

BARB Establishment Survey
Annual Data Report: Volume 3
ITV Areas

Jul 2018 to Jun 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

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See also

Volume 1 - Total Network and Appendices
Volume 2 - BBC 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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Jul 2018 - Jun 2019
ITV London
Household level data
Table 1.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
AB	1486	1388	505	292	825	287	538	1455
%V	27.6%	28.0%	28.7%	32.0%	26.9%	29.1%	25.8%	29.8%
%H (All HH)		93.4%	34.0%	19.7%	55.5%	19.3%	36.2%	97.9%
%H (TV HH)			36.4%	21.0%	59.4%	20.7%	38.8%	
C1	1632	1502	547	302	939	345	594	1526
%V	30.3%	30.3%	31.1%	33.1%	30.6%	35.0%	28.5%	31.3%
%H (All HH)		92.0%	33.5%	18.5%	57.5%	21.1%	36.4%	93.5%
%H (TV HH)			36.4%	20.1%	62.5%	23.0%	39.5%	
C2	898	832	309	147	519	177	343	825
%V	16.7%	16.8%	17.6%	16.1%	16.9%	17.9%	16.5%	16.9%
%H (All HH)		92.7%	34.4%	16.4%	57.8%	19.7%	38.2%	91.9%
%H (TV HH)			37.1%	17.7%	62.4%	21.3%	41.2%	
D	857	753	280	111	428	110	318	758
%V	15.9%	15.2%	15.9%	12.2%	13.9%	11.1%	15.3%	15.5%
%H (All HH)		87.9%	32.7%	13.0%	49.9%	12.8%	37.1%	88.4%
%H (TV HH)			37.2%	14.7%	56.8%	14.6%	42.2%	
E	512	478	118	61	357	68	289	312
%V	9.5%	9.7%	6.7%	6.7%	11.6%	6.9%	13.9%	6.4%
%H (All HH)		93.4%	23.0%	11.9%	69.7%	13.3%	56.4%	60.9%
%H (TV HH)			24.7%	12.8%	74.7%	14.2%	60.5%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV London
Household level data
Table 1.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Under 25	193	137	42	25	74	18	56	188
%V	3.6%	2.8%	2.4%	2.7%	2.4%	1.8%	2.7%	3.9%
%H (All HH)		71.0%	21.8%	13.0%	38.3%	9.3%	29.0%	97.4%
%H (TV HH)			30.7%	18.2%	54.0%	13.1%	40.9%	
25 - 34	1005	840	287	140	434	117	318	991
%V	18.7%	17.0%	16.3%	15.3%	14.1%	11.9%	15.3%	20.3%
%H (All HH)		83.6%	28.6%	13.9%	43.2%	11.6%	31.6%	98.6%
%H (TV HH)			34.2%	16.7%	51.7%	13.9%	37.9%	
35 - 44	1100	1005	405	199	522	178	344	1082
%V	20.4%	20.3%	23.0%	21.8%	17.0%	18.0%	16.5%	22.2%
%H (All HH)		91.4%	36.8%	18.1%	47.5%	16.2%	31.3%	98.4%
%H (TV HH)			40.3%	19.8%	51.9%	17.7%	34.2%	
45 - 54	1037	977	383	221	586	239	347	1004
%V	19.3%	19.7%	21.8%	24.2%	19.1%	24.2%	16.7%	20.6%
%H (All HH)		94.2%	36.9%	21.3%	56.5%	23.0%	33.5%	96.8%
%H (TV HH)			39.2%	22.6%	60.0%	24.5%	35.5%	
55 - 64	846	819	312	166	542	207	335	791
%V	15.7%	16.5%	17.7%	18.2%	17.7%	21.0%	16.1%	16.2%
%H (All HH)		96.8%	36.9%	19.6%	64.1%	24.5%	39.6%	93.5%
%H (TV HH)			38.1%	20.3%	66.2%	25.3%	40.9%	
65 +	1203	1176	330	162	911	229	682	819
%V	22.3%	23.7%	18.8%	17.7%	29.7%	23.2%	32.8%	16.8%
%H (All HH)		97.8%	27.4%	13.5%	75.7%	19.0%	56.7%	68.1%
%H (TV HH)			28.1%	13.8%	77.5%	19.5%	58.0%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
1	1605	1397	328	164	1011	165	846	1205
%V	29.8%	28.2%	18.6%	18.0%	32.9%	16.7%	40.6%	24.7%
%H (All HH)		87.0%	20.4%	10.2%	63.0%	10.3%	52.7%	75.1%
%H (TV HH)			23.5%	11.7%	72.4%	11.8%	60.6%	
2	1527	1428	517	267	916	326	591	1442
%V	28.4%	28.8%	29.4%	29.2%	29.8%	33.0%	28.4%	29.6%
%H (All HH)		93.5%	33.9%	17.5%	60.0%	21.3%	38.7%	94.4%
%H (TV HH)			36.2%	18.7%	64.1%	22.8%	41.4%	
3	926	876	345	206	498	208	290	912
%V	17.2%	17.7%	19.6%	22.6%	16.2%	21.1%	13.9%	18.7%
%H (All HH)		94.6%	37.3%	22.2%	53.8%	22.5%	31.3%	98.5%
%H (TV HH)			39.4%	23.5%	56.8%	23.7%	33.1%	
4	873	831	361	196	440	195	245	868
%V	16.2%	16.8%	20.5%	21.5%	14.3%	19.8%	11.8%	17.8%
%H (All HH)		95.2%	41.4%	22.5%	50.4%	22.3%	28.1%	99.4%
%H (TV HH)			43.4%	23.6%	52.9%	23.5%	29.5%	
5+	453	421	208	79	203	93	111	449
%V	8.4%	8.5%	11.8%	8.7%	6.6%	9.4%	5.3%	9.2%
%H (All HH)		92.9%	45.9%	17.4%	44.8%	20.5%	24.5%	99.1%
%H (TV HH)			49.4%	18.8%	48.2%	22.1%	26.4%	
Average HH size	2.49	2.52	2.83	2.76	2.35	2.76	2.15	2.61

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Without	3804	3461	1120	590	2313	687	1627	3312
%V	70.7%	69.9%	63.6%	64.6%	75.4%	69.6%	78.1%	67.9%
%H (All HH)		91.0%	29.4%	15.5%	60.8%	18.1%	42.8%	87.1%
%H (TV HH)			32.4%	17.0%	66.8%	19.8%	47.0%	
With	1580	1493	639	323	756	301	455	1564
%V	29.3%	30.1%	36.3%	35.4%	24.6%	30.5%	21.9%	32.1%
%H (All HH)		94.5%	40.4%	20.4%	47.8%	19.1%	28.8%	99.0%
%H (TV HH)			42.8%	21.6%	50.6%	20.2%	30.5%	
0 - 3	605	556	230	108	273	91	181	596
%V	11.2%	11.2%	13.1%	11.8%	8.9%	9.2%	8.7%	12.2%
%H (All HH)		91.9%	38.0%	17.9%	45.1%	15.0%	29.9%	98.5%
%H (TV HH)			41.4%	19.4%	49.1%	16.4%	32.6%	
4 - 9	848	798	355	159	390	153	238	839
%V	15.8%	16.1%	20.2%	17.4%	12.7%	15.5%	11.4%	17.2%
%H (All HH)		94.1%	41.9%	18.8%	46.0%	18.0%	28.1%	98.9%
%H (TV HH)			44.5%	19.9%	48.9%	19.2%	29.8%	
10 - 15	729	706	316	163	362	158	204	723
%V	13.5%	14.3%	18.0%	17.9%	11.8%	16.0%	9.8%	14.8%
%H (All HH)		96.8%	43.3%	22.4%	49.7%	21.7%	28.0%	99.2%
%H (TV HH)			44.8%	23.1%	51.3%	22.4%	28.9%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV London
Household level data
Table 1.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
1	2635	2635	756	396	1501	206	1295	2304
%V	48.9%	53.2%	43.0%	43.4%	48.9%	20.9%	62.2%	47.3%
%H (All HH)		100.0%	28.7%	15.0%	57.0%	7.8%	49.1%	87.4%
%H (TV HH)			28.7%	15.0%	57.0%	7.8%	49.1%	
2	1448	1448	584	302	938	394	544	1337
%V	26.9%	29.2%	33.2%	33.1%	30.6%	39.9%	26.1%	27.4%
%H (All HH)		100.0%	40.3%	20.9%	64.8%	27.2%	37.6%	92.3%
%H (TV HH)			40.3%	20.9%	64.8%	27.2%	37.6%	
3	563	563	266	139	394	231	162	544
%V	10.5%	11.4%	15.1%	15.2%	12.8%	23.4%	7.8%	11.2%
%H (All HH)		100.0%	47.2%	24.7%	70.0%	41.0%	28.8%	96.6%
%H (TV HH)			47.2%	24.7%	70.0%	41.0%	28.8%	
4	218	218	106	53	169	107	62	211
%V	4.0%	4.4%	6.0%	5.8%	5.5%	10.8%	3.0%	4.3%
%H (All HH)		100.0%	48.6%	24.3%	77.5%	49.1%	28.4%	96.8%
%H (TV HH)			48.6%	24.3%	77.5%	49.1%	28.4%	
5+	89	89	49	23	67	49	18	88
%V	1.7%	1.8%	2.8%	2.5%	2.2%	5.0%	0.9%	1.8%
%H (All HH)		100.0%	55.1%	25.8%	75.3%	55.1%	20.2%	98.9%
%H (TV HH)			55.1%	25.8%	75.3%	55.1%	20.2%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV London
Household level data
Table 1.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Under 20"	349	349	109	65	285	114	171	294
%V	6.5%	7.0%	6.2%	7.1%	9.3%	11.6%	8.2%	6.0%
%H (All HH)		100.0%	31.2%	18.6%	81.7%	32.7%	49.0%	84.2%
%H (TV HH)			31.2%	18.6%	81.7%	32.7%	49.0%	
20" - 29"	1100	1100	363	201	831	315	516	949
%V	20.4%	22.2%	20.6%	22.0%	27.1%	31.9%	24.8%	19.5%
%H (All HH)		100.0%	33.0%	18.3%	75.5%	28.6%	46.9%	86.3%
%H (TV HH)			33.0%	18.3%	75.5%	28.6%	46.9%	
30" - 39"	2189	2189	740	402	1470	489	981	1977
%V	40.7%	44.2%	42.0%	44.0%	47.9%	49.5%	47.1%	40.6%
%H (All HH)		100.0%	33.8%	18.4%	67.2%	22.3%	44.8%	90.3%
%H (TV HH)			33.8%	18.4%	67.2%	22.3%	44.8%	
40" - 49"	2314	2314	970	483	1380	589	791	2189
%V	43.0%	46.7%	55.1%	52.9%	45.0%	59.7%	38.0%	44.9%
%H (All HH)		100.0%	41.9%	20.9%	59.6%	25.5%	34.2%	94.6%
%H (TV HH)			41.9%	20.9%	59.6%	25.5%	34.2%	
50" - 59"	961	961	470	218	520	271	249	940
%V	17.8%	19.4%	26.7%	23.9%	16.9%	27.5%	12.0%	19.3%
%H (All HH)		100.0%	48.9%	22.7%	54.1%	28.2%	25.9%	97.8%
%H (TV HH)			48.9%	22.7%	54.1%	28.2%	25.9%	
60"+	138	138	82	30	68	43	25	136
%V	2.6%	2.8%	4.7%	3.3%	2.2%	4.4%	1.2%	2.8%
%H (All HH)		100.0%	59.4%	21.7%	49.3%	31.2%	18.1%	98.6%
%H (TV HH)			59.4%	21.7%	49.3%	31.2%	18.1%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV London

Household level data

Table 1.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Main living room	4875	4875	1745	904	3021	979	2042	4412
%V	90.5%	98.4%	99.1%	99.0%	98.4%	99.2%	98.1%	90.5%
%H (All HH)		100.0%	35.8%	18.5%	62.0%	20.1%	41.9%	90.5%
%H (TV HH)			35.8%	18.5%	62.0%	20.1%	41.9%	
Kitchen	403	403	175	84	309	164	145	380
%V	7.5%	8.1%	9.9%	9.2%	10.1%	16.6%	7.0%	7.8%
%H (All HH)		100.0%	43.4%	20.8%	76.7%	40.7%	36.0%	94.3%
%H (TV HH)			43.4%	20.8%	76.7%	40.7%	36.0%	
Adult's bedroom	1805	1805	781	405	1220	615	605	1694
%V	33.5%	36.4%	44.4%	44.4%	39.8%	62.3%	29.1%	34.7%
%H (All HH)		100.0%	43.3%	22.4%	67.6%	34.1%	33.5%	93.9%
%H (TV HH)			43.3%	22.4%	67.6%	34.1%	33.5%	
Child's bedroom	241	241	123	64	138	82	56	238
%V	4.5%	4.9%	7.0%	7.0%	4.5%	8.3%	2.7%	4.9%
%H (All HH)		100.0%	51.0%	26.6%	57.3%	34.0%	23.2%	98.8%
%H (TV HH)			51.0%	26.6%	57.3%	34.0%	23.2%	
Other bedroom	191	191	92	46	146	91	55	183
%V	3.5%	3.9%	5.2%	5.0%	4.8%	9.2%	2.6%	3.8%
%H (All HH)		100.0%	48.2%	24.1%	76.4%	47.6%	28.8%	95.8%
%H (TV HH)			48.2%	24.1%	76.4%	47.6%	28.8%	
Second living/dining room	341	341	149	72	245	129	116	323
%V	6.3%	6.9%	8.5%	7.9%	8.0%	13.1%	5.6%	6.6%
%H (All HH)		100.0%	43.7%	21.1%	71.8%	37.8%	34.0%	94.7%
%H (TV HH)			43.7%	21.1%	71.8%	37.8%	34.0%	
Study/office	60	60	26	12	44	23	21	59
%V	1.1%	1.2%	1.5%	1.3%	1.4%	2.3%	1.0%	1.2%
%H (All HH)		100.0%	43.3%	20.0%	73.3%	38.3%	35.0%	98.3%
%H (TV HH)			43.3%	20.0%	73.3%	38.3%	35.0%	
TV room	26	26	15	6	14	9	5	24
%V	0.5%	0.5%	0.9%	0.7%	0.5%	0.9%	0.2%	0.5%
%H (All HH)		100.0%	57.7%	23.1%	53.8%	34.6%	19.2%	92.3%
%H (TV HH)			57.7%	23.1%	53.8%	34.6%	19.2%	
Conservatory	38	38	18	10	31	21	10	35
%V	0.7%	0.8%	1.0%	1.1%	1.0%	2.1%	0.5%	0.7%
%H (All HH)		100.0%	47.4%	26.3%	81.6%	55.3%	26.3%	92.1%
%H (TV HH)			47.4%	26.3%	81.6%	55.3%	26.3%	
Attic or loft room	13	13	5	2	9	4	5	12
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%	0.2%
%H (All HH)		100.0%	38.5%	15.4%	69.2%	30.8%	38.5%	92.3%
%H (TV HH)			38.5%	15.4%	69.2%	30.8%	38.5%	
No specific location	5	5	2	1	3	1	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%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	48	48	26	5	33	18	15	46
%V	0.9%	1.0%	1.5%	0.5%	1.1%	1.8%	0.7%	0.9%
%H (All HH)		100.0%	54.2%	10.4%	68.8%	37.5%	31.3%	95.8%
%H (TV HH)			54.2%	10.4%	68.8%	37.5%	31.3%	

Base: ITV London - Households (000s)

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%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 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	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Any DSAT provider	1760	1760	1760	43	643	643	0	1692
%V	32.7%	35.5%	100.0%	4.7%	21.0%	65.1%	0.0%	34.7%
%H (All HH)			100.0%	2.4%	36.5%	36.5%	0.0%	96.1%
%H (TV HH)			100.0%	2.4%	36.5%	36.5%	0.0%	
Sky with subscription	1507	1507	1507	25	547	547	0	1453
%V	28.0%	30.4%	85.6%	2.7%	17.8%	55.4%	0.0%	29.8%
%H (All HH)			100.0%	1.7%	36.3%	36.3%	0.0%	96.4%
%H (TV HH)			100.0%	1.7%	36.3%	36.3%	0.0%	
Sky without subscription	73	73	73	3	20	20	0	67
%V	1.4%	1.5%	4.1%	0.3%	0.7%	2.0%	0.0%	1.4%
%H (All HH)			100.0%	4.1%	27.4%	27.4%	0.0%	91.8%
%H (TV HH)			100.0%	4.1%	27.4%	27.4%	0.0%	
Freesat	112	112	112	10	54	54	0	108
%V	2.1%	2.3%	6.4%	1.1%	1.8%	5.5%	0.0%	2.2%
%H (All HH)			100.0%	8.9%	48.2%	48.2%	0.0%	96.4%
%H (TV HH)			100.0%	8.9%	48.2%	48.2%	0.0%	
Other satellite provider	130	130	130	12	48	48	0	125
%V	2.4%	2.6%	7.4%	1.3%	1.6%	4.9%	0.0%	2.6%
%H (All HH)			100.0%	9.2%	36.9%	36.9%	0.0%	96.2%
%H (TV HH)			100.0%	9.2%	36.9%	36.9%	0.0%	
DCAB	913	913	43	913	364	364	0	882
%V	17.0%	18.4%	2.4%	100.0%	11.9%	36.9%	0.0%	18.1%
%H (All HH)			4.7%	100.0%	39.9%	39.9%	0.0%	96.6%
%H (TV HH)			4.7%	100.0%	39.9%	39.9%	0.0%	
DTT	3069	3069	643	364	3069	987	2082	2666
%V	57.0%	62.0%	36.5%	39.9%	100.0%	100.0%	100.0%	54.7%
%H (All HH)		100.0%	21.0%	11.9%	100.0%	32.2%	67.8%	86.9%
%H (TV HH)			21.0%	11.9%	100.0%	32.2%	67.8%	

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

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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	5384	4953	1760	913	3069	987	2082	4875
%H (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
PVR	2893	2893	1587	845	1408	909	500	2765
%V	53.7%	58.4%	90.2%	92.6%	45.9%	92.1%	24.0%	56.7%
%H (All HH)		100.0%	54.9%	29.2%	48.7%	31.4%	17.3%	95.6%
%H (TV HH)			54.9%	29.2%	48.7%	31.4%	17.3%	
DVDR	55	55	23	12	38	17	21	47
%V	1.0%	1.1%	1.3%	1.3%	1.2%	1.7%	1.0%	1.0%
%H (All HH)		100.0%	41.8%	21.8%	69.1%	30.9%	38.2%	85.5%
%H (TV HH)			41.8%	21.8%	69.1%	30.9%	38.2%	
VCR	29	29	8	4	24	7	17	21
%V	0.5%	0.6%	0.5%	0.4%	0.8%	0.7%	0.8%	0.4%
%H (All HH)		100.0%	27.6%	13.8%	82.8%	24.1%	58.6%	72.4%
%H (TV HH)			27.6%	13.8%	82.8%	24.1%	58.6%	
Any recorder	2925	2925	1589	846	1437	910	527	2787
%V	54.3%	59.1%	90.3%	92.7%	46.8%	92.2%	25.3%	57.2%
%H (All HH)		100.0%	54.3%	28.9%	49.1%	31.1%	18.0%	95.3%
%H (TV HH)			54.3%	28.9%	49.1%	31.1%	18.0%	
Receives HDTV (via STB or built-in reception)	3607	3607	1476	817	2256	900	1355	3419
%V	67.0%	72.8%	83.9%	89.5%	73.5%	91.2%	65.1%	70.1%
%H (All HH)		100.0%	40.9%	22.7%	62.5%	25.0%	37.6%	94.8%
%H (TV HH)			40.9%	22.7%	62.5%	25.0%	37.6%	
DVD/Blu-ray player or recorder	2700	2700	993	540	1722	623	1099	2491
%V	50.1%	54.5%	56.4%	59.1%	56.1%	63.1%	52.8%	51.1%
%H (All HH)		100.0%	36.8%	20.0%	63.8%	23.1%	40.7%	92.3%
%H (TV HH)			36.8%	20.0%	63.8%	23.1%	40.7%	

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

DATA PERIOD: ANNUAL

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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	5384	4953	1760	913	3069	987	2082	4875
%V (All HH)		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%
%H (TV HH)			35.5%	18.4%	62.0%	19.9%	42.0%	
Has broadband internet	4875	4483	1692	882	2666	949	1717	4875
%V	90.5%	90.5%	96.1%	96.6%	86.9%	96.1%	82.5%	100.0%
%H (All HH)		92.0%	34.7%	18.1%	54.7%	19.5%	35.2%	100.0%
%H (TV HH)			37.7%	19.7%	59.5%	21.2%	38.3%	
Number of computers (PCs and laptops)								
0	809	719	161	66	541	76	465	336
%V	15.0%	14.5%	9.1%	7.2%	17.6%	7.7%	22.3%	6.9%
%H (All HH)		88.9%	19.9%	8.2%	66.9%	9.4%	57.5%	41.5%
%H (TV HH)			22.4%	9.2%	75.2%	10.6%	64.7%	
1	1701	1542	540	255	944	260	684	1673
%V	31.6%	31.1%	30.7%	27.9%	30.8%	26.3%	32.9%	34.3%
%H (All HH)		90.7%	31.7%	15.0%	55.5%	15.3%	40.2%	98.4%
%H (TV HH)			35.0%	16.5%	61.2%	16.9%	44.4%	
2	1328	1224	463	250	737	275	462	1324
%V	24.7%	24.7%	26.3%	27.4%	24.0%	27.9%	22.2%	27.2%
%H (All HH)		92.2%	34.9%	18.8%	55.5%	20.7%	34.8%	99.7%
%H (TV HH)			37.8%	20.4%	60.2%	22.5%	37.7%	
3	718	676	247	152	396	153	243	717
%V	13.3%	13.6%	14.0%	16.6%	12.9%	15.5%	11.7%	14.7%
%H (All HH)		94.2%	34.4%	21.2%	55.2%	21.3%	33.8%	99.9%
%H (TV HH)			36.5%	22.5%	58.6%	22.6%	35.9%	
4	417	402	175	85	224	99	125	416
%V	7.7%	8.1%	9.9%	9.3%	7.3%	10.0%	6.0%	8.5%
%H (All HH)		96.4%	42.0%	20.4%	53.7%	23.7%	30.0%	99.8%
%H (TV HH)			43.5%	21.1%	55.7%	24.6%	31.1%	
5+	411	390	175	104	227	124	103	410
%V	7.6%	7.9%	9.9%	11.4%	7.4%	12.6%	4.9%	8.4%
%H (All HH)		94.9%	42.6%	25.3%	55.2%	30.2%	25.1%	99.8%
%H (TV HH)			44.9%	26.7%	58.2%	31.8%	26.4%	

Base: ITV London - Households (000s)

%V = percentage of vertical total

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

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

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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	8567	3407	1749	5595	2381	3214	7920
%H		39.8%	20.4%	65.3%	27.8%	37.5%	92.4%
Under 20"	407	128	76	335	137	199	341
%V	4.8%	3.8%	4.3%	6.0%	5.8%	6.2%	4.3%
%H		31.4%	18.7%	82.3%	33.7%	48.9%	83.8%
20" - 29"	1348	458	259	1030	418	612	1182
%V	15.7%	13.4%	14.8%	18.4%	17.6%	19.0%	14.9%
%H		34.0%	19.2%	76.4%	31.0%	45.4%	87.7%
30" - 39"	2659	947	511	1808	672	1136	2429
%V	31.0%	27.8%	29.2%	32.3%	28.2%	35.3%	30.7%
%H		35.6%	19.2%	68.0%	25.3%	42.7%	91.4%
40" - 49"	2711	1177	585	1626	750	876	2577
%V	31.6%	34.5%	33.4%	29.1%	31.5%	27.3%	32.5%
%H		43.4%	21.6%	60.0%	27.7%	32.3%	95.1%
50" - 59"	1060	518	246	581	311	271	1039
%V	12.4%	15.2%	14.1%	10.4%	13.1%	8.4%	13.1%
%H		48.9%	23.2%	54.8%	29.3%	25.6%	98.0%
60"+	147	89	32	73	48	25	145
%V	1.7%	2.6%	1.8%	1.3%	2.0%	0.8%	1.8%
%H		60.5%	21.8%	49.7%	32.7%	17.0%	98.6%
Don't know	236	89	40	141	46	96	208
%V	2.8%	2.6%	2.3%	2.5%	1.9%	3.0%	2.6%
%H		37.7%	16.9%	59.7%	19.5%	40.7%	88.1%

Base: ITV 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	8567	3407	1749	5595	2381	3214	7920
%H		39.8%	20.4%	65.3%	27.8%	37.5%	92.4%
Main living room	4895	1754	907	3035	985	2049	4429
%V	57.1%	51.5%	51.9%	54.2%	41.4%	63.8%	55.9%
%H		35.8%	18.5%	62.0%	20.1%	41.9%	90.5%
Kitchen	404	175	84	310	165	146	381
%V	4.7%	5.1%	4.8%	5.5%	6.9%	4.5%	4.8%
%H		43.3%	20.8%	76.7%	40.8%	36.1%	94.3%
Adult's bedroom	2211	969	514	1525	808	717	2090
%V	25.8%	28.4%	29.4%	27.3%	33.9%	22.3%	26.4%
%H		43.8%	23.2%	69.0%	36.5%	32.4%	94.5%
Child's bedroom	290	151	78	162	101	62	287
%V	3.4%	4.4%	4.5%	2.9%	4.2%	1.9%	3.6%
%H		52.1%	26.9%	55.9%	34.8%	21.4%	99.0%
Other bedroom	230	112	57	177	113	64	221
%V	2.7%	3.3%	3.3%	3.2%	4.7%	2.0%	2.8%
%H		48.7%	24.8%	77.0%	49.1%	27.8%	96.1%
Second living/dining room	344	151	72	247	130	117	327
%V	4.0%	4.4%	4.1%	4.4%	5.5%	3.6%	4.1%
%H		43.9%	20.9%	71.8%	37.8%	34.0%	95.1%
Study/office	60	26	12	45	23	21	59
%V	0.7%	0.8%	0.7%	0.8%	1.0%	0.7%	0.7%
%H		43.3%	20.0%	75.0%	38.3%	35.0%	98.3%
TV room	26	15	6	14	9	5	24
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		57.7%	23.1%	53.8%	34.6%	19.2%	92.3%
Conservatory	38	18	10	31	21	11	35
%V	0.4%	0.5%	0.6%	0.6%	0.9%	0.3%	0.4%
%H		47.4%	26.3%	81.6%	55.3%	28.9%	92.1%
Attic or loft room	13	5	2	9	4	5	12
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		38.5%	15.4%	69.2%	30.8%	38.5%	92.3%
No specific location	5	2	1	3	1	2	5
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		40.0%	20.0%	60.0%	20.0%	40.0%	100.0%
Other	52	28	5	37	20	17	50
%V	0.6%	0.8%	0.3%	0.7%	0.8%	0.5%	0.6%
%H		53.8%	9.6%	71.2%	38.5%	32.7%	96.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	8567	3407	1749	5595	2381	3214	7920
%H		39.8%	20.4%	65.3%	27.8%	37.5%	92.4%
PVR	4049	2367	1187	1857	1295	562	3898
%V	47.3%	69.5%	67.9%	33.2%	54.4%	17.5%	49.2%
%H		58.5%	29.3%	45.9%	32.0%	13.9%	96.3%
DVDR	58	25	12	39	17	22	49
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.7%	0.6%
%H		43.1%	20.7%	67.2%	29.3%	37.9%	84.5%
VCR	30	8	4	25	7	18	21
%V	0.4%	0.2%	0.2%	0.4%	0.3%	0.6%	0.3%
%H		26.7%	13.3%	83.3%	23.3%	60.0%	70.0%
Any recorder	4093	2373	1190	1897	1300	597	3931
%V	47.8%	69.7%	68.0%	33.9%	54.6%	18.6%	49.6%
%H		58.0%	29.1%	46.3%	31.8%	14.6%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8567	3407	1749	5595	2381	3214	7920
%H		39.8%	20.4%	65.3%	27.8%	37.5%	92.4%
Receives HDTV (via STB or built-in reception)	5351	2404	1240	3385	1605	1780	5123
%V	62.5%	70.6%	70.9%	60.5%	67.4%	55.4%	64.7%
%H		44.9%	23.2%	63.3%	30.0%	33.3%	95.7%
DVD/Blu-ray player or recorder	3453	1357	734	2215	917	1298	3225
%V	40.3%	39.8%	42.0%	39.6%	38.5%	40.4%	40.7%
%H		39.3%	21.3%	64.1%	26.6%	37.6%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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	4953	1760	912	3069	987	2082	4482
%H		35.5%	18.4%	62.0%	19.9%	42.0%	90.5%
Under 20"	48	3	5	41	4	37	30
%V	1.0%	0.2%	0.5%	1.3%	0.4%	1.8%	0.7%
%H		6.3%	10.4%	85.4%	8.3%	77.1%	62.5%
20" - 29"	376	59	42	289	35	254	273
%V	7.6%	3.4%	4.6%	9.4%	3.5%	12.2%	6.1%
%H		15.7%	11.2%	76.9%	9.3%	67.6%	72.6%
30" - 39"	1371	335	220	941	191	749	1182
%V	27.7%	19.0%	24.1%	30.7%	19.4%	36.0%	26.4%
%H		24.4%	16.0%	68.6%	13.9%	54.6%	86.2%
40" - 49"	2004	816	397	1184	466	718	1881
%V	40.5%	46.4%	43.5%	38.6%	47.2%	34.5%	42.0%
%H		40.7%	19.8%	59.1%	23.3%	35.8%	93.9%
50" - 59"	887	427	200	476	241	235	867
%V	17.9%	24.3%	21.9%	15.5%	24.4%	11.3%	19.3%
%H		48.1%	22.5%	53.7%	27.2%	26.5%	97.7%
60"+	120	71	27	58	36	23	119
%V	2.4%	4.0%	3.0%	1.9%	3.6%	1.1%	2.7%
%H		59.2%	22.5%	48.3%	30.0%	19.2%	99.2%
Don't know	147	49	22	81	16	66	130
%V	3.0%	2.8%	2.4%	2.6%	1.6%	3.2%	2.9%
%H		33.3%	15.0%	55.1%	10.9%	44.9%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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	4953	1760	912	3069	987	2082	4482
%H		35.5%	18.4%	62.0%	19.9%	42.0%	90.5%
PVR	2853	1571	837	1377	893	483	2727
%V	57.6%	89.3%	91.8%	44.9%	90.5%	23.2%	60.8%
%H		55.1%	29.3%	48.3%	31.3%	16.9%	95.6%
DVDR	46	18	10	32	13	19	38
%V	0.9%	1.0%	1.1%	1.0%	1.3%	0.9%	0.8%
%H		39.1%	21.7%	69.6%	28.3%	41.3%	82.6%
VCR	25	7	3	21	6	15	17
%V	0.5%	0.4%	0.3%	0.7%	0.6%	0.7%	0.4%
%H		28.0%	12.0%	84.0%	24.0%	60.0%	68.0%
Any recorder	2882	1573	838	1404	895	509	2747
%V	58.2%	89.4%	91.9%	45.7%	90.7%	24.4%	61.3%
%H		54.6%	29.1%	48.7%	31.1%	17.7%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 1.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	4953	1760	912	3069	987	2082	4482
%H		35.5%	18.4%	62.0%	19.9%	42.0%	90.5%
Receives HDTV (via STB or built-in reception)	3547	1446	808	2208	875	1332	3362
%V	71.6%	82.2%	88.6%	71.9%	88.7%	64.0%	75.0%
%H		40.8%	22.8%	62.2%	24.7%	37.6%	94.8%
DVD/Blu-ray player or recorder	2433	871	478	1559	539	1020	2234
%V	49.1%	49.5%	52.4%	50.8%	54.6%	49.0%	49.8%
%H		35.8%	19.6%	64.1%	22.2%	41.9%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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	3614	1647	836	2526	1394	1132	3438
%H		45.6%	23.1%	69.9%	38.6%	31.3%	95.1%
Under 20"	359	125	71	294	133	161	310
%V	9.9%	7.6%	8.5%	11.6%	9.5%	14.2%	9.0%
%H		34.8%	19.8%	81.9%	37.0%	44.8%	86.4%
20" - 29"	972	399	217	742	383	358	909
%V	26.9%	24.2%	26.0%	29.4%	27.5%	31.6%	26.4%
%H		41.0%	22.3%	76.3%	39.4%	36.8%	93.5%
30" - 39"	1288	612	291	867	481	386	1247
%V	35.6%	37.2%	34.8%	34.3%	34.5%	34.1%	36.3%
%H		47.5%	22.6%	67.3%	37.3%	30.0%	96.8%
40" - 49"	707	362	188	442	284	158	695
%V	19.6%	22.0%	22.5%	17.5%	20.4%	14.0%	20.2%
%H		51.2%	26.6%	62.5%	40.2%	22.3%	98.3%
50" - 59"	173	92	45	106	70	36	172
%V	4.8%	5.6%	5.4%	4.2%	5.0%	3.2%	5.0%
%H		53.2%	26.0%	61.3%	40.5%	20.8%	99.4%
60"+	27	18	5	15	12	3	27
%V	0.7%	1.1%	0.6%	0.6%	0.9%	0.3%	0.8%
%H		66.7%	18.5%	55.6%	44.4%	11.1%	100.0%
Don't know	89	40	18	60	30	30	78
%V	2.5%	2.4%	2.2%	2.4%	2.2%	2.7%	2.3%
%H		44.9%	20.2%	67.4%	33.7%	33.7%	87.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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	3614	1647	836	2526	1394	1132	3438
%H		45.6%	23.1%	69.9%	38.6%	31.3%	95.1%
PVR	1196	796	351	480	401	79	1171
%V	33.1%	48.3%	42.0%	19.0%	28.8%	7.0%	34.1%
%H		66.6%	29.3%	40.1%	33.5%	6.6%	97.9%
DVDR	12	6	2	7	4	3	11
%V	0.3%	0.4%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	16.7%	58.3%	33.3%	25.0%	91.7%
VCR	5	1	1	4	1	3	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	80.0%	20.0%	60.0%	80.0%
Any recorder	1212	800	353	494	406	88	1185
%V	33.5%	48.6%	42.2%	19.6%	29.1%	7.8%	34.5%
%H		66.0%	29.1%	40.8%	33.5%	7.3%	97.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3614	1647	836	2526	1394	1132	3438
%H		45.6%	23.1%	69.9%	38.6%	31.3%	95.1%
Receives HDTV (via STB or built-in reception)	1804	958	432	1178	729	448	1761
%V	49.9%	58.2%	51.7%	46.6%	52.3%	39.6%	51.2%
%H		53.1%	23.9%	65.3%	40.4%	24.8%	97.6%
DVD/Blu-ray player or recorder	1020	486	256	656	378	278	991
%V	28.2%	29.5%	30.6%	26.0%	27.1%	24.6%	28.8%
%H		47.6%	25.1%	64.3%	37.1%	27.3%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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	13382	12484	4976	2520	7199	2726	4473	12726
%H		93.3%	37.2%	18.8%	53.8%	20.4%	33.4%	95.1%
Total Children	2787	2631	1151	549	1307	516	790	2758
%V	20.8%	21.1%	23.1%	21.8%	18.2%	18.9%	17.7%	21.7%
%H		94.4%	41.3%	19.7%	46.9%	18.5%	28.3%	99.0%
0 - 3	705	647	270	123	318	109	209	694
%V	5.3%	5.2%	5.4%	4.9%	4.4%	4.0%	4.7%	5.5%
%H		91.8%	38.3%	17.4%	45.1%	15.5%	29.6%	98.4%
4 - 15	2083	1984	881	425	988	408	581	2064
%V	15.6%	15.9%	17.7%	16.9%	13.7%	15.0%	13.0%	16.2%
%H		95.2%	42.3%	20.4%	47.4%	19.6%	27.9%	99.1%
4 - 9	1110	1040	454	213	510	199	312	1097
%V	8.3%	8.3%	9.1%	8.5%	7.1%	7.3%	7.0%	8.6%
%H		93.7%	40.9%	19.2%	45.9%	17.9%	28.1%	98.8%
10 - 15	973	944	427	213	478	209	269	967
%V	7.3%	7.6%	8.6%	8.5%	6.6%	7.7%	6.0%	7.6%
%H		97.0%	43.9%	21.9%	49.1%	21.5%	27.6%	99.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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	13382	12484	4976	2520	7199	2726	4473	12726
%H		93.3%	37.2%	18.8%	53.8%	20.4%	33.4%	95.1%
Total Adults (16+)	10595	9853	3825	1971	5893	2210	3683	9968
%V	79.2%	78.9%	76.9%	78.2%	81.9%	81.1%	82.3%	78.3%
%H		93.0%	36.1%	18.6%	55.6%	20.9%	34.8%	94.1%
16 - 19	509	483	215	112	281	136	145	504
%V	3.8%	3.9%	4.3%	4.4%	3.9%	5.0%	3.2%	4.0%
%H		94.9%	42.2%	22.0%	55.2%	26.7%	28.5%	99.0%
20 - 24	751	636	254	141	345	146	199	746
%V	5.6%	5.1%	5.1%	5.6%	4.8%	5.4%	4.4%	5.9%
%H		84.7%	33.8%	18.8%	45.9%	19.4%	26.5%	99.3%
25 - 34	2179	1894	718	351	1003	347	657	2152
%V	16.3%	15.2%	14.4%	13.9%	13.9%	12.7%	14.7%	16.9%
%H		86.9%	33.0%	16.1%	46.0%	15.9%	30.2%	98.8%
35 - 44	2062	1904	784	398	976	356	620	2034
%V	15.4%	15.3%	15.8%	15.8%	13.6%	13.1%	13.9%	16.0%
%H		92.3%	38.0%	19.3%	47.3%	17.3%	30.1%	98.6%
45 - 54	1833	1747	722	392	1037	448	589	1788
%V	13.7%	14.0%	14.5%	15.6%	14.4%	16.4%	13.2%	14.0%
%H		95.3%	39.4%	21.4%	56.6%	24.4%	32.1%	97.5%
55 - 64	1424	1385	549	301	892	368	524	1358
%V	10.6%	11.1%	11.0%	11.9%	12.4%	13.5%	11.7%	10.7%
%H		97.3%	38.6%	21.1%	62.6%	25.8%	36.8%	95.4%
65+	1837	1806	583	276	1358	408	950	1385
%V	13.7%	14.5%	11.7%	11.0%	18.9%	15.0%	21.2%	10.9%
%H		98.3%	31.7%	15.0%	73.9%	22.2%	51.7%	75.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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+)		10595	9853	3825	1971	5893	2210	3683	9968
	%H		93.0%	36.1%	18.6%	55.6%	20.9%	34.8%	94.1%
AB		3061	2890	1098	636	1696	639	1057	3017
	%V	28.9%	29.3%	28.7%	32.3%	28.8%	28.9%	28.7%	30.3%
	%H		94.4%	35.9%	20.8%	55.4%	20.9%	34.5%	98.6%
C1		3253	3026	1187	655	1854	785	1070	3121
	%V	30.7%	30.7%	31.0%	33.2%	31.5%	35.5%	29.1%	31.3%
	%H		93.0%	36.5%	20.1%	57.0%	24.1%	32.9%	95.9%
C2		1884	1761	722	341	1055	419	635	1785
	%V	17.8%	17.9%	18.9%	17.3%	17.9%	19.0%	17.2%	17.9%
	%H		93.5%	38.3%	18.1%	56.0%	22.2%	33.7%	94.7%
D		1700	1519	625	242	820	258	563	1572
	%V	16.0%	15.4%	16.3%	12.3%	13.9%	11.7%	15.3%	15.8%
	%H		89.4%	36.8%	14.2%	48.2%	15.2%	33.1%	92.5%
E		697	657	193	96	467	109	358	474
	%V	6.6%	6.7%	5.0%	4.9%	7.9%	4.9%	9.7%	4.8%
	%H		94.3%	27.7%	13.8%	67.0%	15.6%	51.4%	68.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV 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+)	10595	9853	3825	1971	5893	2210	3683	9968
%H		93.0%	36.1%	18.6%	55.6%	20.9%	34.8%	94.1%
Working full time	5743	5284	2120	1131	2947	1180	1766	5672
%V	54.2%	53.6%	55.4%	57.4%	50.0%	53.4%	48.0%	56.9%
%H		92.0%	36.9%	19.7%	51.3%	20.5%	30.8%	98.8%
Working part time	1037	980	389	198	587	224	363	1014
%V	9.8%	9.9%	10.2%	10.0%	10.0%	10.1%	9.9%	10.2%
%H		94.5%	37.5%	19.1%	56.6%	21.6%	35.0%	97.8%
Not working	3815	3590	1315	642	2359	805	1553	3281
%V	36.0%	36.4%	34.4%	32.6%	40.0%	36.4%	42.2%	32.9%
%H		94.1%	34.5%	16.8%	61.8%	21.1%	40.7%	86.0%
Houseperson	5384	4953	1760	913	3069	987	2082	4875
%V	50.8%	50.3%	46.0%	46.3%	52.1%	44.7%	56.5%	48.9%
%H		92.0%	32.7%	17.0%	57.0%	18.3%	38.7%	90.5%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5226	4845	1902	982	2853	1100	1752	4952
%H		92.7%	36.4%	18.8%	54.6%	21.0%	33.5%	94.8%
16 - 19	276	264	119	64	149	75	74	274
%V	5.3%	5.4%	6.3%	6.5%	5.2%	6.8%	4.2%	5.5%
%H		95.7%	43.1%	23.2%	54.0%	27.2%	26.8%	99.3%
20 - 24	376	330	130	80	173	77	96	374
%V	7.2%	6.8%	6.8%	8.1%	6.1%	7.0%	5.5%	7.6%
%H		87.8%	34.6%	21.3%	46.0%	20.5%	25.5%	99.5%
25 - 34	1085	936	357	172	486	170	317	1074
%V	20.8%	19.3%	18.8%	17.5%	17.0%	15.5%	18.1%	21.7%
%H		86.3%	32.9%	15.9%	44.8%	15.7%	29.2%	99.0%
35 - 44	1034	945	381	196	483	174	310	1019
%V	19.8%	19.5%	20.0%	20.0%	16.9%	15.8%	17.7%	20.6%
%H		91.4%	36.8%	19.0%	46.7%	16.8%	30.0%	98.5%
45 - 54	919	874	363	186	519	219	300	888
%V	17.6%	18.0%	19.1%	18.9%	18.2%	19.9%	17.1%	17.9%
%H		95.1%	39.5%	20.2%	56.5%	23.8%	32.6%	96.6%
55 - 64	702	679	261	153	441	182	259	663
%V	13.4%	14.0%	13.7%	15.6%	15.5%	16.5%	14.8%	13.4%
%H		96.7%	37.2%	21.8%	62.8%	25.9%	36.9%	94.4%
65+	835	818	292	133	600	203	396	660
%V	16.0%	16.9%	15.4%	13.5%	21.0%	18.5%	22.6%	13.3%
%H		98.0%	35.0%	15.9%	71.9%	24.3%	47.4%	79.0%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5226	4845	1902	982	2853	1100	1752	4952
%H		92.7%	36.4%	18.8%	54.6%	21.0%	33.5%	94.8%
AB	1548	1461	556	323	846	324	523	1528
%V	29.6%	30.2%	29.2%	32.9%	29.7%	29.5%	29.9%	30.9%
%H		94.4%	35.9%	20.9%	54.7%	20.9%	33.8%	98.7%
C1	1545	1439	583	313	856	379	476	1502
%V	29.6%	29.7%	30.7%	31.9%	30.0%	34.5%	27.2%	30.3%
%H		93.1%	37.7%	20.3%	55.4%	24.5%	30.8%	97.2%
C2	1018	935	384	184	559	224	335	958
%V	19.5%	19.3%	20.2%	18.7%	19.6%	20.4%	19.1%	19.3%
%H		91.8%	37.7%	18.1%	54.9%	22.0%	32.9%	94.1%
D	822	738	299	121	398	127	271	765
%V	15.7%	15.2%	15.7%	12.3%	14.0%	11.5%	15.5%	15.4%
%H		89.8%	36.4%	14.7%	48.4%	15.5%	33.0%	93.1%
E	293	272	79	42	193	47	146	199
%V	5.6%	5.6%	4.2%	4.3%	6.8%	4.3%	8.3%	4.0%
%H		92.8%	27.0%	14.3%	65.9%	16.0%	49.8%	67.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5226	4845	1902	982	2853	1100	1752	4952
%H		92.7%	36.4%	18.8%	54.6%	21.0%	33.5%	94.8%
Working full time	3441	3171	1285	669	1746	701	1045	3395
%V	65.8%	65.4%	67.6%	68.1%	61.2%	63.7%	59.6%	68.6%
%H		92.2%	37.3%	19.4%	50.7%	20.4%	30.4%	98.7%
Working part time	257	235	87	40	147	51	96	248
%V	4.9%	4.9%	4.6%	4.1%	5.2%	4.6%	5.5%	5.0%
%H		91.4%	33.9%	15.6%	57.2%	19.8%	37.4%	96.5%
Not working	1528	1439	530	273	960	348	612	1309
%V	29.2%	29.7%	27.9%	27.8%	33.6%	31.6%	34.9%	26.4%
%H		94.2%	34.7%	17.9%	62.8%	22.8%	40.1%	85.7%
Houseperson	1235	1069	323	167	702	183	519	1052
%V	23.6%	22.1%	17.0%	17.0%	24.6%	16.6%	29.6%	21.2%
%H		86.6%	26.2%	13.5%	56.8%	14.8%	42.0%	85.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5369	5008	1922	988	3040	1110	1931	5016
%H		93.3%	35.8%	18.4%	56.6%	20.7%	36.0%	93.4%
16 - 19	233	219	96	48	131	61	70	230
%V	4.3%	4.4%	5.0%	4.9%	4.3%	5.5%	3.6%	4.6%
%H		94.0%	41.2%	20.6%	56.2%	26.2%	30.0%	98.7%
20 - 24	375	306	124	61	172	69	103	372
%V	7.0%	6.1%	6.5%	6.2%	5.7%	6.2%	5.3%	7.4%
%H		81.6%	33.1%	16.3%	45.9%	18.4%	27.5%	99.2%
25 - 34	1094	958	361	180	517	177	340	1079
%V	20.4%	19.1%	18.8%	18.2%	17.0%	15.9%	17.6%	21.5%
%H		87.6%	33.0%	16.5%	47.3%	16.2%	31.1%	98.6%
35 - 44	1028	959	403	202	493	183	310	1016
%V	19.1%	19.1%	21.0%	20.4%	16.2%	16.5%	16.1%	20.3%
%H		93.3%	39.2%	19.6%	48.0%	17.8%	30.2%	98.8%
45 - 54	914	873	358	206	518	229	289	900
%V	17.0%	17.4%	18.6%	20.9%	17.0%	20.6%	15.0%	17.9%
%H		95.5%	39.2%	22.5%	56.7%	25.1%	31.6%	98.5%
55 - 64	722	706	289	149	451	187	265	696
%V	13.4%	14.1%	15.0%	15.1%	14.8%	16.8%	13.7%	13.9%
%H		97.8%	40.0%	20.6%	62.5%	25.9%	36.7%	96.4%
65+	1003	988	291	143	758	205	553	725
%V	18.7%	19.7%	15.1%	14.5%	24.9%	18.5%	28.6%	14.5%
%H		98.5%	29.0%	14.3%	75.6%	20.4%	55.1%	72.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5369	5008	1922	988	3040	1110	1931	5016
%H		93.3%	35.8%	18.4%	56.6%	20.7%	36.0%	93.4%
AB	1514	1430	542	313	849	315	534	1489
%V	28.2%	28.6%	28.2%	31.7%	27.9%	28.4%	27.7%	29.7%
%H		94.5%	35.8%	20.7%	56.1%	20.8%	35.3%	98.3%
C1	1708	1587	604	342	999	405	593	1619
%V	31.8%	31.7%	31.4%	34.6%	32.9%	36.5%	30.7%	32.3%
%H		92.9%	35.4%	20.0%	58.5%	23.7%	34.7%	94.8%
C2	866	826	338	158	496	196	300	827
%V	16.1%	16.5%	17.6%	16.0%	16.3%	17.7%	15.5%	16.5%
%H		95.4%	39.0%	18.2%	57.3%	22.6%	34.6%	95.5%
D	878	781	326	121	422	131	291	807
%V	16.4%	15.6%	17.0%	12.2%	13.9%	11.8%	15.1%	16.1%
%H		89.0%	37.1%	13.8%	48.1%	14.9%	33.1%	91.9%
E	404	385	113	54	274	62	212	275
%V	7.5%	7.7%	5.9%	5.5%	9.0%	5.6%	11.0%	5.5%
%H		95.3%	28.0%	13.4%	67.8%	15.3%	52.5%	68.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV 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+)	5369	5008	1922	988	3040	1110	1931	5016
%H		93.3%	35.8%	18.4%	56.6%	20.7%	36.0%	93.4%
Working full time	2302	2112	836	462	1201	479	722	2277
%V	42.9%	42.2%	43.5%	46.8%	39.5%	43.2%	37.4%	45.4%
%H		91.7%	36.3%	20.1%	52.2%	20.8%	31.4%	98.9%
Working part time	780	745	302	157	441	173	268	767
%V	14.5%	14.9%	15.7%	15.9%	14.5%	15.6%	13.9%	15.3%
%H		95.5%	38.7%	20.1%	56.5%	22.2%	34.4%	98.3%
Not working	2287	2151	785	369	1398	457	941	1972
%V	42.6%	43.0%	40.8%	37.3%	46.0%	41.2%	48.7%	39.3%
%H		94.1%	34.3%	16.1%	61.1%	20.0%	41.1%	86.2%
Houseperson	4149	3884	1436	745	2367	805	1562	3824
%V	77.3%	77.6%	74.7%	75.4%	77.9%	72.5%	80.9%	76.2%
%H		93.6%	34.6%	18.0%	57.0%	19.4%	37.6%	92.2%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Midlands
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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
AB	832	813	316	138	572	243	329	810
%V	22.4%	22.8%	24.9%	22.2%	22.3%	24.6%	20.8%	25.5%
%H (All HH)		97.7%	38.0%	16.6%	68.8%	29.2%	39.5%	97.4%
%H (TV HH)			38.9%	17.0%	70.4%	29.9%	40.5%	
C1	979	938	347	166	665	269	396	888
%V	26.3%	26.3%	27.3%	26.7%	25.9%	27.3%	25.1%	28.0%
%H (All HH)		95.8%	35.4%	17.0%	67.9%	27.5%	40.4%	90.7%
%H (TV HH)			37.0%	17.7%	70.9%	28.7%	42.2%	
C2	810	784	268	146	590	236	354	693
%V	21.8%	21.9%	21.1%	23.5%	23.0%	23.9%	22.4%	21.8%
%H (All HH)		96.8%	33.1%	18.0%	72.8%	29.1%	43.7%	85.6%
%H (TV HH)			34.2%	18.6%	75.3%	30.1%	45.2%	
D	659	628	227	118	432	171	261	528
%V	17.7%	17.6%	17.9%	19.0%	16.8%	17.3%	16.5%	16.6%
%H (All HH)		95.3%	34.4%	17.9%	65.6%	25.9%	39.6%	80.1%
%H (TV HH)			36.1%	18.8%	68.8%	27.2%	41.6%	
E	436	411	112	52	306	67	239	253
%V	11.7%	11.5%	8.8%	8.4%	11.9%	6.8%	15.1%	8.0%
%H (All HH)		94.3%	25.7%	11.9%	70.2%	15.4%	54.8%	58.0%
%H (TV HH)			27.3%	12.7%	74.5%	16.3%	58.2%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Under 25	164	141	41	23	90	27	63	155
%V	4.4%	3.9%	3.2%	3.7%	3.5%	2.7%	4.0%	4.9%
%H (All HH)		86.0%	25.0%	14.0%	54.9%	16.5%	38.4%	94.5%
%H (TV HH)			29.1%	16.3%	63.8%	19.1%	44.7%	
25 - 34	553	514	183	96	302	121	181	530
%V	14.9%	14.4%	14.4%	15.5%	11.8%	12.3%	11.5%	16.7%
%H (All HH)		92.9%	33.1%	17.4%	54.6%	21.9%	32.7%	95.8%
%H (TV HH)			35.6%	18.7%	58.8%	23.5%	35.2%	
35 - 44	615	582	239	106	377	170	207	591
%V	16.6%	16.3%	18.8%	17.1%	14.7%	17.2%	13.1%	18.6%
%H (All HH)		94.6%	38.9%	17.2%	61.3%	27.6%	33.7%	96.1%
%H (TV HH)			41.1%	18.2%	64.8%	29.2%	35.6%	
45 - 54	698	678	279	136	479	223	256	660
%V	18.8%	19.0%	22.0%	21.9%	18.7%	22.6%	16.2%	20.8%
%H (All HH)		97.1%	40.0%	19.5%	68.6%	31.9%	36.7%	94.6%
%H (TV HH)			41.2%	20.1%	70.6%	32.9%	37.8%	
55 - 64	623	606	219	124	459	196	263	563
%V	16.8%	17.0%	17.2%	20.0%	17.9%	19.9%	16.7%	17.7%
%H (All HH)		97.3%	35.2%	19.9%	73.7%	31.5%	42.2%	90.4%
%H (TV HH)			36.1%	20.5%	75.7%	32.3%	43.4%	
65 +	1063	1053	310	137	859	249	610	673
%V	28.6%	29.5%	24.4%	22.1%	33.5%	25.3%	38.6%	21.2%
%H (All HH)		99.1%	29.2%	12.9%	80.8%	23.4%	57.4%	63.3%
%H (TV HH)			29.4%	13.0%	81.6%	23.6%	57.9%	

