554	265	968	432	536	1273
%V	45.2%	47.2%	53.4%	58.1%	50.3%	69.5%	41.1%	48.5%
%H (All HH)		100.0%	40.1%	19.2%	70.0%	31.2%	38.8%	92.0%
%H (TV HH)			40.1%	19.2%	70.0%	31.2%	38.8%	
Child's bedroom	230	230	103	45	155	86	69	226
%V	7.5%	7.8%	9.9%	9.9%	8.1%	13.8%	5.3%	8.6%
%H (All HH)		100.0%	44.8%	19.6%	67.4%	37.4%	30.0%	98.3%
%H (TV HH)			44.8%	19.6%	67.4%	37.4%	30.0%	
Other bedroom	209	209	96	47	144	77	67	200
%V	6.8%	7.1%	9.3%	10.3%	7.5%	12.4%	5.1%	7.6%
%H (All HH)		100.0%	45.9%	22.5%	68.9%	36.8%	32.1%	95.7%
%H (TV HH)			45.9%	22.5%	68.9%	36.8%	32.1%	
Second living/dining room	364	364	166	65	271	140	131	345
%V	11.9%	12.4%	16.0%	14.3%	14.1%	22.5%	10.1%	13.1%
%H (All HH)		100.0%	45.6%	17.9%	74.5%	38.5%	36.0%	94.8%
%H (TV HH)			45.6%	17.9%	74.5%	38.5%	36.0%	
Study/office	23	23	12	2	19	9	9	23
%V	0.8%	0.8%	1.2%	0.4%	1.0%	1.4%	0.7%	0.9%
%H (All HH)		100.0%	52.2%	8.7%	82.6%	39.1%	39.1%	100.0%
%H (TV HH)			52.2%	8.7%	82.6%	39.1%	39.1%	
TV room	15	15	7	3	9	5	4	15
%V	0.5%	0.5%	0.7%	0.7%	0.5%	0.8%	0.3%	0.6%
%H (All HH)		100.0%	46.7%	20.0%	60.0%	33.3%	26.7%	100.0%
%H (TV HH)			46.7%	20.0%	60.0%	33.3%	26.7%	
Conservatory	62	62	32	10	50	28	21	60
%V	2.0%	2.1%	3.1%	2.2%	2.6%	4.5%	1.6%	2.3%
%H (All HH)		100.0%	51.6%	16.1%	80.6%	45.2%	33.9%	96.8%
%H (TV HH)			51.6%	16.1%	80.6%	45.2%	33.9%	
Attic or loft room	4	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	50.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	13	13	8	1	10	6	4	13
%V	0.4%	0.4%	0.8%	0.2%	0.5%	1.0%	0.3%	0.5%
%H (All HH)		100.0%	61.5%	7.7%	76.9%	46.2%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	76.9%	46.2%	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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Any DSAT provider	1037	1037	1037	10	436	436	0	968
%V	33.9%	35.4%	100.0%	2.2%	22.6%	70.1%	0.0%	36.9%
%H (All HH)			100.0%	1.0%	42.0%	42.0%	0.0%	93.3%
%H (TV HH)			100.0%	1.0%	42.0%	42.0%	0.0%	
Sky with subscription	942	942	942	6	389	389	0	885
%V	30.8%	32.1%	90.8%	1.3%	20.2%	62.5%	0.0%	33.7%
%H (All HH)			100.0%	0.6%	41.3%	41.3%	0.0%	93.9%
%H (TV HH)			100.0%	0.6%	41.3%	41.3%	0.0%	
Sky without subscription	27	27	27	2	10	10	0	22
%V	0.9%	0.9%	2.6%	0.4%	0.5%	1.6%	0.0%	0.8%
%H (All HH)			100.0%	7.4%	37.0%	37.0%	0.0%	81.5%
%H (TV HH)			100.0%	7.4%	37.0%	37.0%	0.0%	
Freesat	59	59	59	1	35	35	0	55
%V	1.9%	2.0%	5.7%	0.2%	1.8%	5.6%	0.0%	2.1%
%H (All HH)			100.0%	1.7%	59.3%	59.3%	0.0%	93.2%
%H (TV HH)			100.0%	1.7%	59.3%	59.3%	0.0%	
Other satellite provider	35	35	35	2	19	19	0	31
%V	1.1%	1.2%	3.4%	0.4%	1.0%	3.1%	0.0%	1.2%
%H (All HH)			100.0%	5.7%	54.3%	54.3%	0.0%	88.6%
%H (TV HH)			100.0%	5.7%	54.3%	54.3%	0.0%	
DCAB	456	456	10	456	189	189	0	432
%V	14.9%	15.6%	1.0%	100.0%	9.8%	30.4%	0.0%	16.5%
%H (All HH)			2.2%	100.0%	41.4%	41.4%	0.0%	94.7%
%H (TV HH)			2.2%	100.0%	41.4%	41.4%	0.0%	
DTT	1925	1925	436	189	1925	622	1303	1581
%V	62.9%	65.7%	42.0%	41.4%	100.0%	100.0%	100.0%	60.2%
%H (All HH)		100.0%	22.6%	9.8%	100.0%	32.3%	67.7%	82.1%
%H (TV HH)			22.6%	9.8%	100.0%	32.3%	67.7%	

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

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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	3061	2932	1037	456	1925	622	1303	2626
%H (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
PVR	1705	1705	965	441	890	584	306	1597
%V	55.7%	58.2%	93.1%	96.7%	46.2%	93.9%	23.5%	60.8%
%H (All HH)		100.0%	56.6%	25.9%	52.2%	34.3%	17.9%	93.7%
%H (TV HH)			56.6%	25.9%	52.2%	34.3%	17.9%	
DVDR	35	35	15	5	27	12	15	31
%V	1.1%	1.2%	1.4%	1.1%	1.4%	1.9%	1.2%	1.2%
%H (All HH)		100.0%	42.9%	14.3%	77.1%	34.3%	42.9%	88.6%
%H (TV HH)			42.9%	14.3%	77.1%	34.3%	42.9%	
VCR	13	13	3	1	12	4	8	8
%V	0.4%	0.4%	0.3%	0.2%	0.6%	0.6%	0.6%	0.3%
%H (All HH)		100.0%	23.1%	7.7%	92.3%	30.8%	61.5%	61.5%
%H (TV HH)			23.1%	7.7%	92.3%	30.8%	61.5%	
Any recorder	1723	1723	965	441	906	584	322	1611
%V	56.3%	58.8%	93.1%	96.7%	47.1%	93.9%	24.7%	61.3%
%H (All HH)		100.0%	56.0%	25.6%	52.6%	33.9%	18.7%	93.5%
%H (TV HH)			56.0%	25.6%	52.6%	33.9%	18.7%	
Receives HDTV (via STB or built-in reception)	2008	2008	933	349	1289	554	735	1840
%V	65.6%	68.5%	90.0%	76.5%	67.0%	89.1%	56.4%	70.1%
%H (All HH)		100.0%	46.5%	17.4%	64.2%	27.6%	36.6%	91.6%
%H (TV HH)			46.5%	17.4%	64.2%	27.6%	36.6%	
DVD/Blu-ray player or recorder	1501	1501	549	249	1022	387	636	1342
%V	49.0%	51.2%	52.9%	54.6%	53.1%	62.2%	48.8%	51.1%
%H (All HH)		100.0%	36.6%	16.6%	68.1%	25.8%	42.4%	89.4%
%H (TV HH)			36.6%	16.6%	68.1%	25.8%	42.4%	

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 10.10: 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	3061	2932	1037	456	1925	622	1303	2626
%V (All HH)		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%
%H (TV HH)			35.4%	15.6%	65.7%	21.2%	44.4%	
Has broadband internet	2626	2526	968	432	1581	587	994	2626
%V	85.8%	86.2%	93.3%	94.7%	82.1%	94.4%	76.3%	100.0%
%H (All HH)		96.2%	36.9%	16.5%	60.2%	22.4%	37.9%	100.0%
%H (TV HH)			38.3%	17.1%	62.6%	23.2%	39.4%	
Number of computers (PCs and laptops)								
0	693	642	145	68	467	63	404	287
%V	22.6%	21.9%	14.0%	14.9%	24.3%	10.1%	31.0%	10.9%
%H (All HH)		92.6%	20.9%	9.8%	67.4%	9.1%	58.3%	41.4%
%H (TV HH)			22.6%	10.6%	72.7%	9.8%	62.9%	
1	930	886	302	138	557	160	397	903
%V	30.4%	30.2%	29.1%	30.3%	28.9%	25.7%	30.5%	34.4%
%H (All HH)		95.3%	32.5%	14.8%	59.9%	17.2%	42.7%	97.1%
%H (TV HH)			34.1%	15.6%	62.9%	18.1%	44.8%	
2	749	731	293	123	464	177	287	749
%V	24.5%	24.9%	28.3%	27.0%	24.1%	28.5%	22.0%	28.5%
%H (All HH)		97.6%	39.1%	16.4%	61.9%	23.6%	38.3%	100.0%
%H (TV HH)			40.1%	16.8%	63.5%	24.2%	39.3%	
3	335	323	138	60	206	98	108	334
%V	10.9%	11.0%	13.3%	13.2%	10.7%	15.8%	8.3%	12.7%
%H (All HH)		96.4%	41.2%	17.9%	61.5%	29.3%	32.2%	99.7%
%H (TV HH)			42.7%	18.6%	63.8%	30.3%	33.4%	
4	184	181	88	32	119	65	55	184
%V	6.0%	6.2%	8.5%	7.0%	6.2%	10.5%	4.2%	7.0%
%H (All HH)		98.4%	47.8%	17.4%	64.7%	35.3%	29.9%	100.0%
%H (TV HH)			48.6%	17.7%	65.7%	35.9%	30.4%	
5+	170	168	72	35	112	60	52	169
%V	5.6%	5.7%	6.9%	7.7%	5.8%	9.6%	4.0%	6.4%
%H (All HH)		98.8%	42.4%	20.6%	65.9%	35.3%	30.6%	99.4%
%H (TV HH)			42.9%	20.8%	66.7%	35.7%	31.0%	

Base: BBC North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	5821	2284	1014	3999	1657	2343	5248
%H		39.2%	17.4%	68.7%	28.5%	40.3%	90.2%
Under 20"	218	80	33	181	83	98	199
%V	3.7%	3.5%	3.3%	4.5%	5.0%	4.2%	3.8%
%H		36.7%	15.1%	83.0%	38.1%	45.0%	91.3%
20" - 29"	888	308	147	695	284	411	771
%V	15.3%	13.5%	14.5%	17.4%	17.1%	17.5%	14.7%
%H		34.7%	16.6%	78.3%	32.0%	46.3%	86.8%
30" - 39"	2068	751	346	1454	545	908	1824
%V	35.5%	32.9%	34.1%	36.4%	32.9%	38.8%	34.8%
%H		36.3%	16.7%	70.3%	26.4%	43.9%	88.2%
40" - 49"	1707	735	318	1090	488	602	1591
%V	29.3%	32.2%	31.4%	27.3%	29.5%	25.7%	30.3%
%H		43.1%	18.6%	63.9%	28.6%	35.3%	93.2%
50" - 59"	638	296	120	384	192	192	612
%V	11.0%	13.0%	11.8%	9.6%	11.6%	8.2%	11.7%
%H		46.4%	18.8%	60.2%	30.1%	30.1%	95.9%
60"+	71	40	13	42	25	17	70
%V	1.2%	1.8%	1.3%	1.1%	1.5%	0.7%	1.3%
%H		56.3%	18.3%	59.2%	35.2%	23.9%	98.6%
Don't know	232	74	37	153	38	115	181
%V	4.0%	3.2%	3.6%	3.8%	2.3%	4.9%	3.4%
%H		31.9%	15.9%	65.9%	16.4%	49.6%	78.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Table 10.12: 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	5821	2284	1014	3999	1657	2343	5248
%H		39.2%	17.4%	68.7%	28.5%	40.3%	90.2%
Main living room	2939	1042	460	1933	627	1306	2534
%V	50.5%	45.6%	45.4%	48.3%	37.8%	55.7%	48.3%
%H		35.5%	15.7%	65.8%	21.3%	44.4%	86.2%
Kitchen	227	96	36	179	86	93	209
%V	3.9%	4.2%	3.6%	4.5%	5.2%	4.0%	4.0%
%H		42.3%	15.9%	78.9%	37.9%	41.0%	92.1%
Adult's bedroom	1638	674	320	1159	547	612	1523
%V	28.1%	29.5%	31.6%	29.0%	33.0%	26.1%	29.0%
%H		41.1%	19.5%	70.8%	33.4%	37.4%	93.0%
Child's bedroom	284	128	58	194	112	82	279
%V	4.9%	5.6%	5.7%	4.9%	6.8%	3.5%	5.3%
%H		45.1%	20.4%	68.3%	39.4%	28.9%	98.2%
Other bedroom	245	112	59	167	91	76	236
%V	4.2%	4.9%	5.8%	4.2%	5.5%	3.2%	4.5%
%H		45.7%	24.1%	68.2%	37.1%	31.0%	96.3%
Second living/dining room	366	168	65	273	142	132	347
%V	6.3%	7.4%	6.4%	6.8%	8.6%	5.6%	6.6%
%H		45.9%	17.8%	74.6%	38.8%	36.1%	94.8%
Study/office	25	13	2	20	11	9	25
%V	0.4%	0.6%	0.2%	0.5%	0.7%	0.4%	0.5%
%H		52.0%	8.0%	80.0%	44.0%	36.0%	100.0%
TV room	16	7	3	9	5	4	15
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
%H		43.8%	18.8%	56.3%	31.3%	25.0%	93.8%
Conservatory	62	32	10	50	28	21	60
%V	1.1%	1.4%	1.0%	1.3%	1.7%	0.9%	1.1%
%H		51.6%	16.1%	80.6%	45.2%	33.9%	96.8%
Attic or loft room	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	50.0%	50.0%	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	9	1	10	6	4	14
%V	0.2%	0.4%	0.1%	0.3%	0.4%	0.2%	0.3%
%H		64.3%	7.1%	71.4%	42.9%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	5821	2284	1014	3999	1657	2343	5248
%H		39.2%	17.4%	68.7%	28.5%	40.3%	90.2%
PVR	2598	1568	682	1223	858	365	2469
%V	44.6%	68.7%	67.3%	30.6%	51.8%	15.6%	47.0%
%H		60.4%	26.3%	47.1%	33.0%	14.0%	95.0%
DVDR	39	16	6	32	13	18	36
%V	0.7%	0.7%	0.6%	0.8%	0.8%	0.8%	0.7%
%H		41.0%	15.4%	82.1%	33.3%	46.2%	92.3%
VCR	13	3	1	12	4	8	8
%V	0.2%	0.1%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		23.1%	7.7%	92.3%	30.8%	61.5%	61.5%
Any recorder	2623	1569	683	1247	860	386	2489
%V	45.1%	68.7%	67.4%	31.2%	51.9%	16.5%	47.4%
%H		59.8%	26.0%	47.5%	32.8%	14.7%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5821	2284	1014	3999	1657	2343	5248
%H		39.2%	17.4%	68.7%	28.5%	40.3%	90.2%
Receives HDTV (via STB or built-in reception)	3277	1637	601	2068	1008	1061	3063
%V	56.3%	71.7%	59.3%	51.7%	60.8%	45.3%	58.4%
%H		50.0%	18.3%	63.1%	30.8%	32.4%	93.5%
DVD/Blu-ray player or recorder	2053	789	363	1428	612	816	1876
%V	35.3%	34.5%	35.8%	35.7%	36.9%	34.8%	35.7%
%H		38.4%	17.7%	69.6%	29.8%	39.7%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2932	1037	456	1925	622	1303	2526
%H		35.4%	15.6%	65.7%	21.2%	44.4%	86.2%
Under 20"	11	2	1	7	1	6	7
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.5%	0.3%
%H		18.2%	9.1%	63.6%	9.1%	54.5%	63.6%
20" - 29"	141	17	12	112	12	100	91
%V	4.8%	1.6%	2.6%	5.8%	1.9%	7.7%	3.6%
%H		12.1%	8.5%	79.4%	8.5%	70.9%	64.5%
30" - 39"	925	262	124	650	146	504	738
%V	31.5%	25.3%	27.2%	33.8%	23.5%	38.7%	29.2%
%H		28.3%	13.4%	70.3%	15.8%	54.5%	79.8%
40" - 49"	1170	466	198	744	289	455	1068
%V	39.9%	44.9%	43.4%	38.6%	46.5%	34.9%	42.3%
%H		39.8%	16.9%	63.6%	24.7%	38.9%	91.3%
50" - 59"	513	229	97	302	144	159	489
%V	17.5%	22.1%	21.3%	15.7%	23.2%	12.2%	19.4%
%H		44.6%	18.9%	58.9%	28.1%	31.0%	95.3%
60"+	57	31	11	32	19	13	55
%V	1.9%	3.0%	2.4%	1.7%	3.1%	1.0%	2.2%
%H		54.4%	19.3%	56.1%	33.3%	22.8%	96.5%
Don't know	114	30	13	78	12	66	78
%V	3.9%	2.9%	2.9%	4.1%	1.9%	5.1%	3.1%
%H		26.3%	11.4%	68.4%	10.5%	57.9%	68.4%

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	2932	1037	456	1925	622	1303	2526
%H		35.4%	15.6%	65.7%	21.2%	44.4%	86.2%
PVR	1677	953	438	866	573	293	1571
%V	57.2%	91.9%	96.1%	45.0%	92.1%	22.5%	62.2%
%H		56.8%	26.1%	51.6%	34.2%	17.5%	93.7%
DVDR	32	14	4	25	11	14	28
%V	1.1%	1.4%	0.9%	1.3%	1.8%	1.1%	1.1%
%H		43.8%	12.5%	78.1%	34.4%	43.8%	87.5%
VCR	9	3	1	9	2	6	5
%V	0.3%	0.3%	0.2%	0.5%	0.3%	0.5%	0.2%
%H		33.3%	11.1%	100.0%	22.2%	66.7%	55.6%
Any recorder	1694	953	438	882	573	308	1584
%V	57.8%	91.9%	96.1%	45.8%	92.1%	23.6%	62.7%
%H		56.3%	25.9%	52.1%	33.8%	18.2%	93.5%

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	2932	1037	456	1925	622	1303	2526
%H		35.4%	15.6%	65.7%	21.2%	44.4%	86.2%
Receives HDTV (via STB or built-in reception)	1978	922	346	1262	543	719	1812
%V	67.5%	88.9%	75.9%	65.6%	87.3%	55.2%	71.7%
%H		46.6%	17.5%	63.8%	27.5%	36.3%	91.6%
DVD/Blu-ray player or recorder	1285	452	209	872	309	562	1136
%V	43.8%	43.6%	45.8%	45.3%	49.7%	43.1%	45.0%
%H		35.2%	16.3%	67.9%	24.0%	43.7%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2890	1247	558	2074	1035	1039	2722
%H		43.1%	19.3%	71.8%	35.8%	36.0%	94.2%
Under 20"	207	79	32	174	82	92	192
%V	7.2%	6.3%	5.7%	8.4%	7.9%	8.9%	7.1%
%H		38.2%	15.5%	84.1%	39.6%	44.4%	92.8%
20" - 29"	747	291	135	583	272	311	680
%V	25.8%	23.3%	24.2%	28.1%	26.3%	29.9%	25.0%
%H		39.0%	18.1%	78.0%	36.4%	41.6%	91.0%
30" - 39"	1142	489	222	803	399	404	1086
%V	39.5%	39.2%	39.8%	38.7%	38.6%	38.9%	39.9%
%H		42.8%	19.4%	70.3%	34.9%	35.4%	95.1%
40" - 49"	536	269	121	346	199	147	523
%V	18.5%	21.6%	21.7%	16.7%	19.2%	14.1%	19.2%
%H		50.2%	22.6%	64.6%	37.1%	27.4%	97.6%
50" - 59"	125	67	23	82	49	33	123
%V	4.3%	5.4%	4.1%	4.0%	4.7%	3.2%	4.5%
%H		53.6%	18.4%	65.6%	39.2%	26.4%	98.4%
60"+	14	9	2	10	7	3	14
%V	0.5%	0.7%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		64.3%	14.3%	71.4%	50.0%	21.4%	100.0%
Don't know	118	43	24	75	27	48	103
%V	4.1%	3.4%	4.3%	3.6%	2.6%	4.6%	3.8%
%H		36.4%	20.3%	63.6%	22.9%	40.7%	87.3%

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

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	2890	1247	558	2074	1035	1039	2722
%H		43.1%	19.3%	71.8%	35.8%	36.0%	94.2%
PVR	921	615	244	357	285	72	898
%V	31.9%	49.3%	43.7%	17.2%	27.5%	6.9%	33.0%
%H		66.8%	26.5%	38.8%	30.9%	7.8%	97.5%
DVDR	8	2	1	7	2	5	8
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.5%	0.3%
%H		25.0%	12.5%	87.5%	25.0%	62.5%	100.0%
VCR	4	1	1	4	1	2	2
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	50.0%	50.0%
Any recorder	929	616	245	365	287	78	905
%V	32.1%	49.4%	43.9%	17.6%	27.7%	7.5%	33.2%
%H		66.3%	26.4%	39.3%	30.9%	8.4%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.20: 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	2890	1247	558	2074	1035	1039	2722
%H		43.1%	19.3%	71.8%	35.8%	36.0%	94.2%
Receives HDTV (via STB or built-in reception)	1298	714	255	806	465	342	1252
%V	44.9%	57.3%	45.7%	38.9%	44.9%	32.9%	46.0%
%H		55.0%	19.6%	62.1%	35.8%	26.3%	96.5%
DVD/Blu-ray player or recorder	768	337	154	556	303	254	740
%V	26.6%	27.0%	27.6%	26.8%	29.3%	24.4%	27.2%
%H		43.9%	20.1%	72.4%	39.5%	33.1%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	7011	6740	2662	1161	4172	1602	2570	6418
%H		96.1%	38.0%	16.6%	59.5%	22.8%	36.7%	91.5%
Total Children	1372	1322	590	231	712	319	393	1341
%V	19.6%	19.6%	22.2%	19.9%	17.1%	19.9%	15.3%	20.9%
%H		96.4%	43.0%	16.8%	51.9%	23.3%	28.6%	97.7%
0 - 3	333	318	137	50	160	62	99	320
%V	4.7%	4.7%	5.1%	4.3%	3.8%	3.9%	3.9%	5.0%
%H		95.5%	41.1%	15.0%	48.0%	18.6%	29.7%	96.1%
4 - 15	1040	1004	453	181	552	257	295	1021
%V	14.8%	14.9%	17.0%	15.6%	13.2%	16.0%	11.5%	15.9%
%H		96.5%	43.6%	17.4%	53.1%	24.7%	28.4%	98.2%
4 - 9	536	513	230	82	277	121	156	524
%V	7.6%	7.6%	8.6%	7.1%	6.6%	7.6%	6.1%	8.2%
%H		95.7%	42.9%	15.3%	51.7%	22.6%	29.1%	97.8%
10 - 15	504	491	223	99	275	136	139	496
%V	7.2%	7.3%	8.4%	8.5%	6.6%	8.5%	5.4%	7.7%
%H		97.4%	44.2%	19.6%	54.6%	27.0%	27.6%	98.4%

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	7011	6740	2662	1161	4172	1602	2570	6418
%H		96.1%	38.0%	16.6%	59.5%	22.8%	36.7%	91.5%
Total Adults (16+)	5639	5418	2072	930	3460	1284	2177	5078
%V	80.4%	80.4%	77.8%	80.1%	82.9%	80.1%	84.7%	79.1%
%H		96.1%	36.7%	16.5%	61.4%	22.8%	38.6%	90.1%
16 - 19	272	264	115	49	157	68	89	268
%V	3.9%	3.9%	4.3%	4.2%	3.8%	4.2%	3.5%	4.2%
%H		97.1%	42.3%	18.0%	57.7%	25.0%	32.7%	98.5%
20 - 24	433	400	139	82	231	93	138	420
%V	6.2%	5.9%	5.2%	7.1%	5.5%	5.8%	5.4%	6.5%
%H		92.4%	32.1%	18.9%	53.3%	21.5%	31.9%	97.0%
25 - 34	934	862	330	138	440	153	287	902
%V	13.3%	12.8%	12.4%	11.9%	10.5%	9.6%	11.2%	14.1%
%H		92.3%	35.3%	14.8%	47.1%	16.4%	30.7%	96.6%
35 - 44	867	812	345	149	452	181	271	837
%V	12.4%	12.0%	13.0%	12.8%	10.8%	11.3%	10.5%	13.0%
%H		93.7%	39.8%	17.2%	52.1%	20.9%	31.3%	96.5%
45 - 54	958	934	407	174	591	264	328	915
%V	13.7%	13.9%	15.3%	15.0%	14.2%	16.5%	12.8%	14.3%
%H		97.5%	42.5%	18.2%	61.7%	27.6%	34.2%	95.5%
55 - 64	882	864	339	166	585	233	352	814
%V	12.6%	12.8%	12.7%	14.3%	14.0%	14.5%	13.7%	12.7%
%H		98.0%	38.4%	18.8%	66.3%	26.4%	39.9%	92.3%
65+	1293	1282	397	171	1004	292	712	921
%V	18.4%	19.0%	14.9%	14.7%	24.1%	18.2%	27.7%	14.4%
%H		99.1%	30.7%	13.2%	77.6%	22.6%	55.1%	71.2%

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 10.23: 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+)	5639	5418	2072	930	3460	1284	2177	5078
%H		96.1%	36.7%	16.5%	61.4%	22.8%	38.6%	90.1%
AB	1158	1134	490	164	728	297	432	1137
%V	20.5%	20.9%	23.6%	17.6%	21.0%	23.1%	19.8%	22.4%
%H		97.9%	42.3%	14.2%	62.9%	25.6%	37.3%	98.2%
C1	1593	1520	593	274	967	394	573	1512
%V	28.2%	28.1%	28.6%	29.5%	27.9%	30.7%	26.3%	29.8%
%H		95.4%	37.2%	17.2%	60.7%	24.7%	36.0%	94.9%
C2	1075	1037	417	222	642	277	365	989
%V	19.1%	19.1%	20.1%	23.9%	18.6%	21.6%	16.8%	19.5%
%H		96.5%	38.8%	20.7%	59.7%	25.8%	34.0%	92.0%
D	946	907	353	141	547	183	364	827
%V	16.8%	16.7%	17.0%	15.2%	15.8%	14.3%	16.7%	16.3%
%H		95.9%	37.3%	14.9%	57.8%	19.3%	38.5%	87.4%
E	866	819	218	130	575	133	442	612
%V	15.4%	15.1%	10.5%	14.0%	16.6%	10.4%	20.3%	12.1%
%H		94.6%	25.2%	15.0%	66.4%	15.4%	51.0%	70.7%

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+)	5639	5418	2072	930	3460	1284	2177	5078
%H		96.1%	36.7%	16.5%	61.4%	22.8%	38.6%	90.1%
Working full time	2768	2664	1134	501	1545	658	887	2694
%V	49.1%	49.2%	54.7%	53.9%	44.7%	51.2%	40.7%	53.1%
%H		96.2%	41.0%	18.1%	55.8%	23.8%	32.0%	97.3%
Working part time	440	425	160	76	282	112	171	424
%V	7.8%	7.8%	7.7%	8.2%	8.2%	8.7%	7.9%	8.3%
%H		96.6%	36.4%	17.3%	64.1%	25.5%	38.9%	96.4%
Not working	2430	2330	777	353	1633	514	1119	1960
%V	43.1%	43.0%	37.5%	38.0%	47.2%	40.0%	51.4%	38.6%
%H		95.9%	32.0%	14.5%	67.2%	21.2%	46.0%	80.7%
Houseperson	3061	2932	1037	456	1925	622	1303	2626
%V	54.3%	54.1%	50.0%	49.0%	55.6%	48.4%	59.9%	51.7%
%H		95.8%	33.9%	14.9%	62.9%	20.3%	42.6%	85.8%

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 10.25: 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+)	2764	2627	1017	475	1647	637	1010	2507
%H		95.0%	36.8%	17.2%	59.6%	23.0%	36.5%	90.7%
16 - 19	144	139	61	30	80	37	43	143
%V	5.2%	5.3%	6.0%	6.3%	4.9%	5.8%	4.3%	5.7%
%H		96.5%	42.4%	20.8%	55.6%	25.7%	29.9%	99.3%
20 - 24	217	199	71	44	112	49	63	211
%V	7.9%	7.6%	7.0%	9.3%	6.8%	7.7%	6.2%	8.4%
%H		91.7%	32.7%	20.3%	51.6%	22.6%	29.0%	97.2%
25 - 34	469	429	163	74	213	78	135	451
%V	17.0%	16.3%	16.0%	15.6%	12.9%	12.2%	13.4%	18.0%
%H		91.5%	34.8%	15.8%	45.4%	16.6%	28.8%	96.2%
35 - 44	425	388	161	71	214	86	128	408
%V	15.4%	14.8%	15.8%	14.9%	13.0%	13.5%	12.7%	16.3%
%H		91.3%	37.9%	16.7%	50.4%	20.2%	30.1%	96.0%
45 - 54	471	455	201	86	282	123	158	446
%V	17.0%	17.3%	19.8%	18.1%	17.1%	19.3%	15.6%	17.8%
%H		96.6%	42.7%	18.3%	59.9%	26.1%	33.5%	94.7%
55 - 64	434	421	167	81	279	111	168	395
%V	15.7%	16.0%	16.4%	17.1%	16.9%	17.4%	16.6%	15.8%
%H		97.0%	38.5%	18.7%	64.3%	25.6%	38.7%	91.0%
65+	604	595	191	88	467	153	314	452
%V	21.9%	22.6%	18.8%	18.5%	28.4%	24.0%	31.1%	18.0%
%H		98.5%	31.6%	14.6%	77.3%	25.3%	52.0%	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+)	2764	2627	1017	475	1647	637	1010	2507
%H		95.0%	36.8%	17.2%	59.6%	23.0%	36.5%	90.7%
AB	579	565	244	86	358	148	210	569
%V	20.9%	21.5%	24.0%	18.1%	21.7%	23.2%	20.8%	22.7%
%H		97.6%	42.1%	14.9%	61.8%	25.6%	36.3%	98.3%
C1	749	711	283	135	439	190	249	719
%V	27.1%	27.1%	27.8%	28.4%	26.7%	29.8%	24.7%	28.7%
%H		94.9%	37.8%	18.0%	58.6%	25.4%	33.2%	96.0%
C2	575	550	217	118	346	148	198	523
%V	20.8%	20.9%	21.3%	24.8%	21.0%	23.2%	19.6%	20.9%
%H		95.7%	37.7%	20.5%	60.2%	25.7%	34.4%	91.0%
D	468	439	177	72	251	89	162	415
%V	16.9%	16.7%	17.4%	15.2%	15.2%	14.0%	16.0%	16.6%
%H		93.8%	37.8%	15.4%	53.6%	19.0%	34.6%	88.7%
E	393	362	95	64	253	62	191	281
%V	14.2%	13.8%	9.3%	13.5%	15.4%	9.7%	18.9%	11.2%
%H		92.1%	24.2%	16.3%	64.4%	15.8%	48.6%	71.5%

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 10.27: 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+)	2764	2627	1017	475	1647	637	1010	2507
%H		95.0%	36.8%	17.2%	59.6%	23.0%	36.5%	90.7%
Working full time	1585	1507	651	287	857	372	485	1532
%V	57.3%	57.4%	64.0%	60.4%	52.0%	58.4%	48.0%	61.1%
%H		95.1%	41.1%	18.1%	54.1%	23.5%	30.6%	96.7%
Working part time	113	108	41	18	72	27	45	107
%V	4.1%	4.1%	4.0%	3.8%	4.4%	4.2%	4.5%	4.3%
%H		95.6%	36.3%	15.9%	63.7%	23.9%	39.8%	94.7%
Not working	1066	1012	324	170	718	238	480	867
%V	38.6%	38.5%	31.9%	35.8%	43.6%	37.4%	47.5%	34.6%
%H		94.9%	30.4%	15.9%	67.4%	22.3%	45.0%	81.3%
Houseperson	875	802	246	119	514	128	386	704
%V	31.7%	30.5%	24.2%	25.1%	31.2%	20.1%	38.2%	28.1%
%H		91.7%	28.1%	13.6%	58.7%	14.6%	44.1%	80.5%

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 10.28: 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+)	2874	2791	1055	455	1813	647	1166	2571
%H		97.1%	36.7%	15.8%	63.1%	22.5%	40.6%	89.5%
16 - 19	127	125	54	20	77	31	46	125
%V	4.4%	4.5%	5.1%	4.4%	4.2%	4.8%	3.9%	4.9%
%H		98.4%	42.5%	15.7%	60.6%	24.4%	36.2%	98.4%
20 - 24	216	201	67	39	119	44	75	209
%V	7.5%	7.2%	6.4%	8.6%	6.6%	6.8%	6.4%	8.1%
%H		93.1%	31.0%	18.1%	55.1%	20.4%	34.7%	96.8%
25 - 34	464	433	167	64	227	75	152	451
%V	16.1%	15.5%	15.8%	14.1%	12.5%	11.6%	13.0%	17.5%
%H		93.3%	36.0%	13.8%	48.9%	16.2%	32.8%	97.2%
35 - 44	442	424	184	77	237	95	142	429
%V	15.4%	15.2%	17.4%	16.9%	13.1%	14.7%	12.2%	16.7%
%H		95.9%	41.6%	17.4%	53.6%	21.5%	32.1%	97.1%
45 - 54	487	478	206	88	310	141	169	469
%V	16.9%	17.1%	19.5%	19.3%	17.1%	21.8%	14.5%	18.2%
%H		98.2%	42.3%	18.1%	63.7%	29.0%	34.7%	96.3%
55 - 64	448	444	172	85	306	122	184	419
%V	15.6%	15.9%	16.3%	18.7%	16.9%	18.9%	15.8%	16.3%
%H		99.1%	38.4%	19.0%	68.3%	27.2%	41.1%	93.5%
65+	689	687	205	83	537	140	398	469
%V	24.0%	24.6%	19.4%	18.2%	29.6%	21.6%	34.1%	18.2%
%H		99.7%	29.8%	12.0%	77.9%	20.3%	57.8%	68.1%

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 10.29: 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+)	2874	2791	1055	455	1813	647	1166	2571
%H		97.1%	36.7%	15.8%	63.1%	22.5%	40.6%	89.5%
AB	579	570	246	78	371	149	222	568
%V	20.1%	20.4%	23.3%	17.1%	20.5%	23.0%	19.0%	22.1%
%H		98.4%	42.5%	13.5%	64.1%	25.7%	38.3%	98.1%
C1	844	809	310	138	528	204	324	794
%V	29.4%	29.0%	29.4%	30.3%	29.1%	31.5%	27.8%	30.9%
%H		95.9%	36.7%	16.4%	62.6%	24.2%	38.4%	94.1%
C2	500	488	200	104	296	129	167	466
%V	17.4%	17.5%	19.0%	22.9%	16.3%	19.9%	14.3%	18.1%
%H		97.6%	40.0%	20.8%	59.2%	25.8%	33.4%	93.2%
D	478	468	176	69	296	94	202	412
%V	16.6%	16.8%	16.7%	15.2%	16.3%	14.5%	17.3%	16.0%
%H		97.9%	36.8%	14.4%	61.9%	19.7%	42.3%	86.2%
E	473	457	123	66	322	70	251	330
%V	16.5%	16.4%	11.7%	14.5%	17.8%	10.8%	21.5%	12.8%
%H		96.6%	26.0%	14.0%	68.1%	14.8%	53.1%	69.8%

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 10.30: 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+)	2874	2791	1055	455	1813	647	1166	2571
%H		97.1%	36.7%	15.8%	63.1%	22.5%	40.6%	89.5%
Working full time	1184	1157	483	215	687	285	402	1162
%V	41.2%	41.5%	45.8%	47.3%	37.9%	44.0%	34.5%	45.2%
%H		97.7%	40.8%	18.2%	58.0%	24.1%	34.0%	98.1%
Working part time	326	316	119	58	211	85	126	316
%V	11.3%	11.3%	11.3%	12.7%	11.6%	13.1%	10.8%	12.3%
%H		96.9%	36.5%	17.8%	64.7%	26.1%	38.7%	96.9%
Not working	1364	1318	453	182	915	276	639	1093
%V	47.5%	47.2%	42.9%	40.0%	50.5%	42.7%	54.8%	42.5%
%H		96.6%	33.2%	13.3%	67.1%	20.2%	46.8%	80.1%
Houseperson	2187	2130	791	336	1411	494	918	1922
%V	76.1%	76.3%	75.0%	73.8%	77.8%	76.4%	78.7%	74.8%
%H		97.4%	36.2%	15.4%	64.5%	22.6%	42.0%	87.9%

Base: BBC North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
AB	564	533	226	97	322	137	185	545
%V	22.5%	22.5%	23.5%	26.7%	21.8%	23.8%	20.6%	25.3%
%H (All HH)		94.5%	40.1%	17.2%	57.1%	24.3%	32.8%	96.6%
%H (TV HH)			42.4%	18.2%	60.4%	25.7%	34.7%	
C1	692	644	276	105	392	171	222	635
%V	27.6%	27.2%	28.8%	28.9%	26.6%	29.7%	24.7%	29.4%
%H (All HH)		93.1%	39.9%	15.2%	56.6%	24.7%	32.1%	91.8%
%H (TV HH)			42.9%	16.3%	60.9%	26.6%	34.5%	
C2	511	494	228	74	297	134	163	450
%V	20.4%	20.9%	23.8%	20.4%	20.1%	23.3%	18.2%	20.9%
%H (All HH)		96.7%	44.6%	14.5%	58.1%	26.2%	31.9%	88.1%
%H (TV HH)			46.2%	15.0%	60.1%	27.1%	33.0%	
D	445	422	156	60	267	92	174	349
%V	17.8%	17.8%	16.3%	16.5%	18.1%	16.0%	19.4%	16.2%
%H (All HH)		94.8%	35.1%	13.5%	60.0%	20.7%	39.1%	78.4%
%H (TV HH)			37.0%	14.2%	63.3%	21.8%	41.2%	
E	291	274	74	28	196	43	153	180
%V	11.6%	11.6%	7.7%	7.7%	13.3%	7.5%	17.1%	8.3%
%H (All HH)		94.2%	25.4%	9.6%	67.4%	14.8%	52.6%	61.9%
%H (TV HH)			27.0%	10.2%	71.5%	15.7%	55.8%	

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 11.2: 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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Under 25	106	81	20	10	36	10	26	103
%V	4.2%	3.4%	2.1%	2.8%	2.4%	1.7%	2.9%	4.8%
%H (All HH)		76.4%	18.9%	9.4%	34.0%	9.4%	24.5%	97.2%
%H (TV HH)			24.7%	12.3%	44.4%	12.3%	32.1%	
25 - 34	395	352	143	47	155	61	94	382
%V	15.8%	14.9%	14.9%	12.9%	10.5%	10.6%	10.5%	17.7%
%H (All HH)		89.1%	36.2%	11.9%	39.2%	15.4%	23.8%	96.7%
%H (TV HH)			40.6%	13.4%	44.0%	17.3%	26.7%	
35 - 44	390	364	161	61	200	91	109	373
%V	15.6%	15.4%	16.8%	16.8%	13.6%	15.8%	12.2%	17.3%
%H (All HH)		93.3%	41.3%	15.6%	51.3%	23.3%	27.9%	95.6%
%H (TV HH)			44.2%	16.8%	54.9%	25.0%	29.9%	
45 - 54	465	445	204	78	279	129	150	438
%V	18.6%	18.8%	21.3%	21.5%	18.9%	22.4%	16.7%	20.3%
%H (All HH)		95.7%	43.9%	16.8%	60.0%	27.7%	32.3%	94.2%
%H (TV HH)			45.8%	17.5%	62.7%	29.0%	33.7%	
55 - 64	459	445	202	77	289	128	161	420
%V	18.3%	18.8%	21.0%	21.2%	19.6%	22.2%	17.9%	19.5%
%H (All HH)		96.9%	44.0%	16.8%	63.0%	27.9%	35.1%	91.5%
%H (TV HH)			45.4%	17.3%	64.9%	28.8%	36.2%	
65 +	688	679	229	90	514	157	357	442
%V	27.5%	28.7%	23.9%	24.8%	34.9%	27.3%	39.8%	20.5%
%H (All HH)		98.7%	33.3%	13.1%	74.7%	22.8%	51.9%	64.2%
%H (TV HH)			33.7%	13.3%	75.7%	23.1%	52.6%	

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
1	913	844	250	107	580	138	442	638
%V	36.5%	35.7%	26.0%	29.5%	39.3%	24.0%	49.3%	29.6%
%H (All HH)		92.4%	27.4%	11.7%	63.5%	15.1%	48.4%	69.9%
%H (TV HH)			29.6%	12.7%	68.7%	16.4%	52.4%	
2	840	802	348	125	499	225	274	780
%V	33.6%	33.9%	36.3%	34.4%	33.9%	39.1%	30.5%	36.1%
%H (All HH)		95.5%	41.4%	14.9%	59.4%	26.8%	32.6%	92.9%
%H (TV HH)			43.4%	15.6%	62.2%	28.1%	34.2%	
3	361	346	166	62	193	98	95	354
%V	14.4%	14.6%	17.3%	17.1%	13.1%	17.0%	10.6%	16.4%
%H (All HH)		95.8%	46.0%	17.2%	53.5%	27.1%	26.3%	98.1%
%H (TV HH)			48.0%	17.9%	55.8%	28.3%	27.5%	
4	284	276	146	56	145	85	59	282
%V	11.3%	11.7%	15.2%	15.4%	9.8%	14.8%	6.6%	13.1%
%H (All HH)		97.2%	51.4%	19.7%	51.1%	29.9%	20.8%	99.3%
%H (TV HH)			52.9%	20.3%	52.5%	30.8%	21.4%	
5+	104	99	50	13	57	31	26	104
%V	4.2%	4.2%	5.2%	3.6%	3.9%	5.4%	2.9%	4.8%
%H (All HH)		95.2%	48.1%	12.5%	54.8%	29.8%	25.0%	100.0%
%H (TV HH)			50.5%	13.1%	57.6%	31.3%	26.3%	
Average HH size	2.15	2.16	2.39	2.31	2.06	2.40	1.84	2.29

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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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Without	1947	1830	702	269	1195	435	760	1610
%V	77.8%	77.3%	73.1%	74.1%	81.1%	75.5%	84.7%	74.6%
%H (All HH)		94.0%	36.1%	13.8%	61.4%	22.3%	39.0%	82.7%
%H (TV HH)			38.4%	14.7%	65.3%	23.8%	41.5%	
With	556	536	258	94	279	142	137	548
%V	22.2%	22.7%	26.9%	25.9%	18.9%	24.7%	15.3%	25.4%
%H (All HH)		96.4%	46.4%	16.9%	50.2%	25.5%	24.6%	98.6%
%H (TV HH)			48.1%	17.5%	52.1%	26.5%	25.6%	
0 - 3	196	185	90	27	89	40	49	191
%V	7.8%	7.8%	9.4%	7.4%	6.0%	6.9%	5.5%	8.9%
%H (All HH)		94.4%	45.9%	13.8%	45.4%	20.4%	25.0%	97.4%
%H (TV HH)			48.6%	14.6%	48.1%	21.6%	26.5%	
4 - 9	276	267	129	46	132	66	66	273
%V	11.0%	11.3%	13.4%	12.7%	9.0%	11.5%	7.4%	12.7%
%H (All HH)		96.7%	46.7%	16.7%	47.8%	23.9%	23.9%	98.9%
%H (TV HH)			48.3%	17.2%	49.4%	24.7%	24.7%	
10 - 15	267	260	130	50	138	76	63	265
%V	10.7%	11.0%	13.5%	13.8%	9.4%	13.2%	7.0%	12.3%
%H (All HH)		97.4%	48.7%	18.7%	51.7%	28.5%	23.6%	99.3%
%H (TV HH)			50.0%	19.2%	53.1%	29.2%	24.2%	

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
1	958	958	286	118	521	82	439	759
%V	38.3%	40.5%	29.8%	32.5%	35.3%	14.2%	48.9%	35.2%
%H (All HH)		100.0%	29.9%	12.3%	54.4%	8.6%	45.8%	79.2%
%H (TV HH)			29.9%	12.3%	54.4%	8.6%	45.8%	
2	788	788	340	125	513	221	292	686
%V	31.5%	33.3%	35.4%	34.4%	34.8%	38.4%	32.6%	31.8%
%H (All HH)		100.0%	43.1%	15.9%	65.1%	28.0%	37.1%	87.1%
%H (TV HH)			43.1%	15.9%	65.1%	28.0%	37.1%	
3	390	390	199	75	274	159	115	372
%V	15.6%	16.5%	20.7%	20.7%	18.6%	27.6%	12.8%	17.2%
%H (All HH)		100.0%	51.0%	19.2%	70.3%	40.8%	29.5%	95.4%
%H (TV HH)			51.0%	19.2%	70.3%	40.8%	29.5%	
4	163	163	93	30	116	78	38	160
%V	6.5%	6.9%	9.7%	8.3%	7.9%	13.5%	4.2%	7.4%
%H (All HH)		100.0%	57.1%	18.4%	71.2%	47.9%	23.3%	98.2%
%H (TV HH)			57.1%	18.4%	71.2%	47.9%	23.3%	
5+	68	68	43	15	49	37	13	68
%V	2.7%	2.9%	4.5%	4.1%	3.3%	6.4%	1.4%	3.2%
%H (All HH)		100.0%	63.2%	22.1%	72.1%	54.4%	19.1%	100.0%
%H (TV HH)			63.2%	22.1%	72.1%	54.4%	19.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Under 20"	144	144	63	23	113	56	57	119
%V	5.8%	6.1%	6.6%	6.3%	7.7%	9.7%	6.4%	5.5%
%H (All HH)		100.0%	43.8%	16.0%	78.5%	38.9%	39.6%	82.6%
%H (TV HH)			43.8%	16.0%	78.5%	38.9%	39.6%	
20" - 29"	519	519	209	80	394	176	219	440
%V	20.7%	21.9%	21.8%	22.0%	26.7%	30.6%	24.4%	20.4%
%H (All HH)		100.0%	40.3%	15.4%	75.9%	33.9%	42.2%	84.8%
%H (TV HH)			40.3%	15.4%	75.9%	33.9%	42.2%	
30" - 39"	1159	1159	476	171	775	319	456	992
%V	46.3%	49.0%	49.6%	47.1%	52.6%	55.4%	50.8%	46.0%
%H (All HH)		100.0%	41.1%	14.8%	66.9%	27.5%	39.3%	85.6%
%H (TV HH)			41.1%	14.8%	66.9%	27.5%	39.3%	
40" - 49"	1194	1194	539	214	732	346	387	1102
%V	47.7%	50.5%	56.1%	59.0%	49.7%	60.1%	43.1%	51.1%
%H (All HH)		100.0%	45.1%	17.9%	61.3%	29.0%	32.4%	92.3%
%H (TV HH)			45.1%	17.9%	61.3%	29.0%	32.4%	
50" - 59"	537	537	274	104	313	179	134	511
%V	21.5%	22.7%	28.5%	28.7%	21.2%	31.1%	14.9%	23.7%
%H (All HH)		100.0%	51.0%	19.4%	58.3%	33.3%	25.0%	95.2%
%H (TV HH)			51.0%	19.4%	58.3%	33.3%	25.0%	
60"+	80	80	50	14	41	27	14	77
%V	3.2%	3.4%	5.2%	3.9%	2.8%	4.7%	1.6%	3.6%
%H (All HH)		100.0%	62.5%	17.5%	51.3%	33.8%	17.5%	96.3%
%H (TV HH)			62.5%	17.5%	51.3%	33.8%	17.5%	

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Main living room	2337	2337	953	361	1459	573	886	2020
%V	93.4%	98.8%	99.3%	99.4%	99.0%	99.5%	98.8%	93.6%
%H (All HH)		100.0%	40.8%	15.4%	62.4%	24.5%	37.9%	86.4%
%H (TV HH)			40.8%	15.4%	62.4%	24.5%	37.9%	
Kitchen	262	262	134	35	208	115	92	242
%V	10.5%	11.1%	14.0%	9.6%	14.1%	20.0%	10.3%	11.2%
%H (All HH)		100.0%	51.1%	13.4%	79.4%	43.9%	35.1%	92.4%
%H (TV HH)			51.1%	13.4%	79.4%	43.9%	35.1%	
Adult's bedroom	1082	1082	521	194	734	396	339	983
%V	43.2%	45.7%	54.3%	53.4%	49.8%	68.8%	37.8%	45.6%
%H (All HH)		100.0%	48.2%	17.9%	67.8%	36.6%	31.3%	90.9%
%H (TV HH)			48.2%	17.9%	67.8%	36.6%	31.3%	
Child's bedroom	241	241	125	50	140	86	54	237
%V	9.6%	10.2%	13.0%	13.8%	9.5%	14.9%	6.0%	11.0%
%H (All HH)		100.0%	51.9%	20.7%	58.1%	35.7%	22.4%	98.3%
%H (TV HH)			51.9%	20.7%	58.1%	35.7%	22.4%	
Other bedroom	113	113	53	22	89	51	38	107
%V	4.5%	4.8%	5.5%	6.1%	6.0%	8.9%	4.2%	5.0%
%H (All HH)		100.0%	46.9%	19.5%	78.8%	45.1%	33.6%	94.7%
%H (TV HH)			46.9%	19.5%	78.8%	45.1%	33.6%	
Second living/dining room	186	186	103	35	126	76	50	179
%V	7.4%	7.9%	10.7%	9.6%	8.5%	13.2%	5.6%	8.3%
%H (All HH)		100.0%	55.4%	18.8%	67.7%	40.9%	26.9%	96.2%
%H (TV HH)			55.4%	18.8%	67.7%	40.9%	26.9%	
Study/office	33	33	18	5	21	12	9	32
%V	1.3%	1.4%	1.9%	1.4%	1.4%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	54.5%	15.2%	63.6%	36.4%	27.3%	97.0%
%H (TV HH)			54.5%	15.2%	63.6%	36.4%	27.3%	
TV room	40	40	22	6	26	14	12	38
%V	1.6%	1.7%	2.3%	1.7%	1.8%	2.4%	1.3%	1.8%
%H (All HH)		100.0%	55.0%	15.0%	65.0%	35.0%	30.0%	95.0%
%H (TV HH)			55.0%	15.0%	65.0%	35.0%	30.0%	
Conservatory	39	39	21	7	27	15	12	37
%V	1.6%	1.6%	2.2%	1.9%	1.8%	2.6%	1.3%	1.7%
%H (All HH)		100.0%	53.8%	17.9%	69.2%	38.5%	30.8%	94.9%
%H (TV HH)			53.8%	17.9%	69.2%	38.5%	30.8%	
Attic or loft room	4	4	2	3	2	2	0	4
%V	0.2%	0.2%	0.2%	0.8%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	75.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	75.0%	50.0%	50.0%	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	20	20	13	4	13	8	5	19
%V	0.8%	0.8%	1.4%	1.1%	0.9%	1.4%	0.6%	0.9%
%H (All HH)		100.0%	65.0%	20.0%	65.0%	40.0%	25.0%	95.0%
%H (TV HH)			65.0%	20.0%	65.0%	40.0%	25.0%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Any DSAT provider	960	960	960	14	424	424	0	899
%V	38.4%	40.6%	100.0%	3.9%	28.8%	73.6%	0.0%	41.7%
%H (All HH)			100.0%	1.5%	44.2%	44.2%	0.0%	93.6%
%H (TV HH)			100.0%	1.5%	44.2%	44.2%	0.0%	
Sky with subscription	800	800	800	6	353	353	0	757
%V	32.0%	33.8%	83.3%	1.7%	23.9%	61.3%	0.0%	35.1%
%H (All HH)			100.0%	0.8%	44.1%	44.1%	0.0%	94.6%
%H (TV HH)			100.0%	0.8%	44.1%	44.1%	0.0%	
Sky without subscription	52	52	52	1	24	24	0	44
%V	2.1%	2.2%	5.4%	0.3%	1.6%	4.2%	0.0%	2.0%
%H (All HH)			100.0%	1.9%	46.2%	46.2%	0.0%	84.6%
%H (TV HH)			100.0%	1.9%	46.2%	46.2%	0.0%	
Freesat	90	90	90	5	42	42	0	83
%V	3.6%	3.8%	9.4%	1.4%	2.8%	7.3%	0.0%	3.8%
%H (All HH)			100.0%	5.6%	46.7%	46.7%	0.0%	92.2%
%H (TV HH)			100.0%	5.6%	46.7%	46.7%	0.0%	
Other satellite provider	60	60	60	4	25	25	0	56
%V	2.4%	2.5%	6.3%	1.1%	1.7%	4.3%	0.0%	2.6%
%H (All HH)			100.0%	6.7%	41.7%	41.7%	0.0%	93.3%
%H (TV HH)			100.0%	6.7%	41.7%	41.7%	0.0%	
DCAB	363	363	14	363	160	160	0	345
%V	14.5%	15.3%	1.5%	100.0%	10.9%	27.8%	0.0%	16.0%
%H (All HH)			3.9%	100.0%	44.1%	44.1%	0.0%	95.0%
%H (TV HH)			3.9%	100.0%	44.1%	44.1%	0.0%	
DTT	1474	1474	424	160	1474	576	897	1203
%V	58.9%	62.3%	44.2%	44.1%	100.0%	100.0%	100.0%	55.7%
%H (All HH)		100.0%	28.8%	10.9%	100.0%	39.1%	60.9%	81.6%
%H (TV HH)			28.8%	10.9%	100.0%	39.1%	60.9%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	2503	2366	960	363	1474	576	897	2158
%H (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
PVR	1458	1458	863	348	794	535	258	1358
%V	58.3%	61.6%	89.9%	95.9%	53.9%	92.9%	28.8%	62.9%
%H (All HH)		100.0%	59.2%	23.9%	54.5%	36.7%	17.7%	93.1%
%H (TV HH)			59.2%	23.9%	54.5%	36.7%	17.7%	
DVDR	25	25	16	2	15	8	7	21
%V	1.0%	1.1%	1.7%	0.6%	1.0%	1.4%	0.8%	1.0%
%H (All HH)		100.0%	64.0%	8.0%	60.0%	32.0%	28.0%	84.0%
%H (TV HH)			64.0%	8.0%	60.0%	32.0%	28.0%	
VCR	6	6	2	0	5	1	4	4
%V	0.2%	0.3%	0.2%	0.0%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	16.7%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	83.3%	16.7%	66.7%	
Any recorder	1472	1472	865	348	805	537	269	1367
%V	58.8%	62.2%	90.1%	95.9%	54.6%	93.2%	30.0%	63.3%
%H (All HH)		100.0%	58.8%	23.6%	54.7%	36.5%	18.3%	92.9%
%H (TV HH)			58.8%	23.6%	54.7%	36.5%	18.3%	
Receives HDTV (via STB or built-in reception)	1641	1641	798	336	1038	518	520	1500
%V	65.6%	69.4%	83.1%	92.6%	70.4%	89.9%	58.0%	69.5%
%H (All HH)		100.0%	48.6%	20.5%	63.3%	31.6%	31.7%	91.4%
%H (TV HH)			48.6%	20.5%	63.3%	31.6%	31.7%	
DVD/Blu-ray player or recorder	1441	1441	611	230	911	388	523	1275
%V	57.6%	60.9%	63.6%	63.4%	61.8%	67.4%	58.3%	59.1%
%H (All HH)		100.0%	42.4%	16.0%	63.2%	26.9%	36.3%	88.5%
%H (TV HH)			42.4%	16.0%	63.2%	26.9%	36.3%	

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	2503	2366	960	363	1474	576	897	2158
%V (All HH)		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%
%H (TV HH)			40.6%	15.3%	62.3%	24.3%	37.9%	
Has broadband internet	2158	2046	899	345	1203	544	659	2158
%V	86.2%	86.5%	93.6%	95.0%	81.6%	94.4%	73.5%	100.0%
%H (All HH)		94.8%	41.7%	16.0%	55.7%	25.2%	30.5%	100.0%
%H (TV HH)			43.9%	16.9%	58.8%	26.6%	32.2%	
Number of computers (PCs and laptops)								
0	522	490	117	40	366	60	305	197
%V	20.9%	20.7%	12.2%	11.0%	24.8%	10.4%	34.0%	9.1%
%H (All HH)		93.9%	22.4%	7.7%	70.1%	11.5%	58.4%	37.7%
%H (TV HH)			23.9%	8.2%	74.7%	12.2%	62.2%	
1	649	605	230	103	375	143	233	633
%V	25.9%	25.6%	24.0%	28.4%	25.4%	24.8%	26.0%	29.3%
%H (All HH)		93.2%	35.4%	15.9%	57.8%	22.0%	35.9%	97.5%
%H (TV HH)			38.0%	17.0%	62.0%	23.6%	38.5%	
2	609	581	256	96	340	149	191	607
%V	24.3%	24.6%	26.7%	26.4%	23.1%	25.9%	21.3%	28.1%
%H (All HH)		95.4%	42.0%	15.8%	55.8%	24.5%	31.4%	99.7%
%H (TV HH)			44.1%	16.5%	58.5%	25.6%	32.9%	
3	350	331	165	56	192	107	86	349
%V	14.0%	14.0%	17.2%	15.4%	13.0%	18.6%	9.6%	16.2%
%H (All HH)		94.6%	47.1%	16.0%	54.9%	30.6%	24.6%	99.7%
%H (TV HH)			49.8%	16.9%	58.0%	32.3%	26.0%	
4	178	171	88	26	99	50	49	178
%V	7.1%	7.2%	9.2%	7.2%	6.7%	8.7%	5.5%	8.2%
%H (All HH)		96.1%	49.4%	14.6%	55.6%	28.1%	27.5%	100.0%
%H (TV HH)			51.5%	15.2%	57.9%	29.2%	28.7%	
5+	195	188	104	42	101	68	34	195
%V	7.8%	7.9%	10.8%	11.6%	6.9%	11.8%	3.8%	9.0%
%H (All HH)		96.4%	53.3%	21.5%	51.8%	34.9%	17.4%	100.0%
%H (TV HH)			55.3%	22.3%	53.7%	36.2%	18.1%	

Base: BBC Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	4719	2161	793	3098	1510	1588	4251
%H		45.8%	16.8%	65.6%	32.0%	33.7%	90.1%
Under 20"	173	79	29	140	73	67	145
%V	3.7%	3.7%	3.7%	4.5%	4.8%	4.2%	3.4%
%H		45.7%	16.8%	80.9%	42.2%	38.7%	83.8%
20" - 29"	641	260	99	500	230	270	551
%V	13.6%	12.0%	12.5%	16.1%	15.2%	17.0%	13.0%
%H		40.6%	15.4%	78.0%	35.9%	42.1%	86.0%
30" - 39"	1487	645	227	1005	452	554	1302
%V	31.5%	29.8%	28.6%	32.4%	29.9%	34.9%	30.6%
%H		43.4%	15.3%	67.6%	30.4%	37.3%	87.6%
40" - 49"	1474	697	274	898	459	440	1376
%V	31.2%	32.3%	34.6%	29.0%	30.4%	27.7%	32.4%
%H		47.3%	18.6%	60.9%	31.1%	29.9%	93.4%
50" - 59"	605	313	120	351	206	145	578
%V	12.8%	14.5%	15.1%	11.3%	13.6%	9.1%	13.6%
%H		51.7%	19.8%	58.0%	34.0%	24.0%	95.5%
60"+	85	53	14	44	29	16	82
%V	1.8%	2.5%	1.8%	1.4%	1.9%	1.0%	1.9%
%H		62.4%	16.5%	51.8%	34.1%	18.8%	96.5%
Don't know	254	113	30	159	63	96	218
%V	5.4%	5.2%	3.8%	5.1%	4.2%	6.0%	5.1%
%H		44.5%	11.8%	62.6%	24.8%	37.8%	85.8%

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 11.12: 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	4719	2161	793	3098	1510	1588	4251
%H		45.8%	16.8%	65.6%	32.0%	33.7%	90.1%
Main living room	2350	957	362	1469	577	892	2032
%V	49.8%	44.3%	45.6%	47.4%	38.2%	56.2%	47.8%
%H		40.7%	15.4%	62.5%	24.6%	38.0%	86.5%
Kitchen	263	135	35	209	116	93	243
%V	5.6%	6.2%	4.4%	6.7%	7.7%	5.9%	5.7%
%H		51.3%	13.3%	79.5%	44.1%	35.4%	92.4%
Adult's bedroom	1327	655	241	911	509	402	1221
%V	28.1%	30.3%	30.4%	29.4%	33.7%	25.3%	28.7%
%H		49.4%	18.2%	68.7%	38.4%	30.3%	92.0%
Child's bedroom	320	168	67	187	115	72	315
%V	6.8%	7.8%	8.4%	6.0%	7.6%	4.5%	7.4%
%H		52.5%	20.9%	58.4%	35.9%	22.5%	98.4%
Other bedroom	129	64	25	103	62	41	123
%V	2.7%	3.0%	3.2%	3.3%	4.1%	2.6%	2.9%
%H		49.6%	19.4%	79.8%	48.1%	31.8%	95.3%
Second living/dining room	188	104	36	127	77	50	181
%V	4.0%	4.8%	4.5%	4.1%	5.1%	3.1%	4.3%
%H		55.3%	19.1%	67.6%	41.0%	26.6%	96.3%
Study/office	33	18	5	21	12	9	32
%V	0.7%	0.8%	0.6%	0.7%	0.8%	0.6%	0.8%
%H		54.5%	15.2%	63.6%	36.4%	27.3%	97.0%
TV room	42	23	6	27	15	12	40
%V	0.9%	1.1%	0.8%	0.9%	1.0%	0.8%	0.9%
%H		54.8%	14.3%	64.3%	35.7%	28.6%	95.2%
Conservatory	40	21	7	28	15	13	38
%V	0.8%	1.0%	0.9%	0.9%	1.0%	0.8%	0.9%
%H		52.5%	17.5%	70.0%	37.5%	32.5%	95.0%
Attic or loft room	5	2	3	2	2	0	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	60.0%	40.0%	40.0%	0.0%	80.0%
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	22	14	4	13	8	5	21
%V	0.5%	0.6%	0.5%	0.4%	0.5%	0.3%	0.5%
%H		63.6%	18.2%	59.1%	36.4%	22.7%	95.5%

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 11.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4719	2161	793	3098	1510	1588	4251
%H		45.8%	16.8%	65.6%	32.0%	33.7%	90.1%
PVR	2111	1335	505	1066	772	293	1996
%V	44.7%	61.8%	63.7%	34.4%	51.1%	18.5%	47.0%
%H		63.2%	23.9%	50.5%	36.6%	13.9%	94.6%
DVDR	27	17	2	16	8	7	22
%V	0.6%	0.8%	0.3%	0.5%	0.5%	0.4%	0.5%
%H		63.0%	7.4%	59.3%	29.6%	25.9%	81.5%
VCR	6	2	0	5	1	4	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	66.7%
Any recorder	2130	1342	506	1080	775	305	2011
%V	45.1%	62.1%	63.8%	34.9%	51.3%	19.2%	47.3%
%H		63.0%	23.8%	50.7%	36.4%	14.3%	94.4%

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	4719	2161	793	3098	1510	1588	4251
%H		45.8%	16.8%	65.6%	32.0%	33.7%	90.1%
Receives HDTV (via STB or built-in reception)	2615	1363	536	1672	931	741	2438
%V	55.4%	63.1%	67.6%	54.0%	61.7%	46.7%	57.4%
%H		52.1%	20.5%	63.9%	35.6%	28.3%	93.2%
DVD/Blu-ray player or recorder	2047	927	357	1313	636	677	1862
%V	43.4%	42.9%	45.0%	42.4%	42.1%	42.6%	43.8%
%H		45.3%	17.4%	64.1%	31.1%	33.1%	91.0%

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 11.15: 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	2365	960	363	1474	576	897	2045
%H		40.6%	15.3%	62.3%	24.4%	37.9%	86.5%
Under 20"	12	1	0	7	0	7	7
%V	0.5%	0.1%	0.0%	0.5%	0.0%	0.8%	0.3%
%H		8.3%	0.0%	58.3%	0.0%	58.3%	58.3%
20" - 29"	111	23	10	83	12	71	72
%V	4.7%	2.4%	2.8%	5.6%	2.1%	7.9%	3.5%
%H		20.7%	9.0%	74.8%	10.8%	64.0%	64.9%
30" - 39"	576	171	68	388	92	296	434
%V	24.4%	17.8%	18.7%	26.3%	16.0%	33.0%	21.2%
%H		29.7%	11.8%	67.4%	16.0%	51.4%	75.3%
40" - 49"	975	421	165	599	262	337	889
%V	41.2%	43.9%	45.5%	40.6%	45.5%	37.6%	43.5%
%H		43.2%	16.9%	61.4%	26.9%	34.6%	91.2%
50" - 59"	492	248	94	286	164	122	467
%V	20.8%	25.8%	25.9%	19.4%	28.5%	13.6%	22.8%
%H		50.4%	19.1%	58.1%	33.3%	24.8%	94.9%
60"+	73	46	13	38	25	14	70
%V	3.1%	4.8%	3.6%	2.6%	4.3%	1.6%	3.4%
%H		63.0%	17.8%	52.1%	34.2%	19.2%	95.9%
Don't know	126	50	14	72	22	50	106
%V	5.3%	5.2%	3.9%	4.9%	3.8%	5.6%	5.2%
%H		39.7%	11.1%	57.1%	17.5%	39.7%	84.1%

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	2365	960	363	1474	576	897	2045
%H		40.6%	15.3%	62.3%	24.4%	37.9%	86.5%
PVR	1428	851	344	769	526	244	1329
%V	60.4%	88.6%	94.8%	52.2%	91.3%	27.2%	65.0%
%H		59.6%	24.1%	53.9%	36.8%	17.1%	93.1%
DVDR	18	10	2	11	5	6	15
%V	0.8%	1.0%	0.6%	0.7%	0.9%	0.7%	0.7%
%H		55.6%	11.1%	61.1%	27.8%	33.3%	83.3%
VCR	5	1	0	4	1	4	3
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.4%	0.1%
%H		20.0%	0.0%	80.0%	20.0%	80.0%	60.0%
Any recorder	1440	854	344	780	527	253	1339
%V	60.9%	89.0%	94.8%	52.9%	91.5%	28.2%	65.5%
%H		59.3%	23.9%	54.2%	36.6%	17.6%	93.0%

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	2365	960	363	1474	576	897	2045
%H		40.6%	15.3%	62.3%	24.4%	37.9%	86.5%
Receives HDTV (via STB or built-in reception)	1608	783	332	1013	506	507	1470
%V	68.0%	81.6%	91.5%	68.7%	87.8%	56.5%	71.9%
%H		48.7%	20.6%	63.0%	31.5%	31.5%	91.4%
DVD/Blu-ray player or recorder	1220	501	189	766	307	459	1062
%V	51.6%	52.2%	52.1%	52.0%	53.3%	51.2%	51.9%
%H		41.1%	15.5%	62.8%	25.2%	37.6%	87.0%

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 11.18: 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	2353	1201	430	1624	933	691	2207
%H		51.0%	18.3%	69.0%	39.7%	29.4%	93.8%
Under 20"	162	78	28	133	72	60	138
%V	6.9%	6.5%	6.5%	8.2%	7.7%	8.7%	6.3%
%H		48.1%	17.3%	82.1%	44.4%	37.0%	85.2%
20" - 29"	530	237	89	417	218	199	479
%V	22.5%	19.7%	20.7%	25.7%	23.4%	28.8%	21.7%
%H		44.7%	16.8%	78.7%	41.1%	37.5%	90.4%
30" - 39"	911	475	159	617	359	258	868
%V	38.7%	39.6%	37.0%	38.0%	38.5%	37.3%	39.3%
%H		52.1%	17.5%	67.7%	39.4%	28.3%	95.3%
40" - 49"	499	276	110	299	197	102	487
%V	21.2%	23.0%	25.6%	18.4%	21.1%	14.8%	22.1%
%H		55.3%	22.0%	59.9%	39.5%	20.4%	97.6%
50" - 59"	113	65	25	65	42	23	111
%V	4.8%	5.4%	5.8%	4.0%	4.5%	3.3%	5.0%
%H		57.5%	22.1%	57.5%	37.2%	20.4%	98.2%
60"+	11	7	1	6	4	2	11
%V	0.5%	0.6%	0.2%	0.4%	0.4%	0.3%	0.5%
%H		63.6%	9.1%	54.5%	36.4%	18.2%	100.0%
Don't know	128	63	16	87	41	46	112
%V	5.4%	5.2%	3.7%	5.4%	4.4%	6.7%	5.1%
%H		49.2%	12.5%	68.0%	32.0%	35.9%	87.5%