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
1	1113	1048	270	127	817	185	633	721
%V	30.0%	29.3%	21.3%	20.5%	31.9%	18.8%	40.1%	22.7%
%H (All HH)		94.2%	24.3%	11.4%	73.4%	16.6%	56.9%	64.8%
%H (TV HH)			25.8%	12.1%	78.0%	17.7%	60.4%	
2	1217	1190	433	201	876	351	525	1094
%V	32.8%	33.3%	34.1%	32.4%	34.2%	35.6%	33.2%	34.5%
%H (All HH)		97.8%	35.6%	16.5%	72.0%	28.8%	43.1%	89.9%
%H (TV HH)			36.4%	16.9%	73.6%	29.5%	44.1%	
3	615	591	240	128	398	201	197	600
%V	16.6%	16.5%	18.9%	20.6%	15.5%	20.4%	12.5%	18.9%
%H (All HH)		96.1%	39.0%	20.8%	64.7%	32.7%	32.0%	97.6%
%H (TV HH)			40.6%	21.7%	67.3%	34.0%	33.3%	
4	510	494	212	116	320	171	149	503
%V	13.7%	13.8%	16.7%	18.7%	12.5%	17.3%	9.4%	15.9%
%H (All HH)		96.9%	41.6%	22.7%	62.7%	33.5%	29.2%	98.6%
%H (TV HH)			42.9%	23.5%	64.8%	34.6%	30.2%	
5+	261	250	115	49	154	79	76	254
%V	7.0%	7.0%	9.1%	7.9%	6.0%	8.0%	4.8%	8.0%
%H (All HH)		95.8%	44.1%	18.8%	59.0%	30.3%	29.1%	97.3%
%H (TV HH)			46.0%	19.6%	61.6%	31.6%	30.4%	
Average HH size	2.39	2.39	2.63	2.65	2.30	2.65	2.08	2.56

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Without	2719	2610	859	433	1958	693	1266	2200
%V	73.2%	73.0%	67.6%	69.7%	76.3%	70.3%	80.2%	69.4%
%H (All HH)		96.0%	31.6%	15.9%	72.0%	25.5%	46.6%	80.9%
%H (TV HH)			32.9%	16.6%	75.0%	26.6%	48.5%	
With	997	963	411	187	607	293	314	972
%V	26.8%	27.0%	32.4%	30.1%	23.7%	29.7%	19.9%	30.6%
%H (All HH)		96.6%	41.2%	18.8%	60.9%	29.4%	31.5%	97.5%
%H (TV HH)			42.7%	19.4%	63.0%	30.4%	32.6%	
0 - 3	363	349	148	61	210	95	116	352
%V	9.8%	9.8%	11.7%	9.8%	8.2%	9.6%	7.3%	11.1%
%H (All HH)		96.1%	40.8%	16.8%	57.9%	26.2%	32.0%	97.0%
%H (TV HH)			42.4%	17.5%	60.2%	27.2%	33.2%	
4 - 9	515	494	218	94	299	143	156	500
%V	13.9%	13.8%	17.2%	15.1%	11.7%	14.5%	9.9%	15.8%
%H (All HH)		95.9%	42.3%	18.3%	58.1%	27.8%	30.3%	97.1%
%H (TV HH)			44.1%	19.0%	60.5%	28.9%	31.6%	
10 - 15	491	476	208	98	311	161	151	482
%V	13.2%	13.3%	16.4%	15.8%	12.1%	16.3%	9.6%	15.2%
%H (All HH)		96.9%	42.4%	20.0%	63.3%	32.8%	30.8%	98.2%
%H (TV HH)			43.7%	20.6%	65.3%	33.8%	31.7%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
1	1495	1495	417	205	967	178	789	1157
%V	40.2%	41.8%	32.8%	33.0%	37.7%	18.1%	50.0%	36.5%
%H (All HH)		100.0%	27.9%	13.7%	64.7%	11.9%	52.8%	77.4%
%H (TV HH)			27.9%	13.7%	64.7%	11.9%	52.8%	
2	1173	1173	446	225	859	377	482	1044
%V	31.6%	32.8%	35.1%	36.2%	33.5%	38.2%	30.5%	32.9%
%H (All HH)		100.0%	38.0%	19.2%	73.2%	32.1%	41.1%	89.0%
%H (TV HH)			38.0%	19.2%	73.2%	32.1%	41.1%	
3	556	556	238	119	450	251	199	525
%V	15.0%	15.6%	18.7%	19.2%	17.5%	25.5%	12.6%	16.6%
%H (All HH)		100.0%	42.8%	21.4%	80.9%	45.1%	35.8%	94.4%
%H (TV HH)			42.8%	21.4%	80.9%	45.1%	35.8%	
4	232	232	104	50	193	115	78	223
%V	6.2%	6.5%	8.2%	8.1%	7.5%	11.7%	4.9%	7.0%
%H (All HH)		100.0%	44.8%	21.6%	83.2%	49.6%	33.6%	96.1%
%H (TV HH)			44.8%	21.6%	83.2%	49.6%	33.6%	
5+	117	117	65	22	96	65	32	116
%V	3.1%	3.3%	5.1%	3.5%	3.7%	6.6%	2.0%	3.7%
%H (All HH)		100.0%	55.6%	18.8%	82.1%	55.6%	27.4%	99.1%
%H (TV HH)			55.6%	18.8%	82.1%	55.6%	27.4%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data
Table 2.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Under 20"	330	330	103	64	286	126	160	288
%V	8.9%	9.2%	8.1%	10.3%	11.2%	12.8%	10.1%	9.1%
%H (All HH)		100.0%	31.2%	19.4%	86.7%	38.2%	48.5%	87.3%
%H (TV HH)			31.2%	19.4%	86.7%	38.2%	48.5%	
20" - 29"	975	975	344	174	793	343	450	828
%V	26.2%	27.3%	27.1%	28.0%	30.9%	34.8%	28.5%	26.1%
%H (All HH)		100.0%	35.3%	17.8%	81.3%	35.2%	46.2%	84.9%
%H (TV HH)			35.3%	17.8%	81.3%	35.2%	46.2%	
30" - 39"	1728	1728	622	299	1307	527	780	1476
%V	46.5%	48.4%	49.0%	48.1%	51.0%	53.4%	49.4%	46.5%
%H (All HH)		100.0%	36.0%	17.3%	75.6%	30.5%	45.1%	85.4%
%H (TV HH)			36.0%	17.3%	75.6%	30.5%	45.1%	
40" - 49"	1770	1770	706	343	1234	565	670	1629
%V	47.6%	49.5%	55.6%	55.2%	48.1%	57.3%	42.4%	51.4%
%H (All HH)		100.0%	39.9%	19.4%	69.7%	31.9%	37.9%	92.0%
%H (TV HH)			39.9%	19.4%	69.7%	31.9%	37.9%	
50" - 59"	665	665	333	127	442	256	186	644
%V	17.9%	18.6%	26.2%	20.5%	17.2%	26.0%	11.8%	20.3%
%H (All HH)		100.0%	50.1%	19.1%	66.5%	38.5%	28.0%	96.8%
%H (TV HH)			50.1%	19.1%	66.5%	38.5%	28.0%	
60"+	68	68	42	12	42	29	12	68
%V	1.8%	1.9%	3.3%	1.9%	1.6%	2.9%	0.8%	2.1%
%H (All HH)		100.0%	61.8%	17.6%	61.8%	42.6%	17.6%	100.0%
%H (TV HH)			61.8%	17.6%	61.8%	42.6%	17.6%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 2.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Main living room	3537	3537	1261	616	2541	980	1561	3035
%V	95.2%	99.0%	99.3%	99.2%	99.1%	99.4%	98.9%	95.7%
%H (All HH)		100.0%	35.7%	17.4%	71.8%	27.7%	44.1%	85.8%
%H (TV HH)			35.7%	17.4%	71.8%	27.7%	44.1%	
Kitchen	361	361	156	55	311	161	150	327
%V	9.7%	10.1%	12.3%	8.9%	12.1%	16.3%	9.5%	10.3%
%H (All HH)		100.0%	43.2%	15.2%	86.1%	44.6%	41.6%	90.6%
%H (TV HH)			43.2%	15.2%	86.1%	44.6%	41.6%	
Adult's bedroom	1619	1619	669	327	1260	648	612	1492
%V	43.6%	45.3%	52.7%	52.7%	49.1%	65.7%	38.8%	47.0%
%H (All HH)		100.0%	41.3%	20.2%	77.8%	40.0%	37.8%	92.2%
%H (TV HH)			41.3%	20.2%	77.8%	40.0%	37.8%	
Child's bedroom	285	285	138	59	208	126	82	283
%V	7.7%	8.0%	10.9%	9.5%	8.1%	12.8%	5.2%	8.9%
%H (All HH)		100.0%	48.4%	20.7%	73.0%	44.2%	28.8%	99.3%
%H (TV HH)			48.4%	20.7%	73.0%	44.2%	28.8%	
Other bedroom	179	179	83	42	146	91	55	172
%V	4.8%	5.0%	6.5%	6.8%	5.7%	9.2%	3.5%	5.4%
%H (All HH)		100.0%	46.4%	23.5%	81.6%	50.8%	30.7%	96.1%
%H (TV HH)			46.4%	23.5%	81.6%	50.8%	30.7%	
Second living/dining room	371	371	159	65	290	146	144	340
%V	10.0%	10.4%	12.5%	10.5%	11.3%	14.8%	9.1%	10.7%
%H (All HH)		100.0%	42.9%	17.5%	78.2%	39.4%	38.8%	91.6%
%H (TV HH)			42.9%	17.5%	78.2%	39.4%	38.8%	
Study/office	51	51	27	10	36	21	15	51
%V	1.4%	1.4%	2.1%	1.6%	1.4%	2.1%	0.9%	1.6%
%H (All HH)		100.0%	52.9%	19.6%	70.6%	41.2%	29.4%	100.0%
%H (TV HH)			52.9%	19.6%	70.6%	41.2%	29.4%	
TV room	26	26	16	3	21	14	7	25
%V	0.7%	0.7%	1.3%	0.5%	0.8%	1.4%	0.4%	0.8%
%H (All HH)		100.0%	61.5%	11.5%	80.8%	53.8%	26.9%	96.2%
%H (TV HH)			61.5%	11.5%	80.8%	53.8%	26.9%	
Conservatory	94	94	44	19	76	46	30	85
%V	2.5%	2.6%	3.5%	3.1%	3.0%	4.7%	1.9%	2.7%
%H (All HH)		100.0%	46.8%	20.2%	80.9%	48.9%	31.9%	90.4%
%H (TV HH)			46.8%	20.2%	80.9%	48.9%	31.9%	
Attic or loft room	6	6	3	1	3	2	1	6
%V	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	50.0%	16.7%	50.0%	33.3%	16.7%	100.0%
%H (TV HH)			50.0%	16.7%	50.0%	33.3%	16.7%	
No specific location	5	5	1	1	3	1	2	5
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			20.0%	20.0%	60.0%	20.0%	40.0%	
Other	44	44	22	7	33	17	16	44
%V	1.2%	1.2%	1.7%	1.1%	1.3%	1.7%	1.0%	1.4%
%H (All HH)		100.0%	50.0%	15.9%	75.0%	38.6%	36.4%	100.0%
%H (TV HH)			50.0%	15.9%	75.0%	38.6%	36.4%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Midlands

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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Any DSAT provider	1270	1270	1270	16	650	650	0	1187
%V	34.2%	35.5%	100.0%	2.6%	25.3%	65.9%	0.0%	37.4%
%H (All HH)			100.0%	1.3%	51.2%	51.2%	0.0%	93.5%
%H (TV HH)			100.0%	1.3%	51.2%	51.2%	0.0%	
Sky with subscription	1067	1067	1067	9	539	539	0	1004
%V	28.7%	29.9%	84.0%	1.4%	21.0%	54.7%	0.0%	31.7%
%H (All HH)			100.0%	0.8%	50.5%	50.5%	0.0%	94.1%
%H (TV HH)			100.0%	0.8%	50.5%	50.5%	0.0%	
Sky without subscription	51	51	51	1	30	30	0	44
%V	1.4%	1.4%	4.0%	0.2%	1.2%	3.0%	0.0%	1.4%
%H (All HH)			100.0%	2.0%	58.8%	58.8%	0.0%	86.3%
%H (TV HH)			100.0%	2.0%	58.8%	58.8%	0.0%	
Freesat	129	129	129	5	75	75	0	117
%V	3.5%	3.6%	10.2%	0.8%	2.9%	7.6%	0.0%	3.7%
%H (All HH)			100.0%	3.9%	58.1%	58.1%	0.0%	90.7%
%H (TV HH)			100.0%	3.9%	58.1%	58.1%	0.0%	
Other satellite provider	78	78	78	1	36	36	0	75
%V	2.1%	2.2%	6.1%	0.2%	1.4%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	1.3%	46.2%	46.2%	0.0%	96.2%
%H (TV HH)			100.0%	1.3%	46.2%	46.2%	0.0%	
DCAB	621	621	16	621	346	346	0	584
%V	16.7%	17.4%	1.3%	100.0%	13.5%	35.1%	0.0%	18.4%
%H (All HH)			2.6%	100.0%	55.7%	55.7%	0.0%	94.0%
%H (TV HH)			2.6%	100.0%	55.7%	55.7%	0.0%	
DTT	2565	2565	650	346	2565	986	1579	2125
%V	69.0%	71.8%	51.2%	55.7%	100.0%	100.0%	100.0%	67.0%
%H (All HH)		100.0%	25.3%	13.5%	100.0%	38.4%	61.6%	82.8%
%H (TV HH)			25.3%	13.5%	100.0%	38.4%	61.6%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	3716	3573	1270	621	2565	986	1579	3172
%H (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
PVR	2213	2213	1137	603	1406	919	487	2059
%V	59.6%	61.9%	89.5%	97.1%	54.8%	93.2%	30.8%	64.9%
%H (All HH)		100.0%	51.4%	27.2%	63.5%	41.5%	22.0%	93.0%
%H (TV HH)			51.4%	27.2%	63.5%	41.5%	22.0%	
DVDR	41	41	19	3	30	11	19	35
%V	1.1%	1.1%	1.5%	0.5%	1.2%	1.1%	1.2%	1.1%
%H (All HH)		100.0%	46.3%	7.3%	73.2%	26.8%	46.3%	85.4%
%H (TV HH)			46.3%	7.3%	73.2%	26.8%	46.3%	
VCR	13	13	1	2	12	3	10	9
%V	0.3%	0.4%	0.1%	0.3%	0.5%	0.3%	0.6%	0.3%
%H (All HH)		100.0%	7.7%	15.4%	92.3%	23.1%	76.9%	69.2%
%H (TV HH)			7.7%	15.4%	92.3%	23.1%	76.9%	
Any recorder	2234	2234	1139	603	1424	919	505	2075
%V	60.1%	62.5%	89.7%	97.1%	55.5%	93.2%	32.0%	65.4%
%H (All HH)		100.0%	51.0%	27.0%	63.7%	41.1%	22.6%	92.9%
%H (TV HH)			51.0%	27.0%	63.7%	41.1%	22.6%	
Receives HDTV (via STB or built-in reception)	2531	2531	1059	555	1806	874	932	2338
%V	68.1%	70.8%	83.4%	89.4%	70.4%	88.6%	59.0%	73.7%
%H (All HH)		100.0%	41.8%	21.9%	71.4%	34.5%	36.8%	92.4%
%H (TV HH)			41.8%	21.9%	71.4%	34.5%	36.8%	
DVD/Blu-ray player or recorder	2046	2046	760	380	1484	630	854	1834
%V	55.1%	57.3%	59.8%	61.2%	57.9%	63.9%	54.1%	57.8%
%H (All HH)		100.0%	37.1%	18.6%	72.5%	30.8%	41.7%	89.6%
%H (TV HH)			37.1%	18.6%	72.5%	30.8%	41.7%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3716	3573	1270	621	2565	986	1579	3172
%V (All HH)		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%
%H (TV HH)			35.5%	17.4%	71.8%	27.6%	44.2%	
Has broadband internet	3172	3065	1187	584	2125	929	1196	3172
%V	85.4%	85.8%	93.5%	94.0%	82.8%	94.2%	75.7%	100.0%
%H (All HH)		96.6%	37.4%	18.4%	67.0%	29.3%	37.7%	100.0%
%H (TV HH)			38.7%	19.1%	69.3%	30.3%	39.0%	
Number of computers (PCs and laptops)								
0	778	725	163	73	575	105	470	262
%V	20.9%	20.3%	12.8%	11.8%	22.4%	10.6%	29.8%	8.3%
%H (All HH)		93.2%	21.0%	9.4%	73.9%	13.5%	60.4%	33.7%
%H (TV HH)			22.5%	10.1%	79.3%	14.5%	64.8%	
1	1017	980	331	170	680	236	444	994
%V	27.4%	27.4%	26.1%	27.4%	26.5%	23.9%	28.1%	31.3%
%H (All HH)		96.4%	32.5%	16.7%	66.9%	23.2%	43.7%	97.7%
%H (TV HH)			33.8%	17.3%	69.4%	24.1%	45.3%	
2	843	822	327	159	580	266	314	838
%V	22.7%	23.0%	25.7%	25.6%	22.6%	27.0%	19.9%	26.4%
%H (All HH)		97.5%	38.8%	18.9%	68.8%	31.6%	37.2%	99.4%
%H (TV HH)			39.8%	19.3%	70.6%	32.4%	38.2%	
3	499	482	201	104	333	171	163	499
%V	13.4%	13.5%	15.8%	16.7%	13.0%	17.3%	10.3%	15.7%
%H (All HH)		96.6%	40.3%	20.8%	66.7%	34.3%	32.7%	100.0%
%H (TV HH)			41.7%	21.6%	69.1%	35.5%	33.8%	
4	273	267	119	56	187	99	88	272
%V	7.3%	7.5%	9.4%	9.0%	7.3%	10.0%	5.6%	8.6%
%H (All HH)		97.8%	43.6%	20.5%	68.5%	36.3%	32.2%	99.6%
%H (TV HH)			44.6%	21.0%	70.0%	37.1%	33.0%	
5+	306	296	130	58	210	110	100	306
%V	8.2%	8.3%	10.2%	9.3%	8.2%	11.2%	6.3%	9.6%
%H (All HH)		96.7%	42.5%	19.0%	68.6%	35.9%	32.7%	100.0%
%H (TV HH)			43.9%	19.6%	70.9%	37.2%	33.8%	

Base: ITV Midlands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	7071	2796	1328	5325	2496	2829	6341
%H		39.5%	18.8%	75.3%	35.3%	40.0%	89.7%
Under 20"	396	122	81	345	155	190	349
%V	5.6%	4.4%	6.1%	6.5%	6.2%	6.7%	5.5%
%H		30.8%	20.5%	87.1%	39.1%	48.0%	88.1%
20" - 29"	1244	462	229	1030	481	549	1075
%V	17.6%	16.5%	17.2%	19.3%	19.3%	19.4%	17.0%
%H		37.1%	18.4%	82.8%	38.7%	44.1%	86.4%
30" - 39"	2211	828	397	1692	735	957	1938
%V	31.3%	29.6%	29.9%	31.8%	29.4%	33.8%	30.6%
%H		37.4%	18.0%	76.5%	33.2%	43.3%	87.7%
40" - 49"	2116	879	429	1491	733	758	1963
%V	29.9%	31.4%	32.3%	28.0%	29.4%	26.8%	31.0%
%H		41.5%	20.3%	70.5%	34.6%	35.8%	92.8%
50" - 59"	749	382	141	506	301	205	726
%V	10.6%	13.7%	10.6%	9.5%	12.1%	7.2%	11.4%
%H		51.0%	18.8%	67.6%	40.2%	27.4%	96.9%
60"+	73	45	12	43	31	13	73
%V	1.0%	1.6%	0.9%	0.8%	1.2%	0.5%	1.2%
%H		61.6%	16.4%	58.9%	42.5%	17.8%	100.0%
Don't know	282	77	40	218	62	156	218
%V	4.0%	2.8%	3.0%	4.1%	2.5%	5.5%	3.4%
%H		27.3%	14.2%	77.3%	22.0%	55.3%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	7071	2796	1328	5325	2496	2829	6341
%H		39.5%	18.8%	75.3%	35.3%	40.0%	89.7%
Main living room	3559	1272	620	2558	991	1568	3055
%V	50.3%	45.5%	46.7%	48.0%	39.7%	55.4%	48.2%
%H		35.7%	17.4%	71.9%	27.8%	44.1%	85.8%
Kitchen	362	156	55	312	161	151	328
%V	5.1%	5.6%	4.1%	5.9%	6.5%	5.3%	5.2%
%H		43.1%	15.2%	86.2%	44.5%	41.7%	90.6%
Adult's bedroom	1971	815	422	1545	821	724	1829
%V	27.9%	29.1%	31.8%	29.0%	32.9%	25.6%	28.8%
%H		41.3%	21.4%	78.4%	41.7%	36.7%	92.8%
Child's bedroom	368	177	74	270	161	109	365
%V	5.2%	6.3%	5.6%	5.1%	6.5%	3.9%	5.8%
%H		48.1%	20.1%	73.4%	43.8%	29.6%	99.2%
Other bedroom	208	100	48	171	111	60	201
%V	2.9%	3.6%	3.6%	3.2%	4.4%	2.1%	3.2%
%H		48.1%	23.1%	82.2%	53.4%	28.8%	96.6%
Second living/dining room	375	161	67	295	150	145	344
%V	5.3%	5.8%	5.0%	5.5%	6.0%	5.1%	5.4%
%H		42.9%	17.9%	78.7%	40.0%	38.7%	91.7%
Study/office	52	27	10	37	21	15	51
%V	0.7%	1.0%	0.8%	0.7%	0.8%	0.5%	0.8%
%H		51.9%	19.2%	71.2%	40.4%	28.8%	98.1%
TV room	26	17	3	21	14	7	26
%V	0.4%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		65.4%	11.5%	80.8%	53.8%	26.9%	100.0%
Conservatory	94	44	19	76	46	30	85
%V	1.3%	1.6%	1.4%	1.4%	1.8%	1.1%	1.3%
%H		46.8%	20.2%	80.9%	48.9%	31.9%	90.4%
Attic or loft room	7	4	1	3	2	1	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		57.1%	14.3%	42.9%	28.6%	14.3%	100.0%
No specific location	5	1	1	3	1	2	5
%V	0.1%	0.0%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		20.0%	20.0%	60.0%	20.0%	40.0%	100.0%
Other	45	22	7	33	18	16	45
%V	0.6%	0.8%	0.5%	0.6%	0.7%	0.6%	0.7%
%H		48.9%	15.6%	73.3%	40.0%	35.6%	100.0%

Base: ITV Midlands - 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 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	7071	2796	1328	5325	2496	2829	6341
%H		39.5%	18.8%	75.3%	35.3%	40.0%	89.7%
PVR	3099	1710	860	1848	1292	557	2922
%V	43.8%	61.2%	64.8%	34.7%	51.8%	19.7%	46.1%
%H		55.2%	27.8%	59.6%	41.7%	18.0%	94.3%
DVDR	43	20	4	32	12	20	37
%V	0.6%	0.7%	0.3%	0.6%	0.5%	0.7%	0.6%
%H		46.5%	9.3%	74.4%	27.9%	46.5%	86.0%
VCR	14	3	2	14	4	10	10
%V	0.2%	0.1%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		21.4%	14.3%	100.0%	28.6%	71.4%	71.4%
Any recorder	3130	1716	862	1876	1297	579	2946
%V	44.3%	61.4%	64.9%	35.2%	52.0%	20.5%	46.5%
%H		54.8%	27.5%	59.9%	41.4%	18.5%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 2.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7071	2796	1328	5325	2496	2829	6341
%H		39.5%	18.8%	75.3%	35.3%	40.0%	89.7%
Receives HDTV (via STB or built-in reception)	3942	1794	872	2831	1525	1306	3712
%V	55.7%	64.2%	65.7%	53.2%	61.1%	46.2%	58.5%
%H		45.5%	22.1%	71.8%	38.7%	33.1%	94.2%
DVD/Blu-ray player or recorder	2823	1104	559	2081	976	1105	2581
%V	39.9%	39.5%	42.1%	39.1%	39.1%	39.1%	40.7%
%H		39.1%	19.8%	73.7%	34.6%	39.1%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3573	1270	621	2565	986	1579	3065
%H		35.5%	17.4%	71.8%	27.6%	44.2%	85.8%
Under 20"	21	6	2	17	4	13	15
%V	0.6%	0.5%	0.3%	0.7%	0.4%	0.8%	0.5%
%H		28.6%	9.5%	81.0%	19.0%	61.9%	71.4%
20" - 29"	218	39	24	178	27	151	137
%V	6.1%	3.1%	3.9%	6.9%	2.7%	9.6%	4.5%
%H		17.9%	11.0%	81.7%	12.4%	69.3%	62.8%
30" - 39"	993	277	157	762	227	534	768
%V	27.8%	21.8%	25.3%	29.7%	23.0%	33.8%	25.1%
%H		27.9%	15.8%	76.7%	22.9%	53.8%	77.3%
40" - 49"	1531	576	299	1064	454	609	1394
%V	42.8%	45.4%	48.1%	41.5%	46.0%	38.6%	45.5%
%H		37.6%	19.5%	69.5%	29.7%	39.8%	91.1%
50" - 59"	604	304	112	397	228	169	585
%V	16.9%	23.9%	18.0%	15.5%	23.1%	10.7%	19.1%
%H		50.3%	18.5%	65.7%	37.7%	28.0%	96.9%
60"+	60	37	10	35	24	10	60
%V	1.7%	2.9%	1.6%	1.4%	2.4%	0.6%	2.0%
%H		61.7%	16.7%	58.3%	40.0%	16.7%	100.0%
Don't know	146	31	16	113	20	92	105
%V	4.1%	2.4%	2.6%	4.4%	2.0%	5.8%	3.4%
%H		21.2%	11.0%	77.4%	13.7%	63.0%	71.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3573	1270	621	2565	986	1579	3065
%H		35.5%	17.4%	71.8%	27.6%	44.2%	85.8%
PVR	2166	1122	596	1365	904	461	2019
%V	60.6%	88.3%	96.0%	53.2%	91.7%	29.2%	65.9%
%H		51.8%	27.5%	63.0%	41.7%	21.3%	93.2%
DVDR	35	16	2	25	7	18	30
%V	1.0%	1.3%	0.3%	1.0%	0.7%	1.1%	1.0%
%H		45.7%	5.7%	71.4%	20.0%	51.4%	85.7%
VCR	11	1	2	10	3	8	7
%V	0.3%	0.1%	0.3%	0.4%	0.3%	0.5%	0.2%
%H		9.1%	18.2%	90.9%	27.3%	72.7%	63.6%
Any recorder	2187	1125	596	1384	904	480	2034
%V	61.2%	88.6%	96.0%	54.0%	91.7%	30.4%	66.4%
%H		51.4%	27.3%	63.3%	41.3%	21.9%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 2.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3573	1270	621	2565	986	1579	3065
%H		35.5%	17.4%	71.8%	27.6%	44.2%	85.8%
Receives HDTV (via STB or built-in reception)	2470	1034	545	1754	849	905	2282
%V	69.1%	81.4%	87.8%	68.4%	86.1%	57.3%	74.5%
%H		41.9%	22.1%	71.0%	34.4%	36.6%	92.4%
DVD/Blu-ray player or recorder	1775	636	326	1289	521	768	1569
%V	49.7%	50.1%	52.5%	50.3%	52.8%	48.6%	51.2%
%H		35.8%	18.4%	72.6%	29.4%	43.3%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	3497	1526	708	2760	1511	1250	3276
%H		43.6%	20.2%	78.9%	43.2%	35.7%	93.7%
Under 20"	375	116	79	327	150	177	333
%V	10.7%	7.6%	11.2%	11.8%	9.9%	14.2%	10.2%
%H		30.9%	21.1%	87.2%	40.0%	47.2%	88.8%
20" - 29"	1026	423	204	853	454	399	938
%V	29.3%	27.7%	28.8%	30.9%	30.0%	31.9%	28.6%
%H		41.2%	19.9%	83.1%	44.2%	38.9%	91.4%
30" - 39"	1219	551	239	931	508	423	1169
%V	34.9%	36.1%	33.8%	33.7%	33.6%	33.8%	35.7%
%H		45.2%	19.6%	76.4%	41.7%	34.7%	95.9%
40" - 49"	584	303	130	427	278	149	569
%V	16.7%	19.9%	18.4%	15.5%	18.4%	11.9%	17.4%
%H		51.9%	22.3%	73.1%	47.6%	25.5%	97.4%
50" - 59"	145	78	29	108	72	36	141
%V	4.1%	5.1%	4.1%	3.9%	4.8%	2.9%	4.3%
%H		53.8%	20.0%	74.5%	49.7%	24.8%	97.2%
60"+	13	8	2	9	6	2	13
%V	0.4%	0.5%	0.3%	0.3%	0.4%	0.2%	0.4%
%H		61.5%	15.4%	69.2%	46.2%	15.4%	100.0%
Don't know	135	46	24	105	41	64	113
%V	3.9%	3.0%	3.4%	3.8%	2.7%	5.1%	3.4%
%H		34.1%	17.8%	77.8%	30.4%	47.4%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	3497	1526	708	2760	1511	1250	3276
%H		43.6%	20.2%	78.9%	43.2%	35.7%	93.7%
PVR	933	588	264	483	387	96	903
%V	26.7%	38.5%	37.3%	17.5%	25.6%	7.7%	27.6%
%H		63.0%	28.3%	51.8%	41.5%	10.3%	96.8%
DVDR	8	4	2	7	5	2	7
%V	0.2%	0.3%	0.3%	0.3%	0.3%	0.2%	0.2%
%H		50.0%	25.0%	87.5%	62.5%	25.0%	87.5%
VCR	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
Any recorder	943	592	266	492	392	99	912
%V	27.0%	38.8%	37.6%	17.8%	25.9%	7.9%	27.8%
%H		62.8%	28.2%	52.2%	41.6%	10.5%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3497	1526	708	2760	1511	1250	3276
%H		43.6%	20.2%	78.9%	43.2%	35.7%	93.7%
Receives HDTV (via STB or built-in reception)	1473	760	327	1077	676	401	1430
%V	42.1%	49.8%	46.2%	39.0%	44.7%	32.1%	43.7%
%H		51.6%	22.2%	73.1%	45.9%	27.2%	97.1%
DVD/Blu-ray player or recorder	1049	468	234	792	455	337	1012
%V	30.0%	30.7%	33.1%	28.7%	30.1%	27.0%	30.9%
%H		44.6%	22.3%	75.5%	43.4%	32.1%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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	8868	8552	3339	1646	5893	2612	3281	8117
%H		96.4%	37.7%	18.6%	66.5%	29.5%	37.0%	91.5%
Total Children	1749	1681	727	331	1042	509	534	1703
%V	19.7%	19.7%	21.8%	20.1%	17.7%	19.5%	16.3%	21.0%
%H		96.1%	41.6%	18.9%	59.6%	29.1%	30.5%	97.4%
0 - 3	412	397	169	68	237	104	133	400
%V	4.6%	4.6%	5.1%	4.1%	4.0%	4.0%	4.1%	4.9%
%H		96.4%	41.0%	16.5%	57.5%	25.2%	32.3%	97.1%
4 - 15	1337	1283	559	263	806	405	401	1303
%V	15.1%	15.0%	16.7%	16.0%	13.7%	15.5%	12.2%	16.1%
%H		96.0%	41.8%	19.7%	60.3%	30.3%	30.0%	97.5%
4 - 9	688	657	290	124	396	189	207	666
%V	7.8%	7.7%	8.7%	7.5%	6.7%	7.2%	6.3%	8.2%
%H		95.5%	42.2%	18.0%	57.6%	27.5%	30.1%	96.8%
10 - 15	649	626	268	139	409	215	194	637
%V	7.3%	7.3%	8.0%	8.4%	6.9%	8.2%	5.9%	7.8%
%H		96.5%	41.3%	21.4%	63.0%	33.1%	29.9%	98.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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	8868	8552	3339	1646	5893	2612	3281	8117
%H		96.4%	37.7%	18.6%	66.5%	29.5%	37.0%	91.5%
Total Adults (16+)	7119	6871	2612	1315	4851	2103	2747	6414
%V	80.3%	80.3%	78.2%	79.9%	82.3%	80.5%	83.7%	79.0%
%H		96.5%	36.7%	18.5%	68.1%	29.5%	38.6%	90.1%
16 - 19	363	356	156	62	250	121	129	356
%V	4.1%	4.2%	4.7%	3.8%	4.2%	4.6%	3.9%	4.4%
%H		98.1%	43.0%	17.1%	68.9%	33.3%	35.5%	98.1%
20 - 24	591	531	189	117	340	153	187	576
%V	6.7%	6.2%	5.7%	7.1%	5.8%	5.9%	5.7%	7.1%
%H		89.8%	32.0%	19.8%	57.5%	25.9%	31.6%	97.5%
25 - 34	1189	1126	428	243	680	317	362	1150
%V	13.4%	13.2%	12.8%	14.8%	11.5%	12.1%	11.0%	14.2%
%H		94.7%	36.0%	20.4%	57.2%	26.7%	30.4%	96.7%
35 - 44	1087	1036	440	198	656	309	347	1056
%V	12.3%	12.1%	13.2%	12.0%	11.1%	11.8%	10.6%	13.0%
%H		95.3%	40.5%	18.2%	60.3%	28.4%	31.9%	97.1%
45 - 54	1196	1168	494	249	828	416	412	1141
%V	13.5%	13.7%	14.8%	15.1%	14.1%	15.9%	12.6%	14.1%
%H		97.7%	41.3%	20.8%	69.2%	34.8%	34.4%	95.4%
55 - 64	1055	1031	389	221	777	354	423	982
%V	11.9%	12.1%	11.7%	13.4%	13.2%	13.6%	12.9%	12.1%
%H		97.7%	36.9%	20.9%	73.6%	33.6%	40.1%	93.1%
65+	1638	1625	516	225	1320	432	888	1152
%V	18.5%	19.0%	15.5%	13.7%	22.4%	16.5%	27.1%	14.2%
%H		99.2%	31.5%	13.7%	80.6%	26.4%	54.2%	70.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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+)	7119	6871	2612	1315	4851	2103	2747	6414
%H		96.5%	36.7%	18.5%	68.1%	29.5%	38.6%	90.1%
AB	1694	1658	679	293	1165	529	636	1665
%V	23.8%	24.1%	26.0%	22.3%	24.0%	25.2%	23.2%	26.0%
%H		97.9%	40.1%	17.3%	68.8%	31.2%	37.5%	98.3%
C1	1941	1862	724	381	1296	592	704	1826
%V	27.3%	27.1%	27.7%	29.0%	26.7%	28.2%	25.6%	28.5%
%H		95.9%	37.3%	19.6%	66.8%	30.5%	36.3%	94.1%
C2	1625	1585	576	317	1178	522	656	1459
%V	22.8%	23.1%	22.1%	24.1%	24.3%	24.8%	23.9%	22.7%
%H		97.5%	35.4%	19.5%	72.5%	32.1%	40.4%	89.8%
D	1243	1181	464	244	778	353	425	1074
%V	17.5%	17.2%	17.8%	18.6%	16.0%	16.8%	15.5%	16.7%
%H		95.0%	37.3%	19.6%	62.6%	28.4%	34.2%	86.4%
E	615	586	169	81	433	107	327	389
%V	8.6%	8.5%	6.5%	6.2%	8.9%	5.1%	11.9%	6.1%
%H		95.3%	27.5%	13.2%	70.4%	17.4%	53.2%	63.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Midlands
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+)	7119	6871	2612	1315	4851	2103	2747	6414
%H		96.5%	36.7%	18.5%	68.1%	29.5%	38.6%	90.1%
Working full time	3402	3298	1324	719	2209	1087	1123	3312
%V	47.8%	48.0%	50.7%	54.7%	45.5%	51.7%	40.9%	51.6%
%H		96.9%	38.9%	21.1%	64.9%	32.0%	33.0%	97.4%
Working part time	664	649	267	140	452	220	231	642
%V	9.3%	9.4%	10.2%	10.6%	9.3%	10.5%	8.4%	10.0%
%H		97.7%	40.2%	21.1%	68.1%	33.1%	34.8%	96.7%
Not working	3052	2925	1021	456	2189	796	1393	2460
%V	42.9%	42.6%	39.1%	34.7%	45.1%	37.9%	50.7%	38.4%
%H		95.8%	33.5%	14.9%	71.7%	26.1%	45.6%	80.6%
Houseperson	3716	3573	1270	621	2565	986	1579	3172
%V	52.2%	52.0%	48.6%	47.2%	52.9%	46.9%	57.5%	49.5%
%H		96.2%	34.2%	16.7%	69.0%	26.5%	42.5%	85.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3497	3357	1285	653	2347	1042	1305	3178
%H		96.0%	36.7%	18.7%	67.1%	29.8%	37.3%	90.9%
16 - 19	184	179	83	32	123	63	60	181
%V	5.3%	5.3%	6.5%	4.9%	5.2%	6.0%	4.6%	5.7%
%H		97.3%	45.1%	17.4%	66.8%	34.2%	32.6%	98.4%
20 - 24	301	276	101	59	170	81	89	296
%V	8.6%	8.2%	7.9%	9.0%	7.2%	7.8%	6.8%	9.3%
%H		91.7%	33.6%	19.6%	56.5%	26.9%	29.6%	98.3%
25 - 34	609	570	215	128	343	164	178	584
%V	17.4%	17.0%	16.7%	19.6%	14.6%	15.7%	13.6%	18.4%
%H		93.6%	35.3%	21.0%	56.3%	26.9%	29.2%	95.9%
35 - 44	532	502	205	94	314	138	176	512
%V	15.2%	15.0%	16.0%	14.4%	13.4%	13.2%	13.5%	16.1%
%H		94.4%	38.5%	17.7%	59.0%	25.9%	33.1%	96.2%
45 - 54	582	565	238	118	406	205	200	550
%V	16.6%	16.8%	18.5%	18.1%	17.3%	19.7%	15.3%	17.3%
%H		97.1%	40.9%	20.3%	69.8%	35.2%	34.4%	94.5%
55 - 64	526	510	193	109	384	177	207	488
%V	15.0%	15.2%	15.0%	16.7%	16.4%	17.0%	15.9%	15.4%
%H		97.0%	36.7%	20.7%	73.0%	33.7%	39.4%	92.8%
65+	763	756	250	112	607	213	394	567
%V	21.8%	22.5%	19.5%	17.2%	25.9%	20.4%	30.2%	17.8%
%H		99.1%	32.8%	14.7%	79.6%	27.9%	51.6%	74.3%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3497	3357	1285	653	2347	1042	1305	3178
%H		96.0%	36.7%	18.7%	67.1%	29.8%	37.3%	90.9%
AB	859	843	346	150	589	271	318	844
%V	24.6%	25.1%	26.9%	23.0%	25.1%	26.0%	24.4%	26.6%
%H		98.1%	40.3%	17.5%	68.6%	31.5%	37.0%	98.3%
C1	913	874	342	189	592	283	309	866
%V	26.1%	26.0%	26.6%	28.9%	25.2%	27.2%	23.7%	27.2%
%H		95.7%	37.5%	20.7%	64.8%	31.0%	33.8%	94.9%
C2	861	835	303	165	621	275	346	761
%V	24.6%	24.9%	23.6%	25.3%	26.5%	26.4%	26.5%	23.9%
%H		97.0%	35.2%	19.2%	72.1%	31.9%	40.2%	88.4%
D	613	573	225	120	373	170	203	544
%V	17.5%	17.1%	17.5%	18.4%	15.9%	16.3%	15.6%	17.1%
%H		93.5%	36.7%	19.6%	60.8%	27.7%	33.1%	88.7%
E	250	232	70	29	172	43	129	162
%V	7.1%	6.9%	5.4%	4.4%	7.3%	4.1%	9.9%	5.1%
%H		92.8%	28.0%	11.6%	68.8%	17.2%	51.6%	64.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3497	3357	1285	653	2347	1042	1305	3178
%H		96.0%	36.7%	18.7%	67.1%	29.8%	37.3%	90.9%
Working full time	2064	1991	795	434	1326	652	674	2005
%V	59.0%	59.3%	61.9%	66.5%	56.5%	62.6%	51.6%	63.1%
%H		96.5%	38.5%	21.0%	64.2%	31.6%	32.7%	97.1%
Working part time	152	146	62	31	98	48	50	144
%V	4.3%	4.3%	4.8%	4.7%	4.2%	4.6%	3.8%	4.5%
%H		96.1%	40.8%	20.4%	64.5%	31.6%	32.9%	94.7%
Not working	1281	1221	428	189	922	342	581	1029
%V	36.6%	36.4%	33.3%	28.9%	39.3%	32.8%	44.5%	32.4%
%H		95.3%	33.4%	14.8%	72.0%	26.7%	45.4%	80.3%
Houseperson	797	733	212	108	527	150	378	610
%V	22.8%	21.8%	16.5%	16.5%	22.5%	14.4%	29.0%	19.2%
%H		92.0%	26.6%	13.6%	66.1%	18.8%	47.4%	76.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3622	3514	1327	661	2504	1061	1442	3237
%H		97.0%	36.6%	18.2%	69.1%	29.3%	39.8%	89.4%
16 - 19	179	176	72	30	128	59	69	176
%V	4.9%	5.0%	5.4%	4.5%	5.1%	5.6%	4.8%	5.4%
%H		98.3%	40.2%	16.8%	71.5%	33.0%	38.5%	98.3%
20 - 24	290	255	88	57	170	72	98	280
%V	8.0%	7.3%	6.6%	8.6%	6.8%	6.8%	6.8%	8.6%
%H		87.9%	30.3%	19.7%	58.6%	24.8%	33.8%	96.6%
25 - 34	580	556	213	115	337	153	184	566
%V	16.0%	15.8%	16.1%	17.4%	13.5%	14.4%	12.8%	17.5%
%H		95.9%	36.7%	19.8%	58.1%	26.4%	31.7%	97.6%
35 - 44	555	534	235	104	342	171	171	544
%V	15.3%	15.2%	17.7%	15.7%	13.7%	16.1%	11.9%	16.8%
%H		96.2%	42.3%	18.7%	61.6%	30.8%	30.8%	98.0%
45 - 54	615	603	256	130	422	211	211	592
%V	17.0%	17.2%	19.3%	19.7%	16.9%	19.9%	14.6%	18.3%
%H		98.0%	41.6%	21.1%	68.6%	34.3%	34.3%	96.3%
55 - 64	529	522	196	112	393	177	216	494
%V	14.6%	14.9%	14.8%	16.9%	15.7%	16.7%	15.0%	15.3%
%H		98.7%	37.1%	21.2%	74.3%	33.5%	40.8%	93.4%
65+	875	869	266	113	712	219	494	585
%V	24.2%	24.7%	20.0%	17.1%	28.4%	20.6%	34.3%	18.1%
%H		99.3%	30.4%	12.9%	81.4%	25.0%	56.5%	66.9%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3622	3514	1327	661	2504	1061	1442	3237
%H		97.0%	36.6%	18.2%	69.1%	29.3%	39.8%	89.4%
AB	835	815	333	143	576	259	318	821
%V	23.1%	23.2%	25.1%	21.6%	23.0%	24.4%	22.1%	25.4%
%H		97.6%	39.9%	17.1%	69.0%	31.0%	38.1%	98.3%
C1	1028	988	382	191	703	309	394	960
%V	28.4%	28.1%	28.8%	28.9%	28.1%	29.1%	27.3%	29.7%
%H		96.1%	37.2%	18.6%	68.4%	30.1%	38.3%	93.4%
C2	764	749	273	152	558	247	311	699
%V	21.1%	21.3%	20.6%	23.0%	22.3%	23.3%	21.6%	21.6%
%H		98.0%	35.7%	19.9%	73.0%	32.3%	40.7%	91.5%
D	630	609	239	123	405	183	222	531
%V	17.4%	17.3%	18.0%	18.6%	16.2%	17.2%	15.4%	16.4%
%H		96.7%	37.9%	19.5%	64.3%	29.0%	35.2%	84.3%
E	365	353	99	52	261	64	197	227
%V	10.1%	10.0%	7.5%	7.9%	10.4%	6.0%	13.7%	7.0%
%H		96.7%	27.1%	14.2%	71.5%	17.5%	54.0%	62.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Midlands