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 11.19: 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	2353	1201	430	1624	933	691	2207
%H		51.0%	18.3%	69.0%	39.7%	29.4%	93.8%
PVR	683	484	162	297	247	50	666
%V	29.0%	40.3%	37.7%	18.3%	26.5%	7.2%	30.2%
%H		70.9%	23.7%	43.5%	36.2%	7.3%	97.5%
DVDR	9	7	0	4	3	1	7
%V	0.4%	0.6%	0.0%	0.2%	0.3%	0.1%	0.3%
%H		77.8%	0.0%	44.4%	33.3%	11.1%	77.8%
VCR	2	1	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	690	488	162	300	248	52	672
%V	29.3%	40.6%	37.7%	18.5%	26.6%	7.5%	30.4%
%H		70.7%	23.5%	43.5%	35.9%	7.5%	97.4%

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	2353	1201	430	1624	933	691	2207
%H		51.0%	18.3%	69.0%	39.7%	29.4%	93.8%
Receives HDTV (via STB or built-in reception)	1006	580	204	659	425	234	967
%V	42.8%	48.3%	47.4%	40.6%	45.6%	33.9%	43.8%
%H		57.7%	20.3%	65.5%	42.2%	23.3%	96.1%
DVD/Blu-ray player or recorder	828	426	168	547	329	218	800
%V	35.2%	35.5%	39.1%	33.7%	35.3%	31.5%	36.2%
%H		51.4%	20.3%	66.1%	39.7%	26.3%	96.6%

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

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	5373	5120	2293	839	3036	1382	1654	4945
%H		95.3%	42.7%	15.6%	56.5%	25.7%	30.8%	92.0%
Total Children	928	893	430	148	453	225	229	916
%V	17.3%	17.4%	18.8%	17.6%	14.9%	16.3%	13.8%	18.5%
%H		96.2%	46.3%	15.9%	48.8%	24.2%	24.7%	98.7%
0 - 3	221	208	98	29	102	44	58	216
%V	4.1%	4.1%	4.3%	3.5%	3.4%	3.2%	3.5%	4.4%
%H		94.1%	44.3%	13.1%	46.2%	19.9%	26.2%	97.7%
4 - 15	707	684	332	119	351	181	171	700
%V	13.2%	13.4%	14.5%	14.2%	11.6%	13.1%	10.3%	14.2%
%H		96.7%	47.0%	16.8%	49.6%	25.6%	24.2%	99.0%
4 - 9	359	346	164	57	174	86	88	355
%V	6.7%	6.8%	7.2%	6.8%	5.7%	6.2%	5.3%	7.2%
%H		96.4%	45.7%	15.9%	48.5%	24.0%	24.5%	98.9%
10 - 15	347	339	168	62	177	95	83	345
%V	6.5%	6.6%	7.3%	7.4%	5.8%	6.9%	5.0%	7.0%
%H		97.7%	48.4%	17.9%	51.0%	27.4%	23.9%	99.4%

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	5373	5120	2293	839	3036	1382	1654	4945
%H		95.3%	42.7%	15.6%	56.5%	25.7%	30.8%	92.0%
Total Adults (16+)	4446	4227	1863	690	2583	1158	1425	4030
%V	82.7%	82.6%	81.2%	82.2%	85.1%	83.8%	86.2%	81.5%
%H		95.1%	41.9%	15.5%	58.1%	26.0%	32.1%	90.6%
16 - 19	215	201	95	38	127	67	60	212
%V	4.0%	3.9%	4.1%	4.5%	4.2%	4.8%	3.6%	4.3%
%H		93.5%	44.2%	17.7%	59.1%	31.2%	27.9%	98.6%
20 - 24	320	274	115	42	147	79	68	316
%V	6.0%	5.4%	5.0%	5.0%	4.8%	5.7%	4.1%	6.4%
%H		85.6%	35.9%	13.1%	45.9%	24.7%	21.3%	98.8%
25 - 34	744	678	281	101	321	135	186	724
%V	13.8%	13.2%	12.3%	12.0%	10.6%	9.8%	11.2%	14.6%
%H		91.1%	37.8%	13.6%	43.1%	18.1%	25.0%	97.3%
35 - 44	669	630	303	105	332	163	168	648
%V	12.5%	12.3%	13.2%	12.5%	10.9%	11.8%	10.2%	13.1%
%H		94.2%	45.3%	15.7%	49.6%	24.4%	25.1%	96.9%
45 - 54	755	731	354	132	449	224	225	723
%V	14.1%	14.3%	15.4%	15.7%	14.8%	16.2%	13.6%	14.6%
%H		96.8%	46.9%	17.5%	59.5%	29.7%	29.8%	95.8%
55 - 64	737	722	346	131	464	225	239	692
%V	13.7%	14.1%	15.1%	15.6%	15.3%	16.3%	14.4%	14.0%
%H		98.0%	46.9%	17.8%	63.0%	30.5%	32.4%	93.9%
65+	1006	993	370	142	743	265	478	713
%V	18.7%	19.4%	16.1%	16.9%	24.5%	19.2%	28.9%	14.4%
%H		98.7%	36.8%	14.1%	73.9%	26.3%	47.5%	70.9%

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+)	4446	4227	1863	690	2583	1158	1425	4030
%H		95.1%	41.9%	15.5%	58.1%	26.0%	32.1%	90.6%
AB	1105	1056	480	193	633	297	336	1081
%V	24.9%	25.0%	25.8%	28.0%	24.5%	25.6%	23.6%	26.8%
%H		95.6%	43.4%	17.5%	57.3%	26.9%	30.4%	97.8%
C1	1261	1170	538	191	706	343	363	1190
%V	28.4%	27.7%	28.9%	27.7%	27.3%	29.6%	25.5%	29.5%
%H		92.8%	42.7%	15.1%	56.0%	27.2%	28.8%	94.4%
C2	972	944	459	154	563	282	281	893
%V	21.9%	22.3%	24.6%	22.3%	21.8%	24.4%	19.7%	22.2%
%H		97.1%	47.2%	15.8%	57.9%	29.0%	28.9%	91.9%
D	734	703	285	109	432	172	260	613
%V	16.5%	16.6%	15.3%	15.8%	16.7%	14.9%	18.2%	15.2%
%H		95.8%	38.8%	14.9%	58.9%	23.4%	35.4%	83.5%
E	374	354	101	43	248	64	184	253
%V	8.4%	8.4%	5.4%	6.2%	9.6%	5.5%	12.9%	6.3%
%H		94.7%	27.0%	11.5%	66.3%	17.1%	49.2%	67.6%

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 11.24: 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+)	4446	4227	1863	690	2583	1158	1425	4030
%H		95.1%	41.9%	15.5%	58.1%	26.0%	32.1%	90.6%
Working full time	2074	1976	964	353	1099	572	527	2022
%V	46.6%	46.7%	51.7%	51.2%	42.5%	49.4%	37.0%	50.2%
%H		95.3%	46.5%	17.0%	53.0%	27.6%	25.4%	97.5%
Working part time	439	421	190	65	248	115	132	422
%V	9.9%	10.0%	10.2%	9.4%	9.6%	9.9%	9.3%	10.5%
%H		95.9%	43.3%	14.8%	56.5%	26.2%	30.1%	96.1%
Not working	1933	1831	709	272	1236	470	766	1585
%V	43.5%	43.3%	38.1%	39.4%	47.9%	40.6%	53.8%	39.3%
%H		94.7%	36.7%	14.1%	63.9%	24.3%	39.6%	82.0%
Houseperson	2503	2366	960	363	1474	576	897	2158
%V	56.3%	56.0%	51.5%	52.6%	57.1%	49.7%	62.9%	53.5%
%H		94.5%	38.4%	14.5%	58.9%	23.0%	35.8%	86.2%

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+)	2145	2024	899	341	1219	566	653	1965
%H		94.4%	41.9%	15.9%	56.8%	26.4%	30.4%	91.6%
16 - 19	111	103	48	21	66	37	29	109
%V	5.2%	5.1%	5.3%	6.2%	5.4%	6.5%	4.4%	5.5%
%H		92.8%	43.2%	18.9%	59.5%	33.3%	26.1%	98.2%
20 - 24	160	139	59	21	73	38	35	158
%V	7.5%	6.9%	6.6%	6.2%	6.0%	6.7%	5.4%	8.0%
%H		86.9%	36.9%	13.1%	45.6%	23.8%	21.9%	98.8%
25 - 34	367	331	132	48	160	67	94	357
%V	17.1%	16.4%	14.7%	14.1%	13.1%	11.8%	14.4%	18.2%
%H		90.2%	36.0%	13.1%	43.6%	18.3%	25.6%	97.3%
35 - 44	326	304	146	51	155	77	78	313
%V	15.2%	15.0%	16.2%	15.0%	12.7%	13.6%	11.9%	15.9%
%H		93.3%	44.8%	15.6%	47.5%	23.6%	23.9%	96.0%
45 - 54	365	352	163	65	217	106	111	349
%V	17.0%	17.4%	18.1%	19.1%	17.8%	18.7%	17.0%	17.8%
%H		96.4%	44.7%	17.8%	59.5%	29.0%	30.4%	95.6%
55 - 64	357	348	171	63	221	110	112	336
%V	16.6%	17.2%	19.0%	18.5%	18.1%	19.4%	17.2%	17.1%
%H		97.5%	47.9%	17.6%	61.9%	30.8%	31.4%	94.1%
65+	458	448	179	72	327	132	195	342
%V	21.4%	22.1%	19.9%	21.1%	26.8%	23.3%	29.9%	17.4%
%H		97.8%	39.1%	15.7%	71.4%	28.8%	42.6%	74.7%

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+)	2145	2024	899	341	1219	566	653	1965
%H		94.4%	41.9%	15.9%	56.8%	26.4%	30.4%	91.6%
AB	545	519	237	96	310	147	163	534
%V	25.4%	25.6%	26.4%	28.2%	25.4%	26.0%	25.0%	27.2%
%H		95.2%	43.5%	17.6%	56.9%	27.0%	29.9%	98.0%
C1	572	526	248	87	311	160	151	552
%V	26.7%	26.0%	27.6%	25.5%	25.5%	28.3%	23.1%	28.1%
%H		92.0%	43.4%	15.2%	54.4%	28.0%	26.4%	96.5%
C2	530	511	240	86	307	150	157	477
%V	24.7%	25.2%	26.7%	25.2%	25.2%	26.5%	24.0%	24.3%
%H		96.4%	45.3%	16.2%	57.9%	28.3%	29.6%	90.0%
D	336	319	135	51	192	82	110	288
%V	15.7%	15.8%	15.0%	15.0%	15.8%	14.5%	16.8%	14.7%
%H		94.9%	40.2%	15.2%	57.1%	24.4%	32.7%	85.7%
E	161	149	40	21	98	27	71	114
%V	7.5%	7.4%	4.4%	6.2%	8.0%	4.8%	10.9%	5.8%
%H		92.5%	24.8%	13.0%	60.9%	16.8%	44.1%	70.8%

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 11.27: 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+)	2145	2024	899	341	1219	566	653	1965
%H		94.4%	41.9%	15.9%	56.8%	26.4%	30.4%	91.6%
Working full time	1230	1172	576	204	647	335	312	1199
%V	57.3%	57.9%	64.1%	59.8%	53.1%	59.2%	47.8%	61.0%
%H		95.3%	46.8%	16.6%	52.6%	27.2%	25.4%	97.5%
Working part time	94	85	32	13	52	22	30	87
%V	4.4%	4.2%	3.6%	3.8%	4.3%	3.9%	4.6%	4.4%
%H		90.4%	34.0%	13.8%	55.3%	23.4%	31.9%	92.6%
Not working	820	766	291	124	520	209	311	679
%V	38.2%	37.8%	32.4%	36.4%	42.7%	36.9%	47.6%	34.6%
%H		93.4%	35.5%	15.1%	63.4%	25.5%	37.9%	82.8%
Houseperson	581	522	172	78	328	103	226	462
%V	27.1%	25.8%	19.1%	22.9%	26.9%	18.2%	34.6%	23.5%
%H		89.8%	29.6%	13.4%	56.5%	17.7%	38.9%	79.5%

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 11.28: 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+)	2301	2203	964	349	1364	591	773	2065
%H		95.7%	41.9%	15.2%	59.3%	25.7%	33.6%	89.7%
16 - 19	104	97	47	17	61	30	31	103
%V	4.5%	4.4%	4.9%	4.9%	4.5%	5.1%	4.0%	5.0%
%H		93.3%	45.2%	16.3%	58.7%	28.8%	29.8%	99.0%
20 - 24	160	135	56	22	75	41	34	158
%V	7.0%	6.1%	5.8%	6.3%	5.5%	6.9%	4.4%	7.7%
%H		84.4%	35.0%	13.8%	46.9%	25.6%	21.3%	98.8%
25 - 34	377	348	149	53	160	68	92	367
%V	16.4%	15.8%	15.5%	15.2%	11.7%	11.5%	11.9%	17.8%
%H		92.3%	39.5%	14.1%	42.4%	18.0%	24.4%	97.3%
35 - 44	342	326	157	53	177	87	90	335
%V	14.9%	14.8%	16.3%	15.2%	13.0%	14.7%	11.6%	16.2%
%H		95.3%	45.9%	15.5%	51.8%	25.4%	26.3%	98.0%
45 - 54	390	379	191	67	233	118	114	374
%V	16.9%	17.2%	19.8%	19.2%	17.1%	20.0%	14.7%	18.1%
%H		97.2%	49.0%	17.2%	59.7%	30.3%	29.2%	95.9%
55 - 64	380	374	175	67	243	115	128	356
%V	16.5%	17.0%	18.2%	19.2%	17.8%	19.5%	16.6%	17.2%
%H		98.4%	46.1%	17.6%	63.9%	30.3%	33.7%	93.7%
65+	548	545	190	70	416	133	283	371
%V	23.8%	24.7%	19.7%	20.1%	30.5%	22.5%	36.6%	18.0%
%H		99.5%	34.7%	12.8%	75.9%	24.3%	51.6%	67.7%

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+)	2301	2203	964	349	1364	591	773	2065
%H		95.7%	41.9%	15.2%	59.3%	25.7%	33.6%	89.7%
AB	559	536	242	97	323	150	173	547
%V	24.3%	24.3%	25.1%	27.8%	23.7%	25.4%	22.4%	26.5%
%H		95.9%	43.3%	17.4%	57.8%	26.8%	30.9%	97.9%
C1	689	645	290	104	395	183	212	638
%V	29.9%	29.3%	30.1%	29.8%	29.0%	31.0%	27.4%	30.9%
%H		93.6%	42.1%	15.1%	57.3%	26.6%	30.8%	92.6%
C2	442	434	220	69	256	132	124	416
%V	19.2%	19.7%	22.8%	19.8%	18.8%	22.3%	16.0%	20.1%
%H		98.2%	49.8%	15.6%	57.9%	29.9%	28.1%	94.1%
D	398	383	151	58	239	90	150	325
%V	17.3%	17.4%	15.7%	16.6%	17.5%	15.2%	19.4%	15.7%
%H		96.2%	37.9%	14.6%	60.1%	22.6%	37.7%	81.7%
E	213	205	61	21	150	37	113	139
%V	9.3%	9.3%	6.3%	6.0%	11.0%	6.3%	14.6%	6.7%
%H		96.2%	28.6%	9.9%	70.4%	17.4%	53.1%	65.3%

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 11.30: 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+)	2301	2203	964	349	1364	591	773	2065
%H		95.7%	41.9%	15.2%	59.3%	25.7%	33.6%	89.7%
Working full time	844	803	388	149	452	237	215	823
%V	36.7%	36.5%	40.2%	42.7%	33.1%	40.1%	27.8%	39.9%
%H		95.1%	46.0%	17.7%	53.6%	28.1%	25.5%	97.5%
Working part time	345	336	158	52	195	93	102	335
%V	15.0%	15.3%	16.4%	14.9%	14.3%	15.7%	13.2%	16.2%
%H		97.4%	45.8%	15.1%	56.5%	27.0%	29.6%	97.1%
Not working	1113	1065	418	148	717	262	455	907
%V	48.4%	48.3%	43.4%	42.4%	52.6%	44.3%	58.9%	43.9%
%H		95.7%	37.6%	13.3%	64.4%	23.5%	40.9%	81.5%
Houseperson	1923	1844	788	285	1145	474	671	1696
%V	83.6%	83.7%	81.7%	81.7%	83.9%	80.2%	86.8%	82.1%
%H		95.9%	41.0%	14.8%	59.5%	24.6%	34.9%	88.2%

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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
AB	160	157	72	21	112	51	60	151
%V	21.6%	21.8%	24.6%	26.6%	20.6%	23.8%	18.2%	24.6%
%H (All HH)		98.1%	45.0%	13.1%	70.0%	31.9%	37.5%	94.4%
%H (TV HH)			45.9%	13.4%	71.3%	32.5%	38.2%	
C1	179	175	75	20	131	54	77	161
%V	24.2%	24.3%	25.6%	25.3%	24.1%	25.2%	23.3%	26.2%
%H (All HH)		97.8%	41.9%	11.2%	73.2%	30.2%	43.0%	89.9%
%H (TV HH)			42.9%	11.4%	74.9%	30.9%	44.0%	
C2	145	142	64	13	108	46	62	126
%V	19.6%	19.7%	21.8%	16.5%	19.9%	21.5%	18.8%	20.5%
%H (All HH)		97.9%	44.1%	9.0%	74.5%	31.7%	42.8%	86.9%
%H (TV HH)			45.1%	9.2%	76.1%	32.4%	43.7%	
D	137	131	49	14	102	40	62	110
%V	18.5%	18.2%	16.7%	17.7%	18.8%	18.7%	18.8%	17.9%
%H (All HH)		95.6%	35.8%	10.2%	74.5%	29.2%	45.3%	80.3%
%H (TV HH)			37.4%	10.7%	77.9%	30.5%	47.3%	
E	120	115	33	11	91	22	69	67
%V	16.2%	16.0%	11.3%	13.9%	16.7%	10.3%	20.9%	10.9%
%H (All HH)		95.8%	27.5%	9.2%	75.8%	18.3%	57.5%	55.8%
%H (TV HH)			28.7%	9.6%	79.1%	19.1%	60.0%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Under 25	16	14	5	1	9	3	6	15
%V	2.2%	1.9%	1.7%	1.3%	1.7%	1.4%	1.8%	2.4%
%H (All HH)		87.5%	31.3%	6.3%	56.3%	18.8%	37.5%	93.8%
%H (TV HH)			35.7%	7.1%	64.3%	21.4%	42.9%	
25 - 34	109	103	39	14	68	26	42	102
%V	14.7%	14.3%	13.3%	17.7%	12.5%	12.1%	12.7%	16.6%
%H (All HH)		94.5%	35.8%	12.8%	62.4%	23.9%	38.5%	93.6%
%H (TV HH)			37.9%	13.6%	66.0%	25.2%	40.8%	
35 - 44	131	127	57	14	87	38	49	124
%V	17.7%	17.6%	19.5%	17.7%	16.0%	17.8%	14.8%	20.2%
%H (All HH)		96.9%	43.5%	10.7%	66.4%	29.0%	37.4%	94.7%
%H (TV HH)			44.9%	11.0%	68.5%	29.9%	38.6%	
45 - 54	147	144	70	17	106	51	55	137
%V	19.9%	20.0%	23.9%	21.5%	19.5%	23.8%	16.7%	22.3%
%H (All HH)		98.0%	47.6%	11.6%	72.1%	34.7%	37.4%	93.2%
%H (TV HH)			48.6%	11.8%	73.6%	35.4%	38.2%	
55 - 64	137	135	56	16	106	44	62	123
%V	18.5%	18.8%	19.1%	20.3%	19.5%	20.6%	18.8%	20.0%
%H (All HH)		98.5%	40.9%	11.7%	77.4%	32.1%	45.3%	89.8%
%H (TV HH)			41.5%	11.9%	78.5%	32.6%	45.9%	
65 +	200	197	66	16	168	53	115	115
%V	27.0%	27.4%	22.5%	20.3%	30.9%	24.8%	34.8%	18.7%
%H (All HH)		98.5%	33.0%	8.0%	84.0%	26.5%	57.5%	57.5%
%H (TV HH)			33.5%	8.1%	85.3%	26.9%	58.4%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
1	210	200	57	14	163	38	125	120
%V	28.4%	27.8%	19.5%	17.7%	30.0%	17.8%	37.9%	19.5%
%H (All HH)		95.2%	27.1%	6.7%	77.6%	18.1%	59.5%	57.1%
%H (TV HH)			28.5%	7.0%	81.5%	19.0%	62.5%	
2	222	217	90	28	169	73	95	194
%V	30.0%	30.1%	30.7%	35.4%	31.1%	34.1%	28.8%	31.5%
%H (All HH)		97.7%	40.5%	12.6%	76.1%	32.9%	42.8%	87.4%
%H (TV HH)			41.5%	12.9%	77.9%	33.6%	43.8%	
3	122	120	55	14	84	38	46	119
%V	16.5%	16.7%	18.8%	17.7%	15.4%	17.8%	13.9%	19.3%
%H (All HH)		98.4%	45.1%	11.5%	68.9%	31.1%	37.7%	97.5%
%H (TV HH)			45.8%	11.7%	70.0%	31.7%	38.3%	
4	113	113	55	14	80	41	39	111
%V	15.3%	15.7%	18.8%	17.7%	14.7%	19.2%	11.8%	18.0%
%H (All HH)		100.0%	48.7%	12.4%	70.8%	36.3%	34.5%	98.2%
%H (TV HH)			48.7%	12.4%	70.8%	36.3%	34.5%	
5+	72	71	36	9	48	25	24	71
%V	9.7%	9.9%	12.3%	11.4%	8.8%	11.7%	7.3%	11.5%
%H (All HH)		98.6%	50.0%	12.5%	66.7%	34.7%	33.3%	98.6%
%H (TV HH)			50.7%	12.7%	67.6%	35.2%	33.8%	
Average HH size	2.53	2.54	2.78	2.76	2.46	2.77	2.25	2.76

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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Without	526	510	194	54	402	148	254	406
%V	71.1%	70.8%	66.2%	68.4%	73.9%	69.2%	77.0%	66.0%
%H (All HH)		97.0%	36.9%	10.3%	76.4%	28.1%	48.3%	77.2%
%H (TV HH)			38.0%	10.6%	78.8%	29.0%	49.8%	
With	214	210	99	25	142	66	75	209
%V	28.9%	29.2%	33.8%	31.6%	26.1%	30.8%	22.7%	34.0%
%H (All HH)		98.1%	46.3%	11.7%	66.4%	30.8%	35.0%	97.7%
%H (TV HH)			47.1%	11.9%	67.6%	31.4%	35.7%	
0 - 3	78	77	34	8	53	23	29	76
%V	10.5%	10.7%	11.6%	10.1%	9.7%	10.7%	8.8%	12.4%
%H (All HH)		98.7%	43.6%	10.3%	67.9%	29.5%	37.2%	97.4%
%H (TV HH)			44.2%	10.4%	68.8%	29.9%	37.7%	
4 - 9	113	112	50	14	74	33	41	111
%V	15.3%	15.6%	17.1%	17.7%	13.6%	15.4%	12.4%	18.0%
%H (All HH)		99.1%	44.2%	12.4%	65.5%	29.2%	36.3%	98.2%
%H (TV HH)			44.6%	12.5%	66.1%	29.5%	36.6%	
10 - 15	106	104	53	12	72	36	36	105
%V	14.3%	14.4%	18.1%	15.2%	13.2%	16.8%	10.9%	17.1%
%H (All HH)		98.1%	50.0%	11.3%	67.9%	34.0%	34.0%	99.1%
%H (TV HH)			51.0%	11.5%	69.2%	34.6%	34.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
1	264	264	74	25	191	39	153	186
%V	35.7%	36.7%	25.3%	31.6%	35.1%	18.2%	46.4%	30.2%
%H (All HH)		100.0%	28.0%	9.5%	72.3%	14.8%	58.0%	70.5%
%H (TV HH)			28.0%	9.5%	72.3%	14.8%	58.0%	
2	251	251	110	32	184	80	104	222
%V	33.9%	34.9%	37.5%	40.5%	33.8%	37.4%	31.5%	36.1%
%H (All HH)		100.0%	43.8%	12.7%	73.3%	31.9%	41.4%	88.4%
%H (TV HH)			43.8%	12.7%	73.3%	31.9%	41.4%	
3	121	121	59	12	98	51	47	113
%V	16.4%	16.8%	20.1%	15.2%	18.0%	23.8%	14.2%	18.4%
%H (All HH)		100.0%	48.8%	9.9%	81.0%	42.1%	38.8%	93.4%
%H (TV HH)			48.8%	9.9%	81.0%	42.1%	38.8%	
4	55	55	31	7	45	27	17	53
%V	7.4%	7.6%	10.6%	8.9%	8.3%	12.6%	5.2%	8.6%
%H (All HH)		100.0%	56.4%	12.7%	81.8%	49.1%	30.9%	96.4%
%H (TV HH)			56.4%	12.7%	81.8%	49.1%	30.9%	
5+	30	30	19	4	25	17	8	29
%V	4.1%	4.2%	6.5%	5.1%	4.6%	7.9%	2.4%	4.7%
%H (All HH)		100.0%	63.3%	13.3%	83.3%	56.7%	26.7%	96.7%
%H (TV HH)			63.3%	13.3%	83.3%	56.7%	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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Under 20"	52	52	21	5	45	20	25	43
%V	7.0%	7.2%	7.2%	6.3%	8.3%	9.3%	7.6%	7.0%
%H (All HH)		100.0%	40.4%	9.6%	86.5%	38.5%	48.1%	82.7%
%H (TV HH)			40.4%	9.6%	86.5%	38.5%	48.1%	
20" - 29"	215	215	91	20	180	79	102	178
%V	29.1%	29.9%	31.1%	25.3%	33.1%	36.9%	30.9%	28.9%
%H (All HH)		100.0%	42.3%	9.3%	83.7%	36.7%	47.4%	82.8%
%H (TV HH)			42.3%	9.3%	83.7%	36.7%	47.4%	
30" - 39"	366	366	151	37	291	120	171	307
%V	49.5%	50.8%	51.5%	46.8%	53.5%	56.1%	51.8%	49.9%
%H (All HH)		100.0%	41.3%	10.1%	79.5%	32.8%	46.7%	83.9%
%H (TV HH)			41.3%	10.1%	79.5%	32.8%	46.7%	
40" - 49"	399	399	185	51	294	141	154	361
%V	53.9%	55.4%	63.1%	64.6%	54.0%	65.9%	46.7%	58.7%
%H (All HH)		100.0%	46.4%	12.8%	73.7%	35.3%	38.6%	90.5%
%H (TV HH)			46.4%	12.8%	73.7%	35.3%	38.6%	
50" - 59"	143	143	73	19	98	52	45	138
%V	19.3%	19.9%	24.9%	24.1%	18.0%	24.3%	13.6%	22.4%
%H (All HH)		100.0%	51.0%	13.3%	68.5%	36.4%	31.5%	96.5%
%H (TV HH)			51.0%	13.3%	68.5%	36.4%	31.5%	
60"+	15	15	8	1	9	5	4	14
%V	2.0%	2.1%	2.7%	1.3%	1.7%	2.3%	1.2%	2.3%
%H (All HH)		100.0%	53.3%	6.7%	60.0%	33.3%	26.7%	93.3%
%H (TV HH)			53.3%	6.7%	60.0%	33.3%	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 12.7: 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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Main living room	711	711	290	79	537	212	324	594
%V	96.1%	98.8%	99.0%	100.0%	98.7%	99.1%	98.2%	96.6%
%H (All HH)		100.0%	40.8%	11.1%	75.5%	29.8%	45.6%	83.5%
%H (TV HH)			40.8%	11.1%	75.5%	29.8%	45.6%	
Kitchen	173	173	81	16	152	76	76	155
%V	23.4%	24.0%	27.6%	20.3%	27.9%	35.5%	23.0%	25.2%
%H (All HH)		100.0%	46.8%	9.2%	87.9%	43.9%	43.9%	89.6%
%H (TV HH)			46.8%	9.2%	87.9%	43.9%	43.9%	
Adult's bedroom	283	283	142	36	217	116	101	261
%V	38.2%	39.3%	48.5%	45.6%	39.9%	54.2%	30.6%	42.4%
%H (All HH)		100.0%	50.2%	12.7%	76.7%	41.0%	35.7%	92.2%
%H (TV HH)			50.2%	12.7%	76.7%	41.0%	35.7%	
Child's bedroom	65	65	35	9	43	24	19	65
%V	8.8%	9.0%	11.9%	11.4%	7.9%	11.2%	5.8%	10.6%
%H (All HH)		100.0%	53.8%	13.8%	66.2%	36.9%	29.2%	100.0%
%H (TV HH)			53.8%	13.8%	66.2%	36.9%	29.2%	
Other bedroom	11	11	6	1	9	5	3	10
%V	1.5%	1.5%	2.0%	1.3%	1.7%	2.3%	0.9%	1.6%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	27.3%	90.9%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	27.3%	
Second living/dining room	108	108	54	12	85	43	42	101
%V	14.6%	15.0%	18.4%	15.2%	15.6%	20.1%	12.7%	16.4%
%H (All HH)		100.0%	50.0%	11.1%	78.7%	39.8%	38.9%	93.5%
%H (TV HH)			50.0%	11.1%	78.7%	39.8%	38.9%	
Study/office	7	7	3	1	5	2	3	7
%V	0.9%	1.0%	1.0%	1.3%	0.9%	0.9%	0.9%	1.1%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			42.9%	14.3%	71.4%	28.6%	42.9%	
TV room	17	17	10	1	16	11	5	16
%V	2.3%	2.4%	3.4%	1.3%	2.9%	5.1%	1.5%	2.6%
%H (All HH)		100.0%	58.8%	5.9%	94.1%	64.7%	29.4%	94.1%
%H (TV HH)			58.8%	5.9%	94.1%	64.7%	29.4%	
Conservatory	16	16	10	2	13	8	5	16
%V	2.2%	2.2%	3.4%	2.5%	2.4%	3.7%	1.5%	2.6%
%H (All HH)		100.0%	62.5%	12.5%	81.3%	50.0%	31.3%	100.0%
%H (TV HH)			62.5%	12.5%	81.3%	50.0%	31.3%	
Attic or loft room	1	1	0	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	13	13	7	1	11	6	5	12
%V	1.8%	1.8%	2.4%	1.3%	2.0%	2.8%	1.5%	2.0%
%H (All HH)		100.0%	53.8%	7.7%	84.6%	46.2%	38.5%	92.3%
%H (TV HH)			53.8%	7.7%	84.6%	46.2%	38.5%	

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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Any DSAT provider	293	293	293	2	177	177	0	271
%V	39.6%	40.7%	100.0%	2.5%	32.5%	82.7%	0.0%	44.1%
%H (All HH)			100.0%	0.7%	60.4%	60.4%	0.0%	92.5%
%H (TV HH)			100.0%	0.7%	60.4%	60.4%	0.0%	
Sky with subscription	257	257	257	1	158	158	0	241
%V	34.7%	35.7%	87.7%	1.3%	29.0%	73.8%	0.0%	39.2%
%H (All HH)			100.0%	0.4%	61.5%	61.5%	0.0%	93.8%
%H (TV HH)			100.0%	0.4%	61.5%	61.5%	0.0%	
Sky without subscription	15	15	15	0	8	8	0	12
%V	2.0%	2.1%	5.1%	0.0%	1.5%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	0.0%	53.3%	53.3%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	53.3%	53.3%	0.0%	
Freesat	56	56	56	0	48	48	0	52
%V	7.6%	7.8%	19.1%	0.0%	8.8%	22.4%	0.0%	8.5%
%H (All HH)			100.0%	0.0%	85.7%	85.7%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	85.7%	85.7%	0.0%	
Other satellite provider	19	19	19	0	10	10	0	18
%V	2.6%	2.6%	6.5%	0.0%	1.8%	4.7%	0.0%	2.9%
%H (All HH)			100.0%	0.0%	52.6%	52.6%	0.0%	94.7%
%H (TV HH)			100.0%	0.0%	52.6%	52.6%	0.0%	
DCAB	79	79	2	79	39	39	0	76
%V	10.7%	11.0%	0.7%	100.0%	7.2%	18.2%	0.0%	12.4%
%H (All HH)			2.5%	100.0%	49.4%	49.4%	0.0%	96.2%
%H (TV HH)			2.5%	100.0%	49.4%	49.4%	0.0%	
DTT	544	544	177	39	544	214	330	435
%V	73.5%	75.6%	60.4%	49.4%	100.0%	100.0%	100.0%	70.7%
%H (All HH)		100.0%	32.5%	7.2%	100.0%	39.3%	60.7%	80.0%
%H (TV HH)			32.5%	7.2%	100.0%	39.3%	60.7%	