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+)	3622	3514	1327	661	2504	1061	1442	3237
%H		97.0%	36.6%	18.2%	69.1%	29.3%	39.8%	89.4%
Working full time	1338	1307	529	285	883	434	449	1308
%V	36.9%	37.2%	39.9%	43.1%	35.3%	40.9%	31.1%	40.4%
%H		97.7%	39.5%	21.3%	66.0%	32.4%	33.6%	97.8%
Working part time	512	503	205	109	353	173	181	498
%V	14.1%	14.3%	15.4%	16.5%	14.1%	16.3%	12.6%	15.4%
%H		98.2%	40.0%	21.3%	68.9%	33.8%	35.4%	97.3%
Not working	1772	1704	593	267	1267	455	813	1431
%V	48.9%	48.5%	44.7%	40.4%	50.6%	42.9%	56.4%	44.2%
%H		96.2%	33.5%	15.1%	71.5%	25.7%	45.9%	80.8%
Houseperson	2919	2840	1058	512	2038	836	1201	2561
%V	80.6%	80.8%	79.7%	77.5%	81.4%	78.8%	83.3%	79.1%
%H		97.3%	36.2%	17.5%	69.8%	28.6%	41.1%	87.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North West
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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
AB	585	571	232	86	378	148	230	567
%V	19.0%	19.4%	22.0%	18.5%	19.2%	22.4%	17.5%	21.6%
%H (All HH)		97.6%	39.7%	14.7%	64.6%	25.3%	39.3%	96.9%
%H (TV HH)			40.6%	15.1%	66.2%	25.9%	40.3%	
C1	832	794	308	129	529	208	320	768
%V	27.1%	26.9%	29.2%	27.7%	26.8%	31.5%	24.4%	29.2%
%H (All HH)		95.4%	37.0%	15.5%	63.6%	25.0%	38.5%	92.3%
%H (TV HH)			38.8%	16.2%	66.6%	26.2%	40.3%	
C2	591	567	211	105	367	134	233	524
%V	19.2%	19.2%	20.0%	22.6%	18.6%	20.3%	17.8%	19.9%
%H (All HH)		95.9%	35.7%	17.8%	62.1%	22.7%	39.4%	88.7%
%H (TV HH)			37.2%	18.5%	64.7%	23.6%	41.1%	
D	497	474	170	69	308	95	213	405
%V	16.2%	16.1%	16.1%	14.8%	15.6%	14.4%	16.2%	15.4%
%H (All HH)		95.4%	34.2%	13.9%	62.0%	19.1%	42.9%	81.5%
%H (TV HH)			35.9%	14.6%	65.0%	20.0%	44.9%	
E	571	540	135	76	391	77	314	363
%V	18.6%	18.3%	12.8%	16.3%	19.8%	11.6%	24.0%	13.8%
%H (All HH)		94.6%	23.6%	13.3%	68.5%	13.5%	55.0%	63.6%
%H (TV HH)			25.0%	14.1%	72.4%	14.3%	58.1%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West
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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Under 25	128	114	21	20	70	12	58	118
%V	4.2%	3.9%	2.0%	4.3%	3.5%	1.8%	4.4%	4.5%
%H (All HH)		89.1%	16.4%	15.6%	54.7%	9.4%	45.3%	92.2%
%H (TV HH)			18.4%	17.5%	61.4%	10.5%	50.9%	
25 - 34	460	417	161	55	218	70	148	440
%V	15.0%	14.1%	15.2%	11.8%	11.0%	10.6%	11.3%	16.7%
%H (All HH)		90.7%	35.0%	12.0%	47.4%	15.2%	32.2%	95.7%
%H (TV HH)			38.6%	13.2%	52.3%	16.8%	35.5%	
35 - 44	485	454	193	82	259	107	152	469
%V	15.8%	15.4%	18.3%	17.6%	13.1%	16.2%	11.6%	17.9%
%H (All HH)		93.6%	39.8%	16.9%	53.4%	22.1%	31.3%	96.7%
%H (TV HH)			42.5%	18.1%	57.0%	23.6%	33.5%	
45 - 54	595	581	245	107	383	171	212	560
%V	19.3%	19.7%	23.2%	23.0%	19.4%	25.9%	16.2%	21.3%
%H (All HH)		97.6%	41.2%	18.0%	64.4%	28.7%	35.6%	94.1%
%H (TV HH)			42.2%	18.4%	65.9%	29.4%	36.5%	
55 - 64	525	512	183	96	362	131	230	470
%V	17.1%	17.4%	17.3%	20.6%	18.3%	19.8%	17.5%	17.9%
%H (All HH)		97.5%	34.9%	18.3%	69.0%	25.0%	43.8%	89.5%
%H (TV HH)			35.7%	18.8%	70.7%	25.6%	44.9%	
65 +	882	870	253	105	682	171	511	569
%V	28.7%	29.5%	24.0%	22.6%	34.6%	25.9%	39.0%	21.7%
%H (All HH)		98.6%	28.7%	11.9%	77.3%	19.4%	57.9%	64.5%
%H (TV HH)			29.1%	12.1%	78.4%	19.7%	58.7%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
1	989	927	242	98	683	124	558	666
%V	32.2%	31.5%	22.9%	21.1%	34.6%	18.8%	42.6%	25.4%
%H (All HH)		93.7%	24.5%	9.9%	69.1%	12.5%	56.4%	67.3%
%H (TV HH)			26.1%	10.6%	73.7%	13.4%	60.2%	
2	1043	1013	354	171	696	248	448	942
%V	33.9%	34.4%	33.5%	36.8%	35.3%	37.5%	34.2%	35.9%
%H (All HH)		97.1%	33.9%	16.4%	66.7%	23.8%	43.0%	90.3%
%H (TV HH)			34.9%	16.9%	68.7%	24.5%	44.2%	
3	468	454	204	90	274	131	144	452
%V	15.2%	15.4%	19.3%	19.4%	13.9%	19.8%	11.0%	17.2%
%H (All HH)		97.0%	43.6%	19.2%	58.5%	28.0%	30.8%	96.6%
%H (TV HH)			44.9%	19.8%	60.4%	28.9%	31.7%	
4	383	369	166	72	225	108	116	379
%V	12.5%	12.5%	15.7%	15.5%	11.4%	16.3%	8.8%	14.4%
%H (All HH)		96.3%	43.3%	18.8%	58.7%	28.2%	30.3%	99.0%
%H (TV HH)			45.0%	19.5%	61.0%	29.3%	31.4%	
5+	192	184	91	35	95	50	46	188
%V	6.2%	6.2%	8.6%	7.5%	4.8%	7.6%	3.5%	7.2%
%H (All HH)		95.8%	47.4%	18.2%	49.5%	26.0%	24.0%	97.9%
%H (TV HH)			49.5%	19.0%	51.6%	27.2%	25.0%	
Average HH size	2.30	2.30	2.57	2.56	2.19	2.59	1.98	2.45

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Without	2302	2198	723	332	1540	467	1073	1873
%V	74.9%	74.6%	68.5%	71.4%	78.1%	70.7%	81.8%	71.3%
%H (All HH)		95.5%	31.4%	14.4%	66.9%	20.3%	46.6%	81.4%
%H (TV HH)			32.9%	15.1%	70.1%	21.2%	48.8%	
With	773	750	333	133	433	195	238	754
%V	25.1%	25.4%	31.5%	28.6%	21.9%	29.5%	18.2%	28.7%
%H (All HH)		97.0%	43.1%	17.2%	56.0%	25.2%	30.8%	97.5%
%H (TV HH)			44.4%	17.7%	57.7%	26.0%	31.7%	
0 - 3	292	280	123	45	148	58	90	279
%V	9.5%	9.5%	11.6%	9.7%	7.5%	8.8%	6.9%	10.6%
%H (All HH)		95.9%	42.1%	15.4%	50.7%	19.9%	30.8%	95.5%
%H (TV HH)			43.9%	16.1%	52.9%	20.7%	32.1%	
4 - 9	408	392	173	66	220	96	124	399
%V	13.3%	13.3%	16.4%	14.2%	11.2%	14.5%	9.5%	15.2%
%H (All HH)		96.1%	42.4%	16.2%	53.9%	23.5%	30.4%	97.8%
%H (TV HH)			44.1%	16.8%	56.1%	24.5%	31.6%	
10 - 15	384	373	173	74	225	117	108	376
%V	12.5%	12.7%	16.4%	15.9%	11.4%	17.7%	8.2%	14.3%
%H (All HH)		97.1%	45.1%	19.3%	58.6%	30.5%	28.1%	97.9%
%H (TV HH)			46.4%	19.8%	60.3%	31.4%	29.0%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West
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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
1	1172	1172	320	138	711	80	631	905
%V	38.1%	39.8%	30.3%	29.7%	36.0%	12.1%	48.1%	34.4%
%H (All HH)		100.0%	27.3%	11.8%	60.7%	6.8%	53.8%	77.2%
%H (TV HH)			27.3%	11.8%	60.7%	6.8%	53.8%	
2	1000	1000	381	167	681	254	427	877
%V	32.5%	33.9%	36.1%	35.9%	34.5%	38.4%	32.6%	33.4%
%H (All HH)		100.0%	38.1%	16.7%	68.1%	25.4%	42.7%	87.7%
%H (TV HH)			38.1%	16.7%	68.1%	25.4%	42.7%	
3	500	500	213	102	369	188	181	476
%V	16.3%	17.0%	20.2%	21.9%	18.7%	28.4%	13.8%	18.1%
%H (All HH)		100.0%	42.6%	20.4%	73.8%	37.6%	36.2%	95.2%
%H (TV HH)			42.6%	20.4%	73.8%	37.6%	36.2%	
4	185	185	97	38	138	88	51	181
%V	6.0%	6.3%	9.2%	8.2%	7.0%	13.3%	3.9%	6.9%
%H (All HH)		100.0%	52.4%	20.5%	74.6%	47.6%	27.6%	97.8%
%H (TV HH)			52.4%	20.5%	74.6%	47.6%	27.6%	
5+	90	90	46	21	73	51	22	89
%V	2.9%	3.1%	4.4%	4.5%	3.7%	7.7%	1.7%	3.4%
%H (All HH)		100.0%	51.1%	23.3%	81.1%	56.7%	24.4%	98.9%
%H (TV HH)			51.1%	23.3%	81.1%	56.7%	24.4%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West
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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Under 20"	206	206	74	30	167	70	98	176
%V	6.7%	7.0%	7.0%	6.5%	8.5%	10.6%	7.5%	6.7%
%H (All HH)		100.0%	35.9%	14.6%	81.1%	34.0%	47.6%	85.4%
%H (TV HH)			35.9%	14.6%	81.1%	34.0%	47.6%	
20" - 29"	701	701	237	114	557	223	334	597
%V	22.8%	23.8%	22.4%	24.5%	28.2%	33.7%	25.5%	22.7%
%H (All HH)		100.0%	33.8%	16.3%	79.5%	31.8%	47.6%	85.2%
%H (TV HH)			33.8%	16.3%	79.5%	31.8%	47.6%	
30" - 39"	1532	1532	545	253	1098	404	694	1323
%V	49.8%	52.0%	51.6%	54.4%	55.7%	61.1%	52.9%	50.4%
%H (All HH)		100.0%	35.6%	16.5%	71.7%	26.4%	45.3%	86.4%
%H (TV HH)			35.6%	16.5%	71.7%	26.4%	45.3%	
40" - 49"	1428	1428	599	258	923	399	524	1312
%V	46.4%	48.5%	56.7%	55.5%	46.8%	60.4%	40.0%	49.9%
%H (All HH)		100.0%	41.9%	18.1%	64.6%	27.9%	36.7%	91.9%
%H (TV HH)			41.9%	18.1%	64.6%	27.9%	36.7%	
50" - 59"	563	563	259	101	344	167	176	535
%V	18.3%	19.1%	24.5%	21.7%	17.4%	25.3%	13.4%	20.4%
%H (All HH)		100.0%	46.0%	17.9%	61.1%	29.7%	31.3%	95.0%
%H (TV HH)			46.0%	17.9%	61.1%	29.7%	31.3%	
60"+	68	68	35	13	40	23	17	67
%V	2.2%	2.3%	3.3%	2.8%	2.0%	3.5%	1.3%	2.6%
%H (All HH)		100.0%	51.5%	19.1%	58.8%	33.8%	25.0%	98.5%
%H (TV HH)			51.5%	19.1%	58.8%	33.8%	25.0%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West

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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Main living room	2931	2931	1053	464	1963	661	1302	2515
%V	95.3%	99.5%	99.7%	99.8%	99.5%	100.0%	99.3%	95.7%
%H (All HH)		100.0%	35.9%	15.8%	67.0%	22.6%	44.4%	85.8%
%H (TV HH)			35.9%	15.8%	67.0%	22.6%	44.4%	
Kitchen	245	245	102	39	193	91	102	225
%V	8.0%	8.3%	9.7%	8.4%	9.8%	13.8%	7.8%	8.6%
%H (All HH)		100.0%	41.6%	15.9%	78.8%	37.1%	41.6%	91.8%
%H (TV HH)			41.6%	15.9%	78.8%	37.1%	41.6%	
Adult's bedroom	1372	1372	563	264	979	457	521	1256
%V	44.6%	46.6%	53.3%	56.8%	49.6%	69.1%	39.7%	47.8%
%H (All HH)		100.0%	41.0%	19.2%	71.4%	33.3%	38.0%	91.5%
%H (TV HH)			41.0%	19.2%	71.4%	33.3%	38.0%	
Child's bedroom	236	236	107	51	169	98	71	231
%V	7.7%	8.0%	10.1%	11.0%	8.6%	14.8%	5.4%	8.8%
%H (All HH)		100.0%	45.3%	21.6%	71.6%	41.5%	30.1%	97.9%
%H (TV HH)			45.3%	21.6%	71.6%	41.5%	30.1%	
Other bedroom	231	231	106	53	161	88	73	221
%V	7.5%	7.8%	10.0%	11.4%	8.2%	13.3%	5.6%	8.4%
%H (All HH)		100.0%	45.9%	22.9%	69.7%	38.1%	31.6%	95.7%
%H (TV HH)			45.9%	22.9%	69.7%	38.1%	31.6%	
Second living/dining room	357	357	167	61	267	141	126	331
%V	11.6%	12.1%	15.8%	13.1%	13.5%	21.3%	9.6%	12.6%
%H (All HH)		100.0%	46.8%	17.1%	74.8%	39.5%	35.3%	92.7%
%H (TV HH)			46.8%	17.1%	74.8%	39.5%	35.3%	
Study/office	27	27	14	3	21	12	9	27
%V	0.9%	0.9%	1.3%	0.6%	1.1%	1.8%	0.7%	1.0%
%H (All HH)		100.0%	51.9%	11.1%	77.8%	44.4%	33.3%	100.0%
%H (TV HH)			51.9%	11.1%	77.8%	44.4%	33.3%	
TV room	20	20	10	3	14	8	7	19
%V	0.7%	0.7%	0.9%	0.6%	0.7%	1.2%	0.5%	0.7%
%H (All HH)		100.0%	50.0%	15.0%	70.0%	40.0%	35.0%	95.0%
%H (TV HH)			50.0%	15.0%	70.0%	40.0%	35.0%	
Conservatory	68	68	32	13	54	31	24	65
%V	2.2%	2.3%	3.0%	2.8%	2.7%	4.7%	1.8%	2.5%
%H (All HH)		100.0%	47.1%	19.1%	79.4%	45.6%	35.3%	95.6%
%H (TV HH)			47.1%	19.1%	79.4%	45.6%	35.3%	
Attic or loft room	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	13	13	8	1	8	5	4	13
%V	0.4%	0.4%	0.8%	0.2%	0.4%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	61.5%	7.7%	61.5%	38.5%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	61.5%	38.5%	30.8%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data
Table 3.8: Platform Provider
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Any DSAT provider	1056	1056	1056	8	459	459	0	982
%V	34.3%	35.8%	100.0%	1.7%	23.3%	69.4%	0.0%	37.4%
%H (All HH)			100.0%	0.8%	43.5%	43.5%	0.0%	93.0%
%H (TV HH)			100.0%	0.8%	43.5%	43.5%	0.0%	
Sky with subscription	953	953	953	4	411	411	0	892
%V	31.0%	32.3%	90.2%	0.9%	20.8%	62.2%	0.0%	34.0%
%H (All HH)			100.0%	0.4%	43.1%	43.1%	0.0%	93.6%
%H (TV HH)			100.0%	0.4%	43.1%	43.1%	0.0%	
Sky without subscription	35	35	35	1	12	12	0	28
%V	1.1%	1.2%	3.3%	0.2%	0.6%	1.8%	0.0%	1.1%
%H (All HH)			100.0%	2.9%	34.3%	34.3%	0.0%	80.0%
%H (TV HH)			100.0%	2.9%	34.3%	34.3%	0.0%	
Freesat	59	59	59	1	35	35	0	55
%V	1.9%	2.0%	5.6%	0.2%	1.8%	5.3%	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	37	37	37	3	20	20	0	32
%V	1.2%	1.3%	3.5%	0.6%	1.0%	3.0%	0.0%	1.2%
%H (All HH)			100.0%	8.1%	54.1%	54.1%	0.0%	86.5%
%H (TV HH)			100.0%	8.1%	54.1%	54.1%	0.0%	
DCAB	465	465	8	465	205	205	0	441
%V	15.1%	15.8%	0.8%	100.0%	10.4%	31.0%	0.0%	16.8%
%H (All HH)			1.7%	100.0%	44.1%	44.1%	0.0%	94.8%
%H (TV HH)			1.7%	100.0%	44.1%	44.1%	0.0%	
DTT	1973	1973	459	205	1973	661	1311	1617
%V	64.2%	66.9%	43.5%	44.1%	100.0%	100.0%	100.0%	61.6%
%H (All HH)		100.0%	23.3%	10.4%	100.0%	33.5%	66.4%	82.0%
%H (TV HH)			23.3%	10.4%	100.0%	33.5%	66.4%	

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

DATA PERIOD: ANNUAL

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ITV North West

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	3075	2947	1056	465	1973	661	1311	2627
%H (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
PVR	1755	1755	980	450	953	623	330	1637
%V	57.1%	59.6%	92.8%	96.8%	48.3%	94.3%	25.2%	62.3%
%H (All HH)		100.0%	55.8%	25.6%	54.3%	35.5%	18.8%	93.3%
%H (TV HH)			55.8%	25.6%	54.3%	35.5%	18.8%	
DVDR	34	34	15	2	28	12	16	30
%V	1.1%	1.2%	1.4%	0.4%	1.4%	1.8%	1.2%	1.1%
%H (All HH)		100.0%	44.1%	5.9%	82.4%	35.3%	47.1%	88.2%
%H (TV HH)			44.1%	5.9%	82.4%	35.3%	47.1%	
VCR	16	16	4	1	15	4	11	8
%V	0.5%	0.5%	0.4%	0.2%	0.8%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	25.0%	6.3%	93.8%	25.0%	68.8%	50.0%
%H (TV HH)			25.0%	6.3%	93.8%	25.0%	68.8%	
Any recorder	1777	1777	980	450	974	623	350	1654
%V	57.8%	60.3%	92.8%	96.8%	49.4%	94.3%	26.7%	63.0%
%H (All HH)		100.0%	55.1%	25.3%	54.8%	35.1%	19.7%	93.1%
%H (TV HH)			55.1%	25.3%	54.8%	35.1%	19.7%	
Receives HDTV (via STB or built-in reception)	2071	2071	946	374	1357	599	759	1892
%V	67.3%	70.3%	89.6%	80.4%	68.8%	90.6%	57.9%	72.0%
%H (All HH)		100.0%	45.7%	18.1%	65.5%	28.9%	36.6%	91.4%
%H (TV HH)			45.7%	18.1%	65.5%	28.9%	36.6%	
DVD/Blu-ray player or recorder	1578	1578	584	266	1092	423	669	1403
%V	51.3%	53.5%	55.3%	57.2%	55.3%	64.0%	51.0%	53.4%
%H (All HH)		100.0%	37.0%	16.9%	69.2%	26.8%	42.4%	88.9%
%H (TV HH)			37.0%	16.9%	69.2%	26.8%	42.4%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North West

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	3075	2947	1056	465	1973	661	1311	2627
%V (All HH)		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%
%H (TV HH)			35.8%	15.8%	66.9%	22.4%	44.5%	
Has broadband internet	2627	2528	982	441	1617	623	994	2627
%V	85.4%	85.8%	93.0%	94.8%	82.0%	94.3%	75.8%	100.0%
%H (All HH)		96.2%	37.4%	16.8%	61.6%	23.7%	37.8%	100.0%
%H (TV HH)			38.8%	17.4%	64.0%	24.6%	39.3%	
Number of computers (PCs and laptops)								
0	684	638	151	61	477	69	408	264
%V	22.2%	21.6%	14.3%	13.1%	24.2%	10.4%	31.1%	10.0%
%H (All HH)		93.3%	22.1%	8.9%	69.7%	10.1%	59.6%	38.6%
%H (TV HH)			23.7%	9.6%	74.8%	10.8%	63.9%	
1	930	883	296	144	565	163	402	906
%V	30.2%	30.0%	28.0%	31.0%	28.6%	24.7%	30.7%	34.5%
%H (All HH)		94.9%	31.8%	15.5%	60.8%	17.5%	43.2%	97.4%
%H (TV HH)			33.5%	16.3%	64.0%	18.5%	45.5%	
2	739	719	291	128	456	181	275	737
%V	24.0%	24.4%	27.6%	27.5%	23.1%	27.4%	21.0%	28.1%
%H (All HH)		97.3%	39.4%	17.3%	61.7%	24.5%	37.2%	99.7%
%H (TV HH)			40.5%	17.8%	63.4%	25.2%	38.2%	
3	344	333	146	62	219	107	112	342
%V	11.2%	11.3%	13.8%	13.3%	11.1%	16.2%	8.5%	13.0%
%H (All HH)		96.8%	42.4%	18.0%	63.7%	31.1%	32.6%	99.4%
%H (TV HH)			43.8%	18.6%	65.8%	32.1%	33.6%	
4	194	190	92	34	130	71	59	194
%V	6.3%	6.4%	8.7%	7.3%	6.6%	10.7%	4.5%	7.4%
%H (All HH)		97.9%	47.4%	17.5%	67.0%	36.6%	30.4%	100.0%
%H (TV HH)			48.4%	17.9%	68.4%	37.4%	31.1%	
5+	184	183	81	37	125	70	55	184
%V	6.0%	6.2%	7.7%	8.0%	6.3%	10.6%	4.2%	7.0%
%H (All HH)		99.5%	44.0%	20.1%	67.9%	38.0%	29.9%	100.0%
%H (TV HH)			44.3%	20.2%	68.3%	38.3%	30.1%	

Base: ITV North West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	5898	2354	1038	4128	1776	2352	5289
%H		39.9%	17.6%	70.0%	30.1%	39.9%	89.7%
Under 20"	251	93	35	207	90	117	217
%V	4.3%	4.0%	3.4%	5.0%	5.1%	5.0%	4.1%
%H		37.1%	13.9%	82.5%	35.9%	46.6%	86.5%
20" - 29"	880	313	143	703	298	405	757
%V	14.9%	13.3%	13.8%	17.0%	16.8%	17.2%	14.3%
%H		35.6%	16.3%	79.9%	33.9%	46.0%	86.0%
30" - 39"	2055	773	352	1488	603	885	1817
%V	34.8%	32.8%	33.9%	36.0%	34.0%	37.6%	34.4%
%H		37.6%	17.1%	72.4%	29.3%	43.1%	88.4%
40" - 49"	1781	770	341	1149	530	619	1654
%V	30.2%	32.7%	32.9%	27.8%	29.8%	26.3%	31.3%
%H		43.2%	19.1%	64.5%	29.8%	34.8%	92.9%
50" - 59"	632	294	117	386	192	194	604
%V	10.7%	12.5%	11.3%	9.4%	10.8%	8.2%	11.4%
%H		46.5%	18.5%	61.1%	30.4%	30.7%	95.6%
60"+	72	38	13	43	26	18	71
%V	1.2%	1.6%	1.3%	1.0%	1.5%	0.8%	1.3%
%H		52.8%	18.1%	59.7%	36.1%	25.0%	98.6%
Don't know	228	73	37	152	39	113	170
%V	3.9%	3.1%	3.6%	3.7%	2.2%	4.8%	3.2%
%H		32.0%	16.2%	66.7%	17.1%	49.6%	74.6%

Base: ITV 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 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	5898	2354	1038	4128	1776	2352	5289
%H		39.9%	17.6%	70.0%	30.1%	39.9%	89.7%
Main living room	2957	1062	468	1981	667	1314	2537
%V	50.1%	45.1%	45.1%	48.0%	37.6%	55.9%	48.0%
%H		35.9%	15.8%	67.0%	22.6%	44.4%	85.8%
Kitchen	246	102	39	194	91	103	226
%V	4.2%	4.3%	3.8%	4.7%	5.1%	4.4%	4.3%
%H		41.5%	15.9%	78.9%	37.0%	41.9%	91.9%
Adult's bedroom	1624	685	316	1172	577	595	1499
%V	27.5%	29.1%	30.4%	28.4%	32.5%	25.3%	28.3%
%H		42.2%	19.5%	72.2%	35.5%	36.6%	92.3%
Child's bedroom	298	138	66	215	130	85	293
%V	5.1%	5.9%	6.4%	5.2%	7.3%	3.6%	5.5%
%H		46.3%	22.1%	72.1%	43.6%	28.5%	98.3%
Other bedroom	276	128	66	192	108	84	267
%V	4.7%	5.4%	6.4%	4.7%	6.1%	3.6%	5.0%
%H		46.4%	23.9%	69.6%	39.1%	30.4%	96.7%
Second living/dining room	361	169	62	270	143	127	335
%V	6.1%	7.2%	6.0%	6.5%	8.1%	5.4%	6.3%
%H		46.8%	17.2%	74.8%	39.6%	35.2%	92.8%
Study/office	29	16	3	22	13	9	29
%V	0.5%	0.7%	0.3%	0.5%	0.7%	0.4%	0.5%
%H		55.2%	10.3%	75.9%	44.8%	31.0%	100.0%
TV room	20	10	3	14	8	7	19
%V	0.3%	0.4%	0.3%	0.3%	0.5%	0.3%	0.4%
%H		50.0%	15.0%	70.0%	40.0%	35.0%	95.0%
Conservatory	68	32	13	54	31	24	65
%V	1.2%	1.4%	1.3%	1.3%	1.7%	1.0%	1.2%
%H		47.1%	19.1%	79.4%	45.6%	35.3%	95.6%
Attic or loft room	4	2	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	14	8	1	9	5	4	13
%V	0.2%	0.3%	0.1%	0.2%	0.3%	0.2%	0.2%
%H		57.1%	7.1%	64.3%	35.7%	28.6%	92.9%

Base: ITV 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 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	5898	2354	1038	4128	1776	2352	5289
%H		39.9%	17.6%	70.0%	30.1%	39.9%	89.7%
PVR	2643	1563	695	1306	910	396	2499
%V	44.8%	66.4%	67.0%	31.6%	51.2%	16.8%	47.2%
%H		59.1%	26.3%	49.4%	34.4%	15.0%	94.6%
DVDR	37	16	3	31	13	19	34
%V	0.6%	0.7%	0.3%	0.8%	0.7%	0.8%	0.6%
%H		43.2%	8.1%	83.8%	35.1%	51.4%	91.9%
VCR	16	4	1	15	4	11	8
%V	0.3%	0.2%	0.1%	0.4%	0.2%	0.5%	0.2%
%H		25.0%	6.3%	93.8%	25.0%	68.8%	50.0%
Any recorder	2672	1566	696	1333	914	419	2522
%V	45.3%	66.5%	67.1%	32.3%	51.5%	17.8%	47.7%
%H		58.6%	26.0%	49.9%	34.2%	15.7%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.14: 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	5898	2354	1038	4128	1776	2352	5289
%H		39.9%	17.6%	70.0%	30.1%	39.9%	89.7%
Receives HDTV (via STB or built-in reception)	3372	1645	648	2187	1092	1095	3140
%V	57.2%	69.9%	62.4%	53.0%	61.5%	46.6%	59.4%
%H		48.8%	19.2%	64.9%	32.4%	32.5%	93.1%
DVD/Blu-ray player or recorder	2168	850	382	1526	670	856	1971
%V	36.8%	36.1%	36.8%	37.0%	37.7%	36.4%	37.3%
%H		39.2%	17.6%	70.4%	30.9%	39.5%	90.9%

Base: ITV 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 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	2947	1056	465	1972	661	1311	2528
%H		35.8%	15.8%	66.9%	22.4%	44.5%	85.8%
Under 20"	11	2	1	7	1	7	5
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		18.2%	9.1%	63.6%	9.1%	63.6%	45.5%
20" - 29"	148	14	13	121	10	111	92
%V	5.0%	1.3%	2.8%	6.1%	1.5%	8.5%	3.6%
%H		9.5%	8.8%	81.8%	6.8%	75.0%	62.2%
30" - 39"	886	252	115	640	148	492	705
%V	30.1%	23.9%	24.7%	32.5%	22.4%	37.5%	27.9%
%H		28.4%	13.0%	72.2%	16.7%	55.5%	79.6%
40" - 49"	1215	493	216	780	320	460	1104
%V	41.2%	46.7%	46.5%	39.6%	48.4%	35.1%	43.7%
%H		40.6%	17.8%	64.2%	26.3%	37.9%	90.9%
50" - 59"	517	237	95	311	150	161	490
%V	17.5%	22.4%	20.4%	15.8%	22.7%	12.3%	19.4%
%H		45.8%	18.4%	60.2%	29.0%	31.1%	94.8%
60"+	56	28	11	33	19	14	55
%V	1.9%	2.7%	2.4%	1.7%	2.9%	1.1%	2.2%
%H		50.0%	19.6%	58.9%	33.9%	25.0%	98.2%
Don't know	115	31	13	80	13	67	76
%V	3.9%	2.9%	2.8%	4.1%	2.0%	5.1%	3.0%
%H		27.0%	11.3%	69.6%	11.3%	58.3%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West

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	2947	1056	465	1972	661	1311	2528
%H		35.8%	15.8%	66.9%	22.4%	44.5%	85.8%
PVR	1724	967	447	927	612	315	1609
%V	58.5%	91.6%	96.1%	47.0%	92.6%	24.0%	63.6%
%H		56.1%	25.9%	53.8%	35.5%	18.3%	93.3%
DVDR	31	14	2	26	11	15	28
%V	1.1%	1.3%	0.4%	1.3%	1.7%	1.1%	1.1%
%H		45.2%	6.5%	83.9%	35.5%	48.4%	90.3%
VCR	12	3	0	11	2	9	6
%V	0.4%	0.3%	0.0%	0.6%	0.3%	0.7%	0.2%
%H		25.0%	0.0%	91.7%	16.7%	75.0%	50.0%
Any recorder	1745	968	447	947	613	334	1625
%V	59.2%	91.7%	96.1%	48.0%	92.7%	25.5%	64.3%
%H		55.5%	25.6%	54.3%	35.1%	19.1%	93.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 3.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2947	1056	465	1972	661	1311	2528
%H		35.8%	15.8%	66.9%	22.4%	44.5%	85.8%
Receives HDTV (via STB or built-in reception)	2036	932	371	1325	585	740	1859
%V	69.1%	88.3%	79.8%	67.2%	88.5%	56.4%	73.5%
%H		45.8%	18.2%	65.1%	28.7%	36.3%	91.3%
DVD/Blu-ray player or recorder	1354	480	227	932	341	590	1190
%V	45.9%	45.5%	48.8%	47.3%	51.6%	45.0%	47.1%
%H		35.5%	16.8%	68.8%	25.2%	43.6%	87.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2951	1298	573	2156	1115	1041	2761
%H		44.0%	19.4%	73.1%	37.8%	35.3%	93.6%
Under 20"	240	92	34	200	89	111	212
%V	8.1%	7.1%	5.9%	9.3%	8.0%	10.7%	7.7%
%H		38.3%	14.2%	83.3%	37.1%	46.3%	88.3%
20" - 29"	732	299	131	582	287	294	664
%V	24.8%	23.0%	22.9%	27.0%	25.7%	28.2%	24.0%
%H		40.8%	17.9%	79.5%	39.2%	40.2%	90.7%
30" - 39"	1169	521	237	848	455	393	1112
%V	39.6%	40.1%	41.4%	39.3%	40.8%	37.8%	40.3%
%H		44.6%	20.3%	72.5%	38.9%	33.6%	95.1%
40" - 49"	566	276	124	369	209	159	550
%V	19.2%	21.3%	21.6%	17.1%	18.7%	15.3%	19.9%
%H		48.8%	21.9%	65.2%	36.9%	28.1%	97.2%
50" - 59"	116	57	22	75	42	33	113
%V	3.9%	4.4%	3.8%	3.5%	3.8%	3.2%	4.1%
%H		49.1%	19.0%	64.7%	36.2%	28.4%	97.4%
60"+	16	10	2	10	6	4	16
%V	0.5%	0.8%	0.3%	0.5%	0.5%	0.4%	0.6%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Don't know	113	42	24	72	26	46	94
%V	3.8%	3.2%	4.2%	3.3%	2.3%	4.4%	3.4%
%H		37.2%	21.2%	63.7%	23.0%	40.7%	83.2%