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 12.9: 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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
PVR	395	395	262	76	258	199	59	368
%V	53.4%	54.9%	89.4%	96.2%	47.4%	93.0%	17.9%	59.8%
%H (All HH)		100.0%	66.3%	19.2%	65.3%	50.4%	14.9%	93.2%
%H (TV HH)			66.3%	19.2%	65.3%	50.4%	14.9%	
DVDR	3	3	1	1	2	1	1	3
%V	0.4%	0.4%	0.3%	1.3%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
VCR	5	5	2	0	4	1	3	4
%V	0.7%	0.7%	0.7%	0.0%	0.7%	0.5%	0.9%	0.7%
%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	399	399	262	76	262	199	62	371
%V	53.9%	55.4%	89.4%	96.2%	48.2%	93.0%	18.8%	60.3%
%H (All HH)		100.0%	65.7%	19.0%	65.7%	49.9%	15.5%	93.0%
%H (TV HH)			65.7%	19.0%	65.7%	49.9%	15.5%	
Receives HDTV (via STB or built-in reception)	543	543	257	71	415	198	217	490
%V	73.4%	75.4%	87.7%	89.9%	76.3%	92.5%	65.8%	79.7%
%H (All HH)		100.0%	47.3%	13.1%	76.4%	36.5%	40.0%	90.2%
%H (TV HH)			47.3%	13.1%	76.4%	36.5%	40.0%	
DVD/Blu-ray player or recorder	327	327	143	34	244	103	141	286
%V	44.2%	45.4%	48.8%	43.0%	44.9%	48.1%	42.7%	46.5%
%H (All HH)		100.0%	43.7%	10.4%	74.6%	31.5%	43.1%	87.5%
%H (TV HH)			43.7%	10.4%	74.6%	31.5%	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	740	720	293	79	544	214	330	615
%V		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (All HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
%H (TV HH)								
Has broadband internet	615	603	271	76	435	198	238	615
%V	83.1%	83.8%	92.5%	96.2%	80.0%	92.5%	72.1%	100.0%
%H (All HH)		98.0%	44.1%	12.4%	70.7%	32.2%	38.7%	100.0%
%H (TV HH)			44.9%	12.6%	72.1%	32.8%	39.5%	
Number of computers (PCs and laptops)								
0	178	171	42	10	148	32	117	62
%V	24.1%	23.8%	14.3%	12.7%	27.2%	15.0%	35.5%	10.1%
%H (All HH)		96.1%	23.6%	5.6%	83.1%	18.0%	65.7%	34.8%
%H (TV HH)			24.6%	5.8%	86.5%	18.7%	68.4%	
1	209	201	87	20	145	57	88	201
%V	28.2%	27.9%	29.7%	25.3%	26.7%	26.6%	26.7%	32.7%
%H (All HH)		96.2%	41.6%	9.6%	69.4%	27.3%	42.1%	96.2%
%H (TV HH)			43.3%	10.0%	72.1%	28.4%	43.8%	
2	177	175	75	23	130	58	72	176
%V	23.9%	24.3%	25.6%	29.1%	23.9%	27.1%	21.8%	28.6%
%H (All HH)		98.9%	42.4%	13.0%	73.4%	32.8%	40.7%	99.4%
%H (TV HH)			42.9%	13.1%	74.3%	33.1%	41.1%	
3	87	86	43	12	61	32	29	87
%V	11.8%	11.9%	14.7%	15.2%	11.2%	15.0%	8.8%	14.1%
%H (All HH)		98.9%	49.4%	13.8%	70.1%	36.8%	33.3%	100.0%
%H (TV HH)			50.0%	14.0%	70.9%	37.2%	33.7%	
4	46	45	23	8	30	17	13	46
%V	6.2%	6.3%	7.8%	10.1%	5.5%	7.9%	3.9%	7.5%
%H (All HH)		97.8%	50.0%	17.4%	65.2%	37.0%	28.3%	100.0%
%H (TV HH)			51.1%	17.8%	66.7%	37.8%	28.9%	
5+	43	43	24	6	30	18	11	43
%V	5.8%	6.0%	8.2%	7.6%	5.5%	8.4%	3.3%	7.0%
%H (All HH)		100.0%	55.8%	14.0%	69.8%	41.9%	25.6%	100.0%
%H (TV HH)			55.8%	14.0%	69.8%	41.9%	25.6%	

Base: BBC Ulster - Households (000s)

%V = percentage of vertical total

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

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

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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	1510	698	171	1171	556	615	1341
%H		46.2%	11.3%	77.5%	36.8%	40.7%	88.8%
Under 20"	60	25	6	52	24	28	51
%V	4.0%	3.6%	3.5%	4.4%	4.3%	4.6%	3.8%
%H		41.7%	10.0%	86.7%	40.0%	46.7%	85.0%
20" - 29"	282	123	26	240	109	131	239
%V	18.7%	17.6%	15.2%	20.5%	19.6%	21.3%	17.8%
%H		43.6%	9.2%	85.1%	38.7%	46.5%	84.8%
30" - 39"	476	207	49	380	166	214	411
%V	31.5%	29.7%	28.7%	32.5%	29.9%	34.8%	30.6%
%H		43.5%	10.3%	79.8%	34.9%	45.0%	86.3%
40" - 49"	497	241	66	365	186	178	456
%V	32.9%	34.5%	38.6%	31.2%	33.5%	28.9%	34.0%
%H		48.5%	13.3%	73.4%	37.4%	35.8%	91.8%
50" - 59"	162	86	21	112	62	49	157
%V	10.7%	12.3%	12.3%	9.6%	11.2%	8.0%	11.7%
%H		53.1%	13.0%	69.1%	38.3%	30.2%	96.9%
60"+	16	9	2	9	5	4	15
%V	1.1%	1.3%	1.2%	0.8%	0.9%	0.7%	1.1%
%H		56.3%	12.5%	56.3%	31.3%	25.0%	93.8%
Don't know	16	6	0	14	5	9	11
%V	1.1%	0.9%	0.0%	1.2%	0.9%	1.5%	0.8%
%H		37.5%	0.0%	87.5%	31.3%	56.3%	68.8%

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 12.12: 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	1510	698	171	1171	556	615	1341
%H		46.2%	11.3%	77.5%	36.8%	40.7%	88.8%
Main living room	715	292	79	541	215	326	599
%V	47.4%	41.8%	46.2%	46.2%	38.7%	53.0%	44.7%
%H		40.8%	11.0%	75.7%	30.1%	45.6%	83.8%
Kitchen	174	81	16	153	76	77	156
%V	11.5%	11.6%	9.4%	13.1%	13.7%	12.5%	11.6%
%H		46.6%	9.2%	87.9%	43.7%	44.3%	89.7%
Adult's bedroom	357	186	45	276	155	121	332
%V	23.6%	26.6%	26.3%	23.6%	27.9%	19.7%	24.8%
%H		52.1%	12.6%	77.3%	43.4%	33.9%	93.0%
Child's bedroom	86	46	13	58	33	25	85
%V	5.7%	6.6%	7.6%	5.0%	5.9%	4.1%	6.3%
%H		53.5%	15.1%	67.4%	38.4%	29.1%	98.8%
Other bedroom	11	6	1	9	5	3	10
%V	0.7%	0.9%	0.6%	0.8%	0.9%	0.5%	0.7%
%H		54.5%	9.1%	81.8%	45.5%	27.3%	90.9%
Second living/dining room	111	55	12	88	44	44	105
%V	7.4%	7.9%	7.0%	7.5%	7.9%	7.2%	7.8%
%H		49.5%	10.8%	79.3%	39.6%	39.6%	94.6%
Study/office	7	3	1	6	2	3	7
%V	0.5%	0.4%	0.6%	0.5%	0.4%	0.5%	0.5%
%H		42.9%	14.3%	85.7%	28.6%	42.9%	100.0%
TV room	17	10	1	16	11	5	16
%V	1.1%	1.4%	0.6%	1.4%	2.0%	0.8%	1.2%
%H		58.8%	5.9%	94.1%	64.7%	29.4%	94.1%
Conservatory	16	10	2	13	8	5	16
%V	1.1%	1.4%	1.2%	1.1%	1.4%	0.8%	1.2%
%H		62.5%	12.5%	81.3%	50.0%	31.3%	100.0%
Attic or loft room	1	0	0	1	1	0	1
%V	0.1%	0.0%	0.0%	0.1%	0.2%	0.0%	0.1%
%H		0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	14	7	1	12	6	5	13
%V	0.9%	1.0%	0.6%	1.0%	1.1%	0.8%	1.0%
%H		50.0%	7.1%	85.7%	42.9%	35.7%	92.9%

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	1510	698	171	1171	556	615	1341
%H		46.2%	11.3%	77.5%	36.8%	40.7%	88.8%
PVR	572	405	103	352	284	67	541
%V	37.9%	58.0%	60.2%	30.1%	51.1%	10.9%	40.3%
%H		70.8%	18.0%	61.5%	49.7%	11.7%	94.6%
DVDR	3	1	1	3	1	1	3
%V	0.2%	0.1%	0.6%	0.3%	0.2%	0.2%	0.2%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	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	578	407	103	357	286	71	545
%V	38.3%	58.3%	60.2%	30.5%	51.4%	11.5%	40.6%
%H		70.4%	17.8%	61.8%	49.5%	12.3%	94.3%

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	1510	698	171	1171	556	615	1341
%H		46.2%	11.3%	77.5%	36.8%	40.7%	88.8%
Receives HDTV (via STB or built-in reception)	937	473	118	733	384	349	869
%V	62.1%	67.8%	69.0%	62.6%	69.1%	56.7%	64.8%
%H		50.5%	12.6%	78.2%	41.0%	37.2%	92.7%
DVD/Blu-ray player or recorder	431	200	43	322	147	174	386
%V	28.5%	28.7%	25.1%	27.5%	26.4%	28.3%	28.8%
%H		46.4%	10.0%	74.7%	34.1%	40.4%	89.6%

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	293	79	544	214	330	603
%H		40.7%	11.0%	75.6%	29.7%	45.8%	83.8%
Under 20"	4	1	0	3	1	3	2
%V	0.6%	0.3%	0.0%	0.6%	0.5%	0.9%	0.3%
%H		25.0%	0.0%	75.0%	25.0%	75.0%	50.0%
20" - 29"	49	11	2	42	7	35	29
%V	6.8%	3.8%	2.5%	7.7%	3.3%	10.6%	4.8%
%H		22.4%	4.1%	85.7%	14.3%	71.4%	59.2%
30" - 39"	189	58	14	156	44	112	138
%V	26.3%	19.8%	17.7%	28.7%	20.6%	33.9%	22.9%
%H		30.7%	7.4%	82.5%	23.3%	59.3%	73.0%
40" - 49"	336	151	44	249	116	133	300
%V	46.7%	51.5%	55.7%	45.8%	54.2%	40.3%	49.8%
%H		44.9%	13.1%	74.1%	34.5%	39.6%	89.3%
50" - 59"	122	62	18	81	42	38	117
%V	16.9%	21.2%	22.8%	14.9%	19.6%	11.5%	19.4%
%H		50.8%	14.8%	66.4%	34.4%	31.1%	95.9%
60"+	13	8	1	8	4	4	12
%V	1.8%	2.7%	1.3%	1.5%	1.9%	1.2%	2.0%
%H		61.5%	7.7%	61.5%	30.8%	30.8%	92.3%
Don't know	7	2	0	6	1	5	4
%V	1.0%	0.7%	0.0%	1.1%	0.5%	1.5%	0.7%
%H		28.6%	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	293	79	544	214	330	603
%H		40.7%	11.0%	75.6%	29.7%	45.8%	83.8%
PVR	379	254	74	244	191	53	353
%V	52.6%	86.7%	93.7%	44.9%	89.3%	16.1%	58.5%
%H		67.0%	19.5%	64.4%	50.4%	14.0%	93.1%
DVDR	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	4	1	0	4	0	3	3
%V	0.6%	0.3%	0.0%	0.7%	0.0%	0.9%	0.5%
%H		25.0%	0.0%	100.0%	0.0%	75.0%	75.0%
Any recorder	383	255	74	247	191	56	355
%V	53.2%	87.0%	93.7%	45.4%	89.3%	17.0%	58.9%
%H		66.6%	19.3%	64.5%	49.9%	14.6%	92.7%

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	293	79	544	214	330	603
%H		40.7%	11.0%	75.6%	29.7%	45.8%	83.8%
Receives HDTV (via STB or built-in reception)	527	249	70	401	191	210	476
%V	73.2%	85.0%	88.6%	73.7%	89.3%	63.6%	78.9%
%H		47.2%	13.3%	76.1%	36.2%	39.8%	90.3%
DVD/Blu-ray player or recorder	260	107	26	197	78	119	221
%V	36.1%	36.5%	32.9%	36.2%	36.4%	36.1%	36.7%
%H		41.2%	10.0%	75.8%	30.0%	45.8%	85.0%

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 12.18: 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	790	405	92	627	342	285	738
%H		51.3%	11.6%	79.4%	43.3%	36.1%	93.4%
Under 20"	56	25	6	49	23	25	49
%V	7.1%	6.2%	6.5%	7.8%	6.7%	8.8%	6.6%
%H		44.6%	10.7%	87.5%	41.1%	44.6%	87.5%
20" - 29"	233	111	24	198	102	96	210
%V	29.5%	27.4%	26.1%	31.6%	29.8%	33.7%	28.5%
%H		47.6%	10.3%	85.0%	43.8%	41.2%	90.1%
30" - 39"	288	149	35	224	122	102	273
%V	36.5%	36.8%	38.0%	35.7%	35.7%	35.8%	37.0%
%H		51.7%	12.2%	77.8%	42.4%	35.4%	94.8%
40" - 49"	161	90	23	116	71	45	156
%V	20.4%	22.2%	25.0%	18.5%	20.8%	15.8%	21.1%
%H		55.9%	14.3%	72.0%	44.1%	28.0%	96.9%
50" - 59"	41	25	4	31	20	11	40
%V	5.2%	6.2%	4.3%	4.9%	5.8%	3.9%	5.4%
%H		61.0%	9.8%	75.6%	48.8%	26.8%	97.6%
60"+	3	1	0	2	1	1	3
%V	0.4%	0.2%	0.0%	0.3%	0.3%	0.4%	0.4%
%H		33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
Don't know	9	4	0	8	3	4	7
%V	1.1%	1.0%	0.0%	1.3%	0.9%	1.4%	0.9%
%H		44.4%	0.0%	88.9%	33.3%	44.4%	77.8%

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 12.19: 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	790	405	92	627	342	285	738
%H		51.3%	11.6%	79.4%	43.3%	36.1%	93.4%
PVR	192	151	29	108	93	15	188
%V	24.3%	37.3%	31.5%	17.2%	27.2%	5.3%	25.5%
%H		78.6%	15.1%	56.3%	48.4%	7.8%	97.9%
DVDR	1	1	0	0	0	0	1
%V	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	195	152	29	110	94	15	190
%V	24.7%	37.5%	31.5%	17.5%	27.5%	5.3%	25.7%
%H		77.9%	14.9%	56.4%	48.2%	7.7%	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	790	405	92	627	342	285	738
%H		51.3%	11.6%	79.4%	43.3%	36.1%	93.4%
Receives HDTV (via STB or built-in reception)	410	224	48	332	192	139	392
%V	51.9%	55.3%	52.2%	53.0%	56.1%	48.8%	53.1%
%H		54.6%	11.7%	81.0%	46.8%	33.9%	95.6%
DVD/Blu-ray player or recorder	171	93	18	124	69	55	165
%V	21.6%	23.0%	19.6%	19.8%	20.2%	19.3%	22.4%
%H		54.4%	10.5%	72.5%	40.4%	32.2%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1868	1829	815	217	1336	594	742	1697
%H		97.9%	43.6%	11.6%	71.5%	31.8%	39.7%	90.8%
Total Children	395	389	183	46	265	125	139	387
%V	21.1%	21.3%	22.5%	21.2%	19.8%	21.0%	18.7%	22.8%
%H		98.5%	46.3%	11.6%	67.1%	31.6%	35.2%	98.0%
0 - 3	95	94	41	10	66	29	37	91
%V	5.1%	5.1%	5.0%	4.6%	4.9%	4.9%	5.0%	5.4%
%H		98.9%	43.2%	10.5%	69.5%	30.5%	38.9%	95.8%
4 - 15	301	295	142	37	199	96	103	295
%V	16.1%	16.1%	17.4%	17.1%	14.9%	16.2%	13.9%	17.4%
%H		98.0%	47.2%	12.3%	66.1%	31.9%	34.2%	98.0%
4 - 9	154	151	70	19	100	46	54	151
%V	8.2%	8.3%	8.6%	8.8%	7.5%	7.7%	7.3%	8.9%
%H		98.1%	45.5%	12.3%	64.9%	29.9%	35.1%	98.1%
10 - 15	147	144	72	17	99	50	49	145
%V	7.9%	7.9%	8.8%	7.8%	7.4%	8.4%	6.6%	8.5%
%H		98.0%	49.0%	11.6%	67.3%	34.0%	33.3%	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	1868	1829	815	217	1336	594	742	1697
%H		97.9%	43.6%	11.6%	71.5%	31.8%	39.7%	90.8%
Total Adults (16+)	1473	1440	631	171	1071	468	603	1310
%V	78.9%	78.7%	77.4%	78.8%	80.2%	78.8%	81.3%	77.2%
%H		97.8%	42.8%	11.6%	72.7%	31.8%	40.9%	88.9%
16 - 19	93	91	44	14	62	32	30	92
%V	5.0%	5.0%	5.4%	6.5%	4.6%	5.4%	4.0%	5.4%
%H		97.8%	47.3%	15.1%	66.7%	34.4%	32.3%	98.9%
20 - 24	106	102	50	16	68	37	31	103
%V	5.7%	5.6%	6.1%	7.4%	5.1%	6.2%	4.2%	6.1%
%H		96.2%	47.2%	15.1%	64.2%	34.9%	29.2%	97.2%
25 - 34	245	235	95	30	161	65	95	234
%V	13.1%	12.8%	11.7%	13.8%	12.1%	10.9%	12.8%	13.8%
%H		95.9%	38.8%	12.2%	65.7%	26.5%	38.8%	95.5%
35 - 44	238	233	110	26	161	74	86	229
%V	12.7%	12.7%	13.5%	12.0%	12.1%	12.5%	11.6%	13.5%
%H		97.9%	46.2%	10.9%	67.6%	31.1%	36.1%	96.2%
45 - 54	255	249	123	29	182	89	93	240
%V	13.7%	13.6%	15.1%	13.4%	13.6%	15.0%	12.5%	14.1%
%H		97.6%	48.2%	11.4%	71.4%	34.9%	36.5%	94.1%
55 - 64	231	228	97	29	181	80	101	214
%V	12.4%	12.5%	11.9%	13.4%	13.5%	13.5%	13.6%	12.6%
%H		98.7%	42.0%	12.6%	78.4%	34.6%	43.7%	92.6%
65+	305	302	111	27	257	92	165	200
%V	16.3%	16.5%	13.6%	12.4%	19.2%	15.5%	22.2%	11.8%
%H		99.0%	36.4%	8.9%	84.3%	30.2%	54.1%	65.6%

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 12.23: 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+)	1473	1440	631	171	1071	468	603	1310
%H		97.8%	42.8%	11.6%	72.7%	31.8%	40.9%	88.9%
AB	343	338	159	46	238	113	125	332
%V	23.3%	23.5%	25.2%	26.9%	22.2%	24.1%	20.7%	25.3%
%H		98.5%	46.4%	13.4%	69.4%	32.9%	36.4%	96.8%
C1	373	368	171	46	269	125	145	350
%V	25.3%	25.6%	27.1%	26.9%	25.1%	26.7%	24.0%	26.7%
%H		98.7%	45.8%	12.3%	72.1%	33.5%	38.9%	93.8%
C2	319	313	146	30	238	108	129	292
%V	21.7%	21.7%	23.1%	17.5%	22.2%	23.1%	21.4%	22.3%
%H		98.1%	45.8%	9.4%	74.6%	33.9%	40.4%	91.5%
D	264	255	101	32	198	86	111	227
%V	17.9%	17.7%	16.0%	18.7%	18.5%	18.4%	18.4%	17.3%
%H		96.6%	38.3%	12.1%	75.0%	32.6%	42.0%	86.0%
E	173	166	54	18	129	37	92	109
%V	11.7%	11.5%	8.6%	10.5%	12.0%	7.9%	15.3%	8.3%
%H		96.0%	31.2%	10.4%	74.6%	21.4%	53.2%	63.0%

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+)	1473	1440	631	171	1071	468	603	1310
%H		97.8%	42.8%	11.6%	72.7%	31.8%	40.9%	88.9%
Working full time	721	704	321	86	509	234	275	694
%V	48.9%	48.9%	50.9%	50.3%	47.5%	50.0%	45.6%	53.0%
%H		97.6%	44.5%	11.9%	70.6%	32.5%	38.1%	96.3%
Working part time	121	120	60	15	81	41	41	115
%V	8.2%	8.3%	9.5%	8.8%	7.6%	8.8%	6.8%	8.8%
%H		99.2%	49.6%	12.4%	66.9%	33.9%	33.9%	95.0%
Not working	631	617	250	70	481	194	287	501
%V	42.8%	42.8%	39.6%	40.9%	44.9%	41.5%	47.6%	38.2%
%H		97.8%	39.6%	11.1%	76.2%	30.7%	45.5%	79.4%
Houseperson	740	720	293	79	544	214	330	615
%V	50.2%	50.0%	46.4%	46.2%	50.8%	45.7%	54.7%	46.9%
%H		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%

Base: BBC Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Ulster

Individual level data

Table 12.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	718	698	310	82	519	231	288	639
%H		97.2%	43.2%	11.4%	72.3%	32.2%	40.1%	89.0%
16 - 19	48	47	21	6	32	15	17	47
%V	6.7%	6.7%	6.8%	7.3%	6.2%	6.5%	5.9%	7.4%
%H		97.9%	43.8%	12.5%	66.7%	31.3%	35.4%	97.9%
20 - 24	55	53	26	9	38	22	16	53
%V	7.7%	7.6%	8.4%	11.0%	7.3%	9.5%	5.6%	8.3%
%H		96.4%	47.3%	16.4%	69.1%	40.0%	29.1%	96.4%
25 - 34	122	116	46	15	80	32	47	115
%V	17.0%	16.6%	14.8%	18.3%	15.4%	13.9%	16.3%	18.0%
%H		95.1%	37.7%	12.3%	65.6%	26.2%	38.5%	94.3%
35 - 44	116	113	54	11	79	37	42	110
%V	16.2%	16.2%	17.4%	13.4%	15.2%	16.0%	14.6%	17.2%
%H		97.4%	46.6%	9.5%	68.1%	31.9%	36.2%	94.8%
45 - 54	124	121	61	13	87	42	45	115
%V	17.3%	17.3%	19.7%	15.9%	16.8%	18.2%	15.6%	18.0%
%H		97.6%	49.2%	10.5%	70.2%	33.9%	36.3%	92.7%
55 - 64	113	112	48	15	88	39	49	104
%V	15.7%	16.0%	15.5%	18.3%	17.0%	16.9%	17.0%	16.3%
%H		99.1%	42.5%	13.3%	77.9%	34.5%	43.4%	92.0%
65+	141	138	54	12	116	44	72	96
%V	19.6%	19.8%	17.4%	14.6%	22.4%	19.0%	25.0%	15.0%
%H		97.9%	38.3%	8.5%	82.3%	31.2%	51.1%	68.1%

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 12.26: 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+)	718	698	310	82	519	231	288	639
%H		97.2%	43.2%	11.4%	72.3%	32.2%	40.1%	89.0%
AB	171	169	79	23	118	56	62	164
%V	23.8%	24.2%	25.5%	28.0%	22.7%	24.2%	21.5%	25.7%
%H		98.8%	46.2%	13.5%	69.0%	32.7%	36.3%	95.9%
C1	176	173	83	23	124	60	64	167
%V	24.5%	24.8%	26.8%	28.0%	23.9%	26.0%	22.2%	26.1%
%H		98.3%	47.2%	13.1%	70.5%	34.1%	36.4%	94.9%
C2	170	166	76	15	127	57	70	153
%V	23.7%	23.8%	24.5%	18.3%	24.5%	24.7%	24.3%	23.9%
%H		97.6%	44.7%	8.8%	74.7%	33.5%	41.2%	90.0%
D	127	121	49	14	95	43	53	109
%V	17.7%	17.3%	15.8%	17.1%	18.3%	18.6%	18.4%	17.1%
%H		95.3%	38.6%	11.0%	74.8%	33.9%	41.7%	85.8%
E	74	70	22	8	54	15	39	46
%V	10.3%	10.0%	7.1%	9.8%	10.4%	6.5%	13.5%	7.2%
%H		94.6%	29.7%	10.8%	73.0%	20.3%	52.7%	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 12.27: 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+)	718	698	310	82	519	231	288	639
%H		97.2%	43.2%	11.4%	72.3%	32.2%	40.1%	89.0%
Working full time	422	412	191	49	296	138	157	405
%V	58.8%	59.0%	61.6%	59.8%	57.0%	59.7%	54.5%	63.4%
%H		97.6%	45.3%	11.6%	70.1%	32.7%	37.2%	96.0%
Working part time	26	26	13	3	19	10	9	22
%V	3.6%	3.7%	4.2%	3.7%	3.7%	4.3%	3.1%	3.4%
%H		100.0%	50.0%	11.5%	73.1%	38.5%	34.6%	84.6%
Not working	270	261	105	31	204	83	121	212
%V	37.6%	37.4%	33.9%	37.8%	39.3%	35.9%	42.0%	33.2%
%H		96.7%	38.9%	11.5%	75.6%	30.7%	44.8%	78.5%
Houseperson	145	135	48	12	101	31	70	97
%V	20.2%	19.3%	15.5%	14.6%	19.5%	13.4%	24.3%	15.2%
%H		93.1%	33.1%	8.3%	69.7%	21.4%	48.3%	66.9%

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+)	755	742	321	89	552	237	315	671
%H		98.3%	42.5%	11.8%	73.1%	31.4%	41.7%	88.9%
16 - 19	45	44	23	7	30	16	13	45
%V	6.0%	5.9%	7.2%	7.9%	5.4%	6.8%	4.1%	6.7%
%H		97.8%	51.1%	15.6%	66.7%	35.6%	28.9%	100.0%
20 - 24	51	49	24	8	30	15	15	50
%V	6.8%	6.6%	7.5%	9.0%	5.4%	6.3%	4.8%	7.5%
%H		96.1%	47.1%	15.7%	58.8%	29.4%	29.4%	98.0%
25 - 34	123	119	49	15	81	33	48	119
%V	16.3%	16.0%	15.3%	16.9%	14.7%	13.9%	15.2%	17.7%
%H		96.7%	39.8%	12.2%	65.9%	26.8%	39.0%	96.7%
35 - 44	123	120	56	14	82	38	44	119
%V	16.3%	16.2%	17.4%	15.7%	14.9%	16.0%	14.0%	17.7%
%H		97.6%	45.5%	11.4%	66.7%	30.9%	35.8%	96.7%
45 - 54	131	129	62	16	95	47	48	125
%V	17.4%	17.4%	19.3%	18.0%	17.2%	19.8%	15.2%	18.6%
%H		98.5%	47.3%	12.2%	72.5%	35.9%	36.6%	95.4%
55 - 64	118	117	49	14	93	41	53	110
%V	15.6%	15.8%	15.3%	15.7%	16.8%	17.3%	16.8%	16.4%
%H		99.2%	41.5%	11.9%	78.8%	34.7%	44.9%	93.2%
65+	165	164	58	14	141	48	93	104
%V	21.9%	22.1%	18.1%	15.7%	25.5%	20.3%	29.5%	15.5%
%H		99.4%	35.2%	8.5%	85.5%	29.1%	56.4%	63.0%

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+)	755	742	321	89	552	237	315	671
%H		98.3%	42.5%	11.8%	73.1%	31.4%	41.7%	88.9%
AB	172	170	80	23	119	57	63	167
%V	22.8%	22.9%	24.9%	25.8%	21.6%	24.1%	20.0%	24.9%
%H		98.8%	46.5%	13.4%	69.2%	33.1%	36.6%	97.1%
C1	198	195	88	23	145	64	81	183
%V	26.2%	26.3%	27.4%	25.8%	26.3%	27.0%	25.7%	27.3%
%H		98.5%	44.4%	11.6%	73.2%	32.3%	40.9%	92.4%
C2	149	148	70	15	110	51	59	139
%V	19.7%	19.9%	21.8%	16.9%	19.9%	21.5%	18.7%	20.7%
%H		99.3%	47.0%	10.1%	73.8%	34.2%	39.6%	93.3%
D	137	134	52	18	103	44	59	118
%V	18.1%	18.1%	16.2%	20.2%	18.7%	18.6%	18.7%	17.6%
%H		97.8%	38.0%	13.1%	75.2%	32.1%	43.1%	86.1%
E	99	96	32	10	75	22	53	63
%V	13.1%	12.9%	10.0%	11.2%	13.6%	9.3%	16.8%	9.4%
%H		97.0%	32.3%	10.1%	75.8%	22.2%	53.5%	63.6%

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+)	755	742	321	89	552	237	315	671
%H		98.3%	42.5%	11.8%	73.1%	31.4%	41.7%	88.9%
Working full time	298	292	129	37	213	96	117	289
%V	39.5%	39.4%	40.2%	41.6%	38.6%	40.5%	37.1%	43.1%
%H		98.0%	43.3%	12.4%	71.5%	32.2%	39.3%	97.0%
Working part time	95	94	47	13	62	31	31	93
%V	12.6%	12.7%	14.6%	14.6%	11.2%	13.1%	9.8%	13.9%
%H		98.9%	49.5%	13.7%	65.3%	32.6%	32.6%	97.9%
Not working	361	356	145	39	277	111	166	289
%V	47.8%	48.0%	45.2%	43.8%	50.2%	46.8%	52.7%	43.1%
%H		98.6%	40.2%	10.8%	76.7%	30.7%	46.0%	80.1%
Houseperson	595	586	245	67	443	184	259	518
%V	78.8%	79.0%	76.3%	75.3%	80.3%	77.6%	82.2%	77.2%
%H		98.5%	41.2%	11.3%	74.5%	30.9%	43.5%	87.1%

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
AB	290	284	141	27	174	67	108	278
%V	21.2%	21.4%	21.7%	22.9%	21.8%	22.0%	21.8%	23.5%
%H (All HH)		97.9%	48.6%	9.3%	60.0%	23.1%	37.2%	95.9%
%H (TV HH)			49.6%	9.5%	61.3%	23.6%	38.0%	
C1	364	351	172	34	208	81	128	333
%V	26.6%	26.5%	26.4%	28.8%	26.0%	26.6%	25.8%	28.2%
%H (All HH)		96.4%	47.3%	9.3%	57.1%	22.3%	35.2%	91.5%
%H (TV HH)			49.0%	9.7%	59.3%	23.1%	36.5%	
C2	331	324	169	28	203	89	114	287
%V	24.2%	24.4%	26.0%	23.7%	25.4%	29.3%	23.0%	24.3%
%H (All HH)		97.9%	51.1%	8.5%	61.3%	26.9%	34.4%	86.7%
%H (TV HH)			52.2%	8.6%	62.7%	27.5%	35.2%	
D	240	230	112	20	132	48	84	189
%V	17.5%	17.3%	17.2%	16.9%	16.5%	15.8%	16.9%	16.0%
%H (All HH)		95.8%	46.7%	8.3%	55.0%	20.0%	35.0%	78.8%
%H (TV HH)			48.7%	8.7%	57.4%	20.9%	36.5%	
E	143	139	58	9	83	21	62	95
%V	10.4%	10.5%	8.9%	7.6%	10.4%	6.9%	12.5%	8.0%
%H (All HH)		97.2%	40.6%	6.3%	58.0%	14.7%	43.4%	66.4%
%H (TV HH)			41.7%	6.5%	59.7%	15.1%	44.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Under 25	53	45	15	4	20	6	14	52
%V	3.9%	3.4%	2.3%	3.4%	2.5%	2.0%	2.8%	4.4%
%H (All HH)		84.9%	28.3%	7.5%	37.7%	11.3%	26.4%	98.1%
%H (TV HH)			33.3%	8.9%	44.4%	13.3%	31.1%	
25 - 34	192	180	77	14	93	29	64	188
%V	14.0%	13.6%	11.8%	11.9%	11.6%	9.5%	12.9%	15.9%
%H (All HH)		93.8%	40.1%	7.3%	48.4%	15.1%	33.3%	97.9%
%H (TV HH)			42.8%	7.8%	51.7%	16.1%	35.6%	
35 - 44	197	192	101	19	99	41	58	191
%V	14.4%	14.5%	15.5%	16.1%	12.4%	13.5%	11.7%	16.2%
%H (All HH)		97.5%	51.3%	9.6%	50.3%	20.8%	29.4%	97.0%
%H (TV HH)			52.6%	9.9%	51.6%	21.4%	30.2%	
45 - 54	244	239	129	28	135	61	74	235
%V	17.8%	18.0%	19.8%	23.7%	16.9%	20.1%	14.9%	19.9%
%H (All HH)		98.0%	52.9%	11.5%	55.3%	25.0%	30.3%	96.3%
%H (TV HH)			54.0%	11.7%	56.5%	25.5%	31.0%	
55 - 64	250	246	132	22	154	67	88	226
%V	18.3%	18.5%	20.3%	18.6%	19.3%	22.0%	17.7%	19.1%
%H (All HH)		98.4%	52.8%	8.8%	61.6%	26.8%	35.2%	90.4%
%H (TV HH)			53.7%	8.9%	62.6%	27.2%	35.8%	
65 +	432	425	197	30	299	101	198	290
%V	31.6%	32.0%	30.3%	25.4%	37.4%	33.2%	39.9%	24.6%
%H (All HH)		98.4%	45.6%	6.9%	69.2%	23.4%	45.8%	67.1%
%H (TV HH)			46.4%	7.1%	70.4%	23.8%	46.6%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
1	441	420	169	28	276	68	208	301
%V	32.2%	31.7%	26.0%	23.7%	34.5%	22.4%	41.9%	25.5%
%H (All HH)		95.2%	38.3%	6.3%	62.6%	15.4%	47.2%	68.3%
%H (TV HH)			40.2%	6.7%	65.7%	16.2%	49.5%	
2	477	467	243	42	282	121	161	436
%V	34.8%	35.2%	37.3%	35.6%	35.3%	39.8%	32.5%	36.9%
%H (All HH)		97.9%	50.9%	8.8%	59.1%	25.4%	33.8%	91.4%
%H (TV HH)			52.0%	9.0%	60.4%	25.9%	34.5%	
3	208	202	105	23	112	50	62	202
%V	15.2%	15.2%	16.1%	19.5%	14.0%	16.4%	12.5%	17.1%
%H (All HH)		97.1%	50.5%	11.1%	53.8%	24.0%	29.8%	97.1%
%H (TV HH)			52.0%	11.4%	55.4%	24.8%	30.7%	
4	166	162	92	16	91	45	46	164
%V	12.1%	12.2%	14.1%	13.6%	11.4%	14.8%	9.3%	13.9%
%H (All HH)		97.6%	55.4%	9.6%	54.8%	27.1%	27.7%	98.8%
%H (TV HH)			56.8%	9.9%	56.2%	27.8%	28.4%	
5+	77	76	42	9	40	21	19	77
%V	5.6%	5.7%	6.5%	7.6%	5.0%	6.9%	3.8%	6.5%
%H (All HH)		98.7%	54.5%	11.7%	51.9%	27.3%	24.7%	100.0%
%H (TV HH)			55.3%	11.8%	52.6%	27.6%	25.0%	
Average HH size	2.26	2.27	2.40	2.47	2.19	2.47	2.02	2.42