Base: ITV 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 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	2951	1298	573	2156	1115	1041	2761
%H		44.0%	19.4%	73.1%	37.8%	35.3%	93.6%
PVR	919	596	248	379	298	81	890
%V	31.1%	45.9%	43.3%	17.6%	26.7%	7.8%	32.2%
%H		64.9%	27.0%	41.2%	32.4%	8.8%	96.8%
DVDR	6	1	1	5	1	4	6
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.2%
%H		16.7%	16.7%	83.3%	16.7%	66.7%	100.0%
VCR	4	1	1	4	2	2	2
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	927	598	249	386	301	85	897
%V	31.4%	46.1%	43.5%	17.9%	27.0%	8.2%	32.5%
%H		64.5%	26.9%	41.6%	32.5%	9.2%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 3.20: Other Set (non-Main Set) - Other TV equipment
Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2951	1298	573	2156	1115	1041	2761
%H		44.0%	19.4%	73.1%	37.8%	35.3%	93.6%
Receives HDTV (via STB or built-in reception)	1336	712	277	862	507	355	1281
%V	45.3%	54.9%	48.3%	40.0%	45.5%	34.1%	46.4%
%H		53.3%	20.7%	64.5%	37.9%	26.6%	95.9%
DVD/Blu-ray player or recorder	814	370	155	594	329	265	781
%V	27.6%	28.5%	27.1%	27.6%	29.5%	25.5%	28.3%
%H		45.5%	19.0%	73.0%	40.4%	32.6%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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	7060	6792	2713	1189	4313	1716	2598	6446
%H		96.2%	38.4%	16.8%	61.1%	24.3%	36.8%	91.3%
Total Children	1379	1328	597	236	746	339	406	1343
%V	19.5%	19.6%	22.0%	19.8%	17.3%	19.8%	15.6%	20.8%
%H		96.3%	43.3%	17.1%	54.1%	24.6%	29.4%	97.4%
0 - 3	335	322	140	53	170	66	104	322
%V	4.7%	4.7%	5.2%	4.5%	3.9%	3.8%	4.0%	5.0%
%H		96.1%	41.8%	15.8%	50.7%	19.7%	31.0%	96.1%
4 - 15	1043	1006	457	183	576	273	302	1021
%V	14.8%	14.8%	16.8%	15.4%	13.4%	15.9%	11.6%	15.8%
%H		96.5%	43.8%	17.5%	55.2%	26.2%	29.0%	97.9%
4 - 9	537	512	224	86	283	122	161	524
%V	7.6%	7.5%	8.3%	7.2%	6.6%	7.1%	6.2%	8.1%
%H		95.3%	41.7%	16.0%	52.7%	22.7%	30.0%	97.6%
10 - 15	507	494	233	97	292	151	141	497
%V	7.2%	7.3%	8.6%	8.2%	6.8%	8.8%	5.4%	7.7%
%H		97.4%	46.0%	19.1%	57.6%	29.8%	27.8%	98.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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	7060	6792	2713	1189	4313	1716	2598	6446
%H		96.2%	38.4%	16.8%	61.1%	24.3%	36.8%	91.3%
Total Adults (16+)	5681	5464	2116	953	3568	1376	2192	5103
%V	80.5%	80.4%	78.0%	80.2%	82.7%	80.2%	84.4%	79.2%
%H		96.2%	37.2%	16.8%	62.8%	24.2%	38.6%	89.8%
16 - 19	267	260	109	51	163	73	91	264
%V	3.8%	3.8%	4.0%	4.3%	3.8%	4.3%	3.5%	4.1%
%H		97.4%	40.8%	19.1%	61.0%	27.3%	34.1%	98.9%
20 - 24	447	414	142	86	259	110	149	430
%V	6.3%	6.1%	5.2%	7.2%	6.0%	6.4%	5.7%	6.7%
%H		92.6%	31.8%	19.2%	57.9%	24.6%	33.3%	96.2%
25 - 34	943	872	352	134	465	169	297	906
%V	13.4%	12.8%	13.0%	11.3%	10.8%	9.8%	11.4%	14.1%
%H		92.5%	37.3%	14.2%	49.3%	17.9%	31.5%	96.1%
35 - 44	872	820	349	156	471	199	272	847
%V	12.4%	12.1%	12.9%	13.1%	10.9%	11.6%	10.5%	13.1%
%H		94.0%	40.0%	17.9%	54.0%	22.8%	31.2%	97.1%
45 - 54	978	956	425	184	617	289	328	934
%V	13.9%	14.1%	15.7%	15.5%	14.3%	16.8%	12.6%	14.5%
%H		97.8%	43.5%	18.8%	63.1%	29.6%	33.5%	95.5%
55 - 64	874	857	332	166	597	243	354	803
%V	12.4%	12.6%	12.2%	14.0%	13.8%	14.2%	13.6%	12.5%
%H		98.1%	38.0%	19.0%	68.3%	27.8%	40.5%	91.9%
65+	1300	1285	407	177	995	294	701	919
%V	18.4%	18.9%	15.0%	14.9%	23.1%	17.1%	27.0%	14.3%
%H		98.8%	31.3%	13.6%	76.5%	22.6%	53.9%	70.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West
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+)	5681	5464	2116	953	3568	1376	2192	5103
%H		96.2%	37.2%	16.8%	62.8%	24.2%	38.6%	89.8%
AB	1149	1129	482	178	742	315	427	1125
%V	20.2%	20.7%	22.8%	18.7%	20.8%	22.9%	19.5%	22.0%
%H		98.3%	41.9%	15.5%	64.6%	27.4%	37.2%	97.9%
C1	1602	1531	610	274	1013	434	579	1520
%V	28.2%	28.0%	28.8%	28.8%	28.4%	31.5%	26.4%	29.8%
%H		95.6%	38.1%	17.1%	63.2%	27.1%	36.1%	94.9%
C2	1161	1122	458	217	701	286	415	1069
%V	20.4%	20.5%	21.6%	22.8%	19.6%	20.8%	18.9%	20.9%
%H		96.6%	39.4%	18.7%	60.4%	24.6%	35.7%	92.1%
D	927	887	350	151	551	203	348	807
%V	16.3%	16.2%	16.5%	15.8%	15.4%	14.8%	15.9%	15.8%
%H		95.7%	37.8%	16.3%	59.4%	21.9%	37.5%	87.1%
E	842	794	217	133	560	137	423	582
%V	14.8%	14.5%	10.3%	14.0%	15.7%	10.0%	19.3%	11.4%
%H		94.3%	25.8%	15.8%	66.5%	16.3%	50.2%	69.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West
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+)	5681	5464	2116	953	3568	1376	2192	5103
%H		96.2%	37.2%	16.8%	62.8%	24.2%	38.6%	89.8%
Working full time	2790	2694	1154	513	1611	706	905	2705
%V	49.1%	49.3%	54.5%	53.8%	45.2%	51.3%	41.3%	53.0%
%H		96.6%	41.4%	18.4%	57.7%	25.3%	32.4%	97.0%
Working part time	441	425	167	76	292	121	171	428
%V	7.8%	7.8%	7.9%	8.0%	8.2%	8.8%	7.8%	8.4%
%H		96.4%	37.9%	17.2%	66.2%	27.4%	38.8%	97.1%
Not working	2450	2345	795	364	1665	549	1116	1970
%V	43.1%	42.9%	37.6%	38.2%	46.7%	39.9%	50.9%	38.6%
%H		95.7%	32.4%	14.9%	68.0%	22.4%	45.6%	80.4%
Houseperson	3075	2947	1056	465	1973	661	1311	2627
%V	54.1%	53.9%	49.9%	48.8%	55.3%	48.0%	59.8%	51.5%
%H		95.8%	34.3%	15.1%	64.2%	21.5%	42.6%	85.4%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2781	2650	1039	478	1702	677	1025	2515
%H		95.3%	37.4%	17.2%	61.2%	24.3%	36.9%	90.4%
16 - 19	146	140	59	31	89	42	47	146
%V	5.2%	5.3%	5.7%	6.5%	5.2%	6.2%	4.6%	5.8%
%H		95.9%	40.4%	21.2%	61.0%	28.8%	32.2%	100.0%
20 - 24	220	204	72	42	125	57	68	211
%V	7.9%	7.7%	6.9%	8.8%	7.3%	8.4%	6.6%	8.4%
%H		92.7%	32.7%	19.1%	56.8%	25.9%	30.9%	95.9%
25 - 34	473	436	174	69	230	84	146	451
%V	17.0%	16.5%	16.7%	14.4%	13.5%	12.4%	14.2%	17.9%
%H		92.2%	36.8%	14.6%	48.6%	17.8%	30.9%	95.3%
35 - 44	428	392	164	75	225	96	129	414
%V	15.4%	14.8%	15.8%	15.7%	13.2%	14.2%	12.6%	16.5%
%H		91.6%	38.3%	17.5%	52.6%	22.4%	30.1%	96.7%
45 - 54	482	468	208	89	293	130	163	457
%V	17.3%	17.7%	20.0%	18.6%	17.2%	19.2%	15.9%	18.2%
%H		97.1%	43.2%	18.5%	60.8%	27.0%	33.8%	94.8%
55 - 64	428	417	165	82	286	119	167	389
%V	15.4%	15.7%	15.9%	17.2%	16.8%	17.6%	16.3%	15.5%
%H		97.4%	38.6%	19.2%	66.8%	27.8%	39.0%	90.9%
65+	604	593	198	90	454	149	305	449
%V	21.7%	22.4%	19.1%	18.8%	26.7%	22.0%	29.8%	17.9%
%H		98.2%	32.8%	14.9%	75.2%	24.7%	50.5%	74.3%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2781	2650	1039	478	1702	677	1025	2515
%H		95.3%	37.4%	17.2%	61.2%	24.3%	36.9%	90.4%
AB	573	562	241	90	364	155	209	560
%V	20.6%	21.2%	23.2%	18.8%	21.4%	22.9%	20.4%	22.3%
%H		98.1%	42.1%	15.7%	63.5%	27.1%	36.5%	97.7%
C1	753	718	288	138	463	209	255	720
%V	27.1%	27.1%	27.7%	28.9%	27.2%	30.9%	24.9%	28.6%
%H		95.4%	38.2%	18.3%	61.5%	27.8%	33.9%	95.6%
C2	621	595	240	113	377	154	223	566
%V	22.3%	22.5%	23.1%	23.6%	22.2%	22.7%	21.8%	22.5%
%H		95.8%	38.6%	18.2%	60.7%	24.8%	35.9%	91.1%
D	456	429	176	72	254	96	158	405
%V	16.4%	16.2%	16.9%	15.1%	14.9%	14.2%	15.4%	16.1%
%H		94.1%	38.6%	15.8%	55.7%	21.1%	34.6%	88.8%
E	379	347	94	65	244	63	180	264
%V	13.6%	13.1%	9.0%	13.6%	14.3%	9.3%	17.6%	10.5%
%H		91.6%	24.8%	17.2%	64.4%	16.6%	47.5%	69.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2781	2650	1039	478	1702	677	1025	2515
%H		95.3%	37.4%	17.2%	61.2%	24.3%	36.9%	90.4%
Working full time	1610	1539	669	289	909	399	510	1552
%V	57.9%	58.1%	64.4%	60.5%	53.4%	58.9%	49.8%	61.7%
%H		95.6%	41.6%	18.0%	56.5%	24.8%	31.7%	96.4%
Working part time	106	101	40	17	68	28	41	102
%V	3.8%	3.8%	3.8%	3.6%	4.0%	4.1%	4.0%	4.1%
%H		95.3%	37.7%	16.0%	64.2%	26.4%	38.7%	96.2%
Not working	1065	1010	330	172	725	250	475	862
%V	38.3%	38.1%	31.8%	36.0%	42.6%	36.9%	46.3%	34.3%
%H		94.8%	31.0%	16.2%	68.1%	23.5%	44.6%	80.9%
Houseperson	854	785	247	113	517	133	384	679
%V	30.7%	29.6%	23.8%	23.6%	30.4%	19.6%	37.5%	27.0%
%H		91.9%	28.9%	13.2%	60.5%	15.6%	45.0%	79.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2900	2813	1077	475	1866	699	1166	2588
%H		97.0%	37.1%	16.4%	64.3%	24.1%	40.2%	89.2%
16 - 19	122	119	51	20	75	31	44	118
%V	4.2%	4.2%	4.7%	4.2%	4.0%	4.4%	3.8%	4.6%
%H		97.5%	41.8%	16.4%	61.5%	25.4%	36.1%	96.7%
20 - 24	227	210	70	44	133	52	81	219
%V	7.8%	7.5%	6.5%	9.3%	7.1%	7.4%	6.9%	8.5%
%H		92.5%	30.8%	19.4%	58.6%	22.9%	35.7%	96.5%
25 - 34	470	436	178	65	235	85	151	455
%V	16.2%	15.5%	16.5%	13.7%	12.6%	12.2%	13.0%	17.6%
%H		92.8%	37.9%	13.8%	50.0%	18.1%	32.1%	96.8%
35 - 44	444	428	185	81	246	103	143	434
%V	15.3%	15.2%	17.2%	17.1%	13.2%	14.7%	12.3%	16.8%
%H		96.4%	41.7%	18.2%	55.4%	23.2%	32.2%	97.7%
45 - 54	495	488	217	95	324	159	165	477
%V	17.1%	17.3%	20.1%	20.0%	17.4%	22.7%	14.2%	18.4%
%H		98.6%	43.8%	19.2%	65.5%	32.1%	33.3%	96.4%
55 - 64	446	440	167	84	311	125	187	415
%V	15.4%	15.6%	15.5%	17.7%	16.7%	17.9%	16.0%	16.0%
%H		98.7%	37.4%	18.8%	69.7%	28.0%	41.9%	93.0%
65+	695	692	210	86	541	145	396	470
%V	24.0%	24.6%	19.5%	18.1%	29.0%	20.7%	34.0%	18.2%
%H		99.6%	30.2%	12.4%	77.8%	20.9%	57.0%	67.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2900	2813	1077	475	1866	699	1166	2588
%H		97.0%	37.1%	16.4%	64.3%	24.1%	40.2%	89.2%
AB	576	568	241	88	378	160	218	564
%V	19.9%	20.2%	22.4%	18.5%	20.3%	22.9%	18.7%	21.8%
%H		98.6%	41.8%	15.3%	65.6%	27.8%	37.8%	97.9%
C1	849	814	322	136	550	226	324	800
%V	29.3%	28.9%	29.9%	28.6%	29.5%	32.3%	27.8%	30.9%
%H		95.9%	37.9%	16.0%	64.8%	26.6%	38.2%	94.2%
C2	541	527	218	104	324	133	192	503
%V	18.7%	18.7%	20.2%	21.9%	17.4%	19.0%	16.5%	19.4%
%H		97.4%	40.3%	19.2%	59.9%	24.6%	35.5%	93.0%
D	471	457	173	79	297	107	190	402
%V	16.2%	16.2%	16.1%	16.6%	15.9%	15.3%	16.3%	15.5%
%H		97.0%	36.7%	16.8%	63.1%	22.7%	40.3%	85.4%
E	463	448	123	69	317	74	243	317
%V	16.0%	15.9%	11.4%	14.5%	17.0%	10.6%	20.8%	12.2%
%H		96.8%	26.6%	14.9%	68.5%	16.0%	52.5%	68.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West

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+)	2900	2813	1077	475	1866	699	1166	2588
%H		97.0%	37.1%	16.4%	64.3%	24.1%	40.2%	89.2%
Working full time	1180	1154	485	225	702	307	395	1153
%V	40.7%	41.0%	45.0%	47.4%	37.6%	43.9%	33.9%	44.6%
%H		97.8%	41.1%	19.1%	59.5%	26.0%	33.5%	97.7%
Working part time	335	324	127	58	223	93	131	326
%V	11.6%	11.5%	11.8%	12.2%	12.0%	13.3%	11.2%	12.6%
%H		96.7%	37.9%	17.3%	66.6%	27.8%	39.1%	97.3%
Not working	1384	1335	465	192	940	299	641	1109
%V	47.7%	47.5%	43.2%	40.4%	50.4%	42.8%	55.0%	42.9%
%H		96.5%	33.6%	13.9%	67.9%	21.6%	46.3%	80.1%
Houseperson	2221	2162	809	352	1456	528	928	1948
%V	76.6%	76.9%	75.1%	74.1%	78.0%	75.5%	79.6%	75.3%
%H		97.3%	36.4%	15.8%	65.6%	23.8%	41.8%	87.7%

Base: ITV 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
ITV Yorkshire
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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
AB	626	606	258	72	447	184	263	601
%V	22.5%	22.7%	25.0%	24.7%	22.3%	25.0%	20.8%	25.2%
%H (All HH)		96.8%	41.2%	11.5%	71.4%	29.4%	42.0%	96.0%
%H (TV HH)			42.6%	11.9%	73.8%	30.4%	43.4%	
C1	772	741	293	91	542	209	334	698
%V	27.7%	27.7%	28.3%	31.3%	27.1%	28.4%	26.4%	29.3%
%H (All HH)		96.0%	38.0%	11.8%	70.2%	27.1%	43.3%	90.4%
%H (TV HH)			39.5%	12.3%	73.1%	28.2%	45.1%	
C2	619	601	257	65	449	189	260	528
%V	22.3%	22.5%	24.9%	22.3%	22.4%	25.7%	20.5%	22.2%
%H (All HH)		97.1%	41.5%	10.5%	72.5%	30.5%	42.0%	85.3%
%H (TV HH)			42.8%	10.8%	74.7%	31.4%	43.3%	
D	426	406	154	37	302	105	197	347
%V	15.3%	15.2%	14.9%	12.7%	15.1%	14.3%	15.6%	14.6%
%H (All HH)		95.3%	36.2%	8.7%	70.9%	24.6%	46.2%	81.5%
%H (TV HH)			37.9%	9.1%	74.4%	25.9%	48.5%	
E	338	320	71	25	260	48	212	208
%V	12.1%	12.0%	6.9%	8.6%	13.0%	6.5%	16.7%	8.7%
%H (All HH)		94.7%	21.0%	7.4%	76.9%	14.2%	62.7%	61.5%
%H (TV HH)			22.2%	7.8%	81.3%	15.0%	66.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Under 25	108	90	22	7	59	13	46	104
%V	3.9%	3.4%	2.1%	2.4%	2.9%	1.8%	3.6%	4.4%
%H (All HH)		83.3%	20.4%	6.5%	54.6%	12.0%	42.6%	96.3%
%H (TV HH)			24.4%	7.8%	65.6%	14.4%	51.1%	
25 - 34	427	389	169	45	221	88	133	416
%V	15.3%	14.5%	16.3%	15.5%	11.0%	12.0%	10.5%	17.5%
%H (All HH)		91.1%	39.6%	10.5%	51.8%	20.6%	31.1%	97.4%
%H (TV HH)			43.4%	11.6%	56.8%	22.6%	34.2%	
35 - 44	422	399	177	57	266	119	147	408
%V	15.2%	14.9%	17.1%	19.6%	13.3%	16.2%	11.6%	17.1%
%H (All HH)		94.5%	41.9%	13.5%	63.0%	28.2%	34.8%	96.7%
%H (TV HH)			44.4%	14.3%	66.7%	29.8%	36.8%	
45 - 54	508	494	218	72	370	170	199	489
%V	18.3%	18.5%	21.1%	24.7%	18.5%	23.1%	15.7%	20.5%
%H (All HH)		97.2%	42.9%	14.2%	72.8%	33.5%	39.2%	96.3%
%H (TV HH)			44.1%	14.6%	74.9%	34.4%	40.3%	
55 - 64	493	483	199	45	385	147	238	444
%V	17.7%	18.1%	19.2%	15.5%	19.2%	20.0%	18.8%	18.6%
%H (All HH)		98.0%	40.4%	9.1%	78.1%	29.8%	48.3%	90.1%
%H (TV HH)			41.2%	9.3%	79.7%	30.4%	49.3%	
65 +	824	818	249	64	701	198	502	523
%V	29.6%	30.6%	24.1%	22.0%	35.0%	26.9%	39.7%	21.9%
%H (All HH)		99.3%	30.2%	7.8%	85.1%	24.0%	60.9%	63.5%
%H (TV HH)			30.4%	7.8%	85.7%	24.2%	61.4%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
1	863	806	206	58	670	145	525	563
%V	31.0%	30.1%	19.9%	19.9%	33.5%	19.7%	41.5%	23.6%
%H (All HH)		93.4%	23.9%	6.7%	77.6%	16.8%	60.8%	65.2%
%H (TV HH)			25.6%	7.2%	83.1%	18.0%	65.1%	
2	983	960	410	102	725	302	423	899
%V	35.3%	35.9%	39.7%	35.1%	36.2%	41.1%	33.4%	37.7%
%H (All HH)		97.7%	41.7%	10.4%	73.8%	30.7%	43.0%	91.5%
%H (TV HH)			42.7%	10.6%	75.5%	31.5%	44.1%	
3	408	395	174	58	262	117	145	399
%V	14.7%	14.8%	16.8%	19.9%	13.1%	15.9%	11.5%	16.7%
%H (All HH)		96.8%	42.6%	14.2%	64.2%	28.7%	35.5%	97.8%
%H (TV HH)			44.1%	14.7%	66.3%	29.6%	36.7%	
4	354	345	161	48	240	117	123	353
%V	12.7%	12.9%	15.6%	16.5%	12.0%	15.9%	9.7%	14.8%
%H (All HH)		97.5%	45.5%	13.6%	67.8%	33.1%	34.7%	99.7%
%H (TV HH)			46.7%	13.9%	69.6%	33.9%	35.7%	
5+	173	167	83	25	104	54	51	170
%V	6.2%	6.2%	8.0%	8.6%	5.2%	7.3%	4.0%	7.1%
%H (All HH)		96.5%	48.0%	14.5%	60.1%	31.2%	29.5%	98.3%
%H (TV HH)			49.7%	15.0%	62.3%	32.3%	30.5%	
Average HH size	2.31	2.32	2.56	2.63	2.22	2.53	2.04	2.48

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Without	2087	1993	736	197	1552	541	1011	1697
%V	75.0%	74.5%	71.2%	67.7%	77.6%	73.6%	79.9%	71.2%
%H (All HH)		95.5%	35.3%	9.4%	74.4%	25.9%	48.4%	81.3%
%H (TV HH)			36.9%	9.9%	77.9%	27.1%	50.7%	
With	695	680	298	93	449	194	255	686
%V	25.0%	25.4%	28.8%	32.0%	22.4%	26.4%	20.1%	28.8%
%H (All HH)		97.8%	42.9%	13.4%	64.6%	27.9%	36.7%	98.7%
%H (TV HH)			43.8%	13.7%	66.0%	28.5%	37.5%	
0 - 3	248	240	103	25	140	53	86	246
%V	8.9%	9.0%	10.0%	8.6%	7.0%	7.2%	6.8%	10.3%
%H (All HH)		96.8%	41.5%	10.1%	56.5%	21.4%	34.7%	99.2%
%H (TV HH)			42.9%	10.4%	58.3%	22.1%	35.8%	
4 - 9	367	359	169	48	226	104	122	361
%V	13.2%	13.4%	16.3%	16.5%	11.3%	14.1%	9.6%	15.1%
%H (All HH)		97.8%	46.0%	13.1%	61.6%	28.3%	33.2%	98.4%
%H (TV HH)			47.1%	13.4%	63.0%	29.0%	34.0%	
10 - 15	346	340	147	56	245	111	134	341
%V	12.4%	12.7%	14.2%	19.2%	12.2%	15.1%	10.6%	14.3%
%H (All HH)		98.3%	42.5%	16.2%	70.8%	32.1%	38.7%	98.6%
%H (TV HH)			43.2%	16.5%	72.1%	32.6%	39.4%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
1	1109	1109	309	104	771	151	621	860
%V	39.9%	41.5%	29.9%	35.7%	38.5%	20.5%	49.1%	36.1%
%H (All HH)		100.0%	27.9%	9.4%	69.5%	13.6%	56.0%	77.5%
%H (TV HH)			27.9%	9.4%	69.5%	13.6%	56.0%	
2	880	880	377	107	677	290	387	777
%V	31.6%	32.9%	36.5%	36.8%	33.8%	39.5%	30.6%	32.6%
%H (All HH)		100.0%	42.8%	12.2%	76.9%	33.0%	44.0%	88.3%
%H (TV HH)			42.8%	12.2%	76.9%	33.0%	44.0%	
3	412	412	198	49	338	172	166	393
%V	14.8%	15.4%	19.1%	16.8%	16.9%	23.4%	13.1%	16.5%
%H (All HH)		100.0%	48.1%	11.9%	82.0%	41.7%	40.3%	95.4%
%H (TV HH)			48.1%	11.9%	82.0%	41.7%	40.3%	
4	183	183	84	22	146	70	76	175
%V	6.6%	6.8%	8.1%	7.6%	7.3%	9.5%	6.0%	7.3%
%H (All HH)		100.0%	45.9%	12.0%	79.8%	38.3%	41.5%	95.6%
%H (TV HH)			45.9%	12.0%	79.8%	38.3%	41.5%	
5+	90	90	66	8	68	53	15	89
%V	3.2%	3.4%	6.4%	2.7%	3.4%	7.2%	1.2%	3.7%
%H (All HH)		100.0%	73.3%	8.9%	75.6%	58.9%	16.7%	98.9%
%H (TV HH)			73.3%	8.9%	75.6%	58.9%	16.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Under 20"	239	239	104	20	208	94	114	211
%V	8.6%	8.9%	10.1%	6.9%	10.4%	12.8%	9.0%	8.9%
%H (All HH)		100.0%	43.5%	8.4%	87.0%	39.3%	47.7%	88.3%
%H (TV HH)			43.5%	8.4%	87.0%	39.3%	47.7%	
20" - 29"	669	669	262	68	557	226	330	590
%V	24.0%	25.0%	25.3%	23.4%	27.8%	30.7%	26.1%	24.8%
%H (All HH)		100.0%	39.2%	10.2%	83.3%	33.8%	49.3%	88.2%
%H (TV HH)			39.2%	10.2%	83.3%	33.8%	49.3%	
30" - 39"	1120	1120	442	136	859	339	520	989
%V	40.3%	41.9%	42.7%	46.7%	42.9%	46.1%	41.1%	41.5%
%H (All HH)		100.0%	39.5%	12.1%	76.7%	30.3%	46.4%	88.3%
%H (TV HH)			39.5%	12.1%	76.7%	30.3%	46.4%	
40" - 49"	1287	1287	573	171	912	407	505	1167
%V	46.3%	48.1%	55.4%	58.8%	45.6%	55.4%	39.9%	49.0%
%H (All HH)		100.0%	44.5%	13.3%	70.9%	31.6%	39.2%	90.7%
%H (TV HH)			44.5%	13.3%	70.9%	31.6%	39.2%	
50" - 59"	557	557	313	64	388	212	176	530
%V	20.0%	20.8%	30.3%	22.0%	19.4%	28.8%	13.9%	22.2%
%H (All HH)		100.0%	56.2%	11.5%	69.7%	38.1%	31.6%	95.2%
%H (TV HH)			56.2%	11.5%	69.7%	38.1%	31.6%	
60"+	83	83	44	10	48	23	26	77
%V	3.0%	3.1%	4.3%	3.4%	2.4%	3.1%	2.1%	3.2%
%H (All HH)		100.0%	53.0%	12.0%	57.8%	27.7%	31.3%	92.8%
%H (TV HH)			53.0%	12.0%	57.8%	27.7%	31.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Main living room	2638	2638	1029	287	1976	731	1245	2264
%V	94.8%	98.7%	99.5%	98.6%	98.8%	99.5%	98.3%	95.0%
%H (All HH)		100.0%	39.0%	10.9%	74.9%	27.7%	47.2%	85.8%
%H (TV HH)			39.0%	10.9%	74.9%	27.7%	47.2%	
Kitchen	299	299	151	21	256	126	130	264
%V	10.7%	11.2%	14.6%	7.2%	12.8%	17.1%	10.3%	11.1%
%H (All HH)		100.0%	50.5%	7.0%	85.6%	42.1%	43.5%	88.3%
%H (TV HH)			50.5%	7.0%	85.6%	42.1%	43.5%	
Adult's bedroom	1147	1147	544	141	897	446	451	1069
%V	41.2%	42.9%	52.6%	48.5%	44.8%	60.7%	35.6%	44.9%
%H (All HH)		100.0%	47.4%	12.3%	78.2%	38.9%	39.3%	93.2%
%H (TV HH)			47.4%	12.3%	78.2%	38.9%	39.3%	
Child's bedroom	230	230	115	33	172	92	80	225
%V	8.3%	8.6%	11.1%	11.3%	8.6%	12.5%	6.3%	9.4%
%H (All HH)		100.0%	50.0%	14.3%	74.8%	40.0%	34.8%	97.8%
%H (TV HH)			50.0%	14.3%	74.8%	40.0%	34.8%	
Other bedroom	155	155	79	19	126	69	57	152
%V	5.6%	5.8%	7.6%	6.5%	6.3%	9.4%	4.5%	6.4%
%H (All HH)		100.0%	51.0%	12.3%	81.3%	44.5%	36.8%	98.1%
%H (TV HH)			51.0%	12.3%	81.3%	44.5%	36.8%	
Second living/dining room	314	314	147	45	247	126	121	286
%V	11.3%	11.7%	14.2%	15.5%	12.3%	17.1%	9.6%	12.0%
%H (All HH)		100.0%	46.8%	14.3%	78.7%	40.1%	38.5%	91.1%
%H (TV HH)			46.8%	14.3%	78.7%	40.1%	38.5%	
Study/office	44	44	17	3	35	11	24	43
%V	1.6%	1.6%	1.6%	1.0%	1.7%	1.5%	1.9%	1.8%
%H (All HH)		100.0%	38.6%	6.8%	79.5%	25.0%	54.5%	97.7%
%H (TV HH)			38.6%	6.8%	79.5%	25.0%	54.5%	
TV room	15	15	9	0	12	6	6	15
%V	0.5%	0.6%	0.9%	0.0%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	40.0%	40.0%	
Conservatory	74	74	36	10	65	36	29	66
%V	2.7%	2.8%	3.5%	3.4%	3.2%	4.9%	2.3%	2.8%
%H (All HH)		100.0%	48.6%	13.5%	87.8%	48.6%	39.2%	89.2%
%H (TV HH)			48.6%	13.5%	87.8%	48.6%	39.2%	
Attic or loft room	9	9	4	1	8	4	4	9
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.5%	0.3%	0.4%
%H (All HH)		100.0%	44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	88.9%	44.4%	44.4%	
No specific location	7	7	3	0	7	3	4	7
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	42.9%	0.0%	100.0%	42.9%	57.1%	100.0%
%H (TV HH)			42.9%	0.0%	100.0%	42.9%	57.1%	
Other	37	37	18	2	29	11	18	34
%V	1.3%	1.4%	1.7%	0.7%	1.4%	1.5%	1.4%	1.4%
%H (All HH)		100.0%	48.6%	5.4%	78.4%	29.7%	48.6%	91.9%
%H (TV HH)			48.6%	5.4%	78.4%	29.7%	48.6%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Any DSAT provider	1034	1034	1034	13	597	597	0	976
%V	37.2%	38.7%	100.0%	4.5%	29.8%	81.2%	0.0%	41.0%
%H (All HH)			100.0%	1.3%	57.7%	57.7%	0.0%	94.4%
%H (TV HH)			100.0%	1.3%	57.7%	57.7%	0.0%	
Sky with subscription	865	865	865	2	506	506	0	818
%V	31.1%	32.3%	83.7%	0.7%	25.3%	68.8%	0.0%	34.3%
%H (All HH)			100.0%	0.2%	58.5%	58.5%	0.0%	94.6%
%H (TV HH)			100.0%	0.2%	58.5%	58.5%	0.0%	
Sky without subscription	47	47	47	3	25	25	0	43
%V	1.7%	1.8%	4.5%	1.0%	1.2%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	6.4%	53.2%	53.2%	0.0%	91.5%
%H (TV HH)			100.0%	6.4%	53.2%	53.2%	0.0%	
Freesat	107	107	107	5	60	60	0	99
%V	3.8%	4.0%	10.3%	1.7%	3.0%	8.2%	0.0%	4.2%
%H (All HH)			100.0%	4.7%	56.1%	56.1%	0.0%	92.5%
%H (TV HH)			100.0%	4.7%	56.1%	56.1%	0.0%	
Other satellite provider	77	77	77	6	36	36	0	74
%V	2.8%	2.9%	7.4%	2.1%	1.8%	4.9%	0.0%	3.1%
%H (All HH)			100.0%	7.8%	46.8%	46.8%	0.0%	96.1%
%H (TV HH)			100.0%	7.8%	46.8%	46.8%	0.0%	
DCAB	291	291	13	291	145	145	0	280
%V	10.5%	10.9%	1.3%	100.0%	7.2%	19.7%	0.0%	11.7%
%H (All HH)			4.5%	100.0%	49.8%	49.8%	0.0%	96.2%
%H (TV HH)			4.5%	100.0%	49.8%	49.8%	0.0%	
DTT	2001	2001	597	145	2001	735	1266	1653
%V	71.9%	74.8%	57.7%	49.8%	100.0%	100.0%	100.0%	69.4%
%H (All HH)		100.0%	29.8%	7.2%	100.0%	36.7%	63.3%	82.6%
%H (TV HH)			29.8%	7.2%	100.0%	36.7%	63.3%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

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	2782	2674	1034	291	2001	735	1266	2383
%H (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
PVR	1557	1557	906	272	1050	661	390	1453
%V	56.0%	58.2%	87.6%	93.5%	52.5%	89.9%	30.8%	61.0%
%H (All HH)		100.0%	58.2%	17.5%	67.4%	42.5%	25.0%	93.3%
%H (TV HH)			58.2%	17.5%	67.4%	42.5%	25.0%	
DVDR	30	30	15	3	24	11	13	26
%V	1.1%	1.1%	1.5%	1.0%	1.2%	1.5%	1.0%	1.1%
%H (All HH)		100.0%	50.0%	10.0%	80.0%	36.7%	43.3%	86.7%
%H (TV HH)			50.0%	10.0%	80.0%	36.7%	43.3%	
VCR	26	26	10	3	18	5	13	15
%V	0.9%	1.0%	1.0%	1.0%	0.9%	0.7%	1.0%	0.6%
%H (All HH)		100.0%	38.5%	11.5%	69.2%	19.2%	50.0%	57.7%
%H (TV HH)			38.5%	11.5%	69.2%	19.2%	50.0%	
Any recorder	1575	1575	907	272	1067	662	406	1462
%V	56.6%	58.9%	87.7%	93.5%	53.3%	90.1%	32.1%	61.4%
%H (All HH)		100.0%	57.6%	17.3%	67.7%	42.0%	25.8%	92.8%
%H (TV HH)			57.6%	17.3%	67.7%	42.0%	25.8%	
Receives HDTV (via STB or built-in reception)	1779	1779	836	260	1326	631	694	1652
%V	63.9%	66.5%	80.9%	89.3%	66.3%	85.9%	54.8%	69.3%
%H (All HH)		100.0%	47.0%	14.6%	74.5%	35.5%	39.0%	92.9%
%H (TV HH)			47.0%	14.6%	74.5%	35.5%	39.0%	
DVD/Blu-ray player or recorder	1637	1637	643	192	1268	505	764	1471
%V	58.8%	61.2%	62.2%	66.0%	63.4%	68.7%	60.3%	61.7%
%H (All HH)		100.0%	39.3%	11.7%	77.5%	30.8%	46.7%	89.9%
%H (TV HH)			39.3%	11.7%	77.5%	30.8%	46.7%	

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

DATA PERIOD: ANNUAL

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Table 4.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2782	2674	1034	291	2001	735	1266	2383
%V (All HH)		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%
%H (TV HH)			38.7%	10.9%	74.8%	27.5%	47.3%	
Has broadband internet	2383	2293	976	280	1653	696	957	2383
%V	85.7%	85.8%	94.4%	96.2%	82.6%	94.7%	75.6%	100.0%
%H (All HH)		96.2%	41.0%	11.7%	69.4%	29.2%	40.2%	100.0%
%H (TV HH)			42.6%	12.2%	72.1%	30.4%	41.7%	
Number of computers (PCs and laptops)								
0	600	559	128	26	473	81	392	223
%V	21.6%	20.9%	12.4%	8.9%	23.6%	11.0%	31.0%	9.4%
%H (All HH)		93.2%	21.3%	4.3%	78.8%	13.5%	65.3%	37.2%
%H (TV HH)			22.9%	4.7%	84.6%	14.5%	70.1%	
1	753	717	278	66	530	184	346	737
%V	27.1%	26.8%	26.9%	22.7%	26.5%	25.0%	27.3%	30.9%
%H (All HH)		95.2%	36.9%	8.8%	70.4%	24.4%	45.9%	97.9%
%H (TV HH)			38.8%	9.2%	73.9%	25.7%	48.3%	
2	628	610	255	74	451	192	260	625
%V	22.6%	22.8%	24.7%	25.4%	22.5%	26.1%	20.5%	26.2%
%H (All HH)		97.1%	40.6%	11.8%	71.8%	30.6%	41.4%	99.5%
%H (TV HH)			41.8%	12.1%	73.9%	31.5%	42.6%	
3	380	376	166	56	250	112	138	378
%V	13.7%	14.1%	16.1%	19.2%	12.5%	15.2%	10.9%	15.9%
%H (All HH)		98.9%	43.7%	14.7%	65.8%	29.5%	36.3%	99.5%
%H (TV HH)			44.1%	14.9%	66.5%	29.8%	36.7%	
4	199	196	102	35	140	82	59	199
%V	7.2%	7.3%	9.9%	12.0%	7.0%	11.2%	4.7%	8.4%
%H (All HH)		98.5%	51.3%	17.6%	70.4%	41.2%	29.6%	100.0%
%H (TV HH)			52.0%	17.9%	71.4%	41.8%	30.1%	
5+	223	217	105	34	156	85	71	221
%V	8.0%	8.1%	10.2%	11.7%	7.8%	11.6%	5.6%	9.3%
%H (All HH)		97.3%	47.1%	15.2%	70.0%	38.1%	31.8%	99.1%
%H (TV HH)			48.4%	15.7%	71.9%	39.2%	32.7%	

Base: ITV Yorkshire - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5327	2352	599	4101	1816	2284	4779
%H		44.2%	11.2%	77.0%	34.1%	42.9%	89.7%
Under 20"	288	125	26	254	117	137	259
%V	5.4%	5.3%	4.3%	6.2%	6.4%	6.0%	5.4%
%H		43.4%	9.0%	88.2%	40.6%	47.6%	89.9%
20" - 29"	834	322	79	699	281	419	739
%V	15.7%	13.7%	13.2%	17.0%	15.5%	18.3%	15.5%
%H		38.6%	9.5%	83.8%	33.7%	50.2%	88.6%
30" - 39"	1408	590	173	1076	456	620	1264
%V	26.4%	25.1%	28.9%	26.2%	25.1%	27.1%	26.4%
%H		41.9%	12.3%	76.4%	32.4%	44.0%	89.8%
40" - 49"	1540	718	208	1088	511	577	1413
%V	28.9%	30.5%	34.7%	26.5%	28.1%	25.3%	29.6%
%H		46.6%	13.5%	70.6%	33.2%	37.5%	91.8%
50" - 59"	627	353	71	434	232	202	599
%V	11.8%	15.0%	11.9%	10.6%	12.8%	8.8%	12.5%
%H		56.3%	11.3%	69.2%	37.0%	32.2%	95.5%
60"+	87	48	11	49	23	26	82
%V	1.6%	2.0%	1.8%	1.2%	1.3%	1.1%	1.7%
%H		55.2%	12.6%	56.3%	26.4%	29.9%	94.3%
Don't know	543	197	31	500	197	303	423
%V	10.2%	8.4%	5.2%	12.2%	10.8%	13.3%	8.9%
%H		36.3%	5.7%	92.1%	36.3%	55.8%	77.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data
Table 4.12: 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	5327	2352	599	4101	1816	2284	4779
%H		44.2%	11.2%	77.0%	34.1%	42.9%	89.7%
Main living room	2654	1039	288	1990	739	1251	2278
%V	49.8%	44.2%	48.1%	48.5%	40.7%	54.8%	47.7%
%H		39.1%	10.9%	75.0%	27.8%	47.1%	85.8%
Kitchen	300	152	21	257	127	130	265
%V	5.6%	6.5%	3.5%	6.3%	7.0%	5.7%	5.5%
%H		50.7%	7.0%	85.7%	42.3%	43.3%	88.3%
Adult's bedroom	1373	664	172	1068	544	524	1285
%V	25.8%	28.2%	28.7%	26.0%	30.0%	22.9%	26.9%
%H		48.4%	12.5%	77.8%	39.6%	38.2%	93.6%
Child's bedroom	302	158	38	218	117	102	296
%V	5.7%	6.7%	6.3%	5.3%	6.4%	4.5%	6.2%
%H		52.3%	12.6%	72.2%	38.7%	33.8%	98.0%
Other bedroom	187	99	20	156	88	68	183
%V	3.5%	4.2%	3.3%	3.8%	4.8%	3.0%	3.8%
%H		52.9%	10.7%	83.4%	47.1%	36.4%	97.9%
Second living/dining room	321	152	45	254	129	124	294
%V	6.0%	6.5%	7.5%	6.2%	7.1%	5.4%	6.2%
%H		47.4%	14.0%	79.1%	40.2%	38.6%	91.6%
Study/office	45	17	3	36	11	25	44
%V	0.8%	0.7%	0.5%	0.9%	0.6%	1.1%	0.9%
%H		37.8%	6.7%	80.0%	24.4%	55.6%	97.8%
TV room	15	9	0	12	6	6	15
%V	0.3%	0.4%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		60.0%	0.0%	80.0%	40.0%	40.0%	100.0%
Conservatory	74	36	10	65	36	29	66
%V	1.4%	1.5%	1.7%	1.6%	2.0%	1.3%	1.4%
%H		48.6%	13.5%	87.8%	48.6%	39.2%	89.2%
Attic or loft room	9	4	1	8	4	4	9
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
No specific location	8	4	0	8	4	4	8
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	38	18	2	29	11	18	35
%V	0.7%	0.8%	0.3%	0.7%	0.6%	0.8%	0.7%
%H		47.4%	5.3%	76.3%	28.9%	47.4%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire