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Without	1042	1007	486	88	631	235	396	860
%V	76.1%	75.9%	74.7%	74.6%	78.9%	77.3%	79.8%	72.8%
%H (All HH)		96.6%	46.6%	8.4%	60.6%	22.6%	38.0%	82.5%
%H (TV HH)			48.3%	8.7%	62.7%	23.3%	39.3%	
With	327	320	165	30	169	70	99	321
%V	23.9%	24.1%	25.3%	25.4%	21.1%	23.0%	20.0%	27.2%
%H (All HH)		97.9%	50.5%	9.2%	51.7%	21.4%	30.3%	98.2%
%H (TV HH)			51.6%	9.4%	52.8%	21.9%	30.9%	
0 - 3	114	111	54	12	55	21	34	111
%V	8.3%	8.4%	8.3%	10.2%	6.9%	6.9%	6.9%	9.4%
%H (All HH)		97.4%	47.4%	10.5%	48.2%	18.4%	29.8%	97.4%
%H (TV HH)			48.6%	10.8%	49.5%	18.9%	30.6%	
4 - 9	169	166	85	14	85	32	53	166
%V	12.3%	12.5%	13.1%	11.9%	10.6%	10.5%	10.7%	14.1%
%H (All HH)		98.2%	50.3%	8.3%	50.3%	18.9%	31.4%	98.2%
%H (TV HH)			51.2%	8.4%	51.2%	19.3%	31.9%	
10 - 15	165	162	90	15	91	44	46	163
%V	12.1%	12.2%	13.8%	12.7%	11.4%	14.5%	9.3%	13.8%
%H (All HH)		98.2%	54.5%	9.1%	55.2%	26.7%	27.9%	98.8%
%H (TV HH)			55.6%	9.3%	56.2%	27.2%	28.4%	

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
1	495	495	187	40	258	35	223	388
%V	36.2%	37.3%	28.7%	33.9%	32.3%	11.5%	45.0%	32.9%
%H (All HH)		100.0%	37.8%	8.1%	52.1%	7.1%	45.1%	78.4%
%H (TV HH)			37.8%	8.1%	52.1%	7.1%	45.1%	
2	460	460	230	44	285	113	173	400
%V	33.6%	34.7%	35.3%	37.3%	35.6%	37.2%	34.9%	33.9%
%H (All HH)		100.0%	50.0%	9.6%	62.0%	24.6%	37.6%	87.0%
%H (TV HH)			50.0%	9.6%	62.0%	24.6%	37.6%	
3	231	231	140	22	156	91	65	218
%V	16.9%	17.4%	21.5%	18.6%	19.5%	29.9%	13.1%	18.5%
%H (All HH)		100.0%	60.6%	9.5%	67.5%	39.4%	28.1%	94.4%
%H (TV HH)			60.6%	9.5%	67.5%	39.4%	28.1%	
4	94	94	62	8	65	41	24	92
%V	6.9%	7.1%	9.5%	6.8%	8.1%	13.5%	4.8%	7.8%
%H (All HH)		100.0%	66.0%	8.5%	69.1%	43.6%	25.5%	97.9%
%H (TV HH)			66.0%	8.5%	69.1%	43.6%	25.5%	
5+	46	46	32	3	35	24	10	46
%V	3.4%	3.5%	4.9%	2.5%	4.4%	7.9%	2.0%	3.9%
%H (All HH)		100.0%	69.6%	6.5%	76.1%	52.2%	21.7%	100.0%
%H (TV HH)			69.6%	6.5%	76.1%	52.2%	21.7%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Under 20"	165	165	85	9	126	58	68	140
%V	12.1%	12.4%	13.1%	7.6%	15.8%	19.1%	13.7%	11.9%
%H (All HH)		100.0%	51.5%	5.5%	76.4%	35.2%	41.2%	84.8%
%H (TV HH)			51.5%	5.5%	76.4%	35.2%	41.2%	
20" - 29"	353	353	181	30	254	121	134	304
%V	25.8%	26.6%	27.8%	25.4%	31.8%	39.8%	27.0%	25.7%
%H (All HH)		100.0%	51.3%	8.5%	72.0%	34.3%	38.0%	86.1%
%H (TV HH)			51.3%	8.5%	72.0%	34.3%	38.0%	
30" - 39"	647	647	331	56	414	172	242	555
%V	47.3%	48.8%	50.8%	47.5%	51.8%	56.6%	48.8%	47.0%
%H (All HH)		100.0%	51.2%	8.7%	64.0%	26.6%	37.4%	85.8%
%H (TV HH)			51.2%	8.7%	64.0%	26.6%	37.4%	
40" - 49"	699	699	373	68	418	190	228	638
%V	51.1%	52.7%	57.3%	57.6%	52.3%	62.5%	46.0%	54.0%
%H (All HH)		100.0%	53.4%	9.7%	59.8%	27.2%	32.6%	91.3%
%H (TV HH)			53.4%	9.7%	59.8%	27.2%	32.6%	
50" - 59"	274	274	165	26	146	74	71	260
%V	20.0%	20.6%	25.3%	22.0%	18.3%	24.3%	14.3%	22.0%
%H (All HH)		100.0%	60.2%	9.5%	53.3%	27.0%	25.9%	94.9%
%H (TV HH)			60.2%	9.5%	53.3%	27.0%	25.9%	
60"+	31	31	21	3	13	7	6	30
%V	2.3%	2.3%	3.2%	2.5%	1.6%	2.3%	1.2%	2.5%
%H (All HH)		100.0%	67.7%	9.7%	41.9%	22.6%	19.4%	96.8%
%H (TV HH)			67.7%	9.7%	41.9%	22.6%	19.4%	

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

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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Main living room	1309	1309	646	116	791	303	488	1131
%V	95.6%	98.6%	99.2%	98.3%	98.9%	99.7%	98.4%	95.8%
%H (All HH)		100.0%	49.4%	8.9%	60.4%	23.1%	37.3%	86.4%
%H (TV HH)			49.4%	8.9%	60.4%	23.1%	37.3%	
Kitchen	180	180	101	13	136	72	64	158
%V	13.1%	13.6%	15.5%	11.0%	17.0%	23.7%	12.9%	13.4%
%H (All HH)		100.0%	56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
%H (TV HH)			56.1%	7.2%	75.6%	40.0%	35.6%	
Adult's bedroom	594	594	342	56	387	205	182	546
%V	43.4%	44.8%	52.5%	47.5%	48.4%	67.4%	36.7%	46.2%
%H (All HH)		100.0%	57.6%	9.4%	65.2%	34.5%	30.6%	91.9%
%H (TV HH)			57.6%	9.4%	65.2%	34.5%	30.6%	
Child's bedroom	139	139	86	11	80	46	34	137
%V	10.2%	10.5%	13.2%	9.3%	10.0%	15.1%	6.9%	11.6%
%H (All HH)		100.0%	61.9%	7.9%	57.6%	33.1%	24.5%	98.6%
%H (TV HH)			61.9%	7.9%	57.6%	33.1%	24.5%	
Other bedroom	107	107	73	6	69	42	26	104
%V	7.8%	8.1%	11.2%	5.1%	8.6%	13.8%	5.2%	8.8%
%H (All HH)		100.0%	68.2%	5.6%	64.5%	39.3%	24.3%	97.2%
%H (TV HH)			68.2%	5.6%	64.5%	39.3%	24.3%	
Second living/dining room	172	172	94	20	122	63	58	156
%V	12.6%	13.0%	14.4%	16.9%	15.3%	20.7%	11.7%	13.2%
%H (All HH)		100.0%	54.7%	11.6%	70.9%	36.6%	33.7%	90.7%
%H (TV HH)			54.7%	11.6%	70.9%	36.6%	33.7%	
Study/office	16	16	8	2	12	6	6	15
%V	1.2%	1.2%	1.2%	1.7%	1.5%	2.0%	1.2%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
TV room	8	8	5	1	4	3	2	8
%V	0.6%	0.6%	0.8%	0.8%	0.5%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	50.0%	37.5%	25.0%	
Conservatory	33	33	20	2	25	14	11	32
%V	2.4%	2.5%	3.1%	1.7%	3.1%	4.6%	2.2%	2.7%
%H (All HH)		100.0%	60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
%H (TV HH)			60.6%	6.1%	75.8%	42.4%	33.3%	
Attic or loft room	4	4	2	1	2	1	1	4
%V	0.3%	0.3%	0.3%	0.8%	0.3%	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	9	9	5	1	7	3	4	9
%V	0.7%	0.7%	0.8%	0.8%	0.9%	1.0%	0.8%	0.8%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			55.6%	11.1%	77.8%	33.3%	44.4%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Any DSAT provider	651	651	651	3	263	263	0	587
%V	47.6%	49.1%	100.0%	2.5%	32.9%	86.5%	0.0%	49.7%
%H (All HH)			100.0%	0.5%	40.4%	40.4%	0.0%	90.2%
%H (TV HH)			100.0%	0.5%	40.4%	40.4%	0.0%	
Sky with subcription	518	518	518	1	210	210	0	479
%V	37.8%	39.0%	79.6%	0.8%	26.3%	69.1%	0.0%	40.6%
%H (All HH)			100.0%	0.2%	40.5%	40.5%	0.0%	92.5%
%H (TV HH)			100.0%	0.2%	40.5%	40.5%	0.0%	
Sky without subcription	53	53	53	1	19	19	0	41
%V	3.9%	4.0%	8.1%	0.8%	2.4%	6.3%	0.0%	3.5%
%H (All HH)			100.0%	1.9%	35.8%	35.8%	0.0%	77.4%
%H (TV HH)			100.0%	1.9%	35.8%	35.8%	0.0%	
Freesat	73	73	73	1	32	32	0	63
%V	5.3%	5.5%	11.2%	0.8%	4.0%	10.5%	0.0%	5.3%
%H (All HH)			100.0%	1.4%	43.8%	43.8%	0.0%	86.3%
%H (TV HH)			100.0%	1.4%	43.8%	43.8%	0.0%	
Other satellite provider	26	26	26	0	10	10	0	22
%V	1.9%	2.0%	4.0%	0.0%	1.3%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	118	118	3	118	43	43	0	107
%V	8.6%	8.9%	0.5%	100.0%	5.4%	14.1%	0.0%	9.1%
%H (All HH)			2.5%	100.0%	36.4%	36.4%	0.0%	90.7%
%H (TV HH)			2.5%	100.0%	36.4%	36.4%	0.0%	
DTT	800	800	263	43	800	304	496	669
%V	58.4%	60.3%	40.4%	36.4%	100.0%	100.0%	100.0%	56.6%
%H (All HH)		100.0%	32.9%	5.4%	100.0%	38.0%	62.0%	83.6%
%H (TV HH)			32.9%	5.4%	100.0%	38.0%	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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
PVR	832	832	575	112	427	280	147	762
%V	60.8%	62.7%	88.3%	94.9%	53.4%	92.1%	29.6%	64.5%
%H (All HH)		100.0%	69.1%	13.5%	51.3%	33.7%	17.7%	91.6%
%H (TV HH)			69.1%	13.5%	51.3%	33.7%	17.7%	
DVDR	8	8	5	0	6	3	3	7
%V	0.6%	0.6%	0.8%	0.0%	0.8%	1.0%	0.6%	0.6%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%	87.5%
%H (TV HH)			62.5%	0.0%	75.0%	37.5%	37.5%	
VCR	6	6	1	1	5	1	4	4
%V	0.4%	0.5%	0.2%	0.8%	0.6%	0.3%	0.8%	0.3%
%H (All HH)		100.0%	16.7%	16.7%	83.3%	16.7%	66.7%	66.7%
%H (TV HH)			16.7%	16.7%	83.3%	16.7%	66.7%	
Any recorder	839	839	576	112	432	280	152	768
%V	61.3%	63.2%	88.5%	94.9%	54.0%	92.1%	30.6%	65.0%
%H (All HH)		100.0%	68.7%	13.3%	51.5%	33.4%	18.1%	91.5%
%H (TV HH)			68.7%	13.3%	51.5%	33.4%	18.1%	
Receives HDTV (via STB or built-in reception)	931	931	514	102	577	259	317	845
%V	68.0%	70.2%	79.0%	86.4%	72.1%	85.2%	63.9%	71.5%
%H (All HH)		100.0%	55.2%	11.0%	62.0%	27.8%	34.0%	90.8%
%H (TV HH)			55.2%	11.0%	62.0%	27.8%	34.0%	
DVD/Blu-ray player or recorder	802	802	411	71	491	203	288	712
%V	58.6%	60.4%	63.1%	60.2%	61.4%	66.8%	58.1%	60.3%
%H (All HH)		100.0%	51.2%	8.9%	61.2%	25.3%	35.9%	88.8%
%H (TV HH)			51.2%	8.9%	61.2%	25.3%	35.9%	

Base: BBC Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	1369	1327	651	118	800	304	496	1181
%V		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (All HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
%H (TV HH)								
Has broadband internet	1181	1145	587	107	669	279	391	1181
%V	86.3%	86.3%	90.2%	90.7%	83.6%	91.8%	78.8%	100.0%
%H (All HH)		97.0%	49.7%	9.1%	56.6%	23.6%	33.1%	100.0%
%H (TV HH)			51.3%	9.3%	58.4%	24.4%	34.1%	
Number of computers (PCs and laptops)								
0	276	267	102	17	178	40	138	102
%V	20.2%	20.1%	15.7%	14.4%	22.3%	13.2%	27.8%	8.6%
%H (All HH)		96.7%	37.0%	6.2%	64.5%	14.5%	50.0%	37.0%
%H (TV HH)			38.2%	6.4%	66.7%	15.0%	51.7%	
1	376	361	174	28	214	73	140	364
%V	27.5%	27.2%	26.7%	23.7%	26.8%	24.0%	28.2%	30.8%
%H (All HH)		96.0%	46.3%	7.4%	56.9%	19.4%	37.2%	96.8%
%H (TV HH)			48.2%	7.8%	59.3%	20.2%	38.8%	
2	317	308	157	32	182	77	105	316
%V	23.2%	23.2%	24.1%	27.1%	22.8%	25.3%	21.2%	26.8%
%H (All HH)		97.2%	49.5%	10.1%	57.4%	24.3%	33.1%	99.7%
%H (TV HH)			51.0%	10.4%	59.1%	25.0%	34.1%	
3	189	184	98	17	106	49	58	189
%V	13.8%	13.9%	15.1%	14.4%	13.3%	16.1%	11.7%	16.0%
%H (All HH)		97.4%	51.9%	9.0%	56.1%	25.9%	30.7%	100.0%
%H (TV HH)			53.3%	9.2%	57.6%	26.6%	31.5%	
4	102	100	56	12	61	33	28	102
%V	7.5%	7.5%	8.6%	10.2%	7.6%	10.9%	5.6%	8.6%
%H (All HH)		98.0%	54.9%	11.8%	59.8%	32.4%	27.5%	100.0%
%H (TV HH)			56.0%	12.0%	61.0%	33.0%	28.0%	
5+	109	106	64	11	59	32	27	108
%V	8.0%	8.0%	9.8%	9.3%	7.4%	10.5%	5.4%	9.1%
%H (All HH)		97.2%	58.7%	10.1%	54.1%	29.4%	24.8%	99.1%
%H (TV HH)			60.4%	10.4%	55.7%	30.2%	25.5%	

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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Under 20"	192	100	10	147	70	77	165
%V	7.0%	6.7%	4.1%	8.4%	8.5%	8.4%	6.7%
%H		52.1%	5.2%	76.6%	36.5%	40.1%	85.9%
20" - 29"	446	231	36	327	158	169	390
%V	16.3%	15.6%	14.8%	18.7%	19.1%	18.4%	15.9%
%H		51.8%	8.1%	73.3%	35.4%	37.9%	87.4%
30" - 39"	831	445	75	532	243	289	730
%V	30.4%	30.0%	30.7%	30.5%	29.3%	31.5%	29.7%
%H		53.5%	9.0%	64.0%	29.2%	34.8%	87.8%
40" - 49"	843	467	81	501	240	261	777
%V	30.8%	31.4%	33.2%	28.7%	29.0%	28.5%	31.6%
%H		55.4%	9.6%	59.4%	28.5%	31.0%	92.2%
50" - 59"	307	186	29	166	87	79	293
%V	11.2%	12.5%	11.9%	9.5%	10.5%	8.6%	11.9%
%H		60.6%	9.4%	54.1%	28.3%	25.7%	95.4%
60"+	33	23	3	15	8	7	33
%V	1.2%	1.5%	1.2%	0.9%	1.0%	0.8%	1.3%
%H		69.7%	9.1%	45.5%	24.2%	21.2%	100.0%
Don't know	81	34	9	56	23	34	71
%V	3.0%	2.3%	3.7%	3.2%	2.8%	3.7%	2.9%
%H		42.0%	11.1%	69.1%	28.4%	42.0%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Set level data

Table 13.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Main living room	1313	649	116	794	304	490	1136
%V	48.0%	43.7%	47.5%	45.5%	36.7%	53.4%	46.2%
%H		49.4%	8.8%	60.5%	23.2%	37.3%	86.5%
Kitchen	180	101	13	136	72	64	158
%V	6.6%	6.8%	5.3%	7.8%	8.7%	7.0%	6.4%
%H		56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
Adult's bedroom	688	401	67	453	248	205	637
%V	25.2%	27.0%	27.5%	26.0%	30.0%	22.4%	25.9%
%H		58.3%	9.7%	65.8%	36.0%	29.8%	92.6%
Child's bedroom	174	108	14	102	59	43	173
%V	6.4%	7.3%	5.7%	5.8%	7.1%	4.7%	7.0%
%H		62.1%	8.0%	58.6%	33.9%	24.7%	99.4%
Other bedroom	131	91	7	84	53	31	128
%V	4.8%	6.1%	2.9%	4.8%	6.4%	3.4%	5.2%
%H		69.5%	5.3%	64.1%	40.5%	23.7%	97.7%
Second living/dining room	175	96	20	124	65	59	159
%V	6.4%	6.5%	8.2%	7.1%	7.9%	6.4%	6.5%
%H		54.9%	11.4%	70.9%	37.1%	33.7%	90.9%
Study/office	16	8	2	12	6	6	15
%V	0.6%	0.5%	0.8%	0.7%	0.7%	0.7%	0.6%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
TV room	8	5	1	4	3	2	8
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
Conservatory	33	20	2	25	14	11	32
%V	1.2%	1.3%	0.8%	1.4%	1.7%	1.2%	1.3%
%H		60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
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	9	5	1	7	3	4	9
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%
%H		55.6%	11.1%	77.8%	33.3%	44.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
PVR	1202	883	155	562	393	169	1120
%V	44.0%	59.5%	63.5%	32.2%	47.5%	18.4%	45.5%
%H		73.5%	12.9%	46.8%	32.7%	14.1%	93.2%
DVDR	9	5	0	6	3	3	7
%V	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		55.6%	0.0%	66.7%	33.3%	33.3%	77.8%
VCR	6	2	1	5	1	4	4
%V	0.2%	0.1%	0.4%	0.3%	0.1%	0.4%	0.2%
%H		33.3%	16.7%	83.3%	16.7%	66.7%	66.7%
Any recorder	1212	885	155	570	394	176	1128
%V	44.3%	59.6%	63.5%	32.7%	47.6%	19.2%	45.9%
%H		73.0%	12.8%	47.0%	32.5%	14.5%	93.1%

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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Receives HDTV (via STB or built-in reception)	1526	899	170	963	499	463	1414
%V	55.8%	60.5%	69.7%	55.2%	60.3%	50.5%	57.5%
%H		58.9%	11.1%	63.1%	32.7%	30.3%	92.7%
DVD/Blu-ray player or recorder	1149	616	102	715	326	388	1042
%V	42.0%	41.5%	41.8%	41.0%	39.4%	42.3%	42.4%
%H		53.6%	8.9%	62.2%	28.4%	33.8%	90.7%

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	1327	651	118	800	304	496	1145
%H		49.1%	8.9%	60.3%	22.9%	37.4%	86.3%
Under 20"	11	3	0	7	1	6	7
%V	0.8%	0.5%	0.0%	0.9%	0.3%	1.2%	0.6%
%H		27.3%	0.0%	63.6%	9.1%	54.5%	63.6%
20" - 29"	76	26	3	55	11	44	52
%V	5.7%	4.0%	2.5%	6.9%	3.6%	8.9%	4.5%
%H		34.2%	3.9%	72.4%	14.5%	57.9%	68.4%
30" - 39"	346	146	28	220	62	158	268
%V	26.1%	22.4%	23.7%	27.5%	20.4%	31.9%	23.4%
%H		42.2%	8.1%	63.6%	17.9%	45.7%	77.5%
40" - 49"	586	300	58	351	151	200	529
%V	44.2%	46.1%	49.2%	43.9%	49.7%	40.3%	46.2%
%H		51.2%	9.9%	59.9%	25.8%	34.1%	90.3%
50" - 59"	246	147	23	131	67	64	233
%V	18.5%	22.6%	19.5%	16.4%	22.0%	12.9%	20.3%
%H		59.8%	9.3%	53.3%	27.2%	26.0%	94.7%
60"+	27	18	2	11	6	6	26
%V	2.0%	2.8%	1.7%	1.4%	2.0%	1.2%	2.3%
%H		66.7%	7.4%	40.7%	22.2%	22.2%	96.3%
Don't know	35	11	4	24	7	17	29
%V	2.6%	1.7%	3.4%	3.0%	2.3%	3.4%	2.5%
%H		31.4%	11.4%	68.6%	20.0%	48.6%	82.9%

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 13.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1327	651	118	800	304	496	1145
%H		49.1%	8.9%	60.3%	22.9%	37.4%	86.3%
PVR	812	565	110	411	272	139	745
%V	61.2%	86.8%	93.2%	51.4%	89.5%	28.0%	65.1%
%H		69.6%	13.5%	50.6%	33.5%	17.1%	91.7%
DVDR	6	4	0	4	2	2	5
%V	0.5%	0.6%	0.0%	0.5%	0.7%	0.4%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	83.3%
VCR	5	1	1	4	1	3	3
%V	0.4%	0.2%	0.8%	0.5%	0.3%	0.6%	0.3%
%H		20.0%	20.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	819	567	110	416	273	144	749
%V	61.7%	87.1%	93.2%	52.0%	89.8%	29.0%	65.4%
%H		69.2%	13.4%	50.8%	33.3%	17.6%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1327	651	118	800	304	496	1145
%H		49.1%	8.9%	60.3%	22.9%	37.4%	86.3%
Receives HDTV (via STB or built-in reception)	904	498	100	555	246	309	820
%V	68.1%	76.5%	84.7%	69.4%	80.9%	62.3%	71.6%
%H		55.1%	11.1%	61.4%	27.2%	34.2%	90.7%
DVD/Blu-ray player or recorder	650	317	59	392	148	243	569
%V	49.0%	48.7%	50.0%	49.0%	48.7%	49.0%	49.7%
%H		48.8%	9.1%	60.3%	22.8%	37.4%	87.5%

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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
Under 20"	181	96	10	140	69	71	158
%V	12.9%	11.5%	7.9%	14.8%	13.2%	16.9%	12.0%
%H		53.0%	5.5%	77.3%	38.1%	39.2%	87.3%
20" - 29"	369	205	33	272	147	125	338
%V	26.2%	24.6%	26.2%	28.8%	28.1%	29.7%	25.7%
%H		55.6%	8.9%	73.7%	39.8%	33.9%	91.6%
30" - 39"	485	299	47	312	182	131	462
%V	34.5%	35.9%	37.3%	33.0%	34.7%	31.1%	35.2%
%H		61.6%	9.7%	64.3%	37.5%	27.0%	95.3%
40" - 49"	257	167	23	149	89	60	248
%V	18.3%	20.0%	18.3%	15.8%	17.0%	14.3%	18.9%
%H		65.0%	8.9%	58.0%	34.6%	23.3%	96.5%
50" - 59"	61	39	6	35	20	15	59
%V	4.3%	4.7%	4.8%	3.7%	3.8%	3.6%	4.5%
%H		63.9%	9.8%	57.4%	32.8%	24.6%	96.7%
60"+	7	5	1	4	2	1	7
%V	0.5%	0.6%	0.8%	0.4%	0.4%	0.2%	0.5%
%H		71.4%	14.3%	57.1%	28.6%	14.3%	100.0%
Don't know	46	22	6	33	15	17	42
%V	3.3%	2.6%	4.8%	3.5%	2.9%	4.0%	3.2%
%H		47.8%	13.0%	71.7%	32.6%	37.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
PVR	390	318	45	151	121	30	375
%V	27.7%	38.1%	35.7%	16.0%	23.1%	7.1%	28.5%
%H		81.5%	11.5%	38.7%	31.0%	7.7%	96.2%
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	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	393	319	45	154	122	32	378
%V	28.0%	38.2%	35.7%	16.3%	23.3%	7.6%	28.8%
%H		81.2%	11.5%	39.2%	31.0%	8.1%	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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
Receives HDTV (via STB or built-in reception)	622	400	70	408	253	155	594
%V	44.2%	48.0%	55.6%	43.2%	48.3%	36.8%	45.2%
%H		64.3%	11.3%	65.6%	40.7%	24.9%	95.5%
DVD/Blu-ray player or recorder	499	299	43	323	178	145	474
%V	35.5%	35.9%	34.1%	34.2%	34.0%	34.4%	36.1%
%H		59.9%	8.6%	64.7%	35.7%	29.1%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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BBC Wales
Individual level data
Table 13.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3096	3014	1561	291	1751	751	1000	2853
%H		97.4%	50.4%	9.4%	56.6%	24.3%	32.3%	92.2%
Total Children	565	555	290	51	293	125	169	555
%V	18.2%	18.4%	18.6%	17.5%	16.7%	16.6%	16.9%	19.5%
%H		98.2%	51.3%	9.0%	51.9%	22.1%	29.9%	98.2%
0 - 3	132	128	62	14	63	25	39	128
%V	4.3%	4.2%	4.0%	4.8%	3.6%	3.3%	3.9%	4.5%
%H		97.0%	47.0%	10.6%	47.7%	18.9%	29.5%	97.0%
4 - 15	434	427	227	38	230	100	130	427
%V	14.0%	14.2%	14.5%	13.1%	13.1%	13.3%	13.0%	15.0%
%H		98.4%	52.3%	8.8%	53.0%	23.0%	30.0%	98.4%
4 - 9	220	216	110	17	113	42	71	217
%V	7.1%	7.2%	7.0%	5.8%	6.5%	5.6%	7.1%	7.6%
%H		98.2%	50.0%	7.7%	51.4%	19.1%	32.3%	98.6%
10 - 15	214	210	117	20	117	58	59	211
%V	6.9%	7.0%	7.5%	6.9%	6.7%	7.7%	5.9%	7.4%
%H		98.1%	54.7%	9.3%	54.7%	27.1%	27.6%	98.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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BBC Wales

Individual level data

Table 13.22: 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	3096	3014	1561	291	1751	751	1000	2853
%H		97.4%	50.4%	9.4%	56.6%	24.3%	32.3%	92.2%
Total Adults (16+)	2531	2460	1271	239	1458	627	831	2297
%V	81.8%	81.6%	81.4%	82.1%	83.3%	83.5%	83.1%	80.5%
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
16 - 19	138	131	76	15	71	39	33	136
%V	4.5%	4.3%	4.9%	5.2%	4.1%	5.2%	3.3%	4.8%
%H		94.9%	55.1%	10.9%	51.4%	28.3%	23.9%	98.6%
20 - 24	181	169	80	21	82	40	42	180
%V	5.8%	5.6%	5.1%	7.2%	4.7%	5.3%	4.2%	6.3%
%H		93.4%	44.2%	11.6%	45.3%	22.1%	23.2%	99.4%
25 - 34	395	374	170	34	197	72	125	388
%V	12.8%	12.4%	10.9%	11.7%	11.3%	9.6%	12.5%	13.6%
%H		94.7%	43.0%	8.6%	49.9%	18.2%	31.6%	98.2%
35 - 44	352	342	185	34	181	81	100	344
%V	11.4%	11.3%	11.9%	11.7%	10.3%	10.8%	10.0%	12.1%
%H		97.2%	52.6%	9.7%	51.4%	23.0%	28.4%	97.7%
45 - 54	413	406	231	49	230	114	116	401
%V	13.3%	13.5%	14.8%	16.8%	13.1%	15.2%	11.6%	14.1%
%H		98.3%	55.9%	11.9%	55.7%	27.6%	28.1%	97.1%
55 - 64	408	402	223	36	251	114	137	377
%V	13.2%	13.3%	14.3%	12.4%	14.3%	15.2%	13.7%	13.2%
%H		98.5%	54.7%	8.8%	61.5%	27.9%	33.6%	92.4%
65+	644	635	307	50	445	166	278	471
%V	20.8%	21.1%	19.7%	17.2%	25.4%	22.1%	27.8%	16.5%
%H		98.6%	47.7%	7.8%	69.1%	25.8%	43.2%	73.1%

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 13.23: 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+)		2531	2460	1271	239	1458	627	831	2297
	%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
AB		566	556	286	56	337	137	201	549
	%V	22.4%	22.6%	22.5%	23.4%	23.1%	21.9%	24.2%	23.9%
	%H		98.2%	50.5%	9.9%	59.5%	24.2%	35.5%	97.0%
C1		688	659	337	72	380	166	214	649
	%V	27.2%	26.8%	26.5%	30.1%	26.1%	26.5%	25.8%	28.3%
	%H		95.8%	49.0%	10.5%	55.2%	24.1%	31.1%	94.3%
C2		645	635	352	58	394	196	198	584
	%V	25.5%	25.8%	27.7%	24.3%	27.0%	31.3%	23.8%	25.4%
	%H		98.4%	54.6%	9.0%	61.1%	30.4%	30.7%	90.5%
D		431	414	208	39	235	97	138	367
	%V	17.0%	16.8%	16.4%	16.3%	16.1%	15.5%	16.6%	16.0%
	%H		96.1%	48.3%	9.0%	54.5%	22.5%	32.0%	85.2%
E		201	195	88	14	111	31	80	148
	%V	7.9%	7.9%	6.9%	5.9%	7.6%	4.9%	9.6%	6.4%
	%H		97.0%	43.8%	7.0%	55.2%	15.4%	39.8%	73.6%

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 13.24: 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+)	2531	2460	1271	239	1458	627	831	2297
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
Working full time	1144	1117	611	116	629	298	331	1119
%V	45.2%	45.4%	48.1%	48.5%	43.1%	47.5%	39.8%	48.7%
%H		97.6%	53.4%	10.1%	55.0%	26.0%	28.9%	97.8%
Working part time	249	240	127	23	138	59	79	237
%V	9.8%	9.8%	10.0%	9.6%	9.5%	9.4%	9.5%	10.3%
%H		96.4%	51.0%	9.2%	55.4%	23.7%	31.7%	95.2%
Not working	1138	1102	534	100	690	270	420	942
%V	45.0%	44.8%	42.0%	41.8%	47.3%	43.1%	50.5%	41.0%
%H		96.8%	46.9%	8.8%	60.6%	23.7%	36.9%	82.8%
Houseperson	1369	1327	651	118	800	304	496	1181
%V	54.1%	53.9%	51.2%	49.4%	54.9%	48.5%	59.7%	51.4%
%H		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%

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 13.25: 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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
16 - 19	75	72	43	9	37	22	15	75
%V	6.0%	6.0%	6.8%	7.6%	5.3%	7.0%	3.9%	6.6%
%H		96.0%	57.3%	12.0%	49.3%	29.3%	20.0%	100.0%
20 - 24	92	85	43	9	43	22	21	92
%V	7.4%	7.1%	6.8%	7.6%	6.1%	7.0%	5.4%	8.1%
%H		92.4%	46.7%	9.8%	46.7%	23.9%	22.8%	100.0%
25 - 34	200	188	86	18	98	37	61	197
%V	16.1%	15.7%	13.6%	15.1%	14.0%	11.8%	15.7%	17.3%
%H		94.0%	43.0%	9.0%	49.0%	18.5%	30.5%	98.5%
35 - 44	173	168	89	18	90	41	50	169
%V	14.0%	14.0%	14.1%	15.1%	12.8%	13.1%	12.9%	14.8%
%H		97.1%	51.4%	10.4%	52.0%	23.7%	28.9%	97.7%
45 - 54	201	197	111	23	111	54	56	195
%V	16.2%	16.4%	17.5%	19.3%	15.8%	17.2%	14.4%	17.1%
%H		98.0%	55.2%	11.4%	55.2%	26.9%	27.9%	97.0%
55 - 64	199	195	113	17	119	56	63	182
%V	16.0%	16.2%	17.9%	14.3%	17.0%	17.8%	16.2%	16.0%
%H		98.0%	56.8%	8.5%	59.8%	28.1%	31.7%	91.5%
65+	301	295	148	26	204	83	121	230
%V	24.3%	24.6%	23.4%	21.8%	29.1%	26.4%	31.2%	20.2%
%H		98.0%	49.2%	8.6%	67.8%	27.6%	40.2%	76.4%

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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
AB	283	278	145	29	167	70	97	276
%V	22.8%	23.1%	22.9%	24.4%	23.8%	22.3%	25.0%	24.2%
%H		98.2%	51.2%	10.2%	59.0%	24.7%	34.3%	97.5%
C1	328	312	165	35	173	81	92	314
%V	26.5%	26.0%	26.1%	29.4%	24.6%	25.8%	23.7%	27.6%
%H		95.1%	50.3%	10.7%	52.7%	24.7%	28.0%	95.7%
C2	348	342	190	31	213	106	107	313
%V	28.1%	28.5%	30.0%	26.1%	30.3%	33.8%	27.6%	27.5%
%H		98.3%	54.6%	8.9%	61.2%	30.5%	30.7%	89.9%
D	203	193	99	18	107	47	60	179
%V	16.4%	16.1%	15.6%	15.1%	15.2%	15.0%	15.5%	15.7%
%H		95.1%	48.8%	8.9%	52.7%	23.2%	29.6%	88.2%
E	78	76	33	6	42	11	31	57
%V	6.3%	6.3%	5.2%	5.0%	6.0%	3.5%	8.0%	5.0%
%H		97.4%	42.3%	7.7%	53.8%	14.1%	39.7%	73.1%

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 13.27: 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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
Working full time	683	665	368	67	371	178	193	666
%V	55.1%	55.4%	58.1%	56.3%	52.8%	56.7%	49.7%	58.5%
%H		97.4%	53.9%	9.8%	54.3%	26.1%	28.3%	97.5%
Working part time	60	56	28	5	32	13	19	56
%V	4.8%	4.7%	4.4%	4.2%	4.6%	4.1%	4.9%	4.9%
%H		93.3%	46.7%	8.3%	53.3%	21.7%	31.7%	93.3%
Not working	498	480	237	47	299	123	175	418
%V	40.2%	40.0%	37.4%	39.5%	42.6%	39.2%	45.1%	36.7%
%H		96.4%	47.6%	9.4%	60.0%	24.7%	35.1%	83.9%
Houseperson	283	267	120	21	160	50	110	220
%V	22.8%	22.2%	19.0%	17.6%	22.8%	15.9%	28.4%	19.3%
%H		94.3%	42.4%	7.4%	56.5%	17.7%	38.9%	77.7%

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 13.28: 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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
16 - 19	63	59	33	6	34	16	18	62
%V	4.9%	4.7%	5.2%	5.0%	4.5%	5.1%	4.1%	5.4%
%H		93.7%	52.4%	9.5%	54.0%	25.4%	28.6%	98.4%
20 - 24	89	84	37	12	39	18	21	88
%V	6.9%	6.7%	5.8%	10.0%	5.2%	5.8%	4.7%	7.6%
%H		94.4%	41.6%	13.5%	43.8%	20.2%	23.6%	98.9%
25 - 34	196	185	85	16	99	36	63	191
%V	15.2%	14.7%	13.3%	13.3%	13.1%	11.5%	14.2%	16.5%
%H		94.4%	43.4%	8.2%	50.5%	18.4%	32.1%	97.4%
35 - 44	178	175	96	16	91	40	50	175
%V	13.8%	13.9%	15.0%	13.3%	12.0%	12.8%	11.3%	15.1%
%H		98.3%	53.9%	9.0%	51.1%	22.5%	28.1%	98.3%
45 - 54	212	208	120	26	119	60	59	207
%V	16.4%	16.5%	18.8%	21.7%	15.7%	19.2%	13.3%	17.9%
%H		98.1%	56.6%	12.3%	56.1%	28.3%	27.8%	97.6%
55 - 64	210	207	110	19	132	58	74	195
%V	16.3%	16.4%	17.2%	15.8%	17.5%	18.6%	16.7%	16.8%
%H		98.6%	52.4%	9.0%	62.9%	27.6%	35.2%	92.9%
65+	343	340	158	25	241	83	157	241
%V	26.6%	27.0%	24.7%	20.8%	31.9%	26.6%	35.4%	20.8%
%H		99.1%	46.1%	7.3%	70.3%	24.2%	45.8%	70.3%

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 13.29: 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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
AB	283	278	141	27	170	67	104	274
%V	21.9%	22.1%	22.1%	22.5%	22.5%	21.5%	23.5%	23.7%
%H		98.2%	49.8%	9.5%	60.1%	23.7%	36.7%	96.8%
C1	359	347	172	37	207	85	122	335
%V	27.8%	27.6%	26.9%	30.8%	27.4%	27.2%	27.5%	28.9%
%H		96.7%	47.9%	10.3%	57.7%	23.7%	34.0%	93.3%
C2	297	293	162	27	181	90	91	271
%V	23.0%	23.3%	25.4%	22.5%	23.9%	28.8%	20.5%	23.4%
%H		98.7%	54.5%	9.1%	60.9%	30.3%	30.6%	91.2%
D	228	221	109	20	128	50	78	188
%V	17.7%	17.6%	17.1%	16.7%	16.9%	16.0%	17.6%	16.2%
%H		96.9%	47.8%	8.8%	56.1%	21.9%	34.2%	82.5%
E	123	119	55	8	69	20	49	90
%V	9.5%	9.5%	8.6%	6.7%	9.1%	6.4%	11.1%	7.8%
%H		96.7%	44.7%	6.5%	56.1%	16.3%	39.8%	73.2%

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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
Working full time	461	452	242	49	258	120	138	453
%V	35.7%	35.9%	37.9%	40.8%	34.1%	38.5%	31.2%	39.1%
%H		98.0%	52.5%	10.6%	56.0%	26.0%	29.9%	98.3%
Working part time	189	184	99	18	106	46	60	181
%V	14.7%	14.6%	15.5%	15.0%	14.0%	14.7%	13.5%	15.6%
%H		97.4%	52.4%	9.5%	56.1%	24.3%	31.7%	95.8%
Not working	640	622	297	53	392	147	245	524
%V	49.6%	49.4%	46.5%	44.2%	51.9%	47.1%	55.3%	45.3%
%H		97.2%	46.4%	8.3%	61.3%	23.0%	38.3%	81.9%
Houseperson	1085	1060	531	97	640	254	385	961
%V	84.1%	84.2%	83.1%	80.8%	84.7%	81.4%	86.9%	83.0%
%H		97.7%	48.9%	8.9%	59.0%	23.4%	35.5%	88.6%

Base: BBC Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
AB	626	613	240	99	438	186	252	609
%V	22.9%	23.2%	25.3%	22.7%	23.2%	26.0%	21.4%	26.0%
%H (All HH)		97.9%	38.3%	15.8%	70.0%	29.7%	40.3%	97.3%
%H (TV HH)			39.2%	16.2%	71.5%	30.3%	41.1%	
C1	713	690	253	118	494	196	299	647
%V	26.1%	26.1%	26.7%	27.0%	26.1%	27.4%	25.4%	27.6%
%H (All HH)		96.8%	35.5%	16.5%	69.3%	27.5%	41.9%	90.7%
%H (TV HH)			36.7%	17.1%	71.6%	28.4%	43.3%	
C2	595	581	197	112	433	173	260	517
%V	21.8%	22.0%	20.8%	25.6%	22.9%	24.2%	22.1%	22.1%
%H (All HH)		97.6%	33.1%	18.8%	72.8%	29.1%	43.7%	86.9%
%H (TV HH)			33.9%	19.3%	74.5%	29.8%	44.8%	
D	504	482	184	77	317	114	203	402
%V	18.4%	18.3%	19.4%	17.6%	16.8%	15.9%	17.3%	17.2%
%H (All HH)		95.6%	36.5%	15.3%	62.9%	22.6%	40.3%	79.8%
%H (TV HH)			38.2%	16.0%	65.8%	23.7%	42.1%	
E	295	275	76	32	209	48	161	168
%V	10.8%	10.4%	8.0%	7.3%	11.1%	6.7%	13.7%	7.2%
%H (All HH)		93.2%	25.8%	10.8%	70.8%	16.3%	54.6%	56.9%
%H (TV HH)			27.6%	11.6%	76.0%	17.5%	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 14.2: 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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Under 25	87	81	24	12	52	15	36	82
%V	3.2%	3.1%	2.5%	2.7%	2.8%	2.1%	3.1%	3.5%
%H (All HH)		93.1%	27.6%	13.8%	59.8%	17.2%	41.4%	94.3%
%H (TV HH)			29.6%	14.8%	64.2%	18.5%	44.4%	
25 - 34	416	387	138	65	234	94	140	401
%V	15.2%	14.7%	14.5%	14.9%	12.4%	13.1%	11.9%	17.1%
%H (All HH)		93.0%	33.2%	15.6%	56.3%	22.6%	33.7%	96.4%
%H (TV HH)			35.7%	16.8%	60.5%	24.3%	36.2%	
35 - 44	444	418	178	76	256	114	142	426
%V	16.2%	15.8%	18.8%	17.4%	13.5%	15.9%	12.1%	18.2%
%H (All HH)		94.1%	40.1%	17.1%	57.7%	25.7%	32.0%	95.9%
%H (TV HH)			42.6%	18.2%	61.2%	27.3%	34.0%	
45 - 54	513	502	220	86	345	158	187	484
%V	18.8%	19.0%	23.2%	19.7%	18.3%	22.1%	15.9%	20.6%
%H (All HH)		97.9%	42.9%	16.8%	67.3%	30.8%	36.5%	94.3%
%H (TV HH)			43.8%	17.1%	68.7%	31.5%	37.3%	
55 - 64	480	467	170	94	348	145	203	438
%V	17.6%	17.7%	17.9%	21.5%	18.4%	20.3%	17.3%	18.7%
%H (All HH)		97.3%	35.4%	19.6%	72.5%	30.2%	42.3%	91.3%
%H (TV HH)			36.4%	20.1%	74.5%	31.0%	43.5%	
65 +	793	785	219	104	656	190	466	514
%V	29.0%	29.7%	23.1%	23.8%	34.7%	26.6%	39.7%	21.9%
%H (All HH)		99.0%	27.6%	13.1%	82.7%	24.0%	58.8%	64.8%
%H (TV HH)			27.9%	13.2%	83.6%	24.2%	59.4%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
1	818	777	197	95	615	141	474	536
%V	29.9%	29.4%	20.8%	21.7%	32.5%	19.7%	40.3%	22.9%
%H (All HH)		95.0%	24.1%	11.6%	75.2%	17.2%	57.9%	65.5%
%H (TV HH)			25.4%	12.2%	79.2%	18.1%	61.0%	
2	874	851	312	131	630	245	384	789
%V	32.0%	32.2%	32.9%	30.0%	33.3%	34.3%	32.7%	33.7%
%H (All HH)		97.4%	35.7%	15.0%	72.1%	28.0%	43.9%	90.3%
%H (TV HH)			36.7%	15.4%	74.0%	28.8%	45.1%	
3	439	425	171	91	276	137	139	426
%V	16.1%	16.1%	18.0%	20.8%	14.6%	19.2%	11.8%	18.2%
%H (All HH)		96.8%	39.0%	20.7%	62.9%	31.2%	31.7%	97.0%
%H (TV HH)			40.2%	21.4%	64.9%	32.2%	32.7%	
4	389	382	169	83	251	131	120	384
%V	14.2%	14.5%	17.8%	19.0%	13.3%	18.3%	10.2%	16.4%
%H (All HH)		98.2%	43.4%	21.3%	64.5%	33.7%	30.8%	98.7%
%H (TV HH)			44.2%	21.7%	65.7%	34.3%	31.4%	
5+	213	206	100	36	118	60	58	209
%V	7.8%	7.8%	10.5%	8.2%	6.2%	8.4%	4.9%	8.9%
%H (All HH)		96.7%	46.9%	16.9%	55.4%	28.2%	27.2%	98.1%
%H (TV HH)			48.5%	17.5%	57.3%	29.1%	28.2%	
Average HH size	2.42	2.43	2.70	2.66	2.30	2.66	2.09	2.59

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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Without	1996	1930	639	307	1458	510	948	1624
%V	73.0%	73.1%	67.3%	70.3%	77.1%	71.3%	80.7%	69.3%
%H (All HH)		96.7%	32.0%	15.4%	73.0%	25.6%	47.5%	81.4%
%H (TV HH)			33.1%	15.9%	75.5%	26.4%	49.1%	
With	738	711	310	129	432	206	227	720
%V	27.0%	26.9%	32.7%	29.5%	22.9%	28.8%	19.3%	30.7%
%H (All HH)		96.3%	42.0%	17.5%	58.5%	27.9%	30.8%	97.6%
%H (TV HH)			43.6%	18.1%	60.8%	29.0%	31.9%	
0 - 3	276	266	111	48	159	72	86	267
%V	10.1%	10.1%	11.7%	11.0%	8.4%	10.1%	7.3%	11.4%
%H (All HH)		96.4%	40.2%	17.4%	57.6%	26.1%	31.2%	96.7%
%H (TV HH)			41.7%	18.0%	59.8%	27.1%	32.3%	
4 - 9	390	374	169	62	224	103	121	380
%V	14.3%	14.2%	17.8%	14.2%	11.9%	14.4%	10.3%	16.2%
%H (All HH)		95.9%	43.3%	15.9%	57.4%	26.4%	31.0%	97.4%
%H (TV HH)			45.2%	16.6%	59.9%	27.5%	32.4%	
10 - 15	368	356	160	67	219	109	111	361
%V	13.5%	13.5%	16.9%	15.3%	11.6%	15.2%	9.4%	15.4%
%H (All HH)		96.7%	43.5%	18.2%	59.5%	29.6%	30.2%	98.1%
%H (TV HH)			44.9%	18.8%	61.5%	30.6%	31.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
1	1086	1086	313	137	697	126	571	847
%V	39.7%	41.1%	33.0%	31.4%	36.9%	17.6%	48.6%	36.1%
%H (All HH)		100.0%	28.8%	12.6%	64.2%	11.6%	52.6%	78.0%
%H (TV HH)			28.8%	12.6%	64.2%	11.6%	52.6%	
2	867	867	323	163	636	270	366	772
%V	31.7%	32.8%	34.0%	37.3%	33.7%	37.8%	31.1%	32.9%
%H (All HH)		100.0%	37.3%	18.8%	73.4%	31.1%	42.2%	89.0%
%H (TV HH)			37.3%	18.8%	73.4%	31.1%	42.2%	
3	417	417	179	87	339	186	152	394
%V	15.3%	15.8%	18.9%	19.9%	17.9%	26.0%	12.9%	16.8%
%H (All HH)		100.0%	42.9%	20.9%	81.3%	44.6%	36.5%	94.5%
%H (TV HH)			42.9%	20.9%	81.3%	44.6%	36.5%	
4	169	169	77	35	134	76	57	164
%V	6.2%	6.4%	8.1%	8.0%	7.1%	10.6%	4.9%	7.0%
%H (All HH)		100.0%	45.6%	20.7%	79.3%	45.0%	33.7%	97.0%
%H (TV HH)			45.6%	20.7%	79.3%	45.0%	33.7%	
5+	101	101	57	16	84	56	28	101
%V	3.7%	3.8%	6.0%	3.7%	4.4%	7.8%	2.4%	4.3%
%H (All HH)		100.0%	56.4%	15.8%	83.2%	55.4%	27.7%	100.0%
%H (TV HH)			56.4%	15.8%	83.2%	55.4%	27.7%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data
Table 14.6: 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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Under 20"	244	244	78	44	214	92	122	211
%V	8.9%	9.2%	8.2%	10.1%	11.3%	12.9%	10.4%	9.0%
%H (All HH)		100.0%	32.0%	18.0%	87.7%	37.7%	50.0%	86.5%
%H (TV HH)			32.0%	18.0%	87.7%	37.7%	50.0%	
20" - 29"	707	707	238	122	576	236	340	599
%V	25.9%	26.8%	25.1%	27.9%	30.5%	33.0%	28.9%	25.6%
%H (All HH)		100.0%	33.7%	17.3%	81.5%	33.4%	48.1%	84.7%
%H (TV HH)			33.7%	17.3%	81.5%	33.4%	48.1%	
30" - 39"	1312	1312	486	216	990	398	591	1126
%V	48.0%	49.7%	51.2%	49.4%	52.4%	55.7%	50.3%	48.0%
%H (All HH)		100.0%	37.0%	16.5%	75.5%	30.3%	45.0%	85.8%
%H (TV HH)			37.0%	16.5%	75.5%	30.3%	45.0%	
40" - 49"	1292	1292	522	242	903	415	489	1195
%V	47.3%	48.9%	55.0%	55.4%	47.8%	58.0%	41.6%	51.0%
%H (All HH)		100.0%	40.4%	18.7%	69.9%	32.1%	37.8%	92.5%
%H (TV HH)			40.4%	18.7%	69.9%	32.1%	37.8%	
50" - 59"	494	494	245	89	316	171	145	482
%V	18.1%	18.7%	25.8%	20.4%	16.7%	23.9%	12.3%	20.6%
%H (All HH)		100.0%	49.6%	18.0%	64.0%	34.6%	29.4%	97.6%
%H (TV HH)			49.6%	18.0%	64.0%	34.6%	29.4%	
60"+	55	55	31	11	38	27	11	54
%V	2.0%	2.1%	3.3%	2.5%	2.0%	3.8%	0.9%	2.3%
%H (All HH)		100.0%	56.4%	20.0%	69.1%	49.1%	20.0%	98.2%
%H (TV HH)			56.4%	20.0%	69.1%	49.1%	20.0%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Main living room	2615	2615	940	434	1875	711	1164	2254
%V	95.6%	99.0%	99.1%	99.3%	99.2%	99.4%	99.1%	96.2%
%H (All HH)		100.0%	35.9%	16.6%	71.7%	27.2%	44.5%	86.2%
%H (TV HH)			35.9%	16.6%	71.7%	27.2%	44.5%	
Kitchen	282	282	119	43	241	120	120	260
%V	10.3%	10.7%	12.5%	9.8%	12.8%	16.8%	10.2%	11.1%
%H (All HH)		100.0%	42.2%	15.2%	85.5%	42.6%	42.6%	92.2%
%H (TV HH)			42.2%	15.2%	85.5%	42.6%	42.6%	
Adult's bedroom	1221	1221	505	239	939	473	465	1126
%V	44.7%	46.2%	53.2%	54.7%	49.7%	66.2%	39.6%	48.0%
%H (All HH)		100.0%	41.4%	19.6%	76.9%	38.7%	38.1%	92.2%
%H (TV HH)			41.4%	19.6%	76.9%	38.7%	38.1%	
Child's bedroom	220	220	119	44	155	100	55	218
%V	8.0%	8.3%	12.5%	10.1%	8.2%	14.0%	4.7%	9.3%
%H (All HH)		100.0%	54.1%	20.0%	70.5%	45.5%	25.0%	99.1%
%H (TV HH)			54.1%	20.0%	70.5%	45.5%	25.0%	
Other bedroom	136	136	61	28	117	69	48	131
%V	5.0%	5.1%	6.4%	6.4%	6.2%	9.7%	4.1%	5.6%
%H (All HH)		100.0%	44.9%	20.6%	86.0%	50.7%	35.3%	96.3%
%H (TV HH)			44.9%	20.6%	86.0%	50.7%	35.3%	
Second living/dining room	278	278	123	39	219	107	112	257
%V	10.2%	10.5%	13.0%	8.9%	11.6%	15.0%	9.5%	11.0%
%H (All HH)		100.0%	44.2%	14.0%	78.8%	38.5%	40.3%	92.4%
%H (TV HH)			44.2%	14.0%	78.8%	38.5%	40.3%	
Study/office	45	45	24	6	33	18	16	45
%V	1.6%	1.7%	2.5%	1.4%	1.7%	2.5%	1.4%	1.9%
%H (All HH)		100.0%	53.3%	13.3%	73.3%	40.0%	35.6%	100.0%
%H (TV HH)			53.3%	13.3%	73.3%	40.0%	35.6%	
TV room	17	17	11	2	15	11	4	17
%V	0.6%	0.6%	1.2%	0.5%	0.8%	1.5%	0.3%	0.7%
%H (All HH)		100.0%	64.7%	11.8%	88.2%	64.7%	23.5%	100.0%
%H (TV HH)			64.7%	11.8%	88.2%	64.7%	23.5%	
Conservatory	64	64	27	15	53	30	23	60
%V	2.3%	2.4%	2.8%	3.4%	2.8%	4.2%	2.0%	2.6%
%H (All HH)		100.0%	42.2%	23.4%	82.8%	46.9%	35.9%	93.8%
%H (TV HH)			42.2%	23.4%	82.8%	46.9%	35.9%	
Attic or loft room	5	5	3	1	3	3	0	5
%V	0.2%	0.2%	0.3%	0.2%	0.2%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	20.0%	60.0%	60.0%	0.0%	
No specific location	5	5	2	1	3	1	2	5
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	40.0%	20.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			40.0%	20.0%	60.0%	20.0%	40.0%	
Other	24	24	10	5	20	11	9	24
%V	0.9%	0.9%	1.1%	1.1%	1.1%	1.5%	0.8%	1.0%
%H (All HH)		100.0%	41.7%	20.8%	83.3%	45.8%	37.5%	100.0%
%H (TV HH)			41.7%	20.8%	83.3%	45.8%	37.5%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

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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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Any DSAT provider	949	949	949	13	479	479	0	901
%V	34.7%	35.9%	100.0%	3.0%	25.3%	67.0%	0.0%	38.4%
%H (All HH)			100.0%	1.4%	50.5%	50.5%	0.0%	94.9%
%H (TV HH)			100.0%	1.4%	50.5%	50.5%	0.0%	
Sky with subscription	779	779	779	6	391	391	0	746
%V	28.5%	29.5%	82.1%	1.4%	20.7%	54.7%	0.0%	31.8%
%H (All HH)			100.0%	0.8%	50.2%	50.2%	0.0%	95.8%
%H (TV HH)			100.0%	0.8%	50.2%	50.2%	0.0%	
Sky without subscription	48	48	48	1	26	26	0	44
%V	1.8%	1.8%	5.1%	0.2%	1.4%	3.6%	0.0%	1.9%
%H (All HH)			100.0%	2.1%	54.2%	54.2%	0.0%	91.7%
%H (TV HH)			100.0%	2.1%	54.2%	54.2%	0.0%	
Freesat	107	107	107	5	66	66	0	95
%V	3.9%	4.1%	11.3%	1.1%	3.5%	9.2%	0.0%	4.1%
%H (All HH)			100.0%	4.7%	61.7%	61.7%	0.0%	88.8%
%H (TV HH)			100.0%	4.7%	61.7%	61.7%	0.0%	
Other satellite provider	61	61	61	3	24	24	0	59
%V	2.2%	2.3%	6.4%	0.7%	1.3%	3.4%	0.0%	2.5%
%H (All HH)			100.0%	4.9%	39.3%	39.3%	0.0%	96.7%
%H (TV HH)			100.0%	4.9%	39.3%	39.3%	0.0%	
DCAB	437	437	13	437	244	244	0	410
%V	16.0%	16.5%	1.4%	100.0%	12.9%	34.1%	0.0%	17.5%
%H (All HH)			3.0%	100.0%	55.8%	55.8%	0.0%	93.8%
%H (TV HH)			3.0%	100.0%	55.8%	55.8%	0.0%	
DTT	1890	1890	479	244	1890	715	1175	1568
%V	69.1%	71.6%	50.5%	55.8%	100.0%	100.0%	100.0%	66.9%
%H (All HH)		100.0%	25.3%	12.9%	100.0%	37.8%	62.2%	83.0%
%H (TV HH)			25.3%	12.9%	100.0%	37.8%	62.2%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2734	2641	949	437	1890	715	1175	2344
%H (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
PVR	1625	1625	847	425	1031	668	363	1519
%V	59.4%	61.5%	89.3%	97.3%	54.6%	93.4%	30.9%	64.8%
%H (All HH)		100.0%	52.1%	26.2%	63.4%	41.1%	22.3%	93.5%
%H (TV HH)			52.1%	26.2%	63.4%	41.1%	22.3%	
DVDR	34	34	16	3	27	11	16	30
%V	1.2%	1.3%	1.7%	0.7%	1.4%	1.5%	1.4%	1.3%
%H (All HH)		100.0%	47.1%	8.8%	79.4%	32.4%	47.1%	88.2%
%H (TV HH)			47.1%	8.8%	79.4%	32.4%	47.1%	
VCR	7	7	1	1	7	2	5	4
%V	0.3%	0.3%	0.1%	0.2%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	14.3%	14.3%	100.0%	28.6%	71.4%	57.1%
%H (TV HH)			14.3%	14.3%	100.0%	28.6%	71.4%	
Any recorder	1639	1639	848	425	1043	668	375	1529
%V	59.9%	62.1%	89.4%	97.3%	55.2%	93.4%	31.9%	65.2%
%H (All HH)		100.0%	51.7%	25.9%	63.6%	40.8%	22.9%	93.3%
%H (TV HH)			51.7%	25.9%	63.6%	40.8%	22.9%	
Receives HDTV (via STB or built-in reception)	1858	1858	786	386	1340	641	699	1723
%V	68.0%	70.4%	82.8%	88.3%	70.9%	89.7%	59.5%	73.5%
%H (All HH)		100.0%	42.3%	20.8%	72.1%	34.5%	37.6%	92.7%
%H (TV HH)			42.3%	20.8%	72.1%	34.5%	37.6%	
DVD/Blu-ray player or recorder	1414	1414	541	244	1023	430	593	1267
%V	51.7%	53.5%	57.0%	55.8%	54.1%	60.1%	50.5%	54.1%
%H (All HH)		100.0%	38.3%	17.3%	72.3%	30.4%	41.9%	89.6%
%H (TV HH)			38.3%	17.3%	72.3%	30.4%	41.9%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	2734	2641	949	437	1890	715	1175	2344
%V (All HH)		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%
%H (TV HH)			35.9%	16.5%	71.6%	27.1%	44.5%	
Has broadband internet	2344	2277	901	410	1568	679	889	2344
%V	85.7%	86.2%	94.9%	93.8%	83.0%	95.0%	75.7%	100.0%
%H (All HH)		97.1%	38.4%	17.5%	66.9%	29.0%	37.9%	100.0%
%H (TV HH)			39.6%	18.0%	68.9%	29.8%	39.0%	
Number of computers (PCs and laptops)								
0	567	532	118	51	424	71	353	197
%V	20.7%	20.1%	12.4%	11.7%	22.4%	9.9%	30.0%	8.4%
%H (All HH)		93.8%	20.8%	9.0%	74.8%	12.5%	62.3%	34.7%
%H (TV HH)			22.2%	9.6%	79.7%	13.3%	66.4%	
1	767	742	268	115	520	191	329	752
%V	28.1%	28.1%	28.2%	26.3%	27.5%	26.7%	28.0%	32.1%
%H (All HH)		96.7%	34.9%	15.0%	67.8%	24.9%	42.9%	98.0%
%H (TV HH)			36.1%	15.5%	70.1%	25.7%	44.3%	
2	645	627	238	128	431	190	241	640
%V	23.6%	23.7%	25.1%	29.3%	22.8%	26.6%	20.5%	27.3%
%H (All HH)		97.2%	36.9%	19.8%	66.8%	29.5%	37.4%	99.2%
%H (TV HH)			38.0%	20.4%	68.7%	30.3%	38.4%	
3	345	336	136	68	235	114	120	345
%V	12.6%	12.7%	14.3%	15.6%	12.4%	15.9%	10.2%	14.7%
%H (All HH)		97.4%	39.4%	19.7%	68.1%	33.0%	34.8%	100.0%
%H (TV HH)			40.5%	20.2%	69.9%	33.9%	35.7%	
4	197	195	94	38	133	71	62	197
%V	7.2%	7.4%	9.9%	8.7%	7.0%	9.9%	5.3%	8.4%
%H (All HH)		99.0%	47.7%	19.3%	67.5%	36.0%	31.5%	100.0%
%H (TV HH)			48.2%	19.5%	68.2%	36.4%	31.8%	
5+	213	210	95	38	147	77	70	213
%V	7.8%	8.0%	10.0%	8.7%	7.8%	10.8%	6.0%	9.1%
%H (All HH)		98.6%	44.6%	17.8%	69.0%	36.2%	32.9%	100.0%
%H (TV HH)			45.2%	18.1%	70.0%	36.7%	33.3%	

Base: BBC Midlands West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	5292	2118	943	3969	1830	2139	4770
%H		40.0%	17.8%	75.0%	34.6%	40.4%	90.1%
Under 20"	295	92	55	260	112	148	258
%V	5.6%	4.3%	5.8%	6.6%	6.1%	6.9%	5.4%
%H		31.2%	18.6%	88.1%	38.0%	50.2%	87.5%
20" - 29"	908	328	162	753	341	413	786
%V	17.2%	15.5%	17.2%	19.0%	18.6%	19.3%	16.5%
%H		36.1%	17.8%	82.9%	37.6%	45.5%	86.6%
30" - 39"	1716	667	290	1313	575	737	1512
%V	32.4%	31.5%	30.8%	33.1%	31.4%	34.5%	31.7%
%H		38.9%	16.9%	76.5%	33.5%	42.9%	88.1%
40" - 49"	1572	658	306	1112	544	567	1465
%V	29.7%	31.1%	32.4%	28.0%	29.7%	26.5%	30.7%
%H		41.9%	19.5%	70.7%	34.6%	36.1%	93.2%
50" - 59"	555	278	100	359	199	161	543
%V	10.5%	13.1%	10.6%	9.0%	10.9%	7.5%	11.4%
%H		50.1%	18.0%	64.7%	35.9%	29.0%	97.8%
60"+	57	33	11	38	27	11	56
%V	1.1%	1.6%	1.2%	1.0%	1.5%	0.5%	1.2%
%H		57.9%	19.3%	66.7%	47.4%	19.3%	98.2%
Don't know	189	62	18	134	33	102	150
%V	3.6%	2.9%	1.9%	3.4%	1.8%	4.8%	3.1%
%H		32.8%	9.5%	70.9%	17.5%	54.0%	79.4%

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	5292	2118	943	3969	1830	2139	4770
%H		40.0%	17.8%	75.0%	34.6%	40.4%	90.1%
Main living room	2629	947	437	1886	717	1168	2267
%V	49.7%	44.7%	46.3%	47.5%	39.2%	54.6%	47.5%
%H		36.0%	16.6%	71.7%	27.3%	44.4%	86.2%
Kitchen	282	120	43	241	121	120	260
%V	5.3%	5.7%	4.6%	6.1%	6.6%	5.6%	5.5%
%H		42.6%	15.2%	85.5%	42.9%	42.6%	92.2%
Adult's bedroom	1480	610	305	1147	593	555	1376
%V	28.0%	28.8%	32.3%	28.9%	32.4%	25.9%	28.8%
%H		41.2%	20.6%	77.5%	40.1%	37.5%	93.0%
Child's bedroom	293	158	54	206	129	77	291
%V	5.5%	7.5%	5.7%	5.2%	7.0%	3.6%	6.1%
%H		53.9%	18.4%	70.3%	44.0%	26.3%	99.3%
Other bedroom	162	78	33	140	88	52	157
%V	3.1%	3.7%	3.5%	3.5%	4.8%	2.4%	3.3%
%H		48.1%	20.4%	86.4%	54.3%	32.1%	96.9%
Second living/dining room	282	125	40	222	109	113	261
%V	5.3%	5.9%	4.2%	5.6%	6.0%	5.3%	5.5%
%H		44.3%	14.2%	78.7%	38.7%	40.1%	92.6%
Study/office	46	24	6	34	18	16	45
%V	0.9%	1.1%	0.6%	0.9%	1.0%	0.7%	0.9%
%H		52.2%	13.0%	73.9%	39.1%	34.8%	97.8%
TV room	17	11	2	15	11	4	17
%V	0.3%	0.5%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		64.7%	11.8%	88.2%	64.7%	23.5%	100.0%
Conservatory	64	27	15	53	30	23	60
%V	1.2%	1.3%	1.6%	1.3%	1.6%	1.1%	1.3%
%H		42.2%	23.4%	82.8%	46.9%	35.9%	93.8%
Attic or loft room	7	5	1	3	3	0	7
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		71.4%	14.3%	42.9%	42.9%	0.0%	100.0%
No specific location	5	2	1	3	1	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	20.0%	60.0%	20.0%	40.0%	100.0%
Other	24	10	5	20	11	9	24
%V	0.5%	0.5%	0.5%	0.5%	0.6%	0.4%	0.5%
%H		41.7%	20.8%	83.3%	45.8%	37.5%	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	5292	2118	943	3969	1830	2139	4770
%H		40.0%	17.8%	75.0%	34.6%	40.4%	90.1%
PVR	2276	1281	603	1341	931	409	2155
%V	43.0%	60.5%	63.9%	33.8%	50.9%	19.1%	45.2%
%H		56.3%	26.5%	58.9%	40.9%	18.0%	94.7%
DVDR	35	16	3	27	12	16	30
%V	0.7%	0.8%	0.3%	0.7%	0.7%	0.7%	0.6%
%H		45.7%	8.6%	77.1%	34.3%	45.7%	85.7%
VCR	8	2	1	8	3	5	5
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		25.0%	12.5%	100.0%	37.5%	62.5%	62.5%
Any recorder	2295	1287	604	1358	935	423	2169
%V	43.4%	60.8%	64.1%	34.2%	51.1%	19.8%	45.5%
%H		56.1%	26.3%	59.2%	40.7%	18.4%	94.5%

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	5292	2118	943	3969	1830	2139	4770
%H		40.0%	17.8%	75.0%	34.6%	40.4%	90.1%
Receives HDTV (via STB or built-in reception)	2886	1346	601	2072	1111	960	2730
%V	54.5%	63.6%	63.7%	52.2%	60.7%	44.9%	57.2%
%H		46.6%	20.8%	71.8%	38.5%	33.3%	94.6%
DVD/Blu-ray player or recorder	1916	768	341	1404	635	769	1749
%V	36.2%	36.3%	36.2%	35.4%	34.7%	36.0%	36.7%
%H		40.1%	17.8%	73.3%	33.1%	40.1%	91.3%

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	2641	949	437	1890	715	1175	2277
%H		35.9%	16.5%	71.6%	27.1%	44.5%	86.2%
Under 20"	16	5	1	12	2	9	11
%V	0.6%	0.5%	0.2%	0.6%	0.3%	0.8%	0.5%
%H		31.3%	6.3%	75.0%	12.5%	56.3%	68.8%
20" - 29"	159	25	17	132	17	114	99
%V	6.0%	2.6%	3.9%	7.0%	2.4%	9.7%	4.3%
%H		15.7%	10.7%	83.0%	10.7%	71.7%	62.3%
30" - 39"	747	214	107	579	171	408	581
%V	28.3%	22.6%	24.5%	30.6%	23.9%	34.7%	25.5%
%H		28.6%	14.3%	77.5%	22.9%	54.6%	77.8%
40" - 49"	1118	424	212	781	337	444	1022
%V	42.3%	44.7%	48.5%	41.3%	47.1%	37.8%	44.9%
%H		37.9%	19.0%	69.9%	30.1%	39.7%	91.4%
50" - 59"	452	224	82	287	153	133	441
%V	17.1%	23.6%	18.8%	15.2%	21.4%	11.3%	19.4%
%H		49.6%	18.1%	63.5%	33.8%	29.4%	97.6%
60"+	50	29	9	33	22	11	49
%V	1.9%	3.1%	2.1%	1.7%	3.1%	0.9%	2.2%
%H		58.0%	18.0%	66.0%	44.0%	22.0%	98.0%
Don't know	99	29	9	67	13	54	74
%V	3.7%	3.1%	2.1%	3.5%	1.8%	4.6%	3.2%
%H		29.3%	9.1%	67.7%	13.1%	54.5%	74.7%