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	5327	2352	599	4101	1816	2284	4779
%H		44.2%	11.2%	77.0%	34.1%	42.9%	89.7%
PVR	2211	1408	381	1376	939	437	2094
%V	41.5%	59.9%	63.6%	33.6%	51.7%	19.1%	43.8%
%H		63.7%	17.2%	62.2%	42.5%	19.8%	94.7%
DVDR	31	15	3	25	11	13	27
%V	0.6%	0.6%	0.5%	0.6%	0.6%	0.6%	0.6%
%H		48.4%	9.7%	80.6%	35.5%	41.9%	87.1%
VCR	27	10	3	20	5	15	17
%V	0.5%	0.4%	0.5%	0.5%	0.3%	0.7%	0.4%
%H		37.0%	11.1%	74.1%	18.5%	55.6%	63.0%
Any recorder	2237	1413	381	1401	942	459	2110
%V	42.0%	60.1%	63.6%	34.2%	51.9%	20.1%	44.2%
%H		63.2%	17.0%	62.6%	42.1%	20.5%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5327	2352	599	4101	1816	2284	4779
%H		44.2%	11.2%	77.0%	34.1%	42.9%	89.7%
Receives HDTV (via STB or built-in reception)	2919	1485	408	2170	1124	1046	2761
%V	54.8%	63.1%	68.1%	52.9%	61.9%	45.8%	57.8%
%H		50.9%	14.0%	74.3%	38.5%	35.8%	94.6%
DVD/Blu-ray player or recorder	2185	911	264	1700	739	962	1997
%V	41.0%	38.7%	44.1%	41.5%	40.7%	42.1%	41.8%
%H		41.7%	12.1%	77.8%	33.8%	44.0%	91.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2671	1034	291	1999	735	1264	2291
%H		38.7%	10.9%	74.8%	27.5%	47.3%	85.8%
Under 20"	15	1	1	13	0	13	10
%V	0.6%	0.1%	0.3%	0.7%	0.0%	1.0%	0.4%
%H		6.7%	6.7%	86.7%	0.0%	86.7%	66.7%
20" - 29"	143	26	7	122	19	103	109
%V	5.4%	2.5%	2.4%	6.1%	2.6%	8.1%	4.8%
%H		18.2%	4.9%	85.3%	13.3%	72.0%	76.2%
30" - 39"	598	171	65	469	125	344	489
%V	22.4%	16.5%	22.3%	23.5%	17.0%	27.2%	21.3%
%H		28.6%	10.9%	78.4%	20.9%	57.5%	81.8%
40" - 49"	1064	444	139	758	316	442	948
%V	39.8%	42.9%	47.8%	37.9%	43.0%	35.0%	41.4%
%H		41.7%	13.1%	71.2%	29.7%	41.5%	89.1%
50" - 59"	500	283	55	347	189	158	475
%V	18.7%	27.4%	18.9%	17.4%	25.7%	12.5%	20.7%
%H		56.6%	11.0%	69.4%	37.8%	31.6%	95.0%
60"+	74	38	10	42	19	23	68
%V	2.8%	3.7%	3.4%	2.1%	2.6%	1.8%	3.0%
%H		51.4%	13.5%	56.8%	25.7%	31.1%	91.9%
Don't know	277	72	14	249	67	182	192
%V	10.4%	7.0%	4.8%	12.5%	9.1%	14.4%	8.4%
%H		26.0%	5.1%	89.9%	24.2%	65.7%	69.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2671	1034	291	1999	735	1264	2291
%H		38.7%	10.9%	74.8%	27.5%	47.3%	85.8%
PVR	1515	889	267	1015	645	370	1417
%V	56.7%	86.0%	91.8%	50.8%	87.8%	29.3%	61.9%
%H		58.7%	17.6%	67.0%	42.6%	24.4%	93.5%
DVDR	21	10	3	16	8	8	17
%V	0.8%	1.0%	1.0%	0.8%	1.1%	0.6%	0.7%
%H		47.6%	14.3%	76.2%	38.1%	38.1%	81.0%
VCR	21	8	3	15	5	10	11
%V	0.8%	0.8%	1.0%	0.8%	0.7%	0.8%	0.5%
%H		38.1%	14.3%	71.4%	23.8%	47.6%	52.4%
Any recorder	1532	892	267	1030	646	384	1425
%V	57.4%	86.3%	91.8%	51.5%	87.9%	30.4%	62.2%
%H		58.2%	17.4%	67.2%	42.2%	25.1%	93.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 4.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2671	1034	291	1999	735	1264	2291
%H		38.7%	10.9%	74.8%	27.5%	47.3%	85.8%
Receives HDTV (via STB or built-in reception)	1729	812	257	1284	613	672	1613
%V	64.7%	78.5%	88.3%	64.2%	83.4%	53.2%	70.4%
%H		47.0%	14.9%	74.3%	35.5%	38.9%	93.3%
DVD/Blu-ray player or recorder	1432	538	163	1120	427	693	1276
%V	53.6%	52.0%	56.0%	56.0%	58.1%	54.8%	55.7%
%H		37.6%	11.4%	78.2%	29.8%	48.4%	89.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2656	1318	309	2102	1081	1020	2488
%H		49.6%	11.6%	79.1%	40.7%	38.4%	93.7%
Under 20"	273	124	25	241	117	124	249
%V	10.3%	9.4%	8.1%	11.5%	10.8%	12.2%	10.0%
%H		45.4%	9.2%	88.3%	42.9%	45.4%	91.2%
20" - 29"	692	296	72	577	261	316	630
%V	26.1%	22.5%	23.3%	27.5%	24.1%	31.0%	25.3%
%H		42.8%	10.4%	83.4%	37.7%	45.7%	91.0%
30" - 39"	809	420	109	608	331	276	775
%V	30.5%	31.9%	35.3%	28.9%	30.6%	27.1%	31.1%
%H		51.9%	13.5%	75.2%	40.9%	34.1%	95.8%
40" - 49"	476	274	69	330	194	135	465
%V	17.9%	20.8%	22.3%	15.7%	17.9%	13.2%	18.7%
%H		57.6%	14.5%	69.3%	40.8%	28.4%	97.7%
50" - 59"	127	70	16	88	43	45	124
%V	4.8%	5.3%	5.2%	4.2%	4.0%	4.4%	5.0%
%H		55.1%	12.6%	69.3%	33.9%	35.4%	97.6%
60"+	13	10	1	7	5	2	13
%V	0.5%	0.8%	0.3%	0.3%	0.5%	0.2%	0.5%
%H		76.9%	7.7%	53.8%	38.5%	15.4%	100.0%
Don't know	265	125	17	251	130	122	232
%V	10.0%	9.5%	5.5%	11.9%	12.0%	12.0%	9.3%
%H		47.2%	6.4%	94.7%	49.1%	46.0%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	2656	1318	309	2102	1081	1020	2488
%H		49.6%	11.6%	79.1%	40.7%	38.4%	93.7%
PVR	696	519	114	361	294	67	678
%V	26.2%	39.4%	36.9%	17.2%	27.2%	6.6%	27.3%
%H		74.6%	16.4%	51.9%	42.2%	9.6%	97.4%
DVDR	10	5	0	8	3	5	10
%V	0.4%	0.4%	0.0%	0.4%	0.3%	0.5%	0.4%
%H		50.0%	0.0%	80.0%	30.0%	50.0%	100.0%
VCR	7	2	0	5	0	5	6
%V	0.3%	0.2%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		28.6%	0.0%	71.4%	0.0%	71.4%	85.7%
Any recorder	705	521	114	370	295	75	685
%V	26.5%	39.5%	36.9%	17.6%	27.3%	7.4%	27.5%
%H		73.9%	16.2%	52.5%	41.8%	10.6%	97.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2656	1318	309	2102	1081	1020	2488
%H		49.6%	11.6%	79.1%	40.7%	38.4%	93.7%
Receives HDTV (via STB or built-in reception)	1191	673	151	886	511	374	1148
%V	44.8%	51.1%	48.9%	42.2%	47.3%	36.7%	46.1%
%H		56.5%	12.7%	74.4%	42.9%	31.4%	96.4%
DVD/Blu-ray player or recorder	753	373	102	580	312	268	721
%V	28.4%	28.3%	33.0%	27.6%	28.9%	26.3%	29.0%
%H		49.5%	13.5%	77.0%	41.4%	35.6%	95.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	6422	6209	2643	762	4437	1856	2581	5899
%H		96.7%	41.2%	11.9%	69.1%	28.9%	40.2%	91.9%
Total Children	1252	1222	536	169	794	339	455	1229
%V	19.5%	19.7%	20.3%	22.2%	17.9%	18.3%	17.6%	20.8%
%H		97.6%	42.8%	13.5%	63.4%	27.1%	36.3%	98.2%
0 - 3	295	284	115	29	168	56	113	291
%V	4.6%	4.6%	4.4%	3.8%	3.8%	3.0%	4.4%	4.9%
%H		96.3%	39.0%	9.8%	56.9%	19.0%	38.3%	98.6%
4 - 15	957	938	421	140	626	283	343	938
%V	14.9%	15.1%	15.9%	18.4%	14.1%	15.2%	13.3%	15.9%
%H		98.0%	44.0%	14.6%	65.4%	29.6%	35.8%	98.0%
4 - 9	496	484	226	66	301	137	163	486
%V	7.7%	7.8%	8.6%	8.7%	6.8%	7.4%	6.3%	8.2%
%H		97.6%	45.6%	13.3%	60.7%	27.6%	32.9%	98.0%
10 - 15	461	454	195	74	325	146	179	452
%V	7.2%	7.3%	7.4%	9.7%	7.3%	7.9%	6.9%	7.7%
%H		98.5%	42.3%	16.1%	70.5%	31.7%	38.8%	98.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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	6422	6209	2643	762	4437	1856	2581	5899
%H		96.7%	41.2%	11.9%	69.1%	28.9%	40.2%	91.9%
Total Adults (16+)	5170	4987	2106	593	3643	1517	2126	4670
%V	80.5%	80.3%	79.7%	77.8%	82.1%	81.7%	82.4%	79.2%
%H		96.5%	40.7%	11.5%	70.5%	29.3%	41.1%	90.3%
16 - 19	235	227	115	42	155	90	65	233
%V	3.7%	3.7%	4.4%	5.5%	3.5%	4.8%	2.5%	3.9%
%H		96.6%	48.9%	17.9%	66.0%	38.3%	27.7%	99.1%
20 - 24	412	369	126	47	256	100	156	405
%V	6.4%	5.9%	4.8%	6.2%	5.8%	5.4%	6.0%	6.9%
%H		89.6%	30.6%	11.4%	62.1%	24.3%	37.9%	98.3%
25 - 34	824	767	354	87	442	196	246	812
%V	12.8%	12.4%	13.4%	11.4%	10.0%	10.6%	9.5%	13.8%
%H		93.1%	43.0%	10.6%	53.6%	23.8%	29.9%	98.5%
35 - 44	762	732	334	101	491	224	266	744
%V	11.9%	11.8%	12.6%	13.3%	11.1%	12.1%	10.3%	12.6%
%H		96.1%	43.8%	13.3%	64.4%	29.4%	34.9%	97.6%
45 - 54	868	848	398	123	628	304	324	836
%V	13.5%	13.7%	15.1%	16.1%	14.2%	16.4%	12.6%	14.2%
%H		97.7%	45.9%	14.2%	72.4%	35.0%	37.3%	96.3%
55 - 64	829	813	357	87	635	268	367	772
%V	12.9%	13.1%	13.5%	11.4%	14.3%	14.4%	14.2%	13.1%
%H		98.1%	43.1%	10.5%	76.6%	32.3%	44.3%	93.1%
65+	1239	1230	422	107	1036	335	702	868
%V	19.3%	19.8%	16.0%	14.0%	23.3%	18.0%	27.2%	14.7%
%H		99.3%	34.1%	8.6%	83.6%	27.0%	56.7%	70.1%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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+)	5170	4987	2106	593	3643	1517	2126	4670
%H		96.5%	40.7%	11.5%	70.5%	29.3%	41.1%	90.3%
AB	1252	1211	547	162	884	401	483	1220
%V	24.2%	24.3%	26.0%	27.3%	24.3%	26.4%	22.7%	26.1%
%H		96.7%	43.7%	12.9%	70.6%	32.0%	38.6%	97.4%
C1	1451	1390	586	172	1009	422	587	1357
%V	28.1%	27.9%	27.8%	29.0%	27.7%	27.8%	27.6%	29.1%
%H		95.8%	40.4%	11.9%	69.5%	29.1%	40.5%	93.5%
C2	1219	1186	533	143	854	392	462	1097
%V	23.6%	23.8%	25.3%	24.1%	23.4%	25.8%	21.7%	23.5%
%H		97.3%	43.7%	11.7%	70.1%	32.2%	37.9%	90.0%
D	792	765	324	78	554	227	327	694
%V	15.3%	15.3%	15.4%	13.2%	15.2%	15.0%	15.4%	14.9%
%H		96.6%	40.9%	9.8%	69.9%	28.7%	41.3%	87.6%
E	456	435	116	38	342	75	267	301
%V	8.8%	8.7%	5.5%	6.4%	9.4%	4.9%	12.6%	6.4%
%H		95.4%	25.4%	8.3%	75.0%	16.4%	58.6%	66.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire
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+)	5170	4987	2106	593	3643	1517	2126	4670
%H		96.5%	40.7%	11.5%	70.5%	29.3%	41.1%	90.3%
Working full time	2335	2248	1055	298	1533	737	796	2283
%V	45.2%	45.1%	50.1%	50.3%	42.1%	48.6%	37.4%	48.9%
%H		96.3%	45.2%	12.8%	65.7%	31.6%	34.1%	97.8%
Working part time	550	530	225	80	385	170	215	538
%V	10.6%	10.6%	10.7%	13.5%	10.6%	11.2%	10.1%	11.5%
%H		96.4%	40.9%	14.5%	70.0%	30.9%	39.1%	97.8%
Not working	2285	2210	827	215	1725	610	1115	1848
%V	44.2%	44.3%	39.3%	36.3%	47.4%	40.2%	52.4%	39.6%
%H		96.7%	36.2%	9.4%	75.5%	26.7%	48.8%	80.9%
Houseperson	2782	2674	1034	291	2001	735	1266	2383
%V	53.8%	53.6%	49.1%	49.1%	54.9%	48.5%	59.5%	51.0%
%H		96.1%	37.2%	10.5%	71.9%	26.4%	45.5%	85.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)	2532	2422	1064	282	1741	753	988	2312
%H		95.7%	42.0%	11.1%	68.8%	29.7%	39.0%	91.3%
16 - 19	115	110	59	21	76	49	28	113
%V	4.5%	4.5%	5.5%	7.4%	4.4%	6.5%	2.8%	4.9%
%H		95.7%	51.3%	18.3%	66.1%	42.6%	24.3%	98.3%
20 - 24	216	183	62	27	121	48	73	212
%V	8.5%	7.6%	5.8%	9.6%	7.0%	6.4%	7.4%	9.2%
%H		84.7%	28.7%	12.5%	56.0%	22.2%	33.8%	98.1%
25 - 34	407	376	178	43	212	100	112	403
%V	16.1%	15.5%	16.7%	15.2%	12.2%	13.3%	11.3%	17.4%
%H		92.4%	43.7%	10.6%	52.1%	24.6%	27.5%	99.0%
35 - 44	377	359	170	44	241	115	126	366
%V	14.9%	14.8%	16.0%	15.6%	13.8%	15.3%	12.8%	15.8%
%H		95.2%	45.1%	11.7%	63.9%	30.5%	33.4%	97.1%
45 - 54	436	425	200	56	314	147	167	416
%V	17.2%	17.5%	18.8%	19.9%	18.0%	19.5%	16.9%	18.0%
%H		97.5%	45.9%	12.8%	72.0%	33.7%	38.3%	95.4%
55 - 64	404	395	177	44	304	131	173	371
%V	16.0%	16.3%	16.6%	15.6%	17.5%	17.4%	17.5%	16.0%
%H		97.8%	43.8%	10.9%	75.2%	32.4%	42.8%	91.8%
65+	577	573	218	47	472	163	309	431
%V	22.8%	23.7%	20.5%	16.7%	27.1%	21.6%	31.3%	18.6%
%H		99.3%	37.8%	8.1%	81.8%	28.2%	53.6%	74.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)		2532	2422	1064	282	1741	753	988	2312
	%H		95.7%	42.0%	11.1%	68.8%	29.7%	39.0%	91.3%
AB		633	610	273	84	438	196	241	620
	%V	25.0%	25.2%	25.7%	29.8%	25.2%	26.0%	24.4%	26.8%
	%H		96.4%	43.1%	13.3%	69.2%	31.0%	38.1%	97.9%
C1		676	639	294	77	447	202	245	642
	%V	26.7%	26.4%	27.6%	27.3%	25.7%	26.8%	24.8%	27.8%
	%H		94.5%	43.5%	11.4%	66.1%	29.9%	36.2%	95.0%
C2		662	635	288	77	460	217	243	592
	%V	26.1%	26.2%	27.1%	27.3%	26.4%	28.8%	24.6%	25.6%
	%H		95.9%	43.5%	11.6%	69.5%	32.8%	36.7%	89.4%
D		364	350	158	31	249	108	141	326
	%V	14.4%	14.5%	14.8%	11.0%	14.3%	14.3%	14.3%	14.1%
	%H		96.2%	43.4%	8.5%	68.4%	29.7%	38.7%	89.6%
E		197	188	51	14	147	29	117	132
	%V	7.8%	7.8%	4.8%	5.0%	8.4%	3.9%	11.8%	5.7%
	%H		95.4%	25.9%	7.1%	74.6%	14.7%	59.4%	67.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)	2532	2422	1064	282	1741	753	988	2312
%H		95.7%	42.0%	11.1%	68.8%	29.7%	39.0%	91.3%
Working full time	1431	1373	661	177	917	450	467	1396
%V	56.5%	56.7%	62.1%	62.8%	52.7%	59.8%	47.3%	60.4%
%H		95.9%	46.2%	12.4%	64.1%	31.4%	32.6%	97.6%
Working part time	121	106	40	17	78	33	45	118
%V	4.8%	4.4%	3.8%	6.0%	4.5%	4.4%	4.6%	5.1%
%H		87.6%	33.1%	14.0%	64.5%	27.3%	37.2%	97.5%
Not working	979	943	363	89	746	269	476	799
%V	38.7%	38.9%	34.1%	31.6%	42.8%	35.7%	48.2%	34.6%
%H		96.3%	37.1%	9.1%	76.2%	27.5%	48.6%	81.6%
Houseperson	625	576	210	39	440	140	300	487
%V	24.7%	23.8%	19.7%	13.8%	25.3%	18.6%	30.4%	21.1%
%H		92.2%	33.6%	6.2%	70.4%	22.4%	48.0%	77.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)	2638	2565	1042	311	1902	764	1138	2358
%H		97.2%	39.5%	11.8%	72.1%	29.0%	43.1%	89.4%
16 - 19	120	117	56	21	78	41	37	120
%V	4.5%	4.6%	5.4%	6.8%	4.1%	5.4%	3.3%	5.1%
%H		97.5%	46.7%	17.5%	65.0%	34.2%	30.8%	100.0%
20 - 24	195	186	65	19	135	52	83	193
%V	7.4%	7.3%	6.2%	6.1%	7.1%	6.8%	7.3%	8.2%
%H		95.4%	33.3%	9.7%	69.2%	26.7%	42.6%	99.0%
25 - 34	418	391	176	44	230	96	134	409
%V	15.8%	15.2%	16.9%	14.1%	12.1%	12.6%	11.8%	17.3%
%H		93.5%	42.1%	10.5%	55.0%	23.0%	32.1%	97.8%
35 - 44	385	373	164	57	250	110	140	378
%V	14.6%	14.5%	15.7%	18.3%	13.1%	14.4%	12.3%	16.0%
%H		96.9%	42.6%	14.8%	64.9%	28.6%	36.4%	98.2%
45 - 54	432	423	198	67	314	157	157	420
%V	16.4%	16.5%	19.0%	21.5%	16.5%	20.5%	13.8%	17.8%
%H		97.9%	45.8%	15.5%	72.7%	36.3%	36.3%	97.2%
55 - 64	425	418	180	43	331	137	194	401
%V	16.1%	16.3%	17.3%	13.8%	17.4%	17.9%	17.0%	17.0%
%H		98.4%	42.4%	10.1%	77.9%	32.2%	45.6%	94.4%
65+	662	657	204	60	564	171	393	437
%V	25.1%	25.6%	19.6%	19.3%	29.7%	22.4%	34.5%	18.5%
%H		99.2%	30.8%	9.1%	85.2%	25.8%	59.4%	66.0%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)	2638	2565	1042	311	1902	764	1138	2358
%H		97.2%	39.5%	11.8%	72.1%	29.0%	43.1%	89.4%
AB	618	601	274	78	446	204	242	600
%V	23.4%	23.4%	26.3%	25.1%	23.4%	26.7%	21.3%	25.4%
%H		97.2%	44.3%	12.6%	72.2%	33.0%	39.2%	97.1%
C1	776	750	292	95	561	220	342	715
%V	29.4%	29.2%	28.0%	30.5%	29.5%	28.8%	30.1%	30.3%
%H		96.6%	37.6%	12.2%	72.3%	28.4%	44.1%	92.1%
C2	558	552	245	67	394	175	219	504
%V	21.2%	21.5%	23.5%	21.5%	20.7%	22.9%	19.2%	21.4%
%H		98.9%	43.9%	12.0%	70.6%	31.4%	39.2%	90.3%
D	427	416	166	47	305	120	186	368
%V	16.2%	16.2%	15.9%	15.1%	16.0%	15.7%	16.3%	15.6%
%H		97.4%	38.9%	11.0%	71.4%	28.1%	43.6%	86.2%
E	259	246	65	24	196	46	150	170
%V	9.8%	9.6%	6.2%	7.7%	10.3%	6.0%	13.2%	7.2%
%H		95.0%	25.1%	9.3%	75.7%	17.8%	57.9%	65.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire

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+)	2638	2565	1042	311	1902	764	1138	2358
%H		97.2%	39.5%	11.8%	72.1%	29.0%	43.1%	89.4%
Working full time	903	874	394	121	616	287	329	887
%V	34.2%	34.1%	37.8%	38.9%	32.4%	37.6%	28.9%	37.6%
%H		96.8%	43.6%	13.4%	68.2%	31.8%	36.4%	98.2%
Working part time	429	424	185	63	307	137	170	421
%V	16.3%	16.5%	17.8%	20.3%	16.1%	17.9%	14.9%	17.9%
%H		98.8%	43.1%	14.7%	71.6%	31.9%	39.6%	98.1%
Not working	1306	1267	464	126	979	341	639	1050
%V	49.5%	49.4%	44.5%	40.5%	51.5%	44.6%	56.2%	44.5%
%H		97.0%	35.5%	9.6%	75.0%	26.1%	48.9%	80.4%
Houseperson	2157	2098	824	251	1561	595	966	1896
%V	81.8%	81.8%	79.1%	80.7%	82.1%	77.9%	84.9%	80.4%
%H		97.3%	38.2%	11.6%	72.4%	27.6%	44.8%	87.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
AB	272	265	115	49	180	85	95	260
%V	21.9%	21.8%	24.9%	22.6%	21.6%	25.5%	19.0%	25.0%
%H (All HH)		97.4%	42.3%	18.0%	66.2%	31.3%	34.9%	95.6%
%H (TV HH)			43.4%	18.5%	67.9%	32.1%	35.8%	
C1	339	335	132	66	223	95	128	304
%V	27.3%	27.6%	28.6%	30.4%	26.7%	28.5%	25.5%	29.2%
%H (All HH)		98.8%	38.9%	19.5%	65.8%	28.0%	37.8%	89.7%
%H (TV HH)			39.4%	19.7%	66.6%	28.4%	38.2%	
C2	268	262	107	50	176	75	101	229
%V	21.6%	21.6%	23.2%	23.0%	21.1%	22.5%	20.2%	22.0%
%H (All HH)		97.8%	39.9%	18.7%	65.7%	28.0%	37.7%	85.4%
%H (TV HH)			40.8%	19.1%	67.2%	28.6%	38.5%	
D	201	197	64	34	140	50	90	160
%V	16.2%	16.2%	13.9%	15.7%	16.8%	15.0%	18.0%	15.4%
%H (All HH)		98.0%	31.8%	16.9%	69.7%	24.9%	44.8%	79.6%
%H (TV HH)			32.5%	17.3%	71.1%	25.4%	45.7%	
E	161	156	43	17	115	28	87	88
%V	13.0%	12.8%	9.3%	7.8%	13.8%	8.4%	17.4%	8.5%
%H (All HH)		96.9%	26.7%	10.6%	71.4%	17.4%	54.0%	54.7%
%H (TV HH)			27.6%	10.9%	73.7%	17.9%	55.8%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
Under 25	42	39	13	9	22	9	13	40
%V	3.4%	3.2%	2.8%	4.1%	2.6%	2.7%	2.6%	3.8%
%H (All HH)		92.9%	31.0%	21.4%	52.4%	21.4%	31.0%	95.2%
%H (TV HH)			33.3%	23.1%	56.4%	23.1%	33.3%	
25 - 34	170	163	67	27	87	36	51	162
%V	13.7%	13.4%	14.5%	12.4%	10.4%	10.8%	10.2%	15.6%
%H (All HH)		95.9%	39.4%	15.9%	51.2%	21.2%	30.0%	95.3%
%H (TV HH)			41.1%	16.6%	53.4%	22.1%	31.3%	
35 - 44	186	177	76	38	107	55	52	180
%V	15.0%	14.6%	16.5%	17.5%	12.8%	16.5%	10.4%	17.3%
%H (All HH)		95.2%	40.9%	20.4%	57.5%	29.6%	28.0%	96.8%
%H (TV HH)			42.9%	21.5%	60.5%	31.1%	29.4%	
45 - 54	231	227	100	43	150	69	81	215
%V	18.6%	18.7%	21.7%	19.8%	18.0%	20.7%	16.2%	20.7%
%H (All HH)		98.3%	43.3%	18.6%	64.9%	29.9%	35.1%	93.1%
%H (TV HH)			44.1%	18.9%	66.1%	30.4%	35.7%	
55 - 64	233	232	96	39	172	75	97	206
%V	18.8%	19.1%	20.8%	18.0%	20.6%	22.5%	19.4%	19.8%
%H (All HH)		99.6%	41.2%	16.7%	73.8%	32.2%	41.6%	88.4%
%H (TV HH)			41.4%	16.8%	74.1%	32.3%	41.8%	
65 +	379	376	109	62	297	90	207	238
%V	30.6%	30.9%	23.6%	28.6%	35.6%	27.0%	41.3%	22.9%
%H (All HH)		99.2%	28.8%	16.4%	78.4%	23.7%	54.6%	62.8%
%H (TV HH)			29.0%	16.5%	79.0%	23.9%	55.1%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
1	404	394	95	52	302	65	237	258
%V	32.6%	32.4%	20.6%	24.0%	36.2%	19.5%	47.3%	24.8%
%H (All HH)		97.5%	23.5%	12.9%	74.8%	16.1%	58.7%	63.9%
%H (TV HH)			24.1%	13.2%	76.6%	16.5%	60.2%	
2	439	429	184	77	300	143	157	396
%V	35.4%	35.3%	39.9%	35.5%	36.0%	42.9%	31.3%	38.0%
%H (All HH)		97.7%	41.9%	17.5%	68.3%	32.6%	35.8%	90.2%
%H (TV HH)			42.9%	17.9%	69.9%	33.3%	36.6%	
3	186	184	82	35	116	57	59	180
%V	15.0%	15.1%	17.8%	16.1%	13.9%	17.1%	11.8%	17.3%
%H (All HH)		98.9%	44.1%	18.8%	62.4%	30.6%	31.7%	96.8%
%H (TV HH)			44.6%	19.0%	63.0%	31.0%	32.1%	
4	144	144	67	37	82	44	39	144
%V	11.6%	11.9%	14.5%	17.1%	9.8%	13.2%	7.8%	13.8%
%H (All HH)		100.0%	46.5%	25.7%	56.9%	30.6%	27.1%	100.0%
%H (TV HH)			46.5%	25.7%	56.9%	30.6%	27.1%	
5+	66	64	33	16	34	24	10	64
%V	5.3%	5.3%	7.2%	7.4%	4.1%	7.2%	2.0%	6.1%
%H (All HH)		97.0%	50.0%	24.2%	51.5%	36.4%	15.2%	97.0%
%H (TV HH)			51.6%	25.0%	53.1%	37.5%	15.6%	
Average HH size	2.24	2.24	2.51	2.53	2.11	2.48	1.87	2.41

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North East
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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
Without	948	926	330	157	669	248	421	755
%V	76.5%	76.2%	71.6%	72.4%	80.2%	74.5%	84.0%	72.5%
%H (All HH)		97.7%	34.8%	16.6%	70.6%	26.2%	44.4%	79.6%
%H (TV HH)			35.6%	17.0%	72.2%	26.8%	45.5%	
With	293	289	131	60	166	85	80	285
%V	23.6%	23.8%	28.4%	27.6%	19.9%	25.5%	16.0%	27.4%
%H (All HH)		98.6%	44.7%	20.5%	56.7%	29.0%	27.3%	97.3%
%H (TV HH)			45.3%	20.8%	57.4%	29.4%	27.7%	
0 - 3	100	99	46	18	52	24	28	98
%V	8.1%	8.1%	10.0%	8.3%	6.2%	7.2%	5.6%	9.4%
%H (All HH)		99.0%	46.0%	18.0%	52.0%	24.0%	28.0%	98.0%
%H (TV HH)			46.5%	18.2%	52.5%	24.2%	28.3%	
4 - 9	152	149	66	31	87	44	43	147
%V	12.3%	12.3%	14.3%	14.3%	10.4%	13.2%	8.6%	14.1%
%H (All HH)		98.0%	43.4%	20.4%	57.2%	28.9%	28.3%	96.7%
%H (TV HH)			44.3%	20.8%	58.4%	29.5%	28.9%	
10 - 15	143	141	72	31	78	46	31	138
%V	11.5%	11.6%	15.6%	14.3%	9.4%	13.8%	6.2%	13.3%
%H (All HH)		98.6%	50.3%	21.7%	54.5%	32.2%	21.7%	96.5%
%H (TV HH)			51.1%	22.0%	55.3%	32.6%	22.0%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
1	467	467	125	63	301	53	248	346
%V	37.7%	38.4%	27.1%	29.0%	36.1%	15.9%	49.5%	33.2%
%H (All HH)		100.0%	26.8%	13.5%	64.5%	11.3%	53.1%	74.1%
%H (TV HH)			26.8%	13.5%	64.5%	11.3%	53.1%	
2	415	415	179	72	290	132	157	360
%V	33.5%	34.2%	38.8%	33.2%	34.8%	39.6%	31.3%	34.6%
%H (All HH)		100.0%	43.1%	17.3%	69.9%	31.8%	37.8%	86.7%
%H (TV HH)			43.1%	17.3%	69.9%	31.8%	37.8%	
3	203	203	92	44	148	82	66	189
%V	16.4%	16.7%	20.0%	20.3%	17.7%	24.6%	13.2%	18.2%
%H (All HH)		100.0%	45.3%	21.7%	72.9%	40.4%	32.5%	93.1%
%H (TV HH)			45.3%	21.7%	72.9%	40.4%	32.5%	
4	84	84	42	23	62	41	21	82
%V	6.8%	6.9%	9.1%	10.6%	7.4%	12.3%	4.2%	7.9%
%H (All HH)		100.0%	50.0%	27.4%	73.8%	48.8%	25.0%	97.6%
%H (TV HH)			50.0%	27.4%	73.8%	48.8%	25.0%	
5+	46	46	22	15	34	25	9	45
%V	3.7%	3.8%	4.8%	6.9%	4.1%	7.5%	1.8%	4.3%
%H (All HH)		100.0%	47.8%	32.6%	73.9%	54.3%	19.6%	97.8%
%H (TV HH)			47.8%	32.6%	73.9%	54.3%	19.6%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
Under 20"	117	117	41	27	103	51	51	97
%V	9.4%	9.6%	8.9%	12.4%	12.4%	15.3%	10.2%	9.3%
%H (All HH)		100.0%	35.0%	23.1%	88.0%	43.6%	43.6%	82.9%
%H (TV HH)			35.0%	23.1%	88.0%	43.6%	43.6%	
20" - 29"	302	302	110	57	240	109	132	250
%V	24.4%	24.9%	23.9%	26.3%	28.8%	32.7%	26.3%	24.0%
%H (All HH)		100.0%	36.4%	18.9%	79.5%	36.1%	43.7%	82.8%
%H (TV HH)			36.4%	18.9%	79.5%	36.1%	43.7%	
30" - 39"	560	560	217	107	397	172	226	477
%V	45.2%	46.1%	47.1%	49.3%	47.6%	51.7%	45.1%	45.8%
%H (All HH)		100.0%	38.8%	19.1%	70.9%	30.7%	40.4%	85.2%
%H (TV HH)			38.8%	19.1%	70.9%	30.7%	40.4%	
40" - 49"	643	643	273	127	431	198	233	565
%V	51.9%	52.9%	59.2%	58.5%	51.7%	59.5%	46.5%	54.3%
%H (All HH)		100.0%	42.5%	19.8%	67.0%	30.8%	36.2%	87.9%
%H (TV HH)			42.5%	19.8%	67.0%	30.8%	36.2%	
50" - 59"	299	299	140	63	191	108	82	284
%V	24.1%	24.6%	30.4%	29.0%	22.9%	32.4%	16.4%	27.3%
%H (All HH)		100.0%	46.8%	21.1%	63.9%	36.1%	27.4%	95.0%
%H (TV HH)			46.8%	21.1%	63.9%	36.1%	27.4%	
60"+	40	40	23	7	27	17	11	40
%V	3.2%	3.3%	5.0%	3.2%	3.2%	5.1%	2.2%	3.8%
%H (All HH)		100.0%	57.5%	17.5%	67.5%	42.5%	27.5%	100.0%
%H (TV HH)			57.5%	17.5%	67.5%	42.5%	27.5%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North East

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	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
Main living room	1201	1201	456	217	826	332	495	1011
%V	96.9%	98.8%	98.9%	100.0%	99.0%	99.7%	98.8%	97.1%
%H (All HH)		100.0%	38.0%	18.1%	68.8%	27.6%	41.2%	84.2%
%H (TV HH)			38.0%	18.1%	68.8%	27.6%	41.2%	
Kitchen	133	133	57	26	107	58	49	122
%V	10.7%	10.9%	12.4%	12.0%	12.8%	17.4%	9.8%	11.7%
%H (All HH)		100.0%	42.9%	19.5%	80.5%	43.6%	36.8%	91.7%
%H (TV HH)			42.9%	19.5%	80.5%	43.6%	36.8%	
Adult's bedroom	558	558	254	118	405	222	183	502
%V	45.0%	45.9%	55.1%	54.4%	48.6%	66.7%	36.5%	48.2%
%H (All HH)		100.0%	45.5%	21.1%	72.6%	39.8%	32.8%	90.0%
%H (TV HH)			45.5%	21.1%	72.6%	39.8%	32.8%	
Child's bedroom	131	131	67	30	79	46	32	127
%V	10.6%	10.8%	14.5%	13.8%	9.5%	13.8%	6.4%	12.2%
%H (All HH)		100.0%	51.1%	22.9%	60.3%	35.1%	24.4%	96.9%
%H (TV HH)			51.1%	22.9%	60.3%	35.1%	24.4%	
Other bedroom	153	153	67	36	117	63	54	142
%V	12.3%	12.6%	14.5%	16.6%	14.0%	18.9%	10.8%	13.6%
%H (All HH)		100.0%	43.8%	23.5%	76.5%	41.2%	35.3%	92.8%
%H (TV HH)			43.8%	23.5%	76.5%	41.2%	35.3%	
Second living/dining room	110	110	44	32	79	46	33	103
%V	8.9%	9.1%	9.5%	14.7%	9.5%	13.8%	6.6%	9.9%
%H (All HH)		100.0%	40.0%	29.1%	71.8%	41.8%	30.0%	93.6%
%H (TV HH)			40.0%	29.1%	71.8%	41.8%	30.0%	
Study/office	19	19	10	4	17	11	6	19
%V	1.5%	1.6%	2.2%	1.8%	2.0%	3.3%	1.2%	1.8%
%H (All HH)		100.0%	52.6%	21.1%	89.5%	57.9%	31.6%	100.0%
%H (TV HH)			52.6%	21.1%	89.5%	57.9%	31.6%	
TV room	2	2	0	0	2	0	2	2
%V	0.2%	0.2%	0.0%	0.0%	0.2%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Conservatory	34	34	18	9	27	21	6	33
%V	2.7%	2.8%	3.9%	4.1%	3.2%	6.3%	1.2%	3.2%
%H (All HH)		100.0%	52.9%	26.5%	79.4%	61.8%	17.6%	97.1%
%H (TV HH)			52.9%	26.5%	79.4%	61.8%	17.6%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	4	4	1	1	2	2	1	3
%V	0.3%	0.3%	0.2%	0.5%	0.2%	0.6%	0.2%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	50.0%	50.0%	25.0%	75.0%
%H (TV HH)			25.0%	25.0%	50.0%	50.0%	25.0%	
Other	9	9	6	0	8	5	3	9
%V	0.7%	0.7%	1.3%	0.0%	1.0%	1.5%	0.6%	0.9%
%H (All HH)		100.0%	66.7%	0.0%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	88.9%	55.6%	33.3%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North East

Household level data

Table 5.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
Any DSAT provider	461	461	461	9	229	229	0	430
%V	37.2%	37.9%	100.0%	4.1%	27.5%	68.8%	0.0%	41.3%
%H (All HH)			100.0%	2.0%	49.7%	49.7%	0.0%	93.3%
%H (TV HH)			100.0%	2.0%	49.7%	49.7%	0.0%	
Sky with subscription	382	382	382	6	190	190	0	359
%V	30.8%	31.4%	82.9%	2.8%	22.8%	57.1%	0.0%	34.5%
%H (All HH)			100.0%	1.6%	49.7%	49.7%	0.0%	94.0%
%H (TV HH)			100.0%	1.6%	49.7%	49.7%	0.0%	
Sky without subscription	30	30	30	2	15	15	0	26
%V	2.4%	2.5%	6.5%	0.9%	1.8%	4.5%	0.0%	2.5%
%H (All HH)			100.0%	6.7%	50.0%	50.0%	0.0%	86.7%
%H (TV HH)			100.0%	6.7%	50.0%	50.0%	0.0%	
Freesat	49	49	49	2	26	26	0	45
%V	4.0%	4.0%	10.6%	0.9%	3.1%	7.8%	0.0%	4.3%
%H (All HH)			100.0%	4.1%	53.1%	53.1%	0.0%	91.8%
%H (TV HH)			100.0%	4.1%	53.1%	53.1%	0.0%	
Other satellite provider	22	22	22	0	11	11	0	20
%V	1.8%	1.8%	4.8%	0.0%	1.3%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	90.9%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	217	217	9	217	109	109	0	204
%V	17.5%	17.9%	2.0%	100.0%	13.1%	32.7%	0.0%	19.6%
%H (All HH)			4.1%	100.0%	50.2%	50.2%	0.0%	94.0%
%H (TV HH)			4.1%	100.0%	50.2%	50.2%	0.0%	
DTT	834	834	229	109	834	333	501	670
%V	67.3%	68.6%	49.7%	50.2%	100.0%	100.0%	100.0%	64.4%
%H (All HH)		100.0%	27.5%	13.1%	100.0%	39.9%	60.1%	80.3%
%H (TV HH)			27.5%	13.1%	100.0%	39.9%	60.1%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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Household level data
Table 5.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1240	1215	461	217	834	333	501	1041
%H (All HH)		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (TV HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
PVR	767	767	430	213	453	320	132	696
%V	61.9%	63.1%	93.3%	98.2%	54.3%	96.1%	26.3%	66.9%
%H (All HH)		100.0%	56.1%	27.8%	59.1%	41.7%	17.2%	90.7%
%H (TV HH)			56.1%	27.8%	59.1%	41.7%	17.2%	
DVDR	8	8	4	1	7	5	2	7
%V	0.6%	0.7%	0.9%	0.5%	0.8%	1.5%	0.4%	0.7%
%H (All HH)		100.0%	50.0%	12.5%	87.5%	62.5%	25.0%	87.5%
%H (TV HH)			50.0%	12.5%	87.5%	62.5%	25.0%	
VCR	4	4	1	1	4	2	2	3
%V	0.3%	0.3%	0.2%	0.5%	0.5%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	75.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
Any recorder	771	771	431	213	456	321	135	700
%V	62.2%	63.5%	93.5%	98.2%	54.7%	96.4%	26.9%	67.2%
%H (All HH)		100.0%	55.9%	27.6%	59.1%	41.6%	17.5%	90.8%
%H (TV HH)			55.9%	27.6%	59.1%	41.6%	17.5%	
Receives HDTV (via STB or built-in reception)	894	894	396	203	611	307	304	801
%V	72.1%	73.6%	85.9%	93.5%	73.3%	92.2%	60.7%	76.9%
%H (All HH)		100.0%	44.3%	22.7%	68.3%	34.3%	34.0%	89.6%
%H (TV HH)			44.3%	22.7%	68.3%	34.3%	34.0%	
DVD/Blu-ray player or recorder	799	799	310	150	563	242	322	684
%V	64.4%	65.8%	67.2%	69.1%	67.5%	72.7%	64.3%	65.7%
%H (All HH)		100.0%	38.8%	18.8%	70.5%	30.3%	40.3%	85.6%
%H (TV HH)			38.8%	18.8%	70.5%	30.3%	40.3%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

Household level data

Table 5.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1240	1215	461	217	834	333	501	1041
%V		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%
%H (All HH)			37.9%	17.9%	68.6%	27.4%	41.2%	
%H (TV HH)								
Has broadband internet	1041	1022	430	204	670	315	355	1041
%V	84.0%	84.1%	93.3%	94.0%	80.3%	94.6%	70.9%	100.0%
%H (All HH)		98.2%	41.3%	19.6%	64.4%	30.3%	34.1%	100.0%
%H (TV HH)			42.1%	20.0%	65.6%	30.8%	34.7%	
Number of computers (PCs and laptops)								
0	291	280	69	27	214	37	177	103
%V	23.5%	23.0%	15.0%	12.4%	25.7%	11.1%	35.3%	9.9%
%H (All HH)		96.2%	23.7%	9.3%	73.5%	12.7%	60.8%	35.4%
%H (TV HH)			24.6%	9.6%	76.4%	13.2%	63.2%	
1	323	319	113	53	215	75	140	314
%V	26.0%	26.3%	24.5%	24.4%	25.8%	22.5%	27.9%	30.2%
%H (All HH)		98.8%	35.0%	16.4%	66.6%	23.2%	43.3%	97.2%
%H (TV HH)			35.4%	16.6%	67.4%	23.5%	43.9%	
2	284	279	121	56	182	90	92	282
%V	22.9%	23.0%	26.2%	25.8%	21.8%	27.0%	18.4%	27.1%
%H (All HH)		98.2%	42.6%	19.7%	64.1%	31.7%	32.4%	99.3%
%H (TV HH)			43.4%	20.1%	65.2%	32.3%	33.0%	
3	157	152	72	34	106	62	44	157
%V	12.7%	12.5%	15.6%	15.7%	12.7%	18.6%	8.8%	15.1%
%H (All HH)		96.8%	45.9%	21.7%	67.5%	39.5%	28.0%	100.0%
%H (TV HH)			47.4%	22.4%	69.7%	40.8%	28.9%	
4	99	99	45	23	64	35	29	99
%V	8.0%	8.1%	9.8%	10.6%	7.7%	10.5%	5.8%	9.5%
%H (All HH)		100.0%	45.5%	23.2%	64.6%	35.4%	29.3%	100.0%
%H (TV HH)			45.5%	23.2%	64.6%	35.4%	29.3%	
5+	86	86	41	24	52	33	19	86
%V	6.9%	7.1%	8.9%	11.1%	6.2%	9.9%	3.8%	8.3%
%H (All HH)		100.0%	47.7%	27.9%	60.5%	38.4%	22.1%	100.0%
%H (TV HH)			47.7%	27.9%	60.5%	38.4%	22.1%	

Base: ITV North East - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2489	1050	507	1756	863	893	2202
%H		42.2%	20.4%	70.6%	34.7%	35.9%	88.5%
Under 20"	147	53	35	125	64	62	125
%V	5.9%	5.0%	6.9%	7.1%	7.4%	6.9%	5.7%
%H		36.1%	23.8%	85.0%	43.5%	42.2%	85.0%
20" - 29"	387	146	77	308	148	161	325
%V	15.5%	13.9%	15.2%	17.5%	17.1%	18.0%	14.8%
%H		37.7%	19.9%	79.6%	38.2%	41.6%	84.0%
30" - 39"	711	287	143	501	229	272	619
%V	28.6%	27.3%	28.2%	28.5%	26.5%	30.5%	28.1%
%H		40.4%	20.1%	70.5%	32.2%	38.3%	87.1%
40" - 49"	796	357	157	531	262	269	712
%V	32.0%	34.0%	31.0%	30.2%	30.4%	30.1%	32.3%
%H		44.8%	19.7%	66.7%	32.9%	33.8%	89.4%
50" - 59"	342	167	73	219	131	88	327
%V	13.7%	15.9%	14.4%	12.5%	15.2%	9.9%	14.9%
%H		48.8%	21.3%	64.0%	38.3%	25.7%	95.6%
60"+	44	26	7	31	20	11	44
%V	1.8%	2.5%	1.4%	1.8%	2.3%	1.2%	2.0%
%H		59.1%	15.9%	70.5%	45.5%	25.0%	100.0%
Don't know	63	14	16	40	9	31	51
%V	2.5%	1.3%	3.2%	2.3%	1.0%	3.5%	2.3%
%H		22.2%	25.4%	63.5%	14.3%	49.2%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	2489	1050	507	1756	863	893	2202
%H		42.2%	20.4%	70.6%	34.7%	35.9%	88.5%
Main living room	1208	460	218	831	334	497	1016
%V	48.5%	43.8%	43.0%	47.3%	38.7%	55.7%	46.1%
%H		38.1%	18.0%	68.8%	27.6%	41.1%	84.1%
Kitchen	133	57	26	107	58	49	122
%V	5.3%	5.4%	5.1%	6.1%	6.7%	5.5%	5.5%
%H		42.9%	19.5%	80.5%	43.6%	36.8%	91.7%
Adult's bedroom	612	277	134	443	247	196	555
%V	24.6%	26.4%	26.4%	25.2%	28.6%	21.9%	25.2%
%H		45.3%	21.9%	72.4%	40.4%	32.0%	90.7%
Child's bedroom	175	94	38	104	64	40	170
%V	7.0%	9.0%	7.5%	5.9%	7.4%	4.5%	7.7%
%H		53.7%	21.7%	59.4%	36.6%	22.9%	97.1%
Other bedroom	180	80	45	134	75	59	167
%V	7.2%	7.6%	8.9%	7.6%	8.7%	6.6%	7.6%
%H		44.4%	25.0%	74.4%	41.7%	32.8%	92.8%
Second living/dining room	112	45	33	80	47	33	104
%V	4.5%	4.3%	6.5%	4.6%	5.4%	3.7%	4.7%
%H		40.2%	29.5%	71.4%	42.0%	29.5%	92.9%
Study/office	19	10	4	17	11	6	19
%V	0.8%	1.0%	0.8%	1.0%	1.3%	0.7%	0.9%
%H		52.6%	21.1%	89.5%	57.9%	31.6%	100.0%
TV room	2	0	0	2	0	2	2
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Conservatory	34	18	9	27	21	6	33
%V	1.4%	1.7%	1.8%	1.5%	2.4%	0.7%	1.5%
%H		52.9%	26.5%	79.4%	61.8%	17.6%	97.1%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	4	1	1	2	2	1	3
%V	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H		25.0%	25.0%	50.0%	50.0%	25.0%	75.0%
Other	10	6	0	9	5	4	10
%V	0.4%	0.6%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		60.0%	0.0%	90.0%	50.0%	40.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	2489	1050	507	1756	863	893	2202
%H		42.2%	20.4%	70.6%	34.7%	35.9%	88.5%
PVR	1113	656	323	606	458	148	1033
%V	44.7%	62.5%	63.7%	34.5%	53.1%	16.6%	46.9%
%H		58.9%	29.0%	54.4%	41.2%	13.3%	92.8%
DVDR	8	4	1	7	5	2	7
%V	0.3%	0.4%	0.2%	0.4%	0.6%	0.2%	0.3%
%H		50.0%	12.5%	87.5%	62.5%	25.0%	87.5%
VCR	5	1	1	5	2	3	4
%V	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	1120	659	323	613	461	152	1040
%V	45.0%	62.8%	63.7%	34.9%	53.4%	17.0%	47.2%
%H		58.8%	28.8%	54.7%	41.2%	13.6%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: 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	2489	1050	507	1756	863	893	2202
%H		42.2%	20.4%	70.6%	34.7%	35.9%	88.5%
Receives HDTV (via STB or built-in reception)	1449	680	349	1001	563	438	1333
%V	58.2%	64.8%	68.8%	57.0%	65.2%	49.0%	60.5%
%H		46.9%	24.1%	69.1%	38.9%	30.2%	92.0%
DVD/Blu-ray player or recorder	1146	475	229	806	388	417	1006
%V	46.0%	45.2%	45.2%	45.9%	45.0%	46.7%	45.7%
%H		41.4%	20.0%	70.3%	33.9%	36.4%	87.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Set level data