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	2641	949	437	1890	715	1175	2277
%H		35.9%	16.5%	71.6%	27.1%	44.5%	86.2%
PVR	1595	839	420	1005	659	346	1491
%V	60.4%	88.4%	96.1%	53.2%	92.2%	29.4%	65.5%
%H		52.6%	26.3%	63.0%	41.3%	21.7%	93.5%
DVDR	30	13	2	23	8	15	27
%V	1.1%	1.4%	0.5%	1.2%	1.1%	1.3%	1.2%
%H		43.3%	6.7%	76.7%	26.7%	50.0%	90.0%
VCR	5	1	1	5	1	4	3
%V	0.2%	0.1%	0.2%	0.3%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	100.0%	20.0%	80.0%	60.0%
Any recorder	1609	840	420	1017	659	358	1501
%V	60.9%	88.5%	96.1%	53.8%	92.2%	30.5%	65.9%
%H		52.2%	26.1%	63.2%	41.0%	22.2%	93.3%

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	2641	949	437	1890	715	1175	2277
%H		35.9%	16.5%	71.6%	27.1%	44.5%	86.2%
Receives HDTV (via STB or built-in reception)	1810	768	379	1298	623	675	1679
%V	68.5%	80.9%	86.7%	68.7%	87.1%	57.4%	73.7%
%H		42.4%	20.9%	71.7%	34.4%	37.3%	92.8%
DVD/Blu-ray player or recorder	1228	453	206	893	356	537	1086
%V	46.5%	47.7%	47.1%	47.2%	49.8%	45.7%	47.7%
%H		36.9%	16.8%	72.7%	29.0%	43.7%	88.4%

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 14.18: 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	2651	1168	506	2079	1115	964	2492
%H		44.1%	19.1%	78.4%	42.1%	36.4%	94.0%
Under 20"	279	87	54	248	110	139	247
%V	10.5%	7.4%	10.7%	11.9%	9.9%	14.4%	9.9%
%H		31.2%	19.4%	88.9%	39.4%	49.8%	88.5%
20" - 29"	749	303	145	621	323	298	687
%V	28.3%	25.9%	28.7%	29.9%	29.0%	30.9%	27.6%
%H		40.5%	19.4%	82.9%	43.1%	39.8%	91.7%
30" - 39"	969	453	183	734	405	329	930
%V	36.6%	38.8%	36.2%	35.3%	36.3%	34.1%	37.3%
%H		46.7%	18.9%	75.7%	41.8%	34.0%	96.0%
40" - 49"	453	233	94	331	207	123	443
%V	17.1%	19.9%	18.6%	15.9%	18.6%	12.8%	17.8%
%H		51.4%	20.8%	73.1%	45.7%	27.2%	97.8%
50" - 59"	103	54	19	73	45	27	102
%V	3.9%	4.6%	3.8%	3.5%	4.0%	2.8%	4.1%
%H		52.4%	18.4%	70.9%	43.7%	26.2%	99.0%
60"+	8	5	2	5	5	0	8
%V	0.3%	0.4%	0.4%	0.2%	0.4%	0.0%	0.3%
%H		62.5%	25.0%	62.5%	62.5%	0.0%	100.0%
Don't know	90	32	9	67	20	47	76
%V	3.4%	2.7%	1.8%	3.2%	1.8%	4.9%	3.0%
%H		35.6%	10.0%	74.4%	22.2%	52.2%	84.4%

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 14.19: 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	2651	1168	506	2079	1115	964	2492
%H		44.1%	19.1%	78.4%	42.1%	36.4%	94.0%
PVR	681	443	184	336	272	63	664
%V	25.7%	37.9%	36.4%	16.2%	24.4%	6.5%	26.6%
%H		65.1%	27.0%	49.3%	39.9%	9.3%	97.5%
DVDR	4	3	1	4	4	1	4
%V	0.2%	0.3%	0.2%	0.2%	0.4%	0.1%	0.2%
%H		75.0%	25.0%	100.0%	100.0%	25.0%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.1%	0.2%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	686	446	184	341	277	64	668
%V	25.9%	38.2%	36.4%	16.4%	24.8%	6.6%	26.8%
%H		65.0%	26.8%	49.7%	40.4%	9.3%	97.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2651	1168	506	2079	1115	964	2492
%H		44.1%	19.1%	78.4%	42.1%	36.4%	94.0%
Receives HDTV (via STB or built-in reception)	1076	579	222	774	489	285	1051
%V	40.6%	49.6%	43.9%	37.2%	43.9%	29.6%	42.2%
%H		53.8%	20.6%	71.9%	45.4%	26.5%	97.7%
DVD/Blu-ray player or recorder	688	315	135	511	279	232	663
%V	26.0%	27.0%	26.7%	24.6%	25.0%	24.1%	26.6%
%H		45.8%	19.6%	74.3%	40.6%	33.7%	96.4%

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

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	6608	6408	2561	1161	4355	1901	2454	6069
%H		97.0%	38.8%	17.6%	65.9%	28.8%	37.1%	91.8%
Total Children	1327	1274	565	230	769	369	400	1290
%V	20.1%	19.9%	22.1%	19.8%	17.7%	19.4%	16.3%	21.3%
%H		96.0%	42.6%	17.3%	58.0%	27.8%	30.1%	97.2%
0 - 3	312	300	128	53	179	81	97	301
%V	4.7%	4.7%	5.0%	4.6%	4.1%	4.3%	4.0%	5.0%
%H		96.2%	41.0%	17.0%	57.4%	26.0%	31.1%	96.5%
4 - 15	1015	974	438	178	590	288	303	989
%V	15.4%	15.2%	17.1%	15.3%	13.5%	15.1%	12.3%	16.3%
%H		96.0%	43.2%	17.5%	58.1%	28.4%	29.9%	97.4%
4 - 9	524	501	223	83	298	136	162	507
%V	7.9%	7.8%	8.7%	7.1%	6.8%	7.2%	6.6%	8.4%
%H		95.6%	42.6%	15.8%	56.9%	26.0%	30.9%	96.8%
10 - 15	491	473	214	95	293	151	141	482
%V	7.4%	7.4%	8.4%	8.2%	6.7%	7.9%	5.7%	7.9%
%H		96.3%	43.6%	19.3%	59.7%	30.8%	28.7%	98.2%

Base: BBC Midlands West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	6608	6408	2561	1161	4355	1901	2454	6069
%H		97.0%	38.8%	17.6%	65.9%	28.8%	37.1%	91.8%
Total Adults (16+)	5281	5134	1996	931	3586	1532	2054	4779
%V	79.9%	80.1%	77.9%	80.2%	82.3%	80.6%	83.7%	78.7%
%H		97.2%	37.8%	17.6%	67.9%	29.0%	38.9%	90.5%
16 - 19	278	275	134	44	182	89	93	276
%V	4.2%	4.3%	5.2%	3.8%	4.2%	4.7%	3.8%	4.5%
%H		98.9%	48.2%	15.8%	65.5%	32.0%	33.5%	99.3%
20 - 24	392	376	145	82	241	117	124	382
%V	5.9%	5.9%	5.7%	7.1%	5.5%	6.2%	5.1%	6.3%
%H		95.9%	37.0%	20.9%	61.5%	29.8%	31.6%	97.4%
25 - 34	888	844	319	165	519	232	287	864
%V	13.4%	13.2%	12.5%	14.2%	11.9%	12.2%	11.7%	14.2%
%H		95.0%	35.9%	18.6%	58.4%	26.1%	32.3%	97.3%
35 - 44	801	762	332	141	460	214	246	778
%V	12.1%	11.9%	13.0%	12.1%	10.6%	11.3%	10.0%	12.8%
%H		95.1%	41.4%	17.6%	57.4%	26.7%	30.7%	97.1%
45 - 54	891	874	393	165	599	296	303	850
%V	13.5%	13.6%	15.3%	14.2%	13.8%	15.6%	12.3%	14.0%
%H		98.1%	44.1%	18.5%	67.2%	33.2%	34.0%	95.4%
55 - 64	809	790	301	166	583	259	324	755
%V	12.2%	12.3%	11.8%	14.3%	13.4%	13.6%	13.2%	12.4%
%H		97.7%	37.2%	20.5%	72.1%	32.0%	40.0%	93.3%
65+	1223	1213	372	168	1002	325	677	873
%V	18.5%	18.9%	14.5%	14.5%	23.0%	17.1%	27.6%	14.4%
%H		99.2%	30.4%	13.7%	81.9%	26.6%	55.4%	71.4%

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 14.23: 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+)	5281	5134	1996	931	3586	1532	2054	4779
%H		97.2%	37.8%	17.6%	67.9%	29.0%	38.9%	90.5%
AB	1292	1267	510	217	910	413	498	1270
%V	24.5%	24.7%	25.6%	23.3%	25.4%	27.0%	24.2%	26.6%
%H		98.1%	39.5%	16.8%	70.4%	32.0%	38.5%	98.3%
C1	1402	1360	541	265	946	429	517	1320
%V	26.5%	26.5%	27.1%	28.5%	26.4%	28.0%	25.2%	27.6%
%H		97.0%	38.6%	18.9%	67.5%	30.6%	36.9%	94.2%
C2	1205	1185	438	241	864	383	481	1094
%V	22.8%	23.1%	21.9%	25.9%	24.1%	25.0%	23.4%	22.9%
%H		98.3%	36.3%	20.0%	71.7%	31.8%	39.9%	90.8%
D	967	928	390	158	575	237	338	834
%V	18.3%	18.1%	19.5%	17.0%	16.0%	15.5%	16.5%	17.5%
%H		96.0%	40.3%	16.3%	59.5%	24.5%	35.0%	86.2%
E	416	394	117	50	291	71	220	262
%V	7.9%	7.7%	5.9%	5.4%	8.1%	4.6%	10.7%	5.5%
%H		94.7%	28.1%	12.0%	70.0%	17.1%	52.9%	63.0%

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 14.24: 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+)	5281	5134	1996	931	3586	1532	2054	4779
%H		97.2%	37.8%	17.6%	67.9%	29.0%	38.9%	90.5%
Working full time	2556	2488	1035	505	1637	795	841	2495
%V	48.4%	48.5%	51.9%	54.2%	45.6%	51.9%	40.9%	52.2%
%H		97.3%	40.5%	19.8%	64.0%	31.1%	32.9%	97.6%
Working part time	473	462	203	93	310	149	161	456
%V	9.0%	9.0%	10.2%	10.0%	8.6%	9.7%	7.8%	9.5%
%H		97.7%	42.9%	19.7%	65.5%	31.5%	34.0%	96.4%
Not working	2252	2184	758	333	1640	588	1052	1828
%V	42.6%	42.5%	38.0%	35.8%	45.7%	38.4%	51.2%	38.3%
%H		97.0%	33.7%	14.8%	72.8%	26.1%	46.7%	81.2%
Houseperson	2734	2641	949	437	1890	715	1175	2344
%V	51.8%	51.4%	47.5%	46.9%	52.7%	46.7%	57.2%	49.0%
%H		96.6%	34.7%	16.0%	69.1%	26.2%	43.0%	85.7%

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 14.25: 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+)	2597	2511	985	466	1730	757	972	2373
%H		96.7%	37.9%	17.9%	66.6%	29.1%	37.4%	91.4%
16 - 19	137	136	69	23	88	46	42	136
%V	5.3%	5.4%	7.0%	4.9%	5.1%	6.1%	4.3%	5.7%
%H		99.3%	50.4%	16.8%	64.2%	33.6%	30.7%	99.3%
20 - 24	204	196	80	39	127	64	64	200
%V	7.9%	7.8%	8.1%	8.4%	7.3%	8.5%	6.6%	8.4%
%H		96.1%	39.2%	19.1%	62.3%	31.4%	31.4%	98.0%
25 - 34	452	428	158	93	255	118	137	441
%V	17.4%	17.0%	16.0%	20.0%	14.7%	15.6%	14.1%	18.6%
%H		94.7%	35.0%	20.6%	56.4%	26.1%	30.3%	97.6%
35 - 44	392	367	154	68	224	101	123	377
%V	15.1%	14.6%	15.6%	14.6%	12.9%	13.3%	12.7%	15.9%
%H		93.6%	39.3%	17.3%	57.1%	25.8%	31.4%	96.2%
45 - 54	439	429	190	83	291	144	147	417
%V	16.9%	17.1%	19.3%	17.8%	16.8%	19.0%	15.1%	17.6%
%H		97.7%	43.3%	18.9%	66.3%	32.8%	33.5%	95.0%
55 - 64	405	392	153	79	285	125	160	378
%V	15.6%	15.6%	15.5%	17.0%	16.5%	16.5%	16.5%	15.9%
%H		96.8%	37.8%	19.5%	70.4%	30.9%	39.5%	93.3%
65+	569	563	182	81	459	159	300	424
%V	21.9%	22.4%	18.5%	17.4%	26.5%	21.0%	30.9%	17.9%
%H		98.9%	32.0%	14.2%	80.7%	27.9%	52.7%	74.5%

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 14.26: 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+)	2597	2511	985	466	1730	757	972	2373
%H		96.7%	37.9%	17.9%	66.6%	29.1%	37.4%	91.4%
AB	662	650	263	110	464	212	252	651
%V	25.5%	25.9%	26.7%	23.6%	26.8%	28.0%	25.9%	27.4%
%H		98.2%	39.7%	16.6%	70.1%	32.0%	38.1%	98.3%
C1	663	640	257	131	436	207	229	635
%V	25.5%	25.5%	26.1%	28.1%	25.2%	27.3%	23.6%	26.8%
%H		96.5%	38.8%	19.8%	65.8%	31.2%	34.5%	95.8%
C2	640	627	233	127	453	201	252	570
%V	24.6%	25.0%	23.7%	27.3%	26.2%	26.6%	25.9%	24.0%
%H		98.0%	36.4%	19.8%	70.8%	31.4%	39.4%	89.1%
D	465	443	185	79	269	112	156	409
%V	17.9%	17.6%	18.8%	17.0%	15.5%	14.8%	16.0%	17.2%
%H		95.3%	39.8%	17.0%	57.8%	24.1%	33.5%	88.0%
E	166	152	48	19	109	26	83	108
%V	6.4%	6.1%	4.9%	4.1%	6.3%	3.4%	8.5%	4.6%
%H		91.6%	28.9%	11.4%	65.7%	15.7%	50.0%	65.1%

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+)	2597	2511	985	466	1730	757	972	2373
%H		96.7%	37.9%	17.9%	66.6%	29.1%	37.4%	91.4%
Working full time	1542	1497	616	309	977	476	501	1504
%V	59.4%	59.6%	62.5%	66.3%	56.5%	62.9%	51.5%	63.4%
%H		97.1%	39.9%	20.0%	63.4%	30.9%	32.5%	97.5%
Working part time	111	106	51	21	68	33	35	107
%V	4.3%	4.2%	5.2%	4.5%	3.9%	4.4%	3.6%	4.5%
%H		95.5%	45.9%	18.9%	61.3%	29.7%	31.5%	96.4%
Not working	943	908	318	136	685	248	437	762
%V	36.3%	36.2%	32.3%	29.2%	39.6%	32.8%	45.0%	32.1%
%H		96.3%	33.7%	14.4%	72.6%	26.3%	46.3%	80.8%
Houseperson	594	550	166	81	388	110	278	459
%V	22.9%	21.9%	16.9%	17.4%	22.4%	14.5%	28.6%	19.3%
%H		92.6%	27.9%	13.6%	65.3%	18.5%	46.8%	77.3%

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 14.28: 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+)	2685	2623	1011	465	1856	775	1082	2406
%H		97.7%	37.7%	17.3%	69.1%	28.9%	40.3%	89.6%
16 - 19	141	139	65	21	94	43	51	140
%V	5.3%	5.3%	6.4%	4.5%	5.1%	5.5%	4.7%	5.8%
%H		98.6%	46.1%	14.9%	66.7%	30.5%	36.2%	99.3%
20 - 24	188	179	65	44	114	54	60	182
%V	7.0%	6.8%	6.4%	9.5%	6.1%	7.0%	5.5%	7.6%
%H		95.2%	34.6%	23.4%	60.6%	28.7%	31.9%	96.8%
25 - 34	436	416	161	72	264	114	150	423
%V	16.2%	15.9%	15.9%	15.5%	14.2%	14.7%	13.9%	17.6%
%H		95.4%	36.9%	16.5%	60.6%	26.1%	34.4%	97.0%
35 - 44	409	394	178	73	236	113	123	401
%V	15.2%	15.0%	17.6%	15.7%	12.7%	14.6%	11.4%	16.7%
%H		96.3%	43.5%	17.8%	57.7%	27.6%	30.1%	98.0%
45 - 54	452	445	203	83	308	152	156	434
%V	16.8%	17.0%	20.1%	17.8%	16.6%	19.6%	14.4%	18.0%
%H		98.5%	44.9%	18.4%	68.1%	33.6%	34.5%	96.0%
55 - 64	404	399	148	87	298	134	164	377
%V	15.0%	15.2%	14.6%	18.7%	16.1%	17.3%	15.2%	15.7%
%H		98.8%	36.6%	21.5%	73.8%	33.2%	40.6%	93.3%
65+	654	650	190	87	543	166	377	449
%V	24.4%	24.8%	18.8%	18.7%	29.3%	21.4%	34.8%	18.7%
%H		99.4%	29.1%	13.3%	83.0%	25.4%	57.6%	68.7%

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 14.29: 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+)	2685	2623	1011	465	1856	775	1082	2406
%H		97.7%	37.7%	17.3%	69.1%	28.9%	40.3%	89.6%
AB	629	618	248	107	446	201	245	619
%V	23.4%	23.6%	24.5%	23.0%	24.0%	25.9%	22.6%	25.7%
%H		98.3%	39.4%	17.0%	70.9%	32.0%	39.0%	98.4%
C1	738	720	283	134	511	222	288	685
%V	27.5%	27.4%	28.0%	28.8%	27.5%	28.6%	26.6%	28.5%
%H		97.6%	38.3%	18.2%	69.2%	30.1%	39.0%	92.8%
C2	565	558	205	114	411	182	229	523
%V	21.0%	21.3%	20.3%	24.5%	22.1%	23.5%	21.2%	21.7%
%H		98.8%	36.3%	20.2%	72.7%	32.2%	40.5%	92.6%
D	502	484	205	79	307	125	182	425
%V	18.7%	18.5%	20.3%	17.0%	16.5%	16.1%	16.8%	17.7%
%H		96.4%	40.8%	15.7%	61.2%	24.9%	36.3%	84.7%
E	250	243	70	31	182	44	137	153
%V	9.3%	9.3%	6.9%	6.7%	9.8%	5.7%	12.7%	6.4%
%H		97.2%	28.0%	12.4%	72.8%	17.6%	54.8%	61.2%

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+)	2685	2623	1011	465	1856	775	1082	2406
%H		97.7%	37.7%	17.3%	69.1%	28.9%	40.3%	89.6%
Working full time	1014	991	420	196	660	319	341	990
%V	37.8%	37.8%	41.5%	42.2%	35.6%	41.2%	31.5%	41.1%
%H		97.7%	41.4%	19.3%	65.1%	31.5%	33.6%	97.6%
Working part time	362	356	152	73	242	116	126	350
%V	13.5%	13.6%	15.0%	15.7%	13.0%	15.0%	11.6%	14.5%
%H		98.3%	42.0%	20.2%	66.9%	32.0%	34.8%	96.7%
Not working	1309	1276	439	197	955	340	615	1066
%V	48.8%	48.6%	43.4%	42.4%	51.5%	43.9%	56.8%	44.3%
%H		97.5%	33.5%	15.0%	73.0%	26.0%	47.0%	81.4%
Houseperson	2140	2091	784	355	1502	605	897	1885
%V	79.7%	79.7%	77.5%	76.3%	80.9%	78.1%	82.9%	78.3%
%H		97.7%	36.6%	16.6%	70.2%	28.3%	41.9%	88.1%

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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
AB	224	220	84	42	154	70	84	221
%V	22.7%	23.5%	25.6%	22.5%	22.7%	24.1%	21.8%	25.7%
%H (All HH)		98.2%	37.5%	18.8%	68.8%	31.3%	37.5%	98.7%
%H (TV HH)			38.2%	19.1%	70.0%	31.8%	38.2%	
C1	269	250	89	51	170	74	96	244
%V	27.3%	26.7%	27.1%	27.3%	25.1%	25.4%	24.9%	28.4%
%H (All HH)		92.9%	33.1%	19.0%	63.2%	27.5%	35.7%	90.7%
%H (TV HH)			35.6%	20.4%	68.0%	29.6%	38.4%	
C2	212	205	76	43	155	74	82	186
%V	21.5%	21.9%	23.2%	23.0%	22.9%	25.4%	21.2%	21.6%
%H (All HH)		96.7%	35.8%	20.3%	73.1%	34.9%	38.7%	87.7%
%H (TV HH)			37.1%	21.0%	75.6%	36.1%	40.0%	
D	147	138	46	33	105	49	56	122
%V	14.9%	14.7%	14.0%	17.6%	15.5%	16.8%	14.5%	14.2%
%H (All HH)		93.9%	31.3%	22.4%	71.4%	33.3%	38.1%	83.0%
%H (TV HH)			33.3%	23.9%	76.1%	35.5%	40.6%	
E	134	124	33	17	93	24	69	87
%V	13.6%	13.2%	10.1%	9.1%	13.7%	8.2%	17.9%	10.1%
%H (All HH)		92.5%	24.6%	12.7%	69.4%	17.9%	51.5%	64.9%
%H (TV HH)			26.6%	13.7%	75.0%	19.4%	55.6%	

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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Under 25	50	41	9	7	26	7	19	50
%V	5.1%	4.4%	2.7%	3.7%	3.8%	2.4%	4.9%	5.8%
%H (All HH)		82.0%	18.0%	14.0%	52.0%	14.0%	38.0%	100.0%
%H (TV HH)			22.0%	17.1%	63.4%	17.1%	46.3%	
25 - 34	143	127	42	28	75	34	41	139
%V	14.5%	13.6%	12.8%	15.0%	11.1%	11.7%	10.6%	16.2%
%H (All HH)		88.8%	29.4%	19.6%	52.4%	23.8%	28.7%	97.2%
%H (TV HH)			33.1%	22.0%	59.1%	26.8%	32.3%	
35 - 44	173	162	66	28	108	52	56	168
%V	17.5%	17.3%	20.1%	15.0%	15.9%	17.9%	14.5%	19.5%
%H (All HH)		93.6%	38.2%	16.2%	62.4%	30.1%	32.4%	97.1%
%H (TV HH)			40.7%	17.3%	66.7%	32.1%	34.6%	
45 - 54	187	183	77	50	130	75	56	179
%V	19.0%	19.5%	23.5%	26.7%	19.2%	25.8%	14.5%	20.8%
%H (All HH)		97.9%	41.2%	26.7%	69.5%	40.1%	29.9%	95.7%
%H (TV HH)			42.1%	27.3%	71.0%	41.0%	30.6%	
55 - 64	155	151	51	38	113	51	63	145
%V	15.7%	16.1%	15.5%	20.3%	16.7%	17.5%	16.3%	16.9%
%H (All HH)		97.4%	32.9%	24.5%	72.9%	32.9%	40.6%	93.5%
%H (TV HH)			33.8%	25.2%	74.8%	33.8%	41.7%	
65 +	277	273	83	37	226	74	152	179
%V	28.1%	29.1%	25.3%	19.8%	33.3%	25.4%	39.4%	20.8%
%H (All HH)		98.6%	30.0%	13.4%	81.6%	26.7%	54.9%	64.6%
%H (TV HH)			30.4%	13.6%	82.8%	27.1%	55.7%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
1	296	272	67	38	210	55	154	205
%V	30.0%	29.0%	20.4%	20.3%	31.0%	18.9%	39.9%	23.8%
%H (All HH)		91.9%	22.6%	12.8%	70.9%	18.6%	52.0%	69.3%
%H (TV HH)			24.6%	14.0%	77.2%	20.2%	56.6%	
2	321	314	114	71	230	108	122	293
%V	32.6%	33.5%	34.8%	38.0%	33.9%	37.1%	31.6%	34.1%
%H (All HH)		97.8%	35.5%	22.1%	71.7%	33.6%	38.0%	91.3%
%H (TV HH)			36.3%	22.6%	73.2%	34.4%	38.9%	
3	164	157	70	31	109	58	51	159
%V	16.6%	16.8%	21.3%	16.6%	16.1%	19.9%	13.2%	18.5%
%H (All HH)		95.7%	42.7%	18.9%	66.5%	35.4%	31.1%	97.0%
%H (TV HH)			44.6%	19.7%	69.4%	36.9%	32.5%	
4	136	130	53	29	87	46	41	135
%V	13.8%	13.9%	16.2%	15.5%	12.8%	15.8%	10.6%	15.7%
%H (All HH)		95.6%	39.0%	21.3%	64.0%	33.8%	30.1%	99.3%
%H (TV HH)			40.8%	22.3%	66.9%	35.4%	31.5%	
5+	69	64	24	17	43	24	18	68
%V	7.0%	6.8%	7.3%	9.1%	6.3%	8.2%	4.7%	7.9%
%H (All HH)		92.8%	34.8%	24.6%	62.3%	34.8%	26.1%	98.6%
%H (TV HH)			37.5%	26.6%	67.2%	37.5%	28.1%	
Average HH size	2.38	2.39	2.58	2.60	2.33	2.62	2.11	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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Without	727	689	222	137	513	204	309	606
%V	73.7%	73.5%	67.7%	73.3%	75.7%	70.1%	80.1%	70.5%
%H (All HH)		94.8%	30.5%	18.8%	70.6%	28.1%	42.5%	83.4%
%H (TV HH)			32.2%	19.9%	74.5%	29.6%	44.8%	
With	259	248	106	50	165	88	77	254
%V	26.3%	26.5%	32.3%	26.7%	24.3%	30.2%	19.9%	29.5%
%H (All HH)		95.8%	40.9%	19.3%	63.7%	34.0%	29.7%	98.1%
%H (TV HH)			42.7%	20.2%	66.5%	35.5%	31.0%	
0 - 3	92	86	31	18	55	25	30	91
%V	9.3%	9.2%	9.5%	9.6%	8.1%	8.6%	7.8%	10.6%
%H (All HH)		93.5%	33.7%	19.6%	59.8%	27.2%	32.6%	98.9%
%H (TV HH)			36.0%	20.9%	64.0%	29.1%	34.9%	
4 - 9	137	131	55	29	85	46	39	136
%V	13.9%	14.0%	16.8%	15.5%	12.5%	15.8%	10.1%	15.8%
%H (All HH)		95.6%	40.1%	21.2%	62.0%	33.6%	28.5%	99.3%
%H (TV HH)			42.0%	22.1%	64.9%	35.1%	29.8%	
10 - 15	124	122	53	25	84	47	36	121
%V	12.6%	13.0%	16.2%	13.4%	12.4%	16.2%	9.3%	14.1%
%H (All HH)		98.4%	42.7%	20.2%	67.7%	37.9%	29.0%	97.6%
%H (TV HH)			43.4%	20.5%	68.9%	38.5%	29.5%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
1	410	410	111	64	268	65	203	333
%V	41.6%	43.8%	33.8%	34.2%	39.5%	22.3%	52.6%	38.7%
%H (All HH)		100.0%	27.1%	15.6%	65.4%	15.9%	49.5%	81.2%
%H (TV HH)			27.1%	15.6%	65.4%	15.9%	49.5%	
2	298	298	115	66	222	108	114	267
%V	30.2%	31.8%	35.1%	35.3%	32.7%	37.1%	29.5%	31.0%
%H (All HH)		100.0%	38.6%	22.1%	74.5%	36.2%	38.3%	89.6%
%H (TV HH)			38.6%	22.1%	74.5%	36.2%	38.3%	
3	139	139	59	31	108	62	46	132
%V	14.1%	14.8%	18.0%	16.6%	15.9%	21.3%	11.9%	15.3%
%H (All HH)		100.0%	42.4%	22.3%	77.7%	44.6%	33.1%	95.0%
%H (TV HH)			42.4%	22.3%	77.7%	44.6%	33.1%	
4	59	59	28	17	50	36	14	57
%V	6.0%	6.3%	8.5%	9.1%	7.4%	12.4%	3.6%	6.6%
%H (All HH)		100.0%	47.5%	28.8%	84.7%	61.0%	23.7%	96.6%
%H (TV HH)			47.5%	28.8%	84.7%	61.0%	23.7%	
5+	31	31	14	9	29	20	9	31
%V	3.1%	3.3%	4.3%	4.8%	4.3%	6.9%	2.3%	3.6%
%H (All HH)		100.0%	45.2%	29.0%	93.5%	64.5%	29.0%	100.0%
%H (TV HH)			45.2%	29.0%	93.5%	64.5%	29.0%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Under 20"	91	91	26	22	80	38	42	78
%V	9.2%	9.7%	7.9%	11.8%	11.8%	13.1%	10.9%	9.1%
%H (All HH)		100.0%	28.6%	24.2%	87.9%	41.8%	46.2%	85.7%
%H (TV HH)			28.6%	24.2%	87.9%	41.8%	46.2%	
20" - 29"	238	238	83	51	198	95	103	205
%V	24.1%	25.4%	25.3%	27.3%	29.2%	32.6%	26.7%	23.8%
%H (All HH)		100.0%	34.9%	21.4%	83.2%	39.9%	43.3%	86.1%
%H (TV HH)			34.9%	21.4%	83.2%	39.9%	43.3%	
30" - 39"	393	393	151	76	298	142	155	348
%V	39.9%	41.9%	46.0%	40.6%	44.0%	48.8%	40.2%	40.5%
%H (All HH)		100.0%	38.4%	19.3%	75.8%	36.1%	39.4%	88.5%
%H (TV HH)			38.4%	19.3%	75.8%	36.1%	39.4%	
40" - 49"	489	489	181	105	350	163	187	448
%V	49.6%	52.2%	55.2%	56.1%	51.6%	56.0%	48.4%	52.1%
%H (All HH)		100.0%	37.0%	21.5%	71.6%	33.3%	38.2%	91.6%
%H (TV HH)			37.0%	21.5%	71.6%	33.3%	38.2%	
50" - 59"	203	203	102	41	142	87	54	194
%V	20.6%	21.7%	31.1%	21.9%	20.9%	29.9%	14.0%	22.6%
%H (All HH)		100.0%	50.2%	20.2%	70.0%	42.9%	26.6%	95.6%
%H (TV HH)			50.2%	20.2%	70.0%	42.9%	26.6%	
60"+	21	21	10	5	15	9	6	21
%V	2.1%	2.2%	3.0%	2.7%	2.2%	3.1%	1.6%	2.4%
%H (All HH)		100.0%	47.6%	23.8%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			47.6%	23.8%	71.4%	42.9%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Main living room	928	928	326	185	673	290	383	812
%V	94.1%	99.0%	99.4%	98.9%	99.3%	99.7%	99.2%	94.4%
%H (All HH)		100.0%	35.1%	19.9%	72.5%	31.3%	41.3%	87.5%
%H (TV HH)			35.1%	19.9%	72.5%	31.3%	41.3%	
Kitchen	94	94	42	17	77	43	34	84
%V	9.5%	10.0%	12.8%	9.1%	11.4%	14.8%	8.8%	9.8%
%H (All HH)		100.0%	44.7%	18.1%	81.9%	45.7%	36.2%	89.4%
%H (TV HH)			44.7%	18.1%	81.9%	45.7%	36.2%	
Adult's bedroom	401	401	164	99	320	184	136	373
%V	40.7%	42.8%	50.0%	52.9%	47.2%	63.2%	35.2%	43.4%
%H (All HH)		100.0%	40.9%	24.7%	79.8%	45.9%	33.9%	93.0%
%H (TV HH)			40.9%	24.7%	79.8%	45.9%	33.9%	
Child's bedroom	63	63	30	17	45	31	14	61
%V	6.4%	6.7%	9.1%	9.1%	6.6%	10.7%	3.6%	7.1%
%H (All HH)		100.0%	47.6%	27.0%	71.4%	49.2%	22.2%	96.8%
%H (TV HH)			47.6%	27.0%	71.4%	49.2%	22.2%	
Other bedroom	50	50	25	12	39	27	12	48
%V	5.1%	5.3%	7.6%	6.4%	5.8%	9.3%	3.1%	5.6%
%H (All HH)		100.0%	50.0%	24.0%	78.0%	54.0%	24.0%	96.0%
%H (TV HH)			50.0%	24.0%	78.0%	54.0%	24.0%	
Second living/dining room	97	97	38	23	79	42	37	91
%V	9.8%	10.4%	11.6%	12.3%	11.7%	14.4%	9.6%	10.6%
%H (All HH)		100.0%	39.2%	23.7%	81.4%	43.3%	38.1%	93.8%
%H (TV HH)			39.2%	23.7%	81.4%	43.3%	38.1%	
Study/office	14	14	6	3	10	5	5	14
%V	1.4%	1.5%	1.8%	1.6%	1.5%	1.7%	1.3%	1.6%
%H (All HH)		100.0%	42.9%	21.4%	71.4%	35.7%	35.7%	100.0%
%H (TV HH)			42.9%	21.4%	71.4%	35.7%	35.7%	
TV room	8	8	6	1	6	5	1	8
%V	0.8%	0.9%	1.8%	0.5%	0.9%	1.7%	0.3%	0.9%
%H (All HH)		100.0%	75.0%	12.5%	75.0%	62.5%	12.5%	100.0%
%H (TV HH)			75.0%	12.5%	75.0%	62.5%	12.5%	
Conservatory	32	32	16	6	28	17	10	29
%V	3.2%	3.4%	4.9%	3.2%	4.1%	5.8%	2.6%	3.4%
%H (All HH)		100.0%	50.0%	18.8%	87.5%	53.1%	31.3%	90.6%
%H (TV HH)			50.0%	18.8%	87.5%	53.1%	31.3%	
Attic or loft room	1	1	0	1	0	0	0	1
%V	0.1%	0.1%	0.0%	0.5%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	100.0%	0.0%	0.0%	0.0%	
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	18	18	8	3	13	6	7	18
%V	1.8%	1.9%	2.4%	1.6%	1.9%	2.1%	1.8%	2.1%
%H (All HH)		100.0%	44.4%	16.7%	72.2%	33.3%	38.9%	100.0%
%H (TV HH)			44.4%	16.7%	72.2%	33.3%	38.9%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Any DSAT provider	328	328	328	7	184	184	0	302
%V	33.3%	35.0%	100.0%	3.7%	27.1%	63.2%	0.0%	35.1%
%H (All HH)			100.0%	2.1%	56.1%	56.1%	0.0%	92.1%
%H (TV HH)			100.0%	2.1%	56.1%	56.1%	0.0%	
Sky with subscription	283	283	283	4	156	156	0	262
%V	28.7%	30.2%	86.3%	2.1%	23.0%	53.6%	0.0%	30.5%
%H (All HH)			100.0%	1.4%	55.1%	55.1%	0.0%	92.6%
%H (TV HH)			100.0%	1.4%	55.1%	55.1%	0.0%	
Sky without subscription	11	11	11	1	7	7	0	9
%V	1.1%	1.2%	3.4%	0.5%	1.0%	2.4%	0.0%	1.0%
%H (All HH)			100.0%	9.1%	63.6%	63.6%	0.0%	81.8%
%H (TV HH)			100.0%	9.1%	63.6%	63.6%	0.0%	
Freesat	27	27	27	1	16	16	0	25
%V	2.7%	2.9%	8.2%	0.5%	2.4%	5.5%	0.0%	2.9%
%H (All HH)			100.0%	3.7%	59.3%	59.3%	0.0%	92.6%
%H (TV HH)			100.0%	3.7%	59.3%	59.3%	0.0%	
Other satellite provider	19	19	19	2	9	9	0	19
%V	1.9%	2.0%	5.8%	1.1%	1.3%	3.1%	0.0%	2.2%
%H (All HH)			100.0%	10.5%	47.4%	47.4%	0.0%	100.0%
%H (TV HH)			100.0%	10.5%	47.4%	47.4%	0.0%	
DCAB	187	187	7	187	111	111	0	181
%V	19.0%	20.0%	2.1%	100.0%	16.4%	38.1%	0.0%	21.0%
%H (All HH)			3.7%	100.0%	59.4%	59.4%	0.0%	96.8%
%H (TV HH)			3.7%	100.0%	59.4%	59.4%	0.0%	
DTT	678	678	184	111	678	291	386	576
%V	68.8%	72.4%	56.1%	59.4%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	27.1%	16.4%	100.0%	42.9%	56.9%	85.0%
%H (TV HH)			27.1%	16.4%	100.0%	42.9%	56.9%	

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

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BBC Midlands East

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	986	937	328	187	678	291	386	860
%H (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
PVR	578	578	293	176	384	270	114	540
%V	58.6%	61.7%	89.3%	94.1%	56.6%	92.8%	29.5%	62.8%
%H (All HH)		100.0%	50.7%	30.4%	66.4%	46.7%	19.7%	93.4%
%H (TV HH)			50.7%	30.4%	66.4%	46.7%	19.7%	
DVDR	7	7	2	1	6	1	4	6
%V	0.7%	0.7%	0.6%	0.5%	0.9%	0.3%	1.0%	0.7%
%H (All HH)		100.0%	28.6%	14.3%	85.7%	14.3%	57.1%	85.7%
%H (TV HH)			28.6%	14.3%	85.7%	14.3%	57.1%	
VCR	4	4	2	0	4	2	3	4
%V	0.4%	0.4%	0.6%	0.0%	0.6%	0.7%	0.8%	0.5%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	75.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	75.0%	
Any recorder	584	584	294	176	389	270	119	545
%V	59.2%	62.3%	89.6%	94.1%	57.4%	92.8%	30.8%	63.4%
%H (All HH)		100.0%	50.3%	30.1%	66.6%	46.2%	20.4%	93.3%
%H (TV HH)			50.3%	30.1%	66.6%	46.2%	20.4%	
Receives HDTV (via STB or built-in reception)	676	676	276	170	490	254	237	622
%V	68.6%	72.1%	84.1%	90.9%	72.3%	87.3%	61.4%	72.3%
%H (All HH)		100.0%	40.8%	25.1%	72.5%	37.6%	35.1%	92.0%
%H (TV HH)			40.8%	25.1%	72.5%	37.6%	35.1%	
DVD/Blu-ray player or recorder	599	599	208	142	431	201	230	542
%V	60.8%	63.9%	63.4%	75.9%	63.6%	69.1%	59.6%	63.0%
%H (All HH)		100.0%	34.7%	23.7%	72.0%	33.6%	38.4%	90.5%
%H (TV HH)			34.7%	23.7%	72.0%	33.6%	38.4%	

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	986	937	328	187	678	291	386	860
%V (All HH)		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%
%H (TV HH)			35.0%	20.0%	72.4%	31.1%	41.2%	
Has broadband internet	860	820	302	181	576	272	304	860
%V	87.2%	87.5%	92.1%	96.8%	85.0%	93.5%	78.8%	100.0%
%H (All HH)		95.3%	35.1%	21.0%	67.0%	31.6%	35.3%	100.0%
%H (TV HH)			36.8%	22.1%	70.2%	33.2%	37.1%	
Number of computers (PCs and laptops)								
0	184	166	39	15	140	36	103	65
%V	18.7%	17.7%	11.9%	8.0%	20.6%	12.4%	26.7%	7.6%
%H (All HH)		90.2%	21.2%	8.2%	76.1%	19.6%	56.0%	35.3%
%H (TV HH)			23.5%	9.0%	84.3%	21.7%	62.0%	
1	284	271	89	57	182	68	114	279
%V	28.8%	28.9%	27.1%	30.5%	26.8%	23.4%	29.5%	32.4%
%H (All HH)		95.4%	31.3%	20.1%	64.1%	23.9%	40.1%	98.2%
%H (TV HH)			32.8%	21.0%	67.2%	25.1%	42.1%	
2	227	221	87	48	165	84	81	226
%V	23.0%	23.6%	26.5%	25.7%	24.3%	28.9%	21.0%	26.3%
%H (All HH)		97.4%	38.3%	21.1%	72.7%	37.0%	35.7%	99.6%
%H (TV HH)			39.4%	21.7%	74.7%	38.0%	36.7%	
3	138	132	53	34	88	47	41	137
%V	14.0%	14.1%	16.2%	18.2%	13.0%	16.2%	10.6%	15.9%
%H (All HH)		95.7%	38.4%	24.6%	63.8%	34.1%	29.7%	99.3%
%H (TV HH)			40.2%	25.8%	66.7%	35.6%	31.1%	
4	63	61	21	14	41	19	21	63
%V	6.4%	6.5%	6.4%	7.5%	6.0%	6.5%	5.4%	7.3%
%H (All HH)		96.8%	33.3%	22.2%	65.1%	30.2%	33.3%	100.0%
%H (TV HH)			34.4%	23.0%	67.2%	31.1%	34.4%	
5+	90	86	39	19	63	37	26	90
%V	9.1%	9.2%	11.9%	10.2%	9.3%	12.7%	6.7%	10.5%
%H (All HH)		95.6%	43.3%	21.1%	70.0%	41.1%	28.9%	100.0%
%H (TV HH)			45.3%	22.1%	73.3%	43.0%	30.2%	

Base: BBC Midlands East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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	1830	711	404	1399	724	675	1661
%H		38.9%	22.1%	76.4%	39.6%	36.9%	90.8%
Under 20"	108	30	29	95	47	48	95
%V	5.9%	4.2%	7.2%	6.8%	6.5%	7.1%	5.7%
%H		27.8%	26.9%	88.0%	43.5%	44.4%	88.0%
20" - 29"	307	104	73	260	128	131	270
%V	16.8%	14.6%	18.1%	18.6%	17.7%	19.4%	16.3%
%H		33.9%	23.8%	84.7%	41.7%	42.7%	87.9%
30" - 39"	492	201	102	379	199	180	442
%V	26.9%	28.3%	25.2%	27.1%	27.5%	26.7%	26.6%
%H		40.9%	20.7%	77.0%	40.4%	36.6%	89.8%
40" - 49"	571	220	126	412	204	208	529
%V	31.2%	30.9%	31.2%	29.4%	28.2%	30.8%	31.8%
%H		38.5%	22.1%	72.2%	35.7%	36.4%	92.6%
50" - 59"	226	116	46	157	99	57	217
%V	12.3%	16.3%	11.4%	11.2%	13.7%	8.4%	13.1%
%H		51.3%	20.4%	69.5%	43.8%	25.2%	96.0%
60"+	25	12	7	17	11	6	25
%V	1.4%	1.7%	1.7%	1.2%	1.5%	0.9%	1.5%
%H		48.0%	28.0%	68.0%	44.0%	24.0%	100.0%
Don't know	101	28	22	80	36	44	84
%V	5.5%	3.9%	5.4%	5.7%	5.0%	6.5%	5.1%
%H		27.7%	21.8%	79.2%	35.6%	43.6%	83.2%

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	1830	711	404	1399	724	675	1661
%H		38.9%	22.1%	76.4%	39.6%	36.9%	90.8%
Main living room	934	330	186	677	294	383	818
%V	51.0%	46.4%	46.0%	48.4%	40.6%	56.7%	49.2%
%H		35.3%	19.9%	72.5%	31.5%	41.0%	87.6%
Kitchen	95	42	17	78	43	35	85
%V	5.2%	5.9%	4.2%	5.6%	5.9%	5.2%	5.1%
%H		44.2%	17.9%	82.1%	45.3%	36.8%	89.5%
Adult's bedroom	487	198	125	397	236	161	458
%V	26.6%	27.8%	30.9%	28.4%	32.6%	23.9%	27.6%
%H		40.7%	25.7%	81.5%	48.5%	33.1%	94.0%
Child's bedroom	84	38	23	62	42	20	82
%V	4.6%	5.3%	5.7%	4.4%	5.8%	3.0%	4.9%
%H		45.2%	27.4%	73.8%	50.0%	23.8%	97.6%
Other bedroom	58	27	15	47	32	15	55
%V	3.2%	3.8%	3.7%	3.4%	4.4%	2.2%	3.3%
%H		46.6%	25.9%	81.0%	55.2%	25.9%	94.8%
Second living/dining room	98	39	23	80	43	37	92
%V	5.4%	5.5%	5.7%	5.7%	5.9%	5.5%	5.5%
%H		39.8%	23.5%	81.6%	43.9%	37.8%	93.9%
Study/office	14	6	3	10	5	5	14
%V	0.8%	0.8%	0.7%	0.7%	0.7%	0.7%	0.8%
%H		42.9%	21.4%	71.4%	35.7%	35.7%	100.0%
TV room	8	6	1	6	5	1	8
%V	0.4%	0.8%	0.2%	0.4%	0.7%	0.1%	0.5%
%H		75.0%	12.5%	75.0%	62.5%	12.5%	100.0%
Conservatory	32	16	6	28	17	10	29
%V	1.7%	2.3%	1.5%	2.0%	2.3%	1.5%	1.7%
%H		50.0%	18.8%	87.5%	53.1%	31.3%	90.6%
Attic or loft room	1	0	1	0	0	0	1
%V	0.1%	0.0%	0.2%	0.0%	0.0%	0.0%	0.1%
%H		0.0%	100.0%	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%	0.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	19	8	4	14	7	7	19
%V	1.0%	1.1%	1.0%	1.0%	1.0%	1.0%	1.1%
%H		42.1%	21.1%	73.7%	36.8%	36.8%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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	1830	711	404	1399	724	675	1661
%H		38.9%	22.1%	76.4%	39.6%	36.9%	90.8%
PVR	832	456	253	525	393	132	788
%V	45.5%	64.1%	62.6%	37.5%	54.3%	19.6%	47.4%
%H		54.8%	30.4%	63.1%	47.2%	15.9%	94.7%
DVDR	7	2	1	6	1	5	7
%V	0.4%	0.3%	0.2%	0.4%	0.1%	0.7%	0.4%
%H		28.6%	14.3%	85.7%	14.3%	71.4%	100.0%
VCR	5	2	1	5	2	3	4
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.2%
%H		40.0%	20.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	839	457	254	531	394	138	794
%V	45.8%	64.3%	62.9%	38.0%	54.4%	20.4%	47.8%
%H		54.5%	30.3%	63.3%	47.0%	16.4%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: 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	1830	711	404	1399	724	675	1661
%H		38.9%	22.1%	76.4%	39.6%	36.9%	90.8%
Receives HDTV (via STB or built-in reception)	1099	480	276	813	460	353	1029
%V	60.1%	67.5%	68.3%	58.1%	63.5%	52.3%	62.0%
%H		43.7%	25.1%	74.0%	41.9%	32.1%	93.6%
DVD/Blu-ray player or recorder	856	309	216	630	324	307	789
%V	46.8%	43.5%	53.5%	45.0%	44.8%	45.5%	47.5%
%H		36.1%	25.2%	73.6%	37.9%	35.9%	92.2%

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	937	328	187	678	291	386	820
%H		35.0%	20.0%	72.4%	31.1%	41.2%	87.5%
Under 20"	4	1	0	3	0	3	2
%V	0.4%	0.3%	0.0%	0.4%	0.0%	0.8%	0.2%
%H		25.0%	0.0%	75.0%	0.0%	75.0%	50.0%
20" - 29"	52	9	9	42	8	34	34
%V	5.5%	2.7%	4.8%	6.2%	2.7%	8.8%	4.1%
%H		17.3%	17.3%	80.8%	15.4%	65.4%	65.4%
30" - 39"	205	57	36	155	53	102	167
%V	21.9%	17.4%	19.3%	22.9%	18.2%	26.4%	20.4%
%H		27.8%	17.6%	75.6%	25.9%	49.8%	81.5%
40" - 49"	419	146	91	295	128	167	379
%V	44.7%	44.5%	48.7%	43.5%	44.0%	43.3%	46.2%
%H		34.8%	21.7%	70.4%	30.5%	39.9%	90.5%
50" - 59"	185	93	37	129	81	48	177
%V	19.7%	28.4%	19.8%	19.0%	27.8%	12.4%	21.6%
%H		50.3%	20.0%	69.7%	43.8%	25.9%	95.7%
60"+	19	10	4	12	8	4	19
%V	2.0%	3.0%	2.1%	1.8%	2.7%	1.0%	2.3%
%H		52.6%	21.1%	63.2%	42.1%	21.1%	100.0%
Don't know	54	12	9	42	13	28	42
%V	5.8%	3.7%	4.8%	6.2%	4.5%	7.3%	5.1%
%H		22.2%	16.7%	77.8%	24.1%	51.9%	77.8%

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	937	328	187	678	291	386	820
%H		35.0%	20.0%	72.4%	31.1%	41.2%	87.5%
PVR	569	290	174	375	266	109	533
%V	60.7%	88.4%	93.0%	55.3%	91.4%	28.2%	65.0%
%H		51.0%	30.6%	65.9%	46.7%	19.2%	93.7%
DVDR	5	2	0	4	1	3	5
%V	0.5%	0.6%	0.0%	0.6%	0.3%	0.8%	0.6%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	100.0%
VCR	3	2	0	3	2	1	3
%V	0.3%	0.6%	0.0%	0.4%	0.7%	0.3%	0.4%
%H		66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Any recorder	573	290	174	379	266	113	537
%V	61.2%	88.4%	93.0%	55.9%	91.4%	29.3%	65.5%
%H		50.6%	30.4%	66.1%	46.4%	19.7%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: 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	937	328	187	678	291	386	820
%H		35.0%	20.0%	72.4%	31.1%	41.2%	87.5%
Receives HDTV (via STB or built-in reception)	663	272	167	479	250	229	611
%V	70.8%	82.9%	89.3%	70.6%	85.9%	59.3%	74.5%
%H		41.0%	25.2%	72.2%	37.7%	34.5%	92.2%
DVD/Blu-ray player or recorder	541	182	127	386	175	212	486
%V	57.7%	55.5%	67.9%	56.9%	60.1%	54.9%	59.3%
%H		33.6%	23.5%	71.3%	32.3%	39.2%	89.8%

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	893	383	217	721	432	289	841
%H		42.9%	24.3%	80.7%	48.4%	32.4%	94.2%
Under 20"	104	29	29	92	47	45	93
%V	11.6%	7.6%	13.4%	12.8%	10.9%	15.6%	11.1%
%H		27.9%	27.9%	88.5%	45.2%	43.3%	89.4%
20" - 29"	254	95	64	218	120	98	236
%V	28.4%	24.8%	29.5%	30.2%	27.8%	33.9%	28.1%
%H		37.4%	25.2%	85.8%	47.2%	38.6%	92.9%
30" - 39"	288	143	66	224	146	78	275
%V	32.3%	37.3%	30.4%	31.1%	33.8%	27.0%	32.7%
%H		49.7%	22.9%	77.8%	50.7%	27.1%	95.5%
40" - 49"	152	74	35	117	76	41	150
%V	17.0%	19.3%	16.1%	16.2%	17.6%	14.2%	17.8%
%H		48.7%	23.0%	77.0%	50.0%	27.0%	98.7%
50" - 59"	41	23	9	28	18	9	40
%V	4.6%	6.0%	4.1%	3.9%	4.2%	3.1%	4.8%
%H		56.1%	22.0%	68.3%	43.9%	22.0%	97.6%
60"+	6	2	2	5	3	2	6
%V	0.7%	0.5%	0.9%	0.7%	0.7%	0.7%	0.7%
%H		33.3%	33.3%	83.3%	50.0%	33.3%	100.0%
Don't know	47	16	13	38	22	16	42
%V	5.3%	4.2%	6.0%	5.3%	5.1%	5.5%	5.0%
%H		34.0%	27.7%	80.9%	46.8%	34.0%	89.4%

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	893	383	217	721	432	289	841
%H		42.9%	24.3%	80.7%	48.4%	32.4%	94.2%
PVR	263	166	79	149	126	23	255
%V	29.5%	43.3%	36.4%	20.7%	29.2%	8.0%	30.3%
%H		63.1%	30.0%	56.7%	47.9%	8.7%	97.0%
DVDR	3	0	1	2	1	2	2
%V	0.3%	0.0%	0.5%	0.3%	0.2%	0.7%	0.2%
%H		0.0%	33.3%	66.7%	33.3%	66.7%	66.7%
VCR	2	0	0	2	0	2	1
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.7%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
Any recorder	266	166	80	152	127	25	257
%V	29.8%	43.3%	36.9%	21.1%	29.4%	8.7%	30.6%
%H		62.4%	30.1%	57.1%	47.7%	9.4%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: 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	893	383	217	721	432	289	841
%H		42.9%	24.3%	80.7%	48.4%	32.4%	94.2%
Receives HDTV (via STB or built-in reception)	435	208	109	334	210	124	418
%V	48.7%	54.3%	50.2%	46.3%	48.6%	42.9%	49.7%
%H		47.8%	25.1%	76.8%	48.3%	28.5%	96.1%
DVD/Blu-ray player or recorder	315	127	89	244	149	95	303
%V	35.3%	33.2%	41.0%	33.8%	34.5%	32.9%	36.0%
%H		40.3%	28.3%	77.5%	47.3%	30.2%	96.2%

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

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	2347	2240	847	485	1579	764	815	2175
%H		95.4%	36.1%	20.7%	67.3%	32.6%	34.7%	92.7%
Total Children	445	428	171	91	279	146	134	437
%V	19.0%	19.1%	20.2%	18.8%	17.7%	19.1%	16.4%	20.1%
%H		96.2%	38.4%	20.4%	62.7%	32.8%	30.1%	98.2%
0 - 3	104	97	34	20	61	26	35	103
%V	4.4%	4.3%	4.0%	4.1%	3.9%	3.4%	4.3%	4.7%
%H		93.3%	32.7%	19.2%	58.7%	25.0%	33.7%	99.0%
4 - 15	341	330	137	71	218	120	99	334
%V	14.5%	14.7%	16.2%	14.6%	13.8%	15.7%	12.1%	15.4%
%H		96.8%	40.2%	20.8%	63.9%	35.2%	29.0%	97.9%
4 - 9	176	168	72	37	108	60	48	175
%V	7.5%	7.5%	8.5%	7.6%	6.8%	7.9%	5.9%	8.0%
%H		95.5%	40.9%	21.0%	61.4%	34.1%	27.3%	99.4%
10 - 15	165	162	65	34	111	60	51	159
%V	7.0%	7.2%	7.7%	7.0%	7.0%	7.9%	6.3%	7.3%
%H		98.2%	39.4%	20.6%	67.3%	36.4%	30.9%	96.4%

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 15.22: 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	2347	2240	847	485	1579	764	815	2175
%H		95.4%	36.1%	20.7%	67.3%	32.6%	34.7%	92.7%
Total Adults (16+)	1902	1812	675	394	1300	618	682	1738
%V	81.0%	80.9%	79.7%	81.2%	82.3%	80.9%	83.7%	79.9%
%H		95.3%	35.5%	20.7%	68.3%	32.5%	35.9%	91.4%
16 - 19	98	95	34	22	70	36	34	97
%V	4.2%	4.2%	4.0%	4.5%	4.4%	4.7%	4.2%	4.5%
%H		96.9%	34.7%	22.4%	71.4%	36.7%	34.7%	99.0%
20 - 24	177	148	49	33	103	48	55	175
%V	7.5%	6.6%	5.8%	6.8%	6.5%	6.3%	6.7%	8.0%
%H		83.6%	27.7%	18.6%	58.2%	27.1%	31.1%	98.9%
25 - 34	310	285	102	72	177	91	86	301
%V	13.2%	12.7%	12.0%	14.8%	11.2%	11.9%	10.6%	13.8%
%H		91.9%	32.9%	23.2%	57.1%	29.4%	27.7%	97.1%
35 - 44	299	284	119	55	179	88	91	291
%V	12.7%	12.7%	14.0%	11.3%	11.3%	11.5%	11.2%	13.4%
%H		95.0%	39.8%	18.4%	59.9%	29.4%	30.4%	97.3%
45 - 54	326	319	139	85	228	134	94	312
%V	13.9%	14.2%	16.4%	17.5%	14.4%	17.5%	11.5%	14.3%
%H		97.9%	42.6%	26.1%	69.9%	41.1%	28.8%	95.7%
55 - 64	265	259	94	62	198	94	104	253
%V	11.3%	11.6%	11.1%	12.8%	12.5%	12.3%	12.8%	11.6%
%H		97.7%	35.5%	23.4%	74.7%	35.5%	39.2%	95.5%
65+	427	422	139	65	346	128	218	309
%V	18.2%	18.8%	16.4%	13.4%	21.9%	16.8%	26.7%	14.2%
%H		98.8%	32.6%	15.2%	81.0%	30.0%	51.1%	72.4%

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+)		1902	1812	675	394	1300	618	682	1738
	%H		95.3%	35.5%	20.7%	68.3%	32.5%	35.9%	91.4%
AB		453	447	190	86	312	154	158	449
	%V	23.8%	24.7%	28.1%	21.8%	24.0%	24.9%	23.2%	25.8%
	%H		98.7%	41.9%	19.0%	68.9%	34.0%	34.9%	99.1%
C1		548	510	183	115	343	161	183	516
	%V	28.8%	28.1%	27.1%	29.2%	26.4%	26.1%	26.8%	29.7%
	%H		93.1%	33.4%	21.0%	62.6%	29.4%	33.4%	94.2%
C2		422	412	156	96	310	158	152	384
	%V	22.2%	22.7%	23.1%	24.4%	23.8%	25.6%	22.3%	22.1%
	%H		97.6%	37.0%	22.7%	73.5%	37.4%	36.0%	91.0%
D		289	265	97	70	202	108	94	257
	%V	15.2%	14.6%	14.4%	17.8%	15.5%	17.5%	13.8%	14.8%
	%H		91.7%	33.6%	24.2%	69.9%	37.4%	32.5%	88.9%
E		192	179	50	27	133	38	95	132
	%V	10.1%	9.9%	7.4%	6.9%	10.2%	6.1%	13.9%	7.6%
	%H		93.2%	26.0%	14.1%	69.3%	19.8%	49.5%	68.8%

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+)	1902	1812	675	394	1300	618	682	1738
%H		95.3%	35.5%	20.7%	68.3%	32.5%	35.9%	91.4%
Working full time	866	832	343	209	566	316	250	846
%V	45.5%	45.9%	50.8%	53.0%	43.5%	51.1%	36.7%	48.7%
%H		96.1%	39.6%	24.1%	65.4%	36.5%	28.9%	97.7%
Working part time	206	201	80	48	147	78	70	202
%V	10.8%	11.1%	11.9%	12.2%	11.3%	12.6%	10.3%	11.6%
%H		97.6%	38.8%	23.3%	71.4%	37.9%	34.0%	98.1%
Not working	830	779	252	137	586	225	362	690
%V	43.6%	43.0%	37.3%	34.8%	45.1%	36.4%	53.1%	39.7%
%H		93.9%	30.4%	16.5%	70.6%	27.1%	43.6%	83.1%
Houseperson	986	937	328	187	678	291	386	860
%V	51.8%	51.7%	48.6%	47.5%	52.2%	47.1%	56.6%	49.5%
%H		95.0%	33.3%	19.0%	68.8%	29.5%	39.1%	87.2%

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 15.25: 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+)	943	886	340	196	634	317	317	871
%H		94.0%	36.1%	20.8%	67.2%	33.6%	33.6%	92.4%
16 - 19	50	48	20	9	36	20	16	50
%V	5.3%	5.4%	5.9%	4.6%	5.7%	6.3%	5.0%	5.7%
%H		96.0%	40.0%	18.0%	72.0%	40.0%	32.0%	100.0%
20 - 24	92	74	29	16	50	26	24	91
%V	9.8%	8.4%	8.5%	8.2%	7.9%	8.2%	7.6%	10.4%
%H		80.4%	31.5%	17.4%	54.3%	28.3%	26.1%	98.9%
25 - 34	161	144	49	40	94	50	44	154
%V	17.1%	16.3%	14.4%	20.4%	14.8%	15.8%	13.9%	17.7%
%H		89.4%	30.4%	24.8%	58.4%	31.1%	27.3%	95.7%
35 - 44	147	137	55	29	81	38	43	143
%V	15.6%	15.5%	16.2%	14.8%	12.8%	12.0%	13.6%	16.4%
%H		93.2%	37.4%	19.7%	55.1%	25.9%	29.3%	97.3%
45 - 54	160	157	69	37	115	66	49	152
%V	17.0%	17.7%	20.3%	18.9%	18.1%	20.8%	15.5%	17.5%
%H		98.1%	43.1%	23.1%	71.9%	41.3%	30.6%	95.0%
55 - 64	132	129	48	31	101	51	50	125
%V	14.0%	14.6%	14.1%	15.8%	15.9%	16.1%	15.8%	14.4%
%H		97.7%	36.4%	23.5%	76.5%	38.6%	37.9%	94.7%
65+	200	196	70	35	158	66	91	156
%V	21.2%	22.1%	20.6%	17.9%	24.9%	20.8%	28.7%	17.9%
%H		98.0%	35.0%	17.5%	79.0%	33.0%	45.5%	78.0%

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 15.26: 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+)	943	886	340	196	634	317	317	871
%H		94.0%	36.1%	20.8%	67.2%	33.6%	33.6%	92.4%
AB	227	224	96	45	158	81	78	227
%V	24.1%	25.3%	28.2%	23.0%	24.9%	25.6%	24.6%	26.1%
%H		98.7%	42.3%	19.8%	69.6%	35.7%	34.4%	100.0%
C1	259	237	89	55	153	78	75	245
%V	27.5%	26.7%	26.2%	28.1%	24.1%	24.6%	23.7%	28.1%
%H		91.5%	34.4%	21.2%	59.1%	30.1%	29.0%	94.6%
C2	227	220	86	50	166	86	81	204
%V	24.1%	24.8%	25.3%	25.5%	26.2%	27.1%	25.6%	23.4%
%H		96.9%	37.9%	22.0%	73.1%	37.9%	35.7%	89.9%
D	153	136	51	35	104	57	47	141
%V	16.2%	15.3%	15.0%	17.9%	16.4%	18.0%	14.8%	16.2%
%H		88.9%	33.3%	22.9%	68.0%	37.3%	30.7%	92.2%
E	76	69	19	12	53	16	36	54
%V	8.1%	7.8%	5.6%	6.1%	8.4%	5.0%	11.4%	6.2%
%H		90.8%	25.0%	15.8%	69.7%	21.1%	47.4%	71.1%

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+)	943	886	340	196	634	317	317	871
%H		94.0%	36.1%	20.8%	67.2%	33.6%	33.6%	92.4%
Working full time	546	518	214	126	355	197	158	531
%V	57.9%	58.5%	62.9%	64.3%	56.0%	62.1%	49.8%	61.0%
%H		94.9%	39.2%	23.1%	65.0%	36.1%	28.9%	97.3%
Working part time	44	43	17	9	32	16	16	42
%V	4.7%	4.9%	5.0%	4.6%	5.0%	5.0%	5.0%	4.8%
%H		97.7%	38.6%	20.5%	72.7%	36.4%	36.4%	95.5%
Not working	352	325	109	61	247	104	143	298
%V	37.3%	36.7%	32.1%	31.1%	39.0%	32.8%	45.1%	34.2%
%H		92.3%	31.0%	17.3%	70.2%	29.5%	40.6%	84.7%
Houseperson	202	176	51	31	130	50	80	163
%V	21.4%	19.9%	15.0%	15.8%	20.5%	15.8%	25.2%	18.7%
%H		87.1%	25.2%	15.3%	64.4%	24.8%	39.6%	80.7%

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+)	960	926	336	197	666	301	365	867
%H		96.5%	35.0%	20.5%	69.4%	31.4%	38.0%	90.3%
16 - 19	48	47	14	13	34	16	18	47
%V	5.0%	5.1%	4.2%	6.6%	5.1%	5.3%	4.9%	5.4%
%H		97.9%	29.2%	27.1%	70.8%	33.3%	37.5%	97.9%
20 - 24	85	74	21	17	52	21	31	84
%V	8.9%	8.0%	6.3%	8.6%	7.8%	7.0%	8.5%	9.7%
%H		87.1%	24.7%	20.0%	61.2%	24.7%	36.5%	98.8%
25 - 34	149	141	53	32	83	41	42	147
%V	15.5%	15.2%	15.8%	16.2%	12.5%	13.6%	11.5%	17.0%
%H		94.6%	35.6%	21.5%	55.7%	27.5%	28.2%	98.7%
35 - 44	152	146	64	26	98	50	48	148
%V	15.8%	15.8%	19.0%	13.2%	14.7%	16.6%	13.2%	17.1%
%H		96.1%	42.1%	17.1%	64.5%	32.9%	31.6%	97.4%
45 - 54	166	162	70	48	113	68	46	160
%V	17.3%	17.5%	20.8%	24.4%	17.0%	22.6%	12.6%	18.5%
%H		97.6%	42.2%	28.9%	68.1%	41.0%	27.7%	96.4%
55 - 64	133	131	46	31	98	43	55	127
%V	13.9%	14.1%	13.7%	15.7%	14.7%	14.3%	15.1%	14.6%
%H		98.5%	34.6%	23.3%	73.7%	32.3%	41.4%	95.5%
65+	227	226	69	30	188	62	126	153
%V	23.6%	24.4%	20.5%	15.2%	28.2%	20.6%	34.5%	17.6%
%H		99.6%	30.4%	13.2%	82.8%	27.3%	55.5%	67.4%

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+)	960	926	336	197	666	301	365	867
%H		96.5%	35.0%	20.5%	69.4%	31.4%	38.0%	90.3%
AB	226	222	94	41	154	73	80	223
%V	23.5%	24.0%	28.0%	20.8%	23.1%	24.3%	21.9%	25.7%
%H		98.2%	41.6%	18.1%	68.1%	32.3%	35.4%	98.7%
C1	289	273	94	60	191	83	107	270
%V	30.1%	29.5%	28.0%	30.5%	28.7%	27.6%	29.3%	31.1%
%H		94.5%	32.5%	20.8%	66.1%	28.7%	37.0%	93.4%
C2	194	192	71	46	144	72	72	180
%V	20.2%	20.7%	21.1%	23.4%	21.6%	23.9%	19.7%	20.8%
%H		99.0%	36.6%	23.7%	74.2%	37.1%	37.1%	92.8%
D	135	129	46	35	98	51	47	117
%V	14.1%	13.9%	13.7%	17.8%	14.7%	16.9%	12.9%	13.5%
%H		95.6%	34.1%	25.9%	72.6%	37.8%	34.8%	86.7%
E	116	110	31	15	80	21	59	78
%V	12.1%	11.9%	9.2%	7.6%	12.0%	7.0%	16.2%	9.0%
%H		94.8%	26.7%	12.9%	69.0%	18.1%	50.9%	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 15.30: 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+)	960	926	336	197	666	301	365	867
%H		96.5%	35.0%	20.5%	69.4%	31.4%	38.0%	90.3%
Working full time	320	313	128	83	211	118	92	314
%V	33.3%	33.8%	38.1%	42.1%	31.7%	39.2%	25.2%	36.2%
%H		97.8%	40.0%	25.9%	65.9%	36.9%	28.8%	98.1%
Working part time	162	159	63	39	116	62	54	160
%V	16.9%	17.2%	18.8%	19.8%	17.4%	20.6%	14.8%	18.5%
%H		98.1%	38.9%	24.1%	71.6%	38.3%	33.3%	98.8%
Not working	478	454	144	76	339	121	219	393
%V	49.8%	49.0%	42.9%	38.6%	50.9%	40.2%	60.0%	45.3%
%H		95.0%	30.1%	15.9%	70.9%	25.3%	45.8%	82.2%
Houseperson	784	761	277	156	548	242	306	697
%V	81.7%	82.2%	82.4%	79.2%	82.3%	80.4%	83.8%	80.4%
%H		97.1%	35.3%	19.9%	69.9%	30.9%	39.0%	88.9%

Base: BBC Midlands East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total