Table 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	1215	461	217	834	333	501	1022
%H		37.9%	17.9%	68.6%	27.4%	41.2%	84.1%
Under 20"	10	3	1	8	3	6	6
%V	0.8%	0.7%	0.5%	1.0%	0.9%	1.2%	0.6%
%H		30.0%	10.0%	80.0%	30.0%	60.0%	60.0%
20" - 29"	67	13	6	58	11	47	42
%V	5.5%	2.8%	2.8%	7.0%	3.3%	9.4%	4.1%
%H		19.4%	9.0%	86.6%	16.4%	70.1%	62.7%
30" - 39"	281	83	45	206	60	146	212
%V	23.1%	18.0%	20.7%	24.7%	18.0%	29.1%	20.7%
%H		29.5%	16.0%	73.3%	21.4%	52.0%	75.4%
40" - 49"	525	212	96	353	145	208	451
%V	43.2%	46.0%	44.2%	42.3%	43.5%	41.5%	44.1%
%H		40.4%	18.3%	67.2%	27.6%	39.6%	85.9%
50" - 59"	271	127	56	169	95	74	256
%V	22.3%	27.5%	25.8%	20.3%	28.5%	14.8%	25.0%
%H		46.9%	20.7%	62.4%	35.1%	27.3%	94.5%
60"+	35	19	7	24	15	9	35
%V	2.9%	4.1%	3.2%	2.9%	4.5%	1.8%	3.4%
%H		54.3%	20.0%	68.6%	42.9%	25.7%	100.0%
Don't know	27	4	7	17	4	13	20
%V	2.2%	0.9%	3.2%	2.0%	1.2%	2.6%	2.0%
%H		14.8%	25.9%	63.0%	14.8%	48.1%	74.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1215	461	217	834	333	501	1022
%H		37.9%	17.9%	68.6%	27.4%	41.2%	84.1%
PVR	752	422	211	442	315	127	685
%V	61.9%	91.5%	97.2%	53.0%	94.6%	25.3%	67.0%
%H		56.1%	28.1%	58.8%	41.9%	16.9%	91.1%
DVDR	6	3	1	5	4	2	6
%V	0.5%	0.7%	0.5%	0.6%	1.2%	0.4%	0.6%
%H		50.0%	16.7%	83.3%	66.7%	33.3%	100.0%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.0%	0.4%	0.3%	0.4%	0.2%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	756	424	211	446	316	129	688
%V	62.2%	92.0%	97.2%	53.5%	94.9%	25.7%	67.3%
%H		56.1%	27.9%	59.0%	41.8%	17.1%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1215	461	217	834	333	501	1022
%H		37.9%	17.9%	68.6%	27.4%	41.2%	84.1%
Receives HDTV (via STB or built-in reception)	869	386	199	591	298	292	782
%V	71.5%	83.7%	91.7%	70.9%	89.5%	58.3%	76.5%
%H		44.4%	22.9%	68.0%	34.3%	33.6%	90.0%
DVD/Blu-ray player or recorder	671	246	116	471	184	287	566
%V	55.2%	53.4%	53.5%	56.5%	55.3%	57.3%	55.4%
%H		36.7%	17.3%	70.2%	27.4%	42.8%	84.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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	1274	589	290	922	530	392	1181
%H		46.2%	22.8%	72.4%	41.6%	30.8%	92.7%
Under 20"	137	49	34	117	61	56	119
%V	10.8%	8.3%	11.7%	12.7%	11.5%	14.3%	10.1%
%H		35.8%	24.8%	85.4%	44.5%	40.9%	86.9%
20" - 29"	320	133	70	250	136	114	283
%V	25.1%	22.6%	24.1%	27.1%	25.7%	29.1%	24.0%
%H		41.6%	21.9%	78.1%	42.5%	35.6%	88.4%
30" - 39"	430	204	98	295	169	126	407
%V	33.8%	34.6%	33.8%	32.0%	31.9%	32.1%	34.5%
%H		47.4%	22.8%	68.6%	39.3%	29.3%	94.7%
40" - 49"	271	145	62	179	117	61	261
%V	21.3%	24.6%	21.4%	19.4%	22.1%	15.6%	22.1%
%H		53.5%	22.9%	66.1%	43.2%	22.5%	96.3%
50" - 59"	70	39	17	50	36	14	70
%V	5.5%	6.6%	5.9%	5.4%	6.8%	3.6%	5.9%
%H		55.7%	24.3%	71.4%	51.4%	20.0%	100.0%
60"+	9	7	0	7	5	2	9
%V	0.7%	1.2%	0.0%	0.8%	0.9%	0.5%	0.8%
%H		77.8%	0.0%	77.8%	55.6%	22.2%	100.0%
Don't know	35	11	8	23	5	18	30
%V	2.7%	1.9%	2.8%	2.5%	0.9%	4.6%	2.5%
%H		31.4%	22.9%	65.7%	14.3%	51.4%	85.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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	1274	589	290	922	530	392	1181
%H		46.2%	22.8%	72.4%	41.6%	30.8%	92.7%
PVR	360	234	112	164	143	21	347
%V	28.3%	39.7%	38.6%	17.8%	27.0%	5.4%	29.4%
%H		65.0%	31.1%	45.6%	39.7%	5.8%	96.4%
DVDR	2	1	0	2	1	0	2
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.0%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	0.0%	100.0%
VCR	2	0	1	2	1	1	2
%V	0.2%	0.0%	0.3%	0.2%	0.2%	0.3%	0.2%
%H		0.0%	50.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	364	236	112	168	145	23	351
%V	28.6%	40.1%	38.6%	18.2%	27.4%	5.9%	29.7%
%H		64.8%	30.8%	46.2%	39.8%	6.3%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1274	589	290	922	530	392	1181
%H		46.2%	22.8%	72.4%	41.6%	30.8%	92.7%
Receives HDTV (via STB or built-in reception)	580	294	149	411	264	146	551
%V	45.5%	49.9%	51.4%	44.6%	49.8%	37.2%	46.7%
%H		50.7%	25.7%	70.9%	45.5%	25.2%	95.0%
DVD/Blu-ray player or recorder	475	229	113	335	204	130	440
%V	37.3%	38.9%	39.0%	36.3%	38.5%	33.2%	37.3%
%H		48.2%	23.8%	70.5%	42.9%	27.4%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 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	2776	2724	1158	549	1763	828	935	2506
%H		98.1%	41.7%	19.8%	63.5%	29.8%	33.7%	90.3%
Total Children	498	490	226	106	272	144	128	483
%V	17.9%	18.0%	19.5%	19.3%	15.4%	17.4%	13.7%	19.3%
%H		98.4%	45.4%	21.3%	54.6%	28.9%	25.7%	97.0%
0 - 3	118	117	55	22	63	31	33	116
%V	4.3%	4.3%	4.7%	4.0%	3.6%	3.7%	3.5%	4.6%
%H		99.2%	46.6%	18.6%	53.4%	26.3%	28.0%	98.3%
4 - 15	380	373	171	83	209	114	95	367
%V	13.7%	13.7%	14.8%	15.1%	11.9%	13.8%	10.2%	14.6%
%H		98.2%	45.0%	21.8%	55.0%	30.0%	25.0%	96.6%
4 - 9	194	190	80	42	109	56	53	189
%V	7.0%	7.0%	6.9%	7.7%	6.2%	6.8%	5.7%	7.5%
%H		97.9%	41.2%	21.6%	56.2%	28.9%	27.3%	97.4%
10 - 15	186	183	91	41	99	57	42	179
%V	6.7%	6.7%	7.9%	7.5%	5.6%	6.9%	4.5%	7.1%
%H		98.4%	48.9%	22.0%	53.2%	30.6%	22.6%	96.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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	2776	2724	1158	549	1763	828	935	2506
%H		98.1%	41.7%	19.8%	63.5%	29.8%	33.7%	90.3%
Total Adults (16+)	2278	2234	932	443	1491	684	807	2023
%V	82.1%	82.0%	80.5%	80.7%	84.6%	82.6%	86.3%	80.7%
%H		98.1%	40.9%	19.4%	65.5%	30.0%	35.4%	88.8%
16 - 19	129	121	59	25	80	46	34	126
%V	4.6%	4.4%	5.1%	4.6%	4.5%	5.6%	3.6%	5.0%
%H		93.8%	45.7%	19.4%	62.0%	35.7%	26.4%	97.7%
20 - 24	153	148	68	44	89	53	37	150
%V	5.5%	5.4%	5.9%	8.0%	5.0%	6.4%	4.0%	6.0%
%H		96.7%	44.4%	28.8%	58.2%	34.6%	24.2%	98.0%
25 - 34	356	347	145	66	188	83	105	341
%V	12.8%	12.7%	12.5%	12.0%	10.7%	10.0%	11.2%	13.6%
%H		97.5%	40.7%	18.5%	52.8%	23.3%	29.5%	95.8%
35 - 44	309	298	137	66	175	95	80	302
%V	11.1%	10.9%	11.8%	12.0%	9.9%	11.5%	8.6%	12.1%
%H		96.4%	44.3%	21.4%	56.6%	30.7%	25.9%	97.7%
45 - 54	385	381	173	82	250	127	123	364
%V	13.9%	14.0%	14.9%	14.9%	14.2%	15.3%	13.2%	14.5%
%H		99.0%	44.9%	21.3%	64.9%	33.0%	31.9%	94.5%
55 - 64	384	382	170	66	275	131	144	350
%V	13.8%	14.0%	14.7%	12.0%	15.6%	15.8%	15.4%	14.0%
%H		99.5%	44.3%	17.2%	71.6%	34.1%	37.5%	91.1%
65+	561	556	180	94	434	150	284	391
%V	20.2%	20.4%	15.5%	17.1%	24.6%	18.1%	30.4%	15.6%
%H		99.1%	32.1%	16.8%	77.4%	26.7%	50.6%	69.7%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)		2278	2234	932	443	1491	684	807	2023
%H			98.1%	40.9%	19.4%	65.5%	30.0%	35.4%	88.8%
AB		542	530	240	100	353	174	179	525
	%V	23.8%	23.7%	25.8%	22.6%	23.7%	25.4%	22.2%	26.0%
	%H		97.8%	44.3%	18.5%	65.1%	32.1%	33.0%	96.9%
C1		632	621	277	141	400	201	199	592
	%V	27.7%	27.8%	29.7%	31.8%	26.8%	29.4%	24.7%	29.3%
	%H		98.3%	43.8%	22.3%	63.3%	31.8%	31.5%	93.7%
C2		513	506	223	105	332	160	172	462
	%V	22.5%	22.6%	23.9%	23.7%	22.3%	23.4%	21.3%	22.8%
	%H		98.6%	43.5%	20.5%	64.7%	31.2%	33.5%	90.1%
D		360	354	124	73	245	104	140	304
	%V	15.8%	15.8%	13.3%	16.5%	16.4%	15.2%	17.3%	15.0%
	%H		98.3%	34.4%	20.3%	68.1%	28.9%	38.9%	84.4%
E		231	222	68	24	161	44	116	141
	%V	10.1%	9.9%	7.3%	5.4%	10.8%	6.4%	14.4%	7.0%
	%H		96.1%	29.4%	10.4%	69.7%	19.0%	50.2%	61.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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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+)	2278	2234	932	443	1491	684	807	2023
%H		98.1%	40.9%	19.4%	65.5%	30.0%	35.4%	88.8%
Working full time	1018	1002	480	215	616	330	286	992
%V	44.7%	44.9%	51.5%	48.5%	41.3%	48.2%	35.4%	49.0%
%H		98.4%	47.2%	21.1%	60.5%	32.4%	28.1%	97.4%
Working part time	211	208	86	42	139	65	74	203
%V	9.3%	9.3%	9.2%	9.5%	9.3%	9.5%	9.2%	10.0%
%H		98.6%	40.8%	19.9%	65.9%	30.8%	35.1%	96.2%
Not working	1049	1024	366	187	737	289	447	828
%V	46.0%	45.8%	39.3%	42.2%	49.4%	42.3%	55.4%	40.9%
%H		97.6%	34.9%	17.8%	70.3%	27.6%	42.6%	78.9%
Houseperson	1240	1215	461	217	834	333	501	1041
%V	54.4%	54.4%	49.5%	49.0%	55.9%	48.7%	62.1%	51.5%
%H		98.0%	37.2%	17.5%	67.3%	26.9%	40.4%	84.0%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North East

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+)	1106	1081	455	217	719	333	385	988
%H		97.7%	41.1%	19.6%	65.0%	30.1%	34.8%	89.3%
16 - 19	67	63	31	13	43	24	19	65
%V	6.1%	5.8%	6.8%	6.0%	6.0%	7.2%	4.9%	6.6%
%H		94.0%	46.3%	19.4%	64.2%	35.8%	28.4%	97.0%
20 - 24	80	77	34	23	48	30	18	78
%V	7.2%	7.1%	7.5%	10.6%	6.7%	9.0%	4.7%	7.9%
%H		96.3%	42.5%	28.8%	60.0%	37.5%	22.5%	97.5%
25 - 34	177	171	70	31	94	39	54	167
%V	16.0%	15.8%	15.4%	14.3%	13.1%	11.7%	14.0%	16.9%
%H		96.6%	39.5%	17.5%	53.1%	22.0%	30.5%	94.4%
35 - 44	150	145	67	31	84	43	41	147
%V	13.6%	13.4%	14.7%	14.3%	11.7%	12.9%	10.6%	14.9%
%H		96.7%	44.7%	20.7%	56.0%	28.7%	27.3%	98.0%
45 - 54	186	184	78	44	117	58	60	172
%V	16.8%	17.0%	17.1%	20.3%	16.3%	17.4%	15.6%	17.4%
%H		98.9%	41.9%	23.7%	62.9%	31.2%	32.3%	92.5%
55 - 64	187	186	87	27	135	63	72	166
%V	16.9%	17.2%	19.1%	12.4%	18.8%	18.9%	18.7%	16.8%
%H		99.5%	46.5%	14.4%	72.2%	33.7%	38.5%	88.8%
65+	259	256	87	49	197	77	121	193
%V	23.4%	23.7%	19.1%	22.6%	27.4%	23.1%	31.4%	19.5%
%H		98.8%	33.6%	18.9%	76.1%	29.7%	46.7%	74.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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+)	1106	1081	455	217	719	333	385	988
%H		97.7%	41.1%	19.6%	65.0%	30.1%	34.8%	89.3%
AB	266	260	119	49	171	86	86	259
%V	24.1%	24.1%	26.2%	22.6%	23.8%	25.8%	22.3%	26.2%
%H		97.7%	44.7%	18.4%	64.3%	32.3%	32.3%	97.4%
C1	297	290	131	67	186	98	88	283
%V	26.9%	26.8%	28.8%	30.9%	25.9%	29.4%	22.9%	28.6%
%H		97.6%	44.1%	22.6%	62.6%	33.0%	29.6%	95.3%
C2	279	273	117	55	179	81	98	247
%V	25.2%	25.3%	25.7%	25.3%	24.9%	24.3%	25.5%	25.0%
%H		97.8%	41.9%	19.7%	64.2%	29.0%	35.1%	88.5%
D	167	164	58	36	111	48	63	142
%V	15.1%	15.2%	12.7%	16.6%	15.4%	14.4%	16.4%	14.4%
%H		98.2%	34.7%	21.6%	66.5%	28.7%	37.7%	85.0%
E	97	94	30	9	71	21	51	58
%V	8.8%	8.7%	6.6%	4.1%	9.9%	6.3%	13.2%	5.9%
%H		96.9%	30.9%	9.3%	73.2%	21.6%	52.6%	59.8%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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+)	1106	1081	455	217	719	333	385	988
%H		97.7%	41.1%	19.6%	65.0%	30.1%	34.8%	89.3%
Working full time	592	580	277	121	352	185	167	574
%V	53.5%	53.7%	60.9%	55.8%	49.0%	55.6%	43.4%	58.1%
%H		98.0%	46.8%	20.4%	59.5%	31.3%	28.2%	97.0%
Working part time	40	40	13	10	31	14	17	37
%V	3.6%	3.7%	2.9%	4.6%	4.3%	4.2%	4.4%	3.7%
%H		100.0%	32.5%	25.0%	77.5%	35.0%	42.5%	92.5%
Not working	474	461	165	86	336	135	201	378
%V	42.9%	42.6%	36.3%	39.6%	46.7%	40.5%	52.2%	38.3%
%H		97.3%	34.8%	18.1%	70.9%	28.5%	42.4%	79.7%
Houseperson	283	273	80	42	196	59	138	214
%V	25.6%	25.3%	17.6%	19.4%	27.3%	17.7%	35.8%	21.7%
%H		96.5%	28.3%	14.8%	69.3%	20.8%	48.8%	75.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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+)	1171	1152	477	227	772	350	422	1034
%H		98.4%	40.7%	19.4%	65.9%	29.9%	36.0%	88.3%
16 - 19	61	58	28	12	37	22	15	61
%V	5.2%	5.0%	5.9%	5.3%	4.8%	6.3%	3.6%	5.9%
%H		95.1%	45.9%	19.7%	60.7%	36.1%	24.6%	100.0%
20 - 24	73	72	34	22	42	23	19	72
%V	6.2%	6.3%	7.1%	9.7%	5.4%	6.6%	4.5%	7.0%
%H		98.6%	46.6%	30.1%	57.5%	31.5%	26.0%	98.6%
25 - 34	179	176	75	35	94	43	51	174
%V	15.3%	15.3%	15.7%	15.4%	12.2%	12.3%	12.1%	16.8%
%H		98.3%	41.9%	19.6%	52.5%	24.0%	28.5%	97.2%
35 - 44	159	154	70	35	91	52	39	155
%V	13.6%	13.4%	14.7%	15.4%	11.8%	14.9%	9.2%	15.0%
%H		96.9%	44.0%	22.0%	57.2%	32.7%	24.5%	97.5%
45 - 54	200	197	95	38	132	69	63	192
%V	17.1%	17.1%	19.9%	16.7%	17.1%	19.7%	14.9%	18.6%
%H		98.5%	47.5%	19.0%	66.0%	34.5%	31.5%	96.0%
55 - 64	197	196	83	40	139	68	72	184
%V	16.8%	17.0%	17.4%	17.6%	18.0%	19.4%	17.1%	17.8%
%H		99.5%	42.1%	20.3%	70.6%	34.5%	36.5%	93.4%
65+	302	300	93	45	237	73	164	198
%V	25.8%	26.0%	19.5%	19.8%	30.7%	20.9%	38.9%	19.1%
%H		99.3%	30.8%	14.9%	78.5%	24.2%	54.3%	65.6%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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+)	1171	1152	477	227	772	350	422	1034
%H		98.4%	40.7%	19.4%	65.9%	29.9%	36.0%	88.3%
AB	275	271	120	51	182	88	94	266
%V	23.5%	23.5%	25.2%	22.5%	23.6%	25.1%	22.3%	25.7%
%H		98.5%	43.6%	18.5%	66.2%	32.0%	34.2%	96.7%
C1	335	330	147	74	214	103	111	309
%V	28.6%	28.6%	30.8%	32.6%	27.7%	29.4%	26.3%	29.9%
%H		98.5%	43.9%	22.1%	63.9%	30.7%	33.1%	92.2%
C2	234	233	106	50	152	79	74	215
%V	20.0%	20.2%	22.2%	22.0%	19.7%	22.6%	17.5%	20.8%
%H		99.6%	45.3%	21.4%	65.0%	33.8%	31.6%	91.9%
D	193	190	66	37	134	56	78	162
%V	16.5%	16.5%	13.8%	16.3%	17.4%	16.0%	18.5%	15.7%
%H		98.4%	34.2%	19.2%	69.4%	29.0%	40.4%	83.9%
E	134	128	38	14	90	24	66	83
%V	11.4%	11.1%	8.0%	6.2%	11.7%	6.9%	15.6%	8.0%
%H		95.5%	28.4%	10.4%	67.2%	17.9%	49.3%	61.9%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North East

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+)	1171	1152	477	227	772	350	422	1034
%H		98.4%	40.7%	19.4%	65.9%	29.9%	36.0%	88.3%
Working full time	426	422	203	93	263	145	118	418
%V	36.4%	36.6%	42.6%	41.0%	34.1%	41.4%	28.0%	40.4%
%H		99.1%	47.7%	21.8%	61.7%	34.0%	27.7%	98.1%
Working part time	170	168	74	32	108	51	57	166
%V	14.5%	14.6%	15.5%	14.1%	14.0%	14.6%	13.5%	16.1%
%H		98.8%	43.5%	18.8%	63.5%	30.0%	33.5%	97.6%
Not working	575	562	201	101	401	154	247	450
%V	49.1%	48.8%	42.1%	44.5%	51.9%	44.0%	58.5%	43.5%
%H		97.7%	35.0%	17.6%	69.7%	26.8%	43.0%	78.3%
Houseperson	957	942	381	175	638	275	363	827
%V	81.7%	81.8%	79.9%	77.1%	82.6%	78.6%	86.0%	80.0%
%H		98.4%	39.8%	18.3%	66.7%	28.7%	37.9%	86.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
AB	415	390	149	91	235	103	132	401
%V	23.5%	23.4%	25.6%	27.0%	22.2%	25.1%	20.4%	26.7%
%H (All HH)		94.0%	35.9%	21.9%	56.6%	24.8%	31.8%	96.6%
%H (TV HH)			38.2%	23.3%	60.3%	26.4%	33.8%	
C1	489	451	173	91	284	125	159	441
%V	27.7%	27.1%	29.7%	27.0%	26.8%	30.5%	24.6%	29.4%
%H (All HH)		92.2%	35.4%	18.6%	58.1%	25.6%	32.5%	90.2%
%H (TV HH)			38.4%	20.2%	63.0%	27.7%	35.3%	
C2	309	298	119	63	178	80	98	270
%V	17.5%	17.9%	20.4%	18.7%	16.8%	19.5%	15.1%	18.0%
%H (All HH)		96.4%	38.5%	20.4%	57.6%	25.9%	31.7%	87.4%
%H (TV HH)			39.9%	21.1%	59.7%	26.8%	32.9%	
D	321	303	95	62	198	71	127	248
%V	18.2%	18.2%	16.3%	18.4%	18.7%	17.3%	19.6%	16.5%
%H (All HH)		94.4%	29.6%	19.3%	61.7%	22.1%	39.6%	77.3%
%H (TV HH)			31.4%	20.5%	65.3%	23.4%	41.9%	
E	231	221	46	30	162	31	131	142
%V	13.1%	13.3%	7.9%	8.9%	15.3%	7.6%	20.2%	9.5%
%H (All HH)		95.7%	19.9%	13.0%	70.1%	13.4%	56.7%	61.5%
%H (TV HH)			20.8%	13.6%	73.3%	14.0%	59.3%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Under 25	77	59	15	8	22	4	18	75
%V	4.4%	3.5%	2.6%	2.4%	2.1%	1.0%	2.8%	5.0%
%H (All HH)		76.6%	19.5%	10.4%	28.6%	5.2%	23.4%	97.4%
%H (TV HH)			25.4%	13.6%	37.3%	6.8%	30.5%	
25 - 34	269	238	80	43	111	41	70	259
%V	15.2%	14.3%	13.7%	12.8%	10.5%	10.0%	10.8%	17.3%
%H (All HH)		88.5%	29.7%	16.0%	41.3%	15.2%	26.0%	96.3%
%H (TV HH)			33.6%	18.1%	46.6%	17.2%	29.4%	
35 - 44	279	258	107	54	152	72	80	266
%V	15.8%	15.5%	18.4%	16.0%	14.4%	17.6%	12.4%	17.7%
%H (All HH)		92.5%	38.4%	19.4%	54.5%	25.8%	28.7%	95.3%
%H (TV HH)			41.5%	20.9%	58.9%	27.9%	31.0%	
45 - 54	341	326	135	68	203	93	110	316
%V	19.3%	19.6%	23.2%	20.2%	19.2%	22.7%	17.0%	21.1%
%H (All HH)		95.6%	39.6%	19.9%	59.5%	27.3%	32.3%	92.7%
%H (TV HH)			41.4%	20.9%	62.3%	28.5%	33.7%	
55 - 64	332	323	121	77	214	93	122	298
%V	18.8%	19.4%	20.8%	22.8%	20.2%	22.7%	18.9%	19.9%
%H (All HH)		97.3%	36.4%	23.2%	64.5%	28.0%	36.7%	89.8%
%H (TV HH)			37.5%	23.8%	66.3%	28.8%	37.8%	
65 +	467	461	125	88	355	107	247	287
%V	26.5%	27.7%	21.5%	26.1%	33.6%	26.1%	38.2%	19.1%
%H (All HH)		98.7%	26.8%	18.8%	76.0%	22.9%	52.9%	61.5%
%H (TV HH)			27.1%	19.1%	77.0%	23.2%	53.6%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
1	658	611	145	102	440	105	335	449
%V	37.3%	36.7%	24.9%	30.3%	41.6%	25.6%	51.8%	29.9%
%H (All HH)		92.9%	22.0%	15.5%	66.9%	16.0%	50.9%	68.2%
%H (TV HH)			23.7%	16.7%	72.0%	17.2%	54.8%	
2	570	540	202	121	327	146	181	524
%V	32.3%	32.5%	34.7%	35.9%	30.9%	35.6%	28.0%	34.9%
%H (All HH)		94.7%	35.4%	21.2%	57.4%	25.6%	31.8%	91.9%
%H (TV HH)			37.4%	22.4%	60.6%	27.0%	33.5%	
3	260	246	103	55	140	69	72	255
%V	14.7%	14.8%	17.7%	16.3%	13.2%	16.8%	11.1%	17.0%
%H (All HH)		94.6%	39.6%	21.2%	53.8%	26.5%	27.7%	98.1%
%H (TV HH)			41.9%	22.4%	56.9%	28.0%	29.3%	
4	196	189	93	45	106	67	40	193
%V	11.1%	11.4%	16.0%	13.4%	10.0%	16.3%	6.2%	12.9%
%H (All HH)		96.4%	47.4%	23.0%	54.1%	34.2%	20.4%	98.5%
%H (TV HH)			49.2%	23.8%	56.1%	35.4%	21.2%	
5+	82	78	39	14	45	25	20	81
%V	4.6%	4.7%	6.7%	4.2%	4.3%	6.1%	3.1%	5.4%
%H (All HH)		95.1%	47.6%	17.1%	54.9%	30.5%	24.4%	98.8%
%H (TV HH)			50.0%	17.9%	57.7%	32.1%	25.6%	
Average HH size	2.16	2.17	2.47	2.27	2.06	2.43	1.83	2.31

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Without	1376	1291	414	258	853	303	550	1120
%V	78.0%	77.6%	71.1%	76.6%	80.6%	73.9%	85.0%	74.6%
%H (All HH)		93.8%	30.1%	18.8%	62.0%	22.0%	40.0%	81.4%
%H (TV HH)			32.1%	20.0%	66.1%	23.5%	42.6%	
With	389	373	168	79	205	107	97	382
%V	22.0%	22.4%	28.9%	23.4%	19.4%	26.1%	15.0%	25.4%
%H (All HH)		95.9%	43.2%	20.3%	52.7%	27.5%	24.9%	98.2%
%H (TV HH)			45.0%	21.2%	55.0%	28.7%	26.0%	
0 - 3	133	123	56	23	63	29	34	129
%V	7.5%	7.4%	9.6%	6.8%	6.0%	7.1%	5.3%	8.6%
%H (All HH)		92.5%	42.1%	17.3%	47.4%	21.8%	25.6%	97.0%
%H (TV HH)			45.5%	18.7%	51.2%	23.6%	27.6%	
4 - 9	190	184	85	36	100	51	49	187
%V	10.8%	11.1%	14.6%	10.7%	9.5%	12.4%	7.6%	12.5%
%H (All HH)		96.8%	44.7%	18.9%	52.6%	26.8%	25.8%	98.4%
%H (TV HH)			46.2%	19.6%	54.3%	27.7%	26.6%	
10 - 15	192	187	90	41	103	60	43	189
%V	10.9%	11.2%	15.5%	12.2%	9.7%	14.6%	6.6%	12.6%
%H (All HH)		97.4%	46.9%	21.4%	53.6%	31.3%	22.4%	98.4%
%H (TV HH)			48.1%	21.9%	55.1%	32.1%	23.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
1	677	677	162	107	387	54	333	522
%V	38.4%	40.7%	27.8%	31.8%	36.6%	13.2%	51.5%	34.8%
%H (All HH)		100.0%	23.9%	15.8%	57.2%	8.0%	49.2%	77.1%
%H (TV HH)			23.9%	15.8%	57.2%	8.0%	49.2%	
2	550	550	203	115	367	156	211	477
%V	31.2%	33.1%	34.9%	34.1%	34.7%	38.0%	32.6%	31.8%
%H (All HH)		100.0%	36.9%	20.9%	66.7%	28.4%	38.4%	86.7%
%H (TV HH)			36.9%	20.9%	66.7%	28.4%	38.4%	
3	271	271	127	68	189	115	74	258
%V	15.4%	16.3%	21.8%	20.2%	17.9%	28.0%	11.4%	17.2%
%H (All HH)		100.0%	46.9%	25.1%	69.7%	42.4%	27.3%	95.2%
%H (TV HH)			46.9%	25.1%	69.7%	42.4%	27.3%	
4	120	120	65	32	84	61	23	118
%V	6.8%	7.2%	11.2%	9.5%	7.9%	14.9%	3.6%	7.9%
%H (All HH)		100.0%	54.2%	26.7%	70.0%	50.8%	19.2%	98.3%
%H (TV HH)			54.2%	26.7%	70.0%	50.8%	19.2%	
5+	46	46	26	14	31	24	6	45
%V	2.6%	2.8%	4.5%	4.2%	2.9%	5.9%	0.9%	3.0%
%H (All HH)		100.0%	56.5%	30.4%	67.4%	52.2%	13.0%	97.8%
%H (TV HH)			56.5%	30.4%	67.4%	52.2%	13.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Under 20"	101	101	37	22	77	37	40	82
%V	5.7%	6.1%	6.4%	6.5%	7.3%	9.0%	6.2%	5.5%
%H (All HH)		100.0%	36.6%	21.8%	76.2%	36.6%	39.6%	81.2%
%H (TV HH)			36.6%	21.8%	76.2%	36.6%	39.6%	
20" - 29"	383	383	136	78	289	128	161	320
%V	21.7%	23.0%	23.4%	23.1%	27.3%	31.2%	24.9%	21.3%
%H (All HH)		100.0%	35.5%	20.4%	75.5%	33.4%	42.0%	83.6%
%H (TV HH)			35.5%	20.4%	75.5%	33.4%	42.0%	
30" - 39"	812	812	292	159	559	234	325	690
%V	46.0%	48.8%	50.2%	47.2%	52.8%	57.1%	50.2%	46.0%
%H (All HH)		100.0%	36.0%	19.6%	68.8%	28.8%	40.0%	85.0%
%H (TV HH)			36.0%	19.6%	68.8%	28.8%	40.0%	
40" - 49"	859	859	340	200	536	253	283	785
%V	48.7%	51.6%	58.4%	59.3%	50.7%	61.7%	43.7%	52.3%
%H (All HH)		100.0%	39.6%	23.3%	62.4%	29.5%	32.9%	91.4%
%H (TV HH)			39.6%	23.3%	62.4%	29.5%	32.9%	
50" - 59"	381	381	174	98	218	127	90	363
%V	21.6%	22.9%	29.9%	29.1%	20.6%	31.0%	13.9%	24.2%
%H (All HH)		100.0%	45.7%	25.7%	57.2%	33.3%	23.6%	95.3%
%H (TV HH)			45.7%	25.7%	57.2%	33.3%	23.6%	
60"+	50	50	33	8	27	19	8	49
%V	2.8%	3.0%	5.7%	2.4%	2.6%	4.6%	1.2%	3.3%
%H (All HH)		100.0%	66.0%	16.0%	54.0%	38.0%	16.0%	98.0%
%H (TV HH)			66.0%	16.0%	54.0%	38.0%	16.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Main living room	1641	1641	576	334	1046	407	639	1400
%V	93.0%	98.6%	99.0%	99.1%	98.9%	99.3%	98.8%	93.3%
%H (All HH)		100.0%	35.1%	20.4%	63.7%	24.8%	38.9%	85.3%
%H (TV HH)			35.1%	20.4%	63.7%	24.8%	38.9%	
Kitchen	153	153	77	30	119	73	46	142
%V	8.7%	9.2%	13.2%	8.9%	11.2%	17.8%	7.1%	9.5%
%H (All HH)		100.0%	50.3%	19.6%	77.8%	47.7%	30.1%	92.8%
%H (TV HH)			50.3%	19.6%	77.8%	47.7%	30.1%	
Adult's bedroom	775	775	328	191	532	293	239	699
%V	43.9%	46.6%	56.4%	56.7%	50.3%	71.5%	36.9%	46.6%
%H (All HH)		100.0%	42.3%	24.6%	68.6%	37.8%	30.8%	90.2%
%H (TV HH)			42.3%	24.6%	68.6%	37.8%	30.8%	
Child's bedroom	189	189	96	46	111	72	39	186
%V	10.7%	11.4%	16.5%	13.6%	10.5%	17.6%	6.0%	12.4%
%H (All HH)		100.0%	50.8%	24.3%	58.7%	38.1%	20.6%	98.4%
%H (TV HH)			50.8%	24.3%	58.7%	38.1%	20.6%	
Other bedroom	75	75	29	21	58	33	25	71
%V	4.2%	4.5%	5.0%	6.2%	5.5%	8.0%	3.9%	4.7%
%H (All HH)		100.0%	38.7%	28.0%	77.3%	44.0%	33.3%	94.7%
%H (TV HH)			38.7%	28.0%	77.3%	44.0%	33.3%	
Second living/dining room	124	124	63	30	85	53	33	119
%V	7.0%	7.5%	10.8%	8.9%	8.0%	12.9%	5.1%	7.9%
%H (All HH)		100.0%	50.8%	24.2%	68.5%	42.7%	26.6%	96.0%
%H (TV HH)			50.8%	24.2%	68.5%	42.7%	26.6%	
Study/office	20	20	11	3	13	7	6	19
%V	1.1%	1.2%	1.9%	0.9%	1.2%	1.7%	0.9%	1.3%
%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%	
TV room	24	24	13	6	15	10	5	23
%V	1.4%	1.4%	2.2%	1.8%	1.4%	2.4%	0.8%	1.5%
%H (All HH)		100.0%	54.2%	25.0%	62.5%	41.7%	20.8%	95.8%
%H (TV HH)			54.2%	25.0%	62.5%	41.7%	20.8%	
Conservatory	27	27	14	6	18	11	8	26
%V	1.5%	1.6%	2.4%	1.8%	1.7%	2.7%	1.2%	1.7%
%H (All HH)		100.0%	51.9%	22.2%	66.7%	40.7%	29.6%	96.3%
%H (TV HH)			51.9%	22.2%	66.7%	40.7%	29.6%	
Attic or loft room	5	5	3	2	2	2	0	5
%V	0.3%	0.3%	0.5%	0.6%	0.2%	0.5%	0.0%	0.3%
%H (All HH)		100.0%	60.0%	40.0%	40.0%	40.0%	0.0%	100.0%
%H (TV HH)			60.0%	40.0%	40.0%	40.0%	0.0%	
No specific location	1	1	0	0	0	0	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
Other	13	13	7	3	9	6	3	13
%V	0.7%	0.8%	1.2%	0.9%	0.9%	1.5%	0.5%	0.9%
%H (All HH)		100.0%	53.8%	23.1%	69.2%	46.2%	23.1%	100.0%
%H (TV HH)			53.8%	23.1%	69.2%	46.2%	23.1%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Any DSAT provider	582	582	582	9	270	270	0	553
%V	33.0%	35.0%	100.0%	2.7%	25.5%	65.9%	0.0%	36.8%
%H (All HH)			100.0%	1.5%	46.4%	46.4%	0.0%	95.0%
%H (TV HH)			100.0%	1.5%	46.4%	46.4%	0.0%	
Sky with subscription	487	487	487	5	222	222	0	466
%V	27.6%	29.3%	83.7%	1.5%	21.0%	54.1%	0.0%	31.0%
%H (All HH)			100.0%	1.0%	45.6%	45.6%	0.0%	95.7%
%H (TV HH)			100.0%	1.0%	45.6%	45.6%	0.0%	
Sky without subscription	34	34	34	1	15	15	0	30
%V	1.9%	2.0%	5.8%	0.3%	1.4%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	2.9%	44.1%	44.1%	0.0%	88.2%
%H (TV HH)			100.0%	2.9%	44.1%	44.1%	0.0%	
Freesat	50	50	50	2	26	26	0	46
%V	2.8%	3.0%	8.6%	0.6%	2.5%	6.3%	0.0%	3.1%
%H (All HH)			100.0%	4.0%	52.0%	52.0%	0.0%	92.0%
%H (TV HH)			100.0%	4.0%	52.0%	52.0%	0.0%	
Other satellite provider	42	42	42	2	20	20	0	40
%V	2.4%	2.5%	7.2%	0.6%	1.9%	4.9%	0.0%	2.7%
%H (All HH)			100.0%	4.8%	47.6%	47.6%	0.0%	95.2%
%H (TV HH)			100.0%	4.8%	47.6%	47.6%	0.0%	
DCAB	337	337	9	337	146	146	0	317
%V	19.1%	20.3%	1.5%	100.0%	13.8%	35.6%	0.0%	21.1%
%H (All HH)			2.7%	100.0%	43.3%	43.3%	0.0%	94.1%
%H (TV HH)			2.7%	100.0%	43.3%	43.3%	0.0%	
DTT	1058	1058	270	146	1058	410	647	842
%V	59.9%	63.6%	46.4%	43.3%	100.0%	100.0%	100.0%	56.1%
%H (All HH)		100.0%	25.5%	13.8%	100.0%	38.8%	61.2%	79.6%
%H (TV HH)			25.5%	13.8%	100.0%	38.8%	61.2%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%H (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
PVR	1020	1020	518	322	569	382	188	955
%V	57.8%	61.3%	89.0%	95.5%	53.8%	93.2%	29.1%	63.6%
%H (All HH)		100.0%	50.8%	31.6%	55.8%	37.5%	18.4%	93.6%
%H (TV HH)			50.8%	31.6%	55.8%	37.5%	18.4%	
DVDR	16	16	7	4	11	5	6	13
%V	0.9%	1.0%	1.2%	1.2%	1.0%	1.2%	0.9%	0.9%
%H (All HH)		100.0%	43.8%	25.0%	68.8%	31.3%	37.5%	81.3%
%H (TV HH)			43.8%	25.0%	68.8%	31.3%	37.5%	
VCR	3	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	1027	1027	519	322	575	382	194	960
%V	58.2%	61.7%	89.2%	95.5%	54.3%	93.2%	30.0%	64.0%
%H (All HH)		100.0%	50.5%	31.4%	56.0%	37.2%	18.9%	93.5%
%H (TV HH)			50.5%	31.4%	56.0%	37.2%	18.9%	
Receives HDTV (via STB or built-in reception)	1182	1182	494	306	764	372	392	1067
%V	67.0%	71.0%	84.9%	90.8%	72.2%	90.7%	60.6%	71.1%
%H (All HH)		100.0%	41.8%	25.9%	64.6%	31.5%	33.2%	90.3%
%H (TV HH)			41.8%	25.9%	64.6%	31.5%	33.2%	
DVD/Blu-ray player or recorder	1035	1035	379	219	662	279	383	910
%V	58.6%	62.2%	65.1%	65.0%	62.6%	68.0%	59.2%	60.6%
%H (All HH)		100.0%	36.6%	21.2%	64.0%	27.0%	37.0%	87.9%
%H (TV HH)			36.6%	21.2%	64.0%	27.0%	37.0%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1765	1664	582	337	1058	410	647	1501
%V (All HH)		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%
%H (TV HH)			35.0%	20.3%	63.6%	24.6%	38.9%	
Has broadband internet	1501	1421	553	317	842	385	457	1501
%V	85.0%	85.4%	95.0%	94.1%	79.6%	93.9%	70.6%	100.0%
%H (All HH)		94.7%	36.8%	21.1%	56.1%	25.6%	30.4%	100.0%
%H (TV HH)			38.9%	22.3%	59.3%	27.1%	32.2%	
Number of computers (PCs and laptops)								
0	414	389	69	52	304	55	248	166
%V	23.5%	23.4%	11.9%	15.4%	28.7%	13.4%	38.3%	11.1%
%H (All HH)		94.0%	16.7%	12.6%	73.4%	13.3%	59.9%	40.1%
%H (TV HH)			17.7%	13.4%	78.1%	14.1%	63.8%	
1	446	413	139	91	260	97	163	433
%V	25.3%	24.8%	23.9%	27.0%	24.6%	23.7%	25.2%	28.8%
%H (All HH)		92.6%	31.2%	20.4%	58.3%	21.7%	36.5%	97.1%
%H (TV HH)			33.7%	22.0%	63.0%	23.5%	39.5%	
2	416	396	162	88	227	105	122	413
%V	23.6%	23.8%	27.8%	26.1%	21.5%	25.6%	18.9%	27.5%
%H (All HH)		95.2%	38.9%	21.2%	54.6%	25.2%	29.3%	99.3%
%H (TV HH)			40.9%	22.2%	57.3%	26.5%	30.8%	
3	226	214	89	49	129	71	58	225
%V	12.8%	12.9%	15.3%	14.5%	12.2%	17.3%	9.0%	15.0%
%H (All HH)		94.7%	39.4%	21.7%	57.1%	31.4%	25.7%	99.6%
%H (TV HH)			41.6%	22.9%	60.3%	33.2%	27.1%	
4	131	126	57	25	72	39	34	131
%V	7.4%	7.6%	9.8%	7.4%	6.8%	9.5%	5.3%	8.7%
%H (All HH)		96.2%	43.5%	19.1%	55.0%	29.8%	26.0%	100.0%
%H (TV HH)			45.2%	19.8%	57.1%	31.0%	27.0%	
5+	132	127	66	32	66	44	22	131
%V	7.5%	7.6%	11.3%	9.5%	6.2%	10.7%	3.4%	8.7%
%H (All HH)		96.2%	50.0%	24.2%	50.0%	33.3%	16.7%	99.2%
%H (TV HH)			52.0%	25.2%	52.0%	34.6%	17.3%	

Base: ITV Central Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	3316	1347	747	2190	1086	1104	2965
%H		40.6%	22.5%	66.0%	32.8%	33.3%	89.4%
Under 20"	120	43	26	94	46	48	98
%V	3.6%	3.2%	3.5%	4.3%	4.2%	4.3%	3.3%
%H		35.8%	21.7%	78.3%	38.3%	40.0%	81.7%
20" - 29"	471	168	101	361	168	193	400
%V	14.2%	12.5%	13.5%	16.5%	15.5%	17.5%	13.5%
%H		35.7%	21.4%	76.6%	35.7%	41.0%	84.9%
30" - 39"	1036	395	216	715	329	385	899
%V	31.2%	29.3%	28.9%	32.6%	30.3%	34.9%	30.3%
%H		38.1%	20.8%	69.0%	31.8%	37.2%	86.8%
40" - 49"	1068	452	256	657	337	320	990
%V	32.2%	33.6%	34.3%	30.0%	31.0%	29.0%	33.4%
%H		42.3%	24.0%	61.5%	31.6%	30.0%	92.7%
50" - 59"	432	201	112	248	149	99	414
%V	13.0%	14.9%	15.0%	11.3%	13.7%	9.0%	14.0%
%H		46.5%	25.9%	57.4%	34.5%	22.9%	95.8%
60"+	52	34	8	28	19	9	50
%V	1.6%	2.5%	1.1%	1.3%	1.7%	0.8%	1.7%
%H		65.4%	15.4%	53.8%	36.5%	17.3%	96.2%
Don't know	137	54	27	88	38	49	114
%V	4.1%	4.0%	3.6%	4.0%	3.5%	4.4%	3.8%
%H		39.4%	19.7%	64.2%	27.7%	35.8%	83.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	3316	1347	747	2190	1086	1104	2965
%H		40.6%	22.5%	66.0%	32.8%	33.3%	89.4%
Main living room	1652	579	336	1054	410	644	1410
%V	49.8%	43.0%	45.0%	48.1%	37.8%	58.3%	47.6%
%H		35.0%	20.3%	63.8%	24.8%	39.0%	85.4%
Kitchen	153	77	30	119	73	46	142
%V	4.6%	5.7%	4.0%	5.4%	6.7%	4.2%	4.8%
%H		50.3%	19.6%	77.8%	47.7%	30.1%	92.8%
Adult's bedroom	957	412	242	661	377	285	875
%V	28.9%	30.6%	32.4%	30.2%	34.7%	25.8%	29.5%
%H		43.1%	25.3%	69.1%	39.4%	29.8%	91.4%
Child's bedroom	252	132	63	146	96	49	249
%V	7.6%	9.8%	8.4%	6.7%	8.8%	4.4%	8.4%
%H		52.4%	25.0%	57.9%	38.1%	19.4%	98.8%
Other bedroom	86	35	25	66	41	25	82
%V	2.6%	2.6%	3.3%	3.0%	3.8%	2.3%	2.8%
%H		40.7%	29.1%	76.7%	47.7%	29.1%	95.3%
Second living/dining room	125	63	30	86	54	33	120
%V	3.8%	4.7%	4.0%	3.9%	5.0%	3.0%	4.0%
%H		50.4%	24.0%	68.8%	43.2%	26.4%	96.0%
Study/office	20	11	3	13	7	6	19
%V	0.6%	0.8%	0.4%	0.6%	0.6%	0.5%	0.6%
%H		55.0%	15.0%	65.0%	35.0%	30.0%	95.0%
TV room	25	13	7	16	11	5	24
%V	0.8%	1.0%	0.9%	0.7%	1.0%	0.5%	0.8%
%H		52.0%	28.0%	64.0%	44.0%	20.0%	96.0%
Conservatory	27	14	6	18	11	8	26
%V	0.8%	1.0%	0.8%	0.8%	1.0%	0.7%	0.9%
%H		51.9%	22.2%	66.7%	40.7%	29.6%	96.3%
Attic or loft room	5	3	2	2	2	0	5
%V	0.2%	0.2%	0.3%	0.1%	0.2%	0.0%	0.2%
%H		60.0%	40.0%	40.0%	40.0%	0.0%	100.0%
No specific location	1	0	0	0	0	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Other	13	7	3	9	6	3	13
%V	0.4%	0.5%	0.4%	0.4%	0.6%	0.3%	0.4%
%H		53.8%	23.1%	69.2%	46.2%	23.1%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	3316	1347	747	2190	1086	1104	2965
%H		40.6%	22.5%	66.0%	32.8%	33.3%	89.4%
PVR	1461	798	469	763	553	209	1387
%V	44.1%	59.2%	62.8%	34.8%	50.9%	18.9%	46.8%
%H		54.6%	32.1%	52.2%	37.9%	14.3%	94.9%
DVDR	17	8	4	12	6	6	14
%V	0.5%	0.6%	0.5%	0.5%	0.6%	0.5%	0.5%
%H		47.1%	23.5%	70.6%	35.3%	35.3%	82.4%
VCR	3	1	0	3	1	2	2
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	1473	801	470	771	555	216	1396
%V	44.4%	59.5%	62.9%	35.2%	51.1%	19.6%	47.1%
%H		54.4%	31.9%	52.3%	37.7%	14.7%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	3316	1347	747	2190	1086	1104	2965
%H		40.6%	22.5%	66.0%	32.8%	33.3%	89.4%
Receives HDTV (via STB or built-in reception)	1890	850	501	1245	688	557	1743
%V	57.0%	63.1%	67.1%	56.8%	63.4%	50.5%	58.8%
%H		45.0%	26.5%	65.9%	36.4%	29.5%	92.2%
DVD/Blu-ray player or recorder	1510	600	351	962	467	495	1368
%V	45.5%	44.5%	47.0%	43.9%	43.0%	44.8%	46.1%
%H		39.7%	23.2%	63.7%	30.9%	32.8%	90.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1663	582	337	1058	410	647	1421
%H		35.0%	20.3%	63.6%	24.7%	38.9%	85.4%
Under 20"	9	0	1	5	0	5	5
%V	0.5%	0.0%	0.3%	0.5%	0.0%	0.8%	0.4%
%H		0.0%	11.1%	55.6%	0.0%	55.6%	55.6%
20" - 29"	83	11	10	63	7	56	51
%V	5.0%	1.9%	3.0%	6.0%	1.7%	8.7%	3.6%
%H		13.3%	12.0%	75.9%	8.4%	67.5%	61.4%
30" - 39"	399	99	59	280	65	215	295
%V	24.0%	17.0%	17.5%	26.5%	15.9%	33.2%	20.8%
%H		24.8%	14.8%	70.2%	16.3%	53.9%	73.9%
40" - 49"	703	261	153	441	188	252	632
%V	42.3%	44.8%	45.4%	41.7%	45.9%	38.9%	44.5%
%H		37.1%	21.8%	62.7%	26.7%	35.8%	89.9%
50" - 59"	351	158	92	202	118	83	334
%V	21.1%	27.1%	27.3%	19.1%	28.8%	12.8%	23.5%
%H		45.0%	26.2%	57.5%	33.6%	23.6%	95.2%
60"+	48	31	8	26	18	8	46
%V	2.9%	5.3%	2.4%	2.5%	4.4%	1.2%	3.2%
%H		64.6%	16.7%	54.2%	37.5%	16.7%	95.8%
Don't know	70	22	13	41	14	27	57
%V	4.2%	3.8%	3.9%	3.9%	3.4%	4.2%	4.0%
%H		31.4%	18.6%	58.6%	20.0%	38.6%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1663	582	337	1058	410	647	1421
%H		35.0%	20.3%	63.6%	24.7%	38.9%	85.4%
PVR	1002	511	318	555	375	180	937
%V	60.3%	87.8%	94.4%	52.5%	91.5%	27.8%	65.9%
%H		51.0%	31.7%	55.4%	37.4%	18.0%	93.5%
DVDR	11	4	2	8	3	5	8
%V	0.7%	0.7%	0.6%	0.8%	0.7%	0.8%	0.6%
%H		36.4%	18.2%	72.7%	27.3%	45.5%	72.7%
VCR	2	1	0	2	1	2	2
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.3%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	100.0%
Any recorder	1009	512	318	561	375	186	943
%V	60.7%	88.0%	94.4%	53.0%	91.5%	28.7%	66.4%
%H		50.7%	31.5%	55.6%	37.2%	18.4%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 6.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1663	582	337	1058	410	647	1421
%H		35.0%	20.3%	63.6%	24.7%	38.9%	85.4%
Receives HDTV (via STB or built-in reception)	1159	484	302	745	364	381	1047
%V	69.7%	83.2%	89.6%	70.4%	88.8%	58.9%	73.7%
%H		41.8%	26.1%	64.3%	31.4%	32.9%	90.3%
DVD/Blu-ray player or recorder	861	304	179	545	219	326	744
%V	51.8%	52.2%	53.1%	51.5%	53.4%	50.4%	52.4%
%H		35.3%	20.8%	63.3%	25.4%	37.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1652	764	410	1132	676	456	1544
%H		46.2%	24.8%	68.5%	40.9%	27.6%	93.5%
Under 20"	110	43	25	89	46	43	92
%V	6.7%	5.6%	6.1%	7.9%	6.8%	9.4%	6.0%
%H		39.1%	22.7%	80.9%	41.8%	39.1%	83.6%
20" - 29"	388	157	91	298	161	137	348
%V	23.5%	20.5%	22.2%	26.3%	23.8%	30.0%	22.5%
%H		40.5%	23.5%	76.8%	41.5%	35.3%	89.7%
30" - 39"	637	296	157	434	264	170	604
%V	38.6%	38.7%	38.3%	38.3%	39.1%	37.3%	39.1%
%H		46.5%	24.6%	68.1%	41.4%	26.7%	94.8%
40" - 49"	365	191	103	216	149	68	358
%V	22.1%	25.0%	25.1%	19.1%	22.0%	14.9%	23.2%
%H		52.3%	28.2%	59.2%	40.8%	18.6%	98.1%
50" - 59"	81	43	21	46	31	15	80
%V	4.9%	5.6%	5.1%	4.1%	4.6%	3.3%	5.2%
%H		53.1%	25.9%	56.8%	38.3%	18.5%	98.8%
60"+	4	4	0	2	2	0	4
%V	0.2%	0.5%	0.0%	0.2%	0.3%	0.0%	0.3%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Don't know	67	31	13	47	24	22	57
%V	4.1%	4.1%	3.2%	4.2%	3.6%	4.8%	3.7%
%H		46.3%	19.4%	70.1%	35.8%	32.8%	85.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	1652	764	410	1132	676	456	1544
%H		46.2%	24.8%	68.5%	40.9%	27.6%	93.5%
PVR	459	287	151	207	179	29	449
%V	27.8%	37.6%	36.8%	18.3%	26.5%	6.4%	29.1%
%H		62.5%	32.9%	45.1%	39.0%	6.3%	97.8%
DVDR	6	3	1	4	3	1	5
%V	0.4%	0.4%	0.2%	0.4%	0.4%	0.2%	0.3%
%H		50.0%	16.7%	66.7%	50.0%	16.7%	83.3%
VCR	1	0	0	1	0	0	0
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Any recorder	464	290	152	211	180	30	453
%V	28.1%	38.0%	37.1%	18.6%	26.6%	6.6%	29.3%
%H		62.5%	32.8%	45.5%	38.8%	6.5%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1652	764	410	1132	676	456	1544
%H		46.2%	24.8%	68.5%	40.9%	27.6%	93.5%
Receives HDTV (via STB or built-in reception)	730	365	199	500	324	176	696
%V	44.2%	47.8%	48.5%	44.2%	47.9%	38.6%	45.1%
%H		50.0%	27.3%	68.5%	44.4%	24.1%	95.3%
DVD/Blu-ray player or recorder	649	295	173	416	248	168	624
%V	39.3%	38.6%	42.2%	36.7%	36.7%	36.8%	40.4%
%H		45.5%	26.7%	64.1%	38.2%	25.9%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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	3805	3606	1440	766	2179	998	1181	3472
%H		94.8%	37.8%	20.1%	57.3%	26.2%	31.0%	91.2%
Total Children	661	634	292	128	343	179	164	648
%V	17.4%	17.6%	20.3%	16.7%	15.7%	17.9%	13.9%	18.7%
%H		95.9%	44.2%	19.4%	51.9%	27.1%	24.8%	98.0%
0 - 3	155	143	65	26	74	33	40	150
%V	4.1%	4.0%	4.5%	3.4%	3.4%	3.3%	3.4%	4.3%
%H		92.3%	41.9%	16.8%	47.7%	21.3%	25.8%	96.8%
4 - 15	506	490	227	102	269	146	124	498
%V	13.3%	13.6%	15.8%	13.3%	12.3%	14.6%	10.5%	14.3%
%H		96.8%	44.9%	20.2%	53.2%	28.9%	24.5%	98.4%
4 - 9	252	243	110	46	133	66	67	248
%V	6.6%	6.7%	7.6%	6.0%	6.1%	6.6%	5.7%	7.1%
%H		96.4%	43.7%	18.3%	52.8%	26.2%	26.6%	98.4%
10 - 15	254	247	118	56	136	79	57	250
%V	6.7%	6.8%	8.2%	7.3%	6.2%	7.9%	4.8%	7.2%
%H		97.2%	46.5%	22.0%	53.5%	31.1%	22.4%	98.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Central Scotland

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	3805	3606	1440	766	2179	998	1181	3472
%H		94.8%	37.8%	20.1%	57.3%	26.2%	31.0%	91.2%
Total Adults (16+)	3144	2973	1147	638	1836	819	1017	2824
%V	82.6%	82.4%	79.7%	83.3%	84.3%	82.1%	86.1%	81.3%
%H		94.6%	36.5%	20.3%	58.4%	26.0%	32.3%	89.8%
16 - 19	147	135	63	34	81	47	34	143
%V	3.9%	3.7%	4.4%	4.4%	3.7%	4.7%	2.9%	4.1%
%H		91.8%	42.9%	23.1%	55.1%	32.0%	23.1%	97.3%
20 - 24	256	216	77	36	116	52	64	252
%V	6.7%	6.0%	5.3%	4.7%	5.3%	5.2%	5.4%	7.3%
%H		84.4%	30.1%	14.1%	45.3%	20.3%	25.0%	98.4%
25 - 34	521	472	170	93	228	93	136	505
%V	13.7%	13.1%	11.8%	12.1%	10.5%	9.3%	11.5%	14.5%
%H		90.6%	32.6%	17.9%	43.8%	17.9%	26.1%	96.9%
35 - 44	468	436	197	91	245	126	119	452
%V	12.3%	12.1%	13.7%	11.9%	11.2%	12.6%	10.1%	13.0%
%H		93.2%	42.1%	19.4%	52.4%	26.9%	25.4%	96.6%
45 - 54	558	539	234	115	332	164	168	527
%V	14.7%	14.9%	16.3%	15.0%	15.2%	16.4%	14.2%	15.2%
%H		96.6%	41.9%	20.6%	59.5%	29.4%	30.1%	94.4%
55 - 64	523	513	205	133	333	161	172	484
%V	13.7%	14.2%	14.2%	17.4%	15.3%	16.1%	14.6%	13.9%
%H		98.1%	39.2%	25.4%	63.7%	30.8%	32.9%	92.5%
65+	672	662	201	136	501	176	324	461
%V	17.7%	18.4%	14.0%	17.8%	23.0%	17.6%	27.4%	13.3%
%H		98.5%	29.9%	20.2%	74.6%	26.2%	48.2%	68.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	3144	2973	1147	638	1836	819	1017	2824
%H		94.6%	36.5%	20.3%	58.4%	26.0%	32.3%	89.8%
AB	828	788	320	182	475	229	246	811
%V	26.3%	26.5%	27.9%	28.5%	25.9%	28.0%	24.2%	28.7%
%H		95.2%	38.6%	22.0%	57.4%	27.7%	29.7%	97.9%
C1	902	827	345	168	506	246	260	841
%V	28.7%	27.8%	30.1%	26.3%	27.6%	30.0%	25.6%	29.8%
%H		91.7%	38.2%	18.6%	56.1%	27.3%	28.8%	93.2%
C2	593	574	248	129	339	171	168	538
%V	18.9%	19.3%	21.6%	20.2%	18.5%	20.9%	16.5%	19.1%
%H		96.8%	41.8%	21.8%	57.2%	28.8%	28.3%	90.7%
D	525	500	169	112	317	127	190	434
%V	16.7%	16.8%	14.7%	17.6%	17.3%	15.5%	18.7%	15.4%
%H		95.2%	32.2%	21.3%	60.4%	24.2%	36.2%	82.7%
E	295	283	66	46	200	47	153	199
%V	9.4%	9.5%	5.8%	7.2%	10.9%	5.7%	15.0%	7.0%
%H		95.9%	22.4%	15.6%	67.8%	15.9%	51.9%	67.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Central Scotland
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+)	3144	2973	1147	638	1836	819	1017	2824
%H		94.6%	36.5%	20.3%	58.4%	26.0%	32.3%	89.8%
Working full time	1434	1361	602	310	763	402	361	1396
%V	45.6%	45.8%	52.5%	48.6%	41.6%	49.1%	35.5%	49.4%
%H		94.9%	42.0%	21.6%	53.2%	28.0%	25.2%	97.4%
Working part time	288	274	110	59	166	82	83	277
%V	9.2%	9.2%	9.6%	9.2%	9.0%	10.0%	8.2%	9.8%
%H		95.1%	38.2%	20.5%	57.6%	28.5%	28.8%	96.2%
Not working	1421	1338	436	269	908	335	573	1151
%V	45.2%	45.0%	38.0%	42.2%	49.5%	40.9%	56.3%	40.8%
%H		94.2%	30.7%	18.9%	63.9%	23.6%	40.3%	81.0%
Houseperson	1765	1664	582	337	1058	410	647	1501
%V	56.1%	56.0%	50.7%	52.8%	57.6%	50.1%	63.6%	53.2%
%H		94.3%	33.0%	19.1%	59.9%	23.2%	36.7%	85.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1509	1420	548	319	860	402	459	1371
%H		94.1%	36.3%	21.1%	57.0%	26.6%	30.4%	90.9%
16 - 19	75	69	30	19	43	26	17	72
%V	5.0%	4.9%	5.5%	6.0%	5.0%	6.5%	3.7%	5.3%
%H		92.0%	40.0%	25.3%	57.3%	34.7%	22.7%	96.0%
20 - 24	127	111	39	20	57	28	28	124
%V	8.4%	7.8%	7.1%	6.3%	6.6%	7.0%	6.1%	9.0%
%H		87.4%	30.7%	15.7%	44.9%	22.0%	22.0%	97.6%
25 - 34	260	234	85	46	110	46	65	250
%V	17.2%	16.5%	15.5%	14.4%	12.8%	11.4%	14.2%	18.2%
%H		90.0%	32.7%	17.7%	42.3%	17.7%	25.0%	96.2%
35 - 44	225	206	93	47	113	61	52	216
%V	14.9%	14.5%	17.0%	14.7%	13.1%	15.2%	11.3%	15.8%
%H		91.6%	41.3%	20.9%	50.2%	27.1%	23.1%	96.0%
45 - 54	268	258	106	55	160	78	82	252
%V	17.8%	18.2%	19.3%	17.2%	18.6%	19.4%	17.9%	18.4%
%H		96.3%	39.6%	20.5%	59.7%	29.1%	30.6%	94.0%
55 - 64	252	246	99	62	159	75	84	234
%V	16.7%	17.3%	18.1%	19.4%	18.5%	18.7%	18.3%	17.1%
%H		97.6%	39.3%	24.6%	63.1%	29.8%	33.3%	92.9%
65+	303	296	96	68	219	88	131	223
%V	20.1%	20.8%	17.5%	21.3%	25.5%	21.9%	28.5%	16.3%
%H		97.7%	31.7%	22.4%	72.3%	29.0%	43.2%	73.6%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1509	1420	548	319	860	402	459	1371
%H		94.1%	36.3%	21.1%	57.0%	26.6%	30.4%	90.9%
AB	408	386	156	93	233	115	118	400
%V	27.0%	27.2%	28.5%	29.2%	27.1%	28.6%	25.7%	29.2%
%H		94.6%	38.2%	22.8%	57.1%	28.2%	28.9%	98.0%
C1	397	362	155	79	211	114	97	379
%V	26.3%	25.5%	28.3%	24.8%	24.5%	28.4%	21.1%	27.6%
%H		91.2%	39.0%	19.9%	53.1%	28.7%	24.4%	95.5%
C2	331	319	133	73	188	94	94	296
%V	21.9%	22.5%	24.3%	22.9%	21.9%	23.4%	20.5%	21.6%
%H		96.4%	40.2%	22.1%	56.8%	28.4%	28.4%	89.4%
D	245	231	77	55	145	61	84	205
%V	16.2%	16.3%	14.1%	17.2%	16.9%	15.2%	18.3%	15.0%
%H		94.3%	31.4%	22.4%	59.2%	24.9%	34.3%	83.7%
E	128	122	26	20	83	17	66	91
%V	8.5%	8.6%	4.7%	6.3%	9.7%	4.2%	14.4%	6.6%
%H		95.3%	20.3%	15.6%	64.8%	13.3%	51.6%	71.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1509	1420	548	319	860	402	459	1371
%H		94.1%	36.3%	21.1%	57.0%	26.6%	30.4%	90.9%
Working full time	842	799	353	184	447	240	207	819
%V	55.8%	56.3%	64.4%	57.7%	52.0%	59.7%	45.1%	59.7%
%H		94.9%	41.9%	21.9%	53.1%	28.5%	24.6%	97.3%
Working part time	61	55	18	12	30	13	17	56
%V	4.0%	3.9%	3.3%	3.8%	3.5%	3.2%	3.7%	4.1%
%H		90.2%	29.5%	19.7%	49.2%	21.3%	27.9%	91.8%
Not working	606	566	177	123	384	149	235	497
%V	40.2%	39.9%	32.3%	38.6%	44.7%	37.1%	51.2%	36.3%
%H		93.4%	29.2%	20.3%	63.4%	24.6%	38.8%	82.0%
Houseperson	421	380	100	74	249	77	172	330
%V	27.9%	26.8%	18.2%	23.2%	29.0%	19.2%	37.5%	24.1%
%H		90.3%	23.8%	17.6%	59.1%	18.3%	40.9%	78.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1635	1553	600	319	976	417	559	1453
%H		95.0%	36.7%	19.5%	59.7%	25.5%	34.2%	88.9%
16 - 19	72	66	33	15	38	21	17	71
%V	4.4%	4.2%	5.5%	4.7%	3.9%	5.0%	3.0%	4.9%
%H		91.7%	45.8%	20.8%	52.8%	29.2%	23.6%	98.6%
20 - 24	129	105	38	15	60	24	36	128
%V	7.9%	6.8%	6.3%	4.7%	6.1%	5.8%	6.4%	8.8%
%H		81.4%	29.5%	11.6%	46.5%	18.6%	27.9%	99.2%
25 - 34	261	238	85	46	118	47	71	255
%V	16.0%	15.3%	14.2%	14.4%	12.1%	11.3%	12.7%	17.5%
%H		91.2%	32.6%	17.6%	45.2%	18.0%	27.2%	97.7%
35 - 44	243	230	104	44	132	65	67	236
%V	14.9%	14.8%	17.3%	13.8%	13.5%	15.6%	12.0%	16.2%
%H		94.7%	42.8%	18.1%	54.3%	26.7%	27.6%	97.1%
45 - 54	290	281	128	59	172	86	87	275
%V	17.7%	18.1%	21.3%	18.5%	17.6%	20.6%	15.6%	18.9%
%H		96.9%	44.1%	20.3%	59.3%	29.7%	30.0%	94.8%
55 - 64	272	266	106	72	174	87	88	250
%V	16.6%	17.1%	17.7%	22.6%	17.8%	20.9%	15.7%	17.2%
%H		97.8%	39.0%	26.5%	64.0%	32.0%	32.4%	91.9%
65+	369	366	105	67	282	88	193	238
%V	22.6%	23.6%	17.5%	21.0%	28.9%	21.1%	34.5%	16.4%
%H		99.2%	28.5%	18.2%	76.4%	23.8%	52.3%	64.5%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1635	1553	600	319	976	417	559	1453
%H		95.0%	36.7%	19.5%	59.7%	25.5%	34.2%	88.9%
AB	420	401	163	89	242	113	128	411
%V	25.7%	25.8%	27.2%	27.9%	24.8%	27.1%	22.9%	28.3%
%H		95.5%	38.8%	21.2%	57.6%	26.9%	30.5%	97.9%
C1	505	465	189	89	295	132	163	463
%V	30.9%	29.9%	31.5%	27.9%	30.2%	31.7%	29.2%	31.9%
%H		92.1%	37.4%	17.6%	58.4%	26.1%	32.3%	91.7%
C2	262	256	115	57	151	77	74	242
%V	16.0%	16.5%	19.2%	17.9%	15.5%	18.5%	13.2%	16.7%
%H		97.7%	43.9%	21.8%	57.6%	29.4%	28.2%	92.4%
D	280	269	91	58	172	66	106	230
%V	17.1%	17.3%	15.2%	18.2%	17.6%	15.8%	19.0%	15.8%
%H		96.1%	32.5%	20.7%	61.4%	23.6%	37.9%	82.1%
E	167	161	41	26	117	29	87	107
%V	10.2%	10.4%	6.8%	8.2%	12.0%	7.0%	15.6%	7.4%
%H		96.4%	24.6%	15.6%	70.1%	17.4%	52.1%	64.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Central Scotland

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+)	1635	1553	600	319	976	417	559	1453
%H		95.0%	36.7%	19.5%	59.7%	25.5%	34.2%	88.9%
Working full time	593	562	249	126	316	162	154	577
%V	36.3%	36.2%	41.5%	39.5%	32.4%	38.8%	27.5%	39.7%
%H		94.8%	42.0%	21.2%	53.3%	27.3%	26.0%	97.3%
Working part time	228	219	92	47	136	69	67	222
%V	13.9%	14.1%	15.3%	14.7%	13.9%	16.5%	12.0%	15.3%
%H		96.1%	40.4%	20.6%	59.6%	30.3%	29.4%	97.4%
Not working	815	772	259	146	524	186	338	654
%V	49.8%	49.7%	43.2%	45.8%	53.7%	44.6%	60.5%	45.0%
%H		94.7%	31.8%	17.9%	64.3%	22.8%	41.5%	80.2%
Houseperson	1344	1284	482	263	809	333	476	1171
%V	82.2%	82.7%	80.3%	82.4%	82.9%	79.9%	85.2%	80.6%
%H		95.5%	35.9%	19.6%	60.2%	24.8%	35.4%	87.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
AB	129	121	59	4	82	31	51	122
%V	21.0%	20.9%	21.7%	16.0%	21.6%	22.1%	21.3%	22.8%
%H (All HH)		93.8%	45.7%	3.1%	63.6%	24.0%	39.5%	94.6%
%H (TV HH)			48.8%	3.3%	67.8%	25.6%	42.1%	
C1	175	165	81	9	106	44	62	161
%V	28.5%	28.4%	29.8%	36.0%	27.9%	31.4%	25.8%	30.1%
%H (All HH)		94.3%	46.3%	5.1%	60.6%	25.1%	35.4%	92.0%
%H (TV HH)			49.1%	5.5%	64.2%	26.7%	37.6%	
C2	157	149	71	6	98	37	61	139
%V	25.6%	25.7%	26.1%	24.0%	25.8%	26.4%	25.4%	26.0%
%H (All HH)		94.9%	45.2%	3.8%	62.4%	23.6%	38.9%	88.5%
%H (TV HH)			47.7%	4.0%	65.8%	24.8%	40.9%	
D	102	97	43	4	64	21	43	82
%V	16.6%	16.7%	15.8%	16.0%	16.8%	15.0%	17.9%	15.3%
%H (All HH)		95.1%	42.2%	3.9%	62.7%	20.6%	42.2%	80.4%
%H (TV HH)			44.3%	4.1%	66.0%	21.6%	44.3%	
E	51	48	17	2	31	7	24	31
%V	8.3%	8.3%	6.3%	8.0%	8.2%	5.0%	10.0%	5.8%
%H (All HH)		94.1%	33.3%	3.9%	60.8%	13.7%	47.1%	60.8%
%H (TV HH)			35.4%	4.2%	64.6%	14.6%	50.0%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Under 25	25	18	5	1	11	2	8	25
%V	4.1%	3.1%	1.8%	4.0%	2.9%	1.4%	3.3%	4.7%
%H (All HH)		72.0%	20.0%	4.0%	44.0%	8.0%	32.0%	100.0%
%H (TV HH)			27.8%	5.6%	61.1%	11.1%	44.4%	
25 - 34	109	96	41	6	45	17	28	106
%V	17.8%	16.6%	15.1%	24.0%	11.8%	12.1%	11.7%	19.8%
%H (All HH)		88.1%	37.6%	5.5%	41.3%	15.6%	25.7%	97.2%
%H (TV HH)			42.7%	6.3%	46.9%	17.7%	29.2%	
35 - 44	95	92	48	2	52	20	32	92
%V	15.5%	15.9%	17.6%	8.0%	13.7%	14.3%	13.3%	17.2%
%H (All HH)		96.8%	50.5%	2.1%	54.7%	21.1%	33.7%	96.8%
%H (TV HH)			52.2%	2.2%	56.5%	21.7%	34.8%	
45 - 54	101	96	56	4	63	29	33	96
%V	16.5%	16.6%	20.6%	16.0%	16.6%	20.7%	13.8%	17.9%
%H (All HH)		95.0%	55.4%	4.0%	62.4%	28.7%	32.7%	95.0%
%H (TV HH)			58.3%	4.2%	65.6%	30.2%	34.4%	
55 - 64	100	96	50	5	68	29	38	94
%V	16.3%	16.6%	18.4%	20.0%	17.9%	20.7%	15.8%	17.6%
%H (All HH)		96.0%	50.0%	5.0%	68.0%	29.0%	38.0%	94.0%
%H (TV HH)			52.1%	5.2%	70.8%	30.2%	39.6%	
65 +	185	181	72	7	143	43	100	122
%V	30.2%	31.2%	26.5%	28.0%	37.6%	30.7%	41.7%	22.8%
%H (All HH)		97.8%	38.9%	3.8%	77.3%	23.2%	54.1%	65.9%
%H (TV HH)			39.8%	3.9%	79.0%	23.8%	55.2%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
1	211	191	63	7	135	28	107	147
%V	34.4%	32.9%	23.2%	28.0%	35.5%	20.0%	44.6%	27.5%
%H (All HH)		90.5%	29.9%	3.3%	64.0%	13.3%	50.7%	69.7%
%H (TV HH)			33.0%	3.7%	70.7%	14.7%	56.0%	
2	224	216	112	9	144	65	79	211
%V	36.5%	37.2%	41.2%	36.0%	37.9%	46.4%	32.9%	39.4%
%H (All HH)		96.4%	50.0%	4.0%	64.3%	29.0%	35.3%	94.2%
%H (TV HH)			51.9%	4.2%	66.7%	30.1%	36.6%	
3	85	84	45	6	47	22	25	85
%V	13.9%	14.5%	16.5%	24.0%	12.4%	15.7%	10.4%	15.9%
%H (All HH)		98.8%	52.9%	7.1%	55.3%	25.9%	29.4%	100.0%
%H (TV HH)			53.6%	7.1%	56.0%	26.2%	29.8%	
4	72	68	40	2	42	19	22	71
%V	11.7%	11.7%	14.7%	8.0%	11.1%	13.6%	9.2%	13.3%
%H (All HH)		94.4%	55.6%	2.8%	58.3%	26.4%	30.6%	98.6%
%H (TV HH)			58.8%	2.9%	61.8%	27.9%	32.4%	
5+	21	20	12	1	12	6	6	21
%V	3.4%	3.4%	4.4%	4.0%	3.2%	4.3%	2.5%	3.9%
%H (All HH)		95.2%	57.1%	4.8%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			60.0%	5.0%	60.0%	30.0%	30.0%	
Average HH size	2.14	2.17	2.37	2.26	2.09	2.37	1.93	2.28

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Without	476	447	201	18	306	106	200	399
%V	77.7%	77.1%	73.9%	72.0%	80.5%	75.7%	83.3%	74.6%
%H (All HH)		93.9%	42.2%	3.8%	64.3%	22.3%	42.0%	83.8%
%H (TV HH)			45.0%	4.0%	68.5%	23.7%	44.7%	
With	137	133	71	7	74	34	40	136
%V	22.3%	22.9%	26.1%	28.0%	19.5%	24.3%	16.7%	25.4%
%H (All HH)		97.1%	51.8%	5.1%	54.0%	24.8%	29.2%	99.3%
%H (TV HH)			53.4%	5.3%	55.6%	25.6%	30.1%	
0 - 3	55	54	29	3	28	13	15	55
%V	9.0%	9.3%	10.7%	12.0%	7.4%	9.3%	6.3%	10.3%
%H (All HH)		98.2%	52.7%	5.5%	50.9%	23.6%	27.3%	100.0%
%H (TV HH)			53.7%	5.6%	51.9%	24.1%	27.8%	
4 - 9	70	67	35	4	36	15	21	69
%V	11.4%	11.6%	12.9%	16.0%	9.5%	10.7%	8.8%	12.9%
%H (All HH)		95.7%	50.0%	5.7%	51.4%	21.4%	30.0%	98.6%
%H (TV HH)			52.2%	6.0%	53.7%	22.4%	31.3%	
10 - 15	62	60	34	2	35	15	20	61
%V	10.1%	10.3%	12.5%	8.0%	9.2%	10.7%	8.3%	11.4%
%H (All HH)		96.8%	54.8%	3.2%	56.5%	24.2%	32.3%	98.4%
%H (TV HH)			56.7%	3.3%	58.3%	25.0%	33.3%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Scotland

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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
1	247	247	87	8	143	23	120	204
%V	40.3%	42.6%	32.0%	32.0%	37.6%	16.4%	50.0%	38.1%
%H (All HH)		100.0%	35.2%	3.2%	57.9%	9.3%	48.6%	82.6%
%H (TV HH)			35.2%	3.2%	57.9%	9.3%	48.6%	
2	195	195	101	11	132	54	77	171
%V	31.8%	33.6%	37.1%	44.0%	34.7%	38.6%	32.1%	32.0%
%H (All HH)		100.0%	51.8%	5.6%	67.7%	27.7%	39.5%	87.7%
%H (TV HH)			51.8%	5.6%	67.7%	27.7%	39.5%	
3	86	86	52	4	67	39	28	81
%V	14.0%	14.8%	19.1%	16.0%	17.6%	27.9%	11.7%	15.1%
%H (All HH)		100.0%	60.5%	4.7%	77.9%	45.3%	32.6%	94.2%
%H (TV HH)			60.5%	4.7%	77.9%	45.3%	32.6%	
4	35	35	22	2	26	15	10	34
%V	5.7%	6.0%	8.1%	8.0%	6.8%	10.7%	4.2%	6.4%
%H (All HH)		100.0%	62.9%	5.7%	74.3%	42.9%	28.6%	97.1%
%H (TV HH)			62.9%	5.7%	74.3%	42.9%	28.6%	
5+	16	16	11	1	13	8	5	16
%V	2.6%	2.8%	4.0%	4.0%	3.4%	5.7%	2.1%	3.0%
%H (All HH)		100.0%	68.8%	6.3%	81.3%	50.0%	31.3%	100.0%
%H (TV HH)			68.8%	6.3%	81.3%	50.0%	31.3%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV North Scotland

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	613	580	272	25	380	140	240	535
%V (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Under 20"	41	41	18	3	31	12	19	33
%V	6.7%	7.1%	6.6%	12.0%	8.2%	8.6%	7.9%	6.2%
%H (All HH)		100.0%	43.9%	7.3%	75.6%	29.3%	46.3%	80.5%
%H (TV HH)			43.9%	7.3%	75.6%	29.3%	46.3%	
20" - 29"	124	124	58	6	96	40	56	106
%V	20.2%	21.4%	21.3%	24.0%	25.3%	28.6%	23.3%	19.8%
%H (All HH)		100.0%	46.8%	4.8%	77.4%	32.3%	45.2%	85.5%
%H (TV HH)			46.8%	4.8%	77.4%	32.3%	45.2%	
30" - 39"	269	269	124	13	194	76	118	231
%V	43.9%	46.4%	45.6%	52.0%	51.1%	54.3%	49.2%	43.2%
%H (All HH)		100.0%	46.1%	4.8%	72.1%	28.3%	43.9%	85.9%
%H (TV HH)			46.1%	4.8%	72.1%	28.3%	43.9%	
40" - 49"	284	284	156	13	181	85	96	263
%V	46.3%	49.0%	57.4%	52.0%	47.6%	60.7%	40.0%	49.2%
%H (All HH)		100.0%	54.9%	4.6%	63.7%	29.9%	33.8%	92.6%
%H (TV HH)			54.9%	4.6%	63.7%	29.9%	33.8%	
50" - 59"	112	112	69	6	70	40	31	107
%V	18.3%	19.3%	25.4%	24.0%	18.4%	28.6%	12.9%	20.0%
%H (All HH)		100.0%	61.6%	5.4%	62.5%	35.7%	27.7%	95.5%
%H (TV HH)			61.6%	5.4%	62.5%	35.7%	27.7%	
60"+	12	12	8	1	7	4	3	12
%V	2.0%	2.1%	2.9%	4.0%	1.8%	2.9%	1.3%	2.2%
%H (All HH)		100.0%	66.7%	8.3%	58.3%	33.3%	25.0%	100.0%
%H (TV HH)			66.7%	8.3%	58.3%	33.3%	25.0%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Main living room	572	572	269	25	377	139	238	500
%V	93.3%	98.6%	98.9%	100.0%	99.2%	99.3%	99.2%	93.5%
%H (All HH)		100.0%	47.0%	4.4%	65.9%	24.3%	41.6%	87.4%
%H (TV HH)			47.0%	4.4%	65.9%	24.3%	41.6%	
Kitchen	89	89	49	3	72	36	35	79
%V	14.5%	15.3%	18.0%	12.0%	18.9%	25.7%	14.6%	14.8%
%H (All HH)		100.0%	55.1%	3.4%	80.9%	40.4%	39.3%	88.8%
%H (TV HH)			55.1%	3.4%	80.9%	40.4%	39.3%	
Adult's bedroom	237	237	133	13	168	85	83	218
%V	38.7%	40.9%	48.9%	52.0%	44.2%	60.7%	34.6%	40.7%
%H (All HH)		100.0%	56.1%	5.5%	70.9%	35.9%	35.0%	92.0%
%H (TV HH)			56.1%	5.5%	70.9%	35.9%	35.0%	
Child's bedroom	45	45	27	3	26	16	11	44
%V	7.3%	7.8%	9.9%	12.0%	6.8%	11.4%	4.6%	8.2%
%H (All HH)		100.0%	60.0%	6.7%	57.8%	35.6%	24.4%	97.8%
%H (TV HH)			60.0%	6.7%	57.8%	35.6%	24.4%	
Other bedroom	28	28	20	1	20	14	7	26
%V	4.6%	4.8%	7.4%	4.0%	5.3%	10.0%	2.9%	4.9%
%H (All HH)		100.0%	71.4%	3.6%	71.4%	50.0%	25.0%	92.9%
%H (TV HH)			71.4%	3.6%	71.4%	50.0%	25.0%	
Second living/dining room	54	54	35	2	39	22	17	53
%V	8.8%	9.3%	12.9%	8.0%	10.3%	15.7%	7.1%	9.9%
%H (All HH)		100.0%	64.8%	3.7%	72.2%	40.7%	31.5%	98.1%
%H (TV HH)			64.8%	3.7%	72.2%	40.7%	31.5%	
Study/office	9	9	5	0	7	4	3	8
%V	1.5%	1.6%	1.8%	0.0%	1.8%	2.9%	1.3%	1.5%
%H (All HH)		100.0%	55.6%	0.0%	77.8%	44.4%	33.3%	88.9%
%H (TV HH)			55.6%	0.0%	77.8%	44.4%	33.3%	
TV room	12	12	8	1	9	6	3	11
%V	2.0%	2.1%	2.9%	4.0%	2.4%	4.3%	1.3%	2.1%
%H (All HH)		100.0%	66.7%	8.3%	75.0%	50.0%	25.0%	91.7%
%H (TV HH)			66.7%	8.3%	75.0%	50.0%	25.0%	
Conservatory	8	8	5	0	7	4	3	7
%V	1.3%	1.4%	1.8%	0.0%	1.8%	2.9%	1.3%	1.3%
%H (All HH)		100.0%	62.5%	0.0%	87.5%	50.0%	37.5%	87.5%
%H (TV HH)			62.5%	0.0%	87.5%	50.0%	37.5%	
Attic or loft room	1	1	0	0	0	0	0	1
%V	0.2%	0.2%	0.0%	0.0%	0.0%	0.0%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
No specific location	1	1	1	0	1	1	1	1
%V	0.2%	0.2%	0.4%	0.0%	0.3%	0.7%	0.4%	0.2%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	100.0%	
Other	4	4	2	0	3	2	1	3
%V	0.7%	0.7%	0.7%	0.0%	0.8%	1.4%	0.4%	0.6%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	50.0%	25.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	50.0%	25.0%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	613	580	272	25	380	140	240	535
%V (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Any DSAT provider	272	272	272	1	128	128	0	255
%V	44.4%	46.9%	100.0%	4.0%	33.7%	91.4%	0.0%	47.7%
%H (All HH)			100.0%	0.4%	47.1%	47.1%	0.0%	93.8%
%H (TV HH)			100.0%	0.4%	47.1%	47.1%	0.0%	
Sky with subscription	225	225	225	0	106	106	0	214
%V	36.7%	38.8%	82.7%	0.0%	27.9%	75.7%	0.0%	40.0%
%H (All HH)			100.0%	0.0%	47.1%	47.1%	0.0%	95.1%
%H (TV HH)			100.0%	0.0%	47.1%	47.1%	0.0%	
Sky without subscription	18	18	18	0	8	8	0	15
%V	2.9%	3.1%	6.6%	0.0%	2.1%	5.7%	0.0%	2.8%
%H (All HH)			100.0%	0.0%	44.4%	44.4%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	44.4%	44.4%	0.0%	
Freesat	26	26	26	1	13	13	0	24
%V	4.2%	4.5%	9.6%	4.0%	3.4%	9.3%	0.0%	4.5%
%H (All HH)			100.0%	3.8%	50.0%	50.0%	0.0%	92.3%
%H (TV HH)			100.0%	3.8%	50.0%	50.0%	0.0%	
Other satellite provider	14	14	14	0	6	6	0	13
%V	2.3%	2.4%	5.1%	0.0%	1.6%	4.3%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	42.9%	42.9%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	42.9%	42.9%	0.0%	
DCAB	25	25	1	25	14	14	0	23
%V	4.1%	4.3%	0.4%	100.0%	3.7%	10.0%	0.0%	4.3%
%H (All HH)			4.0%	100.0%	56.0%	56.0%	0.0%	92.0%
%H (TV HH)			4.0%	100.0%	56.0%	56.0%	0.0%	
DTT	380	380	128	14	380	140	240	316
%V	62.0%	65.5%	47.1%	56.0%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	33.7%	3.7%	100.0%	36.8%	63.2%	83.2%
%H (TV HH)			33.7%	3.7%	100.0%	36.8%	63.2%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

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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	613	580	272	25	380	140	240	535
%H (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
PVR	351	351	246	25	212	131	80	326
%V	57.3%	60.5%	90.4%	100.0%	55.8%	93.6%	33.3%	60.9%
%H (All HH)		100.0%	70.1%	7.1%	60.4%	37.3%	22.8%	92.9%
%H (TV HH)			70.1%	7.1%	60.4%	37.3%	22.8%	
DVDR	11	11	9	0	5	4	1	10
%V	1.8%	1.9%	3.3%	0.0%	1.3%	2.9%	0.4%	1.9%
%H (All HH)		100.0%	81.8%	0.0%	45.5%	36.4%	9.1%	90.9%
%H (TV HH)			81.8%	0.0%	45.5%	36.4%	9.1%	
VCR	2	2	1	0	1	0	1	1
%V	0.3%	0.3%	0.4%	0.0%	0.3%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	0.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	50.0%	0.0%	50.0%	
Any recorder	355	355	247	25	214	133	82	329
%V	57.9%	61.2%	90.8%	100.0%	56.3%	95.0%	34.2%	61.5%
%H (All HH)		100.0%	69.6%	7.0%	60.3%	37.5%	23.1%	92.7%
%H (TV HH)			69.6%	7.0%	60.3%	37.5%	23.1%	
Receives HDTV (via STB or built-in reception)	349	349	209	24	234	117	117	325
%V	56.9%	60.2%	76.8%	96.0%	61.6%	83.6%	48.8%	60.7%
%H (All HH)		100.0%	59.9%	6.9%	67.0%	33.5%	33.5%	93.1%
%H (TV HH)			59.9%	6.9%	67.0%	33.5%	33.5%	
DVD/Blu-ray player or recorder	343	343	172	18	231	98	133	309
%V	56.0%	59.1%	63.2%	72.0%	60.8%	70.0%	55.4%	57.8%
%H (All HH)		100.0%	50.1%	5.2%	67.3%	28.6%	38.8%	90.1%
%H (TV HH)			50.1%	5.2%	67.3%	28.6%	38.8%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	613	580	272	25	380	140	240	535
%V (All HH)		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%
%H (TV HH)			46.9%	4.3%	65.5%	24.1%	41.4%	
Has broadband internet	535	507	255	23	316	128	187	535
%V	87.3%	87.4%	93.8%	92.0%	83.2%	91.4%	77.9%	100.0%
%H (All HH)		94.8%	47.7%	4.3%	59.1%	23.9%	35.0%	100.0%
%H (TV HH)			50.3%	4.5%	62.3%	25.2%	36.9%	
Number of computers (PCs and laptops)								
0	114	107	30	3	84	15	68	39
%V	18.6%	18.4%	11.0%	12.0%	22.1%	10.7%	28.3%	7.3%
%H (All HH)		93.9%	26.3%	2.6%	73.7%	13.2%	59.6%	34.2%
%H (TV HH)			28.0%	2.8%	78.5%	14.0%	63.6%	
1	162	151	60	7	98	28	70	158
%V	26.4%	26.0%	22.1%	28.0%	25.8%	20.0%	29.2%	29.5%
%H (All HH)		93.2%	37.0%	4.3%	60.5%	17.3%	43.2%	97.5%
%H (TV HH)			39.7%	4.6%	64.9%	18.5%	46.4%	
2	161	152	74	7	91	36	55	161
%V	26.3%	26.2%	27.2%	28.0%	23.9%	25.7%	22.9%	30.1%
%H (All HH)		94.4%	46.0%	4.3%	56.5%	22.4%	34.2%	100.0%
%H (TV HH)			48.7%	4.6%	59.9%	23.7%	36.2%	
3	91	88	56	4	55	30	25	91
%V	14.8%	15.2%	20.6%	16.0%	14.5%	21.4%	10.4%	17.0%
%H (All HH)		96.7%	61.5%	4.4%	60.4%	33.0%	27.5%	100.0%
%H (TV HH)			63.6%	4.5%	62.5%	34.1%	28.4%	
4	42	41	25	2	26	14	11	42
%V	6.9%	7.1%	9.2%	8.0%	6.8%	10.0%	4.6%	7.9%
%H (All HH)		97.6%	59.5%	4.8%	61.9%	33.3%	26.2%	100.0%
%H (TV HH)			61.0%	4.9%	63.4%	34.1%	26.8%	
5+	44	41	27	2	26	16	10	44
%V	7.2%	7.1%	9.9%	8.0%	6.8%	11.4%	4.2%	8.2%
%H (All HH)		93.2%	61.4%	4.5%	59.1%	36.4%	22.7%	100.0%
%H (TV HH)			65.9%	4.9%	63.4%	39.0%	24.4%	

Base: ITV North Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	1123	591	53	779	355	424	1014
%H		52.6%	4.7%	69.4%	31.6%	37.8%	90.3%
Under 20"	49	21	4	37	15	22	40
%V	4.4%	3.6%	7.5%	4.7%	4.2%	5.2%	3.9%
%H		42.9%	8.2%	75.5%	30.6%	44.9%	81.6%
20" - 29"	155	74	8	122	53	69	135
%V	13.8%	12.5%	15.1%	15.7%	14.9%	16.3%	13.3%
%H		47.7%	5.2%	78.7%	34.2%	44.5%	87.1%
30" - 39"	348	172	15	255	111	145	305
%V	31.0%	29.1%	28.3%	32.7%	31.3%	34.2%	30.1%
%H		49.4%	4.3%	73.3%	31.9%	41.7%	87.6%
40" - 49"	340	193	15	216	107	109	318
%V	30.3%	32.7%	28.3%	27.7%	30.1%	25.7%	31.4%
%H		56.8%	4.4%	63.5%	31.5%	32.1%	93.5%
50" - 59"	123	76	6	78	44	34	118
%V	11.0%	12.9%	11.3%	10.0%	12.4%	8.0%	11.6%
%H		61.8%	4.9%	63.4%	35.8%	27.6%	95.9%
60"+	13	9	1	8	5	3	13
%V	1.2%	1.5%	1.9%	1.0%	1.4%	0.7%	1.3%
%H		69.2%	7.7%	61.5%	38.5%	23.1%	100.0%
Don't know	95	46	4	63	21	41	84
%V	8.5%	7.8%	7.5%	8.1%	5.9%	9.7%	8.3%
%H		48.4%	4.2%	66.3%	22.1%	43.2%	88.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	1123	591	53	779	355	424	1014
%H		52.6%	4.7%	69.4%	31.6%	37.8%	90.3%
Main living room	572	269	25	377	139	238	501
%V	50.9%	45.5%	47.2%	48.4%	39.2%	56.1%	49.4%
%H		47.0%	4.4%	65.9%	24.3%	41.6%	87.6%
Kitchen	90	49	3	72	36	35	79
%V	8.0%	8.3%	5.7%	9.2%	10.1%	8.3%	7.8%
%H		54.4%	3.3%	80.0%	40.0%	38.9%	87.8%
Adult's bedroom	281	158	17	203	105	98	261
%V	25.0%	26.7%	32.1%	26.1%	29.6%	23.1%	25.7%
%H		56.2%	6.0%	72.2%	37.4%	34.9%	92.9%
Child's bedroom	58	34	3	36	19	16	57
%V	5.2%	5.8%	5.7%	4.6%	5.4%	3.8%	5.6%
%H		58.6%	5.2%	62.1%	32.8%	27.6%	98.3%
Other bedroom	32	24	1	24	17	7	30
%V	2.8%	4.1%	1.9%	3.1%	4.8%	1.7%	3.0%
%H		75.0%	3.1%	75.0%	53.1%	21.9%	93.8%
Second living/dining room	55	35	2	40	22	17	53
%V	4.9%	5.9%	3.8%	5.1%	6.2%	4.0%	5.2%
%H		63.6%	3.6%	72.7%	40.0%	30.9%	96.4%
Study/office	9	5	0	7	4	3	8
%V	0.8%	0.8%	0.0%	0.9%	1.1%	0.7%	0.8%
%H		55.6%	0.0%	77.8%	44.4%	33.3%	88.9%
TV room	12	8	1	9	6	3	11
%V	1.1%	1.4%	1.9%	1.2%	1.7%	0.7%	1.1%
%H		66.7%	8.3%	75.0%	50.0%	25.0%	91.7%
Conservatory	8	5	0	7	4	3	7
%V	0.7%	0.8%	0.0%	0.9%	1.1%	0.7%	0.7%
%H		62.5%	0.0%	87.5%	50.0%	37.5%	87.5%
Attic or loft room	1	0	1	0	0	0	1
%V	0.1%	0.0%	1.9%	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	1	0	1	1	1	1
%V	0.1%	0.2%	0.0%	0.1%	0.3%	0.2%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Other	4	2	0	3	2	1	3
%V	0.4%	0.3%	0.0%	0.4%	0.6%	0.2%	0.3%
%H		50.0%	0.0%	75.0%	50.0%	25.0%	75.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	1123	591	53	779	355	424	1014
%H		52.6%	4.7%	69.4%	31.6%	37.8%	90.3%
PVR	515	390	35	290	199	91	485
%V	45.9%	66.0%	66.0%	37.2%	56.1%	21.5%	47.8%
%H		75.7%	6.8%	56.3%	38.6%	17.7%	94.2%
DVDR	12	10	0	5	4	1	11
%V	1.1%	1.7%	0.0%	0.6%	1.1%	0.2%	1.1%
%H		83.3%	0.0%	41.7%	33.3%	8.3%	91.7%
VCR	2	1	0	1	0	1	1
%V	0.2%	0.2%	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	521	393	35	293	200	93	490
%V	46.4%	66.5%	66.0%	37.6%	56.3%	21.9%	48.3%
%H		75.4%	6.7%	56.2%	38.4%	17.9%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: 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	1123	591	53	779	355	424	1014
%H		52.6%	4.7%	69.4%	31.6%	37.8%	90.3%
Receives HDTV (via STB or built-in reception)	551	361	36	361	204	158	520
%V	49.1%	61.1%	67.9%	46.3%	57.5%	37.3%	51.3%
%H		65.5%	6.5%	65.5%	37.0%	28.7%	94.4%
DVD/Blu-ray player or recorder	459	245	27	316	154	162	421
%V	40.9%	41.5%	50.9%	40.6%	43.4%	38.2%	41.5%
%H		53.4%	5.9%	68.8%	33.6%	35.3%	91.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	580	272	25	380	140	240	507
%H		46.9%	4.3%	65.5%	24.1%	41.4%	87.4%
Under 20"	3	0	0	2	0	1	2
%V	0.5%	0.0%	0.0%	0.5%	0.0%	0.4%	0.4%
%H		0.0%	0.0%	66.7%	0.0%	33.3%	66.7%
20" - 29"	30	7	1	22	2	19	21
%V	5.2%	2.6%	4.0%	5.8%	1.4%	7.9%	4.1%
%H		23.3%	3.3%	73.3%	6.7%	63.3%	70.0%
30" - 39"	139	45	6	101	23	78	107
%V	24.0%	16.5%	24.0%	26.6%	16.4%	32.5%	21.1%
%H		32.4%	4.3%	72.7%	16.5%	56.1%	77.0%
40" - 49"	243	127	11	155	67	88	224
%V	41.9%	46.7%	44.0%	40.8%	47.9%	36.7%	44.2%
%H		52.3%	4.5%	63.8%	27.6%	36.2%	92.2%
50" - 59"	106	65	5	65	36	29	101
%V	18.3%	23.9%	20.0%	17.1%	25.7%	12.1%	19.9%
%H		61.3%	4.7%	61.3%	34.0%	27.4%	95.3%
60"+	11	7	1	7	4	3	11
%V	1.9%	2.6%	4.0%	1.8%	2.9%	1.3%	2.2%
%H		63.6%	9.1%	63.6%	36.4%	27.3%	100.0%
Don't know	48	21	2	30	8	21	42
%V	8.3%	7.7%	8.0%	7.9%	5.7%	8.8%	8.3%
%H		43.8%	4.2%	62.5%	16.7%	43.8%	87.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	580	272	25	380	140	240	507
%H		46.9%	4.3%	65.5%	24.1%	41.4%	87.4%
PVR	343	244	25	205	130	75	319
%V	59.1%	89.7%	100.0%	53.9%	92.9%	31.3%	62.9%
%H		71.1%	7.3%	59.8%	37.9%	21.9%	93.0%
DVDR	8	6	0	4	3	1	7
%V	1.4%	2.2%	0.0%	1.1%	2.1%	0.4%	1.4%
%H		75.0%	0.0%	50.0%	37.5%	12.5%	87.5%
VCR	2	1	0	1	0	1	1
%V	0.3%	0.4%	0.0%	0.3%	0.0%	0.4%	0.2%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	347	245	25	208	131	76	322
%V	59.8%	90.1%	100.0%	54.7%	93.6%	31.7%	63.5%
%H		70.6%	7.2%	59.9%	37.8%	21.9%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	580	272	25	380	140	240	507
%H		46.9%	4.3%	65.5%	24.1%	41.4%	87.4%
Receives HDTV (via STB or built-in reception)	345	207	24	230	115	116	322
%V	59.5%	76.1%	96.0%	60.5%	82.1%	48.3%	63.5%
%H		60.0%	7.0%	66.7%	33.3%	33.6%	93.3%
DVD/Blu-ray player or recorder	310	152	15	212	88	124	278
%V	53.4%	55.9%	60.0%	55.8%	62.9%	51.7%	54.8%
%H		49.0%	4.8%	68.4%	28.4%	40.0%	89.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	543	318	27	399	215	184	507
%H		58.6%	5.0%	73.5%	39.6%	33.9%	93.4%
Under 20"	46	21	3	36	15	21	38
%V	8.5%	6.6%	11.1%	9.0%	7.0%	11.4%	7.5%
%H		45.7%	6.5%	78.3%	32.6%	45.7%	82.6%
20" - 29"	125	67	7	100	50	50	114
%V	23.0%	21.1%	25.9%	25.1%	23.3%	27.2%	22.5%
%H		53.6%	5.6%	80.0%	40.0%	40.0%	91.2%
30" - 39"	209	127	9	154	88	67	199
%V	38.5%	39.9%	33.3%	38.6%	40.9%	36.4%	39.3%
%H		60.8%	4.3%	73.7%	42.1%	32.1%	95.2%
40" - 49"	96	66	5	61	40	21	94
%V	17.7%	20.8%	18.5%	15.3%	18.6%	11.4%	18.5%
%H		68.8%	5.2%	63.5%	41.7%	21.9%	97.9%
50" - 59"	18	11	2	13	8	5	17
%V	3.3%	3.5%	7.4%	3.3%	3.7%	2.7%	3.4%
%H		61.1%	11.1%	72.2%	44.4%	27.8%	94.4%
60"+	2	1	0	1	1	1	2
%V	0.4%	0.3%	0.0%	0.3%	0.5%	0.5%	0.4%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
Don't know	48	25	1	33	13	20	43
%V	8.8%	7.9%	3.7%	8.3%	6.0%	10.9%	8.5%
%H		52.1%	2.1%	68.8%	27.1%	41.7%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	543	318	27	399	215	184	507
%H		58.6%	5.0%	73.5%	39.6%	33.9%	93.4%
PVR	171	146	10	85	69	16	166
%V	31.5%	45.9%	37.0%	21.3%	32.1%	8.7%	32.7%
%H		85.4%	5.8%	49.7%	40.4%	9.4%	97.1%
DVDR	4	4	0	1	1	0	4
%V	0.7%	1.3%	0.0%	0.3%	0.5%	0.0%	0.8%
%H		100.0%	0.0%	25.0%	25.0%	0.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	173	148	10	85	69	16	168
%V	31.9%	46.5%	37.0%	21.3%	32.1%	8.7%	33.1%
%H		85.5%	5.8%	49.1%	39.9%	9.2%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	543	318	27	399	215	184	507
%H		58.6%	5.0%	73.5%	39.6%	33.9%	93.4%
Receives HDTV (via STB or built-in reception)	206	154	12	131	89	42	199
%V	37.9%	48.4%	44.4%	32.8%	41.4%	22.8%	39.3%
%H		74.8%	5.8%	63.6%	43.2%	20.4%	96.6%
DVD/Blu-ray player or recorder	149	93	11	104	65	38	143
%V	27.4%	29.2%	40.7%	26.1%	30.2%	20.7%	28.2%
%H		62.4%	7.4%	69.8%	43.6%	25.5%	96.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	1314	1258	644	58	797	333	463	1220
%H		95.7%	49.0%	4.4%	60.7%	25.3%	35.2%	92.8%
Total Children	228	222	120	10	122	53	69	227
%V	17.4%	17.6%	18.6%	17.2%	15.3%	15.9%	14.9%	18.6%
%H		97.4%	52.6%	4.4%	53.5%	23.2%	30.3%	99.6%
0 - 3	61	60	31	4	32	15	17	61
%V	4.6%	4.8%	4.8%	6.9%	4.0%	4.5%	3.7%	5.0%
%H		98.4%	50.8%	6.6%	52.5%	24.6%	27.9%	100.0%
4 - 15	168	163	89	7	90	39	52	167
%V	12.8%	13.0%	13.8%	12.1%	11.3%	11.7%	11.2%	13.7%
%H		97.0%	53.0%	4.2%	53.6%	23.2%	31.0%	99.4%
4 - 9	88	84	44	4	46	19	26	88
%V	6.7%	6.7%	6.8%	6.9%	5.8%	5.7%	5.6%	7.2%
%H		95.5%	50.0%	4.5%	52.3%	21.6%	29.5%	100.0%
10 - 15	80	78	44	2	45	19	25	79
%V	6.1%	6.2%	6.8%	3.4%	5.6%	5.7%	5.4%	6.5%
%H		97.5%	55.0%	2.5%	56.3%	23.8%	31.3%	98.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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	1314	1258	644	58	797	333	463	1220
%H		95.7%	49.0%	4.4%	60.7%	25.3%	35.2%	92.8%
Total Adults (16+)	1086	1036	525	47	675	280	395	993
%V	82.6%	82.4%	81.5%	81.0%	84.7%	84.1%	85.3%	81.4%
%H		95.4%	48.3%	4.3%	62.2%	25.8%	36.4%	91.4%
16 - 19	49	46	21	4	32	12	19	49
%V	3.7%	3.7%	3.3%	6.9%	4.0%	3.6%	4.1%	4.0%
%H		93.9%	42.9%	8.2%	65.3%	24.5%	38.8%	100.0%
20 - 24	64	54	25	3	33	14	20	64
%V	4.9%	4.3%	3.9%	5.2%	4.1%	4.2%	4.3%	5.2%
%H		84.4%	39.1%	4.7%	51.6%	21.9%	31.3%	100.0%
25 - 34	191	174	78	11	89	35	54	189
%V	14.5%	13.8%	12.1%	19.0%	11.2%	10.5%	11.7%	15.5%
%H		91.1%	40.8%	5.8%	46.6%	18.3%	28.3%	99.0%
35 - 44	171	165	88	4	95	39	55	165
%V	13.0%	13.1%	13.7%	6.9%	11.9%	11.7%	11.9%	13.5%
%H		96.5%	51.5%	2.3%	55.6%	22.8%	32.2%	96.5%
45 - 54	167	162	100	7	101	51	50	161
%V	12.7%	12.9%	15.5%	12.1%	12.7%	15.3%	10.8%	13.2%
%H		97.0%	59.9%	4.2%	60.5%	30.5%	29.9%	96.4%
55 - 64	170	166	94	8	115	55	60	164
%V	12.9%	13.2%	14.6%	13.8%	14.4%	16.5%	13.0%	13.4%
%H		97.6%	55.3%	4.7%	67.6%	32.4%	35.3%	96.5%
65+	274	269	118	11	210	74	137	200
%V	20.9%	21.4%	18.3%	19.0%	26.3%	22.2%	29.6%	16.4%
%H		98.2%	43.1%	4.0%	76.6%	27.0%	50.0%	73.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	1086	1036	525	47	675	280	395	993
%H		95.4%	48.3%	4.3%	62.2%	25.8%	36.4%	91.4%
AB	246	235	125	8	157	68	89	238
%V	22.7%	22.7%	23.8%	17.0%	23.3%	24.3%	22.5%	24.0%
%H		95.5%	50.8%	3.3%	63.8%	27.6%	36.2%	96.7%
C1	325	308	158	20	197	89	108	309
%V	29.9%	29.7%	30.1%	42.6%	29.2%	31.8%	27.3%	31.1%
%H		94.8%	48.6%	6.2%	60.6%	27.4%	33.2%	95.1%
C2	292	280	145	11	184	78	106	267
%V	26.9%	27.0%	27.6%	23.4%	27.3%	27.9%	26.8%	26.9%
%H		95.9%	49.7%	3.8%	63.0%	26.7%	36.3%	91.4%
D	162	155	76	6	100	37	63	138
%V	14.9%	15.0%	14.5%	12.8%	14.8%	13.2%	15.9%	13.9%
%H		95.7%	46.9%	3.7%	61.7%	22.8%	38.9%	85.2%
E	61	58	21	2	36	8	28	40
%V	5.6%	5.6%	4.0%	4.3%	5.3%	2.9%	7.1%	4.0%
%H		95.1%	34.4%	3.3%	59.0%	13.1%	45.9%	65.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	1086	1036	525	47	675	280	395	993
%H		95.4%	48.3%	4.3%	62.2%	25.8%	36.4%	91.4%
Working full time	524	502	274	21	303	139	164	511
%V	48.3%	48.5%	52.2%	44.7%	44.9%	49.6%	41.5%	51.5%
%H		95.8%	52.3%	4.0%	57.8%	26.5%	31.3%	97.5%
Working part time	123	118	61	4	69	26	43	121
%V	11.3%	11.4%	11.6%	8.5%	10.2%	9.3%	10.9%	12.2%
%H		95.9%	49.6%	3.3%	56.1%	21.1%	35.0%	98.4%
Not working	439	416	190	22	302	115	188	361
%V	40.4%	40.2%	36.2%	46.8%	44.7%	41.1%	47.6%	36.4%
%H		94.8%	43.3%	5.0%	68.8%	26.2%	42.8%	82.2%
Houseperson	613	580	272	25	380	140	240	535
%V	56.4%	56.0%	51.8%	53.2%	56.3%	50.0%	60.8%	53.9%
%H		94.6%	44.4%	4.1%	62.0%	22.8%	39.2%	87.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	537	505	255	22	328	138	190	496
%H		94.0%	47.5%	4.1%	61.1%	25.7%	35.4%	92.4%
16 - 19	25	23	10	1	17	7	10	25
%V	4.7%	4.6%	3.9%	4.5%	5.2%	5.1%	5.3%	5.0%
%H		92.0%	40.0%	4.0%	68.0%	28.0%	40.0%	100.0%
20 - 24	35	26	11	2	16	6	10	35
%V	6.5%	5.1%	4.3%	9.1%	4.9%	4.3%	5.3%	7.1%
%H		74.3%	31.4%	5.7%	45.7%	17.1%	28.6%	100.0%
25 - 34	93	84	35	3	46	16	30	93
%V	17.3%	16.6%	13.7%	13.6%	14.0%	11.6%	15.8%	18.8%
%H		90.3%	37.6%	3.2%	49.5%	17.2%	32.3%	100.0%
35 - 44	88	84	42	2	47	19	28	84
%V	16.4%	16.6%	16.5%	9.1%	14.3%	13.8%	14.7%	16.9%
%H		95.5%	47.7%	2.3%	53.4%	21.6%	31.8%	95.5%
45 - 54	82	79	49	4	47	24	23	80
%V	15.3%	15.6%	19.2%	18.2%	14.3%	17.4%	12.1%	16.1%
%H		96.3%	59.8%	4.9%	57.3%	29.3%	28.0%	97.6%
55 - 64	85	82	49	4	57	29	28	81
%V	15.8%	16.2%	19.2%	18.2%	17.4%	21.0%	14.7%	16.3%
%H		96.5%	57.6%	4.7%	67.1%	34.1%	32.9%	95.3%
65+	129	126	59	6	98	38	60	98
%V	24.0%	25.0%	23.1%	27.3%	29.9%	27.5%	31.6%	19.8%
%H		97.7%	45.7%	4.7%	76.0%	29.5%	46.5%	76.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	537	505	255	22	328	138	190	496
%H		94.0%	47.5%	4.1%	61.1%	25.7%	35.4%	92.4%
AB	123	116	62	5	79	36	43	120
%V	22.9%	23.0%	24.3%	22.7%	24.1%	26.1%	22.6%	24.2%
%H		94.3%	50.4%	4.1%	64.2%	29.3%	35.0%	97.6%
C1	157	146	76	9	93	43	50	153
%V	29.2%	28.9%	29.8%	40.9%	28.4%	31.2%	26.3%	30.8%
%H		93.0%	48.4%	5.7%	59.2%	27.4%	31.8%	97.5%
C2	157	148	74	6	97	39	58	141
%V	29.2%	29.3%	29.0%	27.3%	29.6%	28.3%	30.5%	28.4%
%H		94.3%	47.1%	3.8%	61.8%	24.8%	36.9%	89.8%
D	76	71	35	3	46	17	28	66
%V	14.2%	14.1%	13.7%	13.6%	14.0%	12.3%	14.7%	13.3%
%H		93.4%	46.1%	3.9%	60.5%	22.4%	36.8%	86.8%
E	24	23	8	0	14	3	11	16
%V	4.5%	4.6%	3.1%	0.0%	4.3%	2.2%	5.8%	3.2%
%H		95.8%	33.3%	0.0%	58.3%	12.5%	45.8%	66.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	537	505	255	22	328	138	190	496
%H		94.0%	47.5%	4.1%	61.1%	25.7%	35.4%	92.4%
Working full time	322	306	163	12	185	83	102	313
%V	60.0%	60.6%	63.9%	54.5%	56.4%	60.1%	53.7%	63.1%
%H		95.0%	50.6%	3.7%	57.5%	25.8%	31.7%	97.2%
Working part time	31	28	14	1	18	6	11	29
%V	5.8%	5.5%	5.5%	4.5%	5.5%	4.3%	5.8%	5.8%
%H		90.3%	45.2%	3.2%	58.1%	19.4%	35.5%	93.5%
Not working	185	171	77	9	126	49	76	154
%V	34.5%	33.9%	30.2%	40.9%	38.4%	35.5%	40.0%	31.0%
%H		92.4%	41.6%	4.9%	68.1%	26.5%	41.1%	83.2%
Houseperson	145	126	49	4	84	25	59	116
%V	27.0%	25.0%	19.2%	18.2%	25.6%	18.1%	31.1%	23.4%
%H		86.9%	33.8%	2.8%	57.9%	17.2%	40.7%	80.0%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	548	531	270	25	347	142	205	497
%H		96.9%	49.3%	4.6%	63.3%	25.9%	37.4%	90.7%
16 - 19	24	23	11	2	15	6	9	24
%V	4.4%	4.3%	4.1%	8.0%	4.3%	4.2%	4.4%	4.8%
%H		95.8%	45.8%	8.3%	62.5%	25.0%	37.5%	100.0%
20 - 24	30	27	14	0	17	7	10	30
%V	5.5%	5.1%	5.2%	0.0%	4.9%	4.9%	4.9%	6.0%
%H		90.0%	46.7%	0.0%	56.7%	23.3%	33.3%	100.0%
25 - 34	98	90	43	7	43	19	24	96
%V	17.9%	16.9%	15.9%	28.0%	12.4%	13.4%	11.7%	19.3%
%H		91.8%	43.9%	7.1%	43.9%	19.4%	24.5%	98.0%
35 - 44	83	82	46	2	47	20	27	81
%V	15.1%	15.4%	17.0%	8.0%	13.5%	14.1%	13.2%	16.3%
%H		98.8%	55.4%	2.4%	56.6%	24.1%	32.5%	97.6%
45 - 54	84	83	52	3	54	27	26	81
%V	15.3%	15.6%	19.3%	12.0%	15.6%	19.0%	12.7%	16.3%
%H		98.8%	61.9%	3.6%	64.3%	32.1%	31.0%	96.4%
55 - 64	85	84	45	4	58	26	32	83
%V	15.5%	15.8%	16.7%	16.0%	16.7%	18.3%	15.6%	16.7%
%H		98.8%	52.9%	4.7%	68.2%	30.6%	37.6%	97.6%
65+	145	143	60	6	112	36	76	102
%V	26.5%	26.9%	22.2%	24.0%	32.3%	25.4%	37.1%	20.5%
%H		98.6%	41.4%	4.1%	77.2%	24.8%	52.4%	70.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	548	531	270	25	347	142	205	497
%H		96.9%	49.3%	4.6%	63.3%	25.9%	37.4%	90.7%
AB	123	118	63	3	79	32	46	118
%V	22.4%	22.2%	23.3%	12.0%	22.8%	22.5%	22.4%	23.7%
%H		95.9%	51.2%	2.4%	64.2%	26.0%	37.4%	95.9%
C1	168	162	82	12	104	46	58	156
%V	30.7%	30.5%	30.4%	48.0%	30.0%	32.4%	28.3%	31.4%
%H		96.4%	48.8%	7.1%	61.9%	27.4%	34.5%	92.9%
C2	135	131	71	5	87	39	48	127
%V	24.6%	24.7%	26.3%	20.0%	25.1%	27.5%	23.4%	25.6%
%H		97.0%	52.6%	3.7%	64.4%	28.9%	35.6%	94.1%
D	86	84	41	3	55	20	35	72
%V	15.7%	15.8%	15.2%	12.0%	15.9%	14.1%	17.1%	14.5%
%H		97.7%	47.7%	3.5%	64.0%	23.3%	40.7%	83.7%
E	37	35	13	2	23	5	17	24
%V	6.8%	6.6%	4.8%	8.0%	6.6%	3.5%	8.3%	4.8%
%H		94.6%	35.1%	5.4%	62.2%	13.5%	45.9%	64.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Scotland

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+)	548	531	270	25	347	142	205	497
%H		96.9%	49.3%	4.6%	63.3%	25.9%	37.4%	90.7%
Working full time	202	196	111	8	118	56	62	198
%V	36.9%	36.9%	41.1%	32.0%	34.0%	39.4%	30.2%	39.8%
%H		97.0%	55.0%	4.0%	58.4%	27.7%	30.7%	98.0%
Working part time	93	90	46	4	51	20	32	92
%V	17.0%	16.9%	17.0%	16.0%	14.7%	14.1%	15.6%	18.5%
%H		96.8%	49.5%	4.3%	54.8%	21.5%	34.4%	98.9%
Not working	253	245	112	13	177	65	111	207
%V	46.2%	46.1%	41.5%	52.0%	51.0%	45.8%	54.1%	41.6%
%H		96.8%	44.3%	5.1%	70.0%	25.7%	43.9%	81.8%
Houseperson	469	454	223	21	297	115	181	419
%V	85.6%	85.5%	82.6%	84.0%	85.6%	81.0%	88.3%	84.3%
%H		96.8%	47.5%	4.5%	63.3%	24.5%	38.6%	89.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
AB	904	870	368	108	552	199	353	873
%V	28.2%	28.3%	30.4%	28.2%	27.3%	30.5%	25.8%	30.6%
%H (All HH)		96.2%	40.7%	11.9%	61.1%	22.0%	39.0%	96.6%
%H (TV HH)			42.3%	12.4%	63.4%	22.9%	40.6%	
C1	1087	1041	417	132	683	219	464	982
%V	33.9%	33.9%	34.4%	34.5%	33.8%	33.6%	33.9%	34.4%
%H (All HH)		95.8%	38.4%	12.1%	62.8%	20.1%	42.7%	90.3%
%H (TV HH)			40.1%	12.7%	65.6%	21.0%	44.6%	
C2	633	614	246	92	403	143	260	557
%V	19.8%	20.0%	20.3%	24.0%	19.9%	21.9%	19.0%	19.5%
%H (All HH)		97.0%	38.9%	14.5%	63.7%	22.6%	41.1%	88.0%
%H (TV HH)			40.1%	15.0%	65.6%	23.3%	42.3%	
D	358	345	121	39	234	64	170	289
%V	11.2%	11.2%	10.0%	10.2%	11.6%	9.8%	12.4%	10.1%
%H (All HH)		96.4%	33.8%	10.9%	65.4%	17.9%	47.5%	80.7%
%H (TV HH)			35.1%	11.3%	67.8%	18.6%	49.3%	
E	221	200	59	13	150	27	123	153
%V	6.9%	6.5%	4.9%	3.4%	7.4%	4.1%	9.0%	5.4%
%H (All HH)		90.5%	26.7%	5.9%	67.9%	12.2%	55.7%	69.2%
%H (TV HH)			29.5%	6.5%	75.0%	13.5%	61.5%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Under 25	97	76	25	8	42	14	28	93
%V	3.0%	2.5%	2.1%	2.1%	2.1%	2.1%	2.0%	3.3%
%H (All HH)		78.4%	25.8%	8.2%	43.3%	14.4%	28.9%	95.9%
%H (TV HH)			32.9%	10.5%	55.3%	18.4%	36.8%	
25 - 34	416	387	155	47	180	50	130	413
%V	13.0%	12.6%	12.8%	12.3%	8.9%	7.7%	9.5%	14.5%
%H (All HH)		93.0%	37.3%	11.3%	43.3%	12.0%	31.3%	99.3%
%H (TV HH)			40.1%	12.1%	46.5%	12.9%	33.6%	
35 - 44	525	491	211	71	277	87	191	513
%V	16.4%	16.0%	17.4%	18.5%	13.7%	13.3%	13.9%	18.0%
%H (All HH)		93.5%	40.2%	13.5%	52.8%	16.6%	36.4%	97.7%
%H (TV HH)			43.0%	14.5%	56.4%	17.7%	38.9%	
45 - 54	580	564	257	97	344	145	198	570
%V	18.1%	18.4%	21.2%	25.3%	17.0%	22.2%	14.5%	20.0%
%H (All HH)		97.2%	44.3%	16.7%	59.3%	25.0%	34.1%	98.3%
%H (TV HH)			45.6%	17.2%	61.0%	25.7%	35.1%	
55 - 64	569	560	231	73	402	146	256	540
%V	17.8%	18.2%	19.1%	19.1%	19.9%	22.4%	18.7%	18.9%
%H (All HH)		98.4%	40.6%	12.8%	70.7%	25.7%	45.0%	94.9%
%H (TV HH)			41.3%	13.0%	71.8%	26.1%	45.7%	
65 +	1014	991	333	88	777	210	567	727
%V	31.7%	32.3%	27.5%	23.0%	38.4%	32.2%	41.4%	25.5%
%H (All HH)		97.7%	32.8%	8.7%	76.6%	20.7%	55.9%	71.7%
%H (TV HH)			33.6%	8.9%	78.4%	21.2%	57.2%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
1	962	897	245	64	691	124	567	702
%V	30.0%	29.2%	20.2%	16.7%	34.2%	19.0%	41.4%	24.6%
%H (All HH)		93.2%	25.5%	6.7%	71.8%	12.9%	58.9%	73.0%
%H (TV HH)			27.3%	7.1%	77.0%	13.8%	63.2%	
2	1125	1091	437	141	752	272	480	1051
%V	35.1%	35.5%	36.1%	36.8%	37.2%	41.7%	35.0%	36.8%
%H (All HH)		97.0%	38.8%	12.5%	66.8%	24.2%	42.7%	93.4%
%H (TV HH)			40.1%	12.9%	68.9%	24.9%	44.0%	
3	437	426	202	63	247	102	145	428
%V	13.6%	13.9%	16.7%	16.4%	12.2%	15.6%	10.6%	15.0%
%H (All HH)		97.5%	46.2%	14.4%	56.5%	23.3%	33.2%	97.9%
%H (TV HH)			47.4%	14.8%	58.0%	23.9%	34.0%	
4	474	460	229	73	231	104	127	472
%V	14.8%	15.0%	18.9%	19.1%	11.4%	16.0%	9.3%	16.5%
%H (All HH)		97.0%	48.3%	15.4%	48.7%	21.9%	26.8%	99.6%
%H (TV HH)			49.8%	15.9%	50.2%	22.6%	27.6%	
5+	205	197	97	43	101	51	50	202
%V	6.4%	6.4%	8.0%	11.2%	5.0%	7.8%	3.6%	7.1%
%H (All HH)		96.1%	47.3%	21.0%	49.3%	24.9%	24.4%	98.5%
%H (TV HH)			49.2%	21.8%	51.3%	25.9%	25.4%	
Average HH size	2.34	2.36	2.60	2.75	2.17	2.53	2.00	2.47

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Without	2392	2284	825	274	1621	492	1130	2055
%V	74.7%	74.4%	68.1%	71.5%	80.2%	75.5%	82.5%	72.0%
%H (All HH)		95.5%	34.5%	11.5%	67.8%	20.6%	47.2%	85.9%
%H (TV HH)			36.1%	12.0%	71.0%	21.5%	49.5%	
With	810	787	385	110	400	160	240	801
%V	25.3%	25.6%	31.8%	28.7%	19.8%	24.5%	17.5%	28.1%
%H (All HH)		97.2%	47.5%	13.6%	49.4%	19.8%	29.6%	98.9%
%H (TV HH)			48.9%	14.0%	50.8%	20.3%	30.5%	
0 - 3	273	267	132	31	128	51	77	272
%V	8.5%	8.7%	10.9%	8.1%	6.3%	7.8%	5.6%	9.5%
%H (All HH)		97.8%	48.4%	11.4%	46.9%	18.7%	28.2%	99.6%
%H (TV HH)			49.4%	11.6%	47.9%	19.1%	28.8%	
4 - 9	440	423	195	60	215	77	138	431
%V	13.7%	13.8%	16.1%	15.7%	10.6%	11.8%	10.1%	15.1%
%H (All HH)		96.1%	44.3%	13.6%	48.9%	17.5%	31.4%	98.0%
%H (TV HH)			46.1%	14.2%	50.8%	18.2%	32.6%	
10 - 15	409	401	209	66	202	88	115	407
%V	12.8%	13.1%	17.3%	17.2%	10.0%	13.5%	8.4%	14.3%
%H (All HH)		98.0%	51.1%	16.1%	49.4%	21.5%	28.1%	99.5%
%H (TV HH)			52.1%	16.5%	50.4%	21.9%	28.7%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
1	1342	1342	370	137	834	90	744	1120
%V	41.9%	43.7%	30.6%	35.8%	41.2%	13.8%	54.3%	39.2%
%H (All HH)		100.0%	27.6%	10.2%	62.1%	6.7%	55.4%	83.5%
%H (TV HH)			27.6%	10.2%	62.1%	6.7%	55.4%	
2	988	988	449	126	661	267	394	906
%V	30.9%	32.2%	37.1%	32.9%	32.7%	41.0%	28.8%	31.7%
%H (All HH)		100.0%	45.4%	12.8%	66.9%	27.0%	39.9%	91.7%
%H (TV HH)			45.4%	12.8%	66.9%	27.0%	39.9%	
3	436	436	210	65	310	151	159	419
%V	13.6%	14.2%	17.3%	17.0%	15.3%	23.2%	11.6%	14.7%
%H (All HH)		100.0%	48.2%	14.9%	71.1%	34.6%	36.5%	96.1%
%H (TV HH)			48.2%	14.9%	71.1%	34.6%	36.5%	
4	212	212	119	42	145	91	54	208
%V	6.6%	6.9%	9.8%	11.0%	7.2%	14.0%	3.9%	7.3%
%H (All HH)		100.0%	56.1%	19.8%	68.4%	42.9%	25.5%	98.1%
%H (TV HH)			56.1%	19.8%	68.4%	42.9%	25.5%	
5+	93	93	63	13	72	53	19	91
%V	2.9%	3.0%	5.2%	3.4%	3.6%	8.1%	1.4%	3.2%
%H (All HH)		100.0%	67.7%	14.0%	77.4%	57.0%	20.4%	97.8%
%H (TV HH)			67.7%	14.0%	77.4%	57.0%	20.4%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Under 20"	306	306	138	35	250	119	131	272
%V	9.6%	10.0%	11.4%	9.1%	12.4%	18.3%	9.6%	9.5%
%H (All HH)		100.0%	45.1%	11.4%	81.7%	38.9%	42.8%	88.9%
%H (TV HH)			45.1%	11.4%	81.7%	38.9%	42.8%	
20" - 29"	809	809	338	95	606	234	372	712
%V	25.3%	26.4%	27.9%	24.8%	30.0%	35.9%	27.2%	24.9%
%H (All HH)		100.0%	41.8%	11.7%	74.9%	28.9%	46.0%	88.0%
%H (TV HH)			41.8%	11.7%	74.9%	28.9%	46.0%	
30" - 39"	1375	1375	517	199	972	341	631	1234
%V	42.9%	44.8%	42.7%	52.0%	48.1%	52.3%	46.1%	43.2%
%H (All HH)		100.0%	37.6%	14.5%	70.7%	24.8%	45.9%	89.7%
%H (TV HH)			37.6%	14.5%	70.7%	24.8%	45.9%	
40" - 49"	1390	1390	652	189	865	365	500	1305
%V	43.4%	45.3%	53.8%	49.3%	42.8%	56.0%	36.5%	45.7%
%H (All HH)		100.0%	46.9%	13.6%	62.2%	26.3%	36.0%	93.9%
%H (TV HH)			46.9%	13.6%	62.2%	26.3%	36.0%	
50" - 59"	511	511	282	81	288	162	126	500
%V	16.0%	16.6%	23.3%	21.1%	14.2%	24.8%	9.2%	17.5%
%H (All HH)		100.0%	55.2%	15.9%	56.4%	31.7%	24.7%	97.8%
%H (TV HH)			55.2%	15.9%	56.4%	31.7%	24.7%	
60"+	79	79	51	13	29	18	11	77
%V	2.5%	2.6%	4.2%	3.4%	1.4%	2.8%	0.8%	2.7%
%H (All HH)		100.0%	64.6%	16.5%	36.7%	22.8%	13.9%	97.5%
%H (TV HH)			64.6%	16.5%	36.7%	22.8%	13.9%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Main living room	3034	3034	1204	382	1995	650	1344	2717
%V	94.8%	98.8%	99.4%	99.7%	98.7%	99.7%	98.1%	95.2%
%H (All HH)		100.0%	39.7%	12.6%	65.8%	21.4%	44.3%	89.6%
%H (TV HH)			39.7%	12.6%	65.8%	21.4%	44.3%	
Kitchen	330	330	168	35	268	139	129	309
%V	10.3%	10.7%	13.9%	9.1%	13.3%	21.3%	9.4%	10.8%
%H (All HH)		100.0%	50.9%	10.6%	81.2%	42.1%	39.1%	93.6%
%H (TV HH)			50.9%	10.6%	81.2%	42.1%	39.1%	
Adult's bedroom	1353	1353	643	201	941	446	495	1262
%V	42.3%	44.1%	53.1%	52.5%	46.5%	68.4%	36.1%	44.2%
%H (All HH)		100.0%	47.5%	14.9%	69.5%	33.0%	36.6%	93.3%
%H (TV HH)			47.5%	14.9%	69.5%	33.0%	36.6%	
Child's bedroom	232	232	135	39	126	74	52	231
%V	7.2%	7.6%	11.1%	10.2%	6.2%	11.3%	3.8%	8.1%
%H (All HH)		100.0%	58.2%	16.8%	54.3%	31.9%	22.4%	99.6%
%H (TV HH)			58.2%	16.8%	54.3%	31.9%	22.4%	
Other bedroom	217	217	122	32	158	94	64	210
%V	6.8%	7.1%	10.1%	8.4%	7.8%	14.4%	4.7%	7.4%
%H (All HH)		100.0%	56.2%	14.7%	72.8%	43.3%	29.5%	96.8%
%H (TV HH)			56.2%	14.7%	72.8%	43.3%	29.5%	
Second living/dining room	266	266	133	43	183	91	93	255
%V	8.3%	8.7%	11.0%	11.2%	9.1%	14.0%	6.8%	8.9%
%H (All HH)		100.0%	50.0%	16.2%	68.8%	34.2%	35.0%	95.9%
%H (TV HH)			50.0%	16.2%	68.8%	34.2%	35.0%	
Study/office	67	67	35	7	54	30	24	65
%V	2.1%	2.2%	2.9%	1.8%	2.7%	4.6%	1.8%	2.3%
%H (All HH)		100.0%	52.2%	10.4%	80.6%	44.8%	35.8%	97.0%
%H (TV HH)			52.2%	10.4%	80.6%	44.8%	35.8%	
TV room	22	22	16	1	13	7	6	22
%V	0.7%	0.7%	1.3%	0.3%	0.6%	1.1%	0.4%	0.8%
%H (All HH)		100.0%	72.7%	4.5%	59.1%	31.8%	27.3%	100.0%
%H (TV HH)			72.7%	4.5%	59.1%	31.8%	27.3%	
Conservatory	60	60	30	12	48	28	20	57
%V	1.9%	2.0%	2.5%	3.1%	2.4%	4.3%	1.5%	2.0%
%H (All HH)		100.0%	50.0%	20.0%	80.0%	46.7%	33.3%	95.0%
%H (TV HH)			50.0%	20.0%	80.0%	46.7%	33.3%	
Attic or loft room	6	6	4	1	5	4	1	6
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.6%	0.1%	0.2%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	66.7%	16.7%	
No specific location	4	4	3	1	3	3	0	4
%V	0.1%	0.1%	0.2%	0.3%	0.1%	0.5%	0.0%	0.1%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	75.0%	0.0%	
Other	27	27	19	3	21	14	6	26
%V	0.8%	0.9%	1.6%	0.8%	1.0%	2.1%	0.4%	0.9%
%H (All HH)		100.0%	70.4%	11.1%	77.8%	51.9%	22.2%	96.3%
%H (TV HH)			70.4%	11.1%	77.8%	51.9%	22.2%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Any DSAT provider	1211	1211	1211	18	522	522	0	1155
%V	37.8%	39.4%	100.0%	4.7%	25.8%	80.1%	0.0%	40.5%
%H (All HH)			100.0%	1.5%	43.1%	43.1%	0.0%	95.4%
%H (TV HH)			100.0%	1.5%	43.1%	43.1%	0.0%	
Sky with subscription	996	996	996	6	423	423	0	957
%V	31.1%	32.4%	82.2%	1.6%	20.9%	64.9%	0.0%	33.5%
%H (All HH)			100.0%	0.6%	42.5%	42.5%	0.0%	96.1%
%H (TV HH)			100.0%	0.6%	42.5%	42.5%	0.0%	
Sky without subscription	38	38	38	1	21	21	0	35
%V	1.2%	1.2%	3.1%	0.3%	1.0%	3.2%	0.0%	1.2%
%H (All HH)			100.0%	2.6%	55.3%	55.3%	0.0%	92.1%
%H (TV HH)			100.0%	2.6%	55.3%	55.3%	0.0%	
Freesat	159	159	159	7	72	72	0	148
%V	5.0%	5.2%	13.1%	1.8%	3.6%	11.0%	0.0%	5.2%
%H (All HH)			100.0%	4.4%	45.3%	45.3%	0.0%	93.1%
%H (TV HH)			100.0%	4.4%	45.3%	45.3%	0.0%	
Other satellite provider	61	61	61	3	27	27	0	61
%V	1.9%	2.0%	5.0%	0.8%	1.3%	4.1%	0.0%	2.1%
%H (All HH)			100.0%	4.9%	44.3%	44.3%	0.0%	100.0%
%H (TV HH)			100.0%	4.9%	44.3%	44.3%	0.0%	
DCAB	383	383	18	383	140	140	0	367
%V	12.0%	12.5%	1.5%	100.0%	6.9%	21.5%	0.0%	12.9%
%H (All HH)			4.7%	100.0%	36.6%	36.6%	0.0%	95.8%
%H (TV HH)			4.7%	100.0%	36.6%	36.6%	0.0%	
DTT	2022	2022	522	140	2022	652	1370	1741
%V	63.1%	65.9%	43.1%	36.6%	100.0%	100.0%	100.0%	61.0%
%H (All HH)		100.0%	25.8%	6.9%	100.0%	32.2%	67.8%	86.1%
%H (TV HH)			25.8%	6.9%	100.0%	32.2%	67.8%	

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

%V = percentage of vertical total

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

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

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Table 8.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
PVR	1944	1944	1093	368	1095	601	494	1845
%V	60.7%	63.3%	90.3%	96.1%	54.2%	92.2%	36.1%	64.6%
%H (All HH)		100.0%	56.2%	18.9%	56.3%	30.9%	25.4%	94.9%
%H (TV HH)			56.2%	18.9%	56.3%	30.9%	25.4%	
DVDR	60	60	28	12	48	26	22	51
%V	1.9%	2.0%	2.3%	3.1%	2.4%	4.0%	1.6%	1.8%
%H (All HH)		100.0%	46.7%	20.0%	80.0%	43.3%	36.7%	85.0%
%H (TV HH)			46.7%	20.0%	80.0%	43.3%	36.7%	
VCR	13	13	6	0	12	5	7	9
%V	0.4%	0.4%	0.5%	0.0%	0.6%	0.8%	0.5%	0.3%
%H (All HH)		100.0%	46.2%	0.0%	92.3%	38.5%	53.8%	69.2%
%H (TV HH)			46.2%	0.0%	92.3%	38.5%	53.8%	
Any recorder	1967	1967	1098	368	1117	604	513	1860
%V	61.4%	64.1%	90.7%	96.1%	55.2%	92.6%	37.4%	65.1%
%H (All HH)		100.0%	55.8%	18.7%	56.8%	30.7%	26.1%	94.6%
%H (TV HH)			55.8%	18.7%	56.8%	30.7%	26.1%	
Receives HDTV (via STB or built-in reception)	2352	2352	1075	344	1552	602	950	2202
%V	73.5%	76.6%	88.8%	89.8%	76.8%	92.3%	69.3%	77.1%
%H (All HH)		100.0%	45.7%	14.6%	66.0%	25.6%	40.4%	93.6%
%H (TV HH)			45.7%	14.6%	66.0%	25.6%	40.4%	
DVD/Blu-ray player or recorder	2047	2047	855	260	1386	512	874	1896
%V	63.9%	66.7%	70.6%	67.9%	68.5%	78.5%	63.8%	66.4%
%H (All HH)		100.0%	41.8%	12.7%	67.7%	25.0%	42.7%	92.6%
%H (TV HH)			41.8%	12.7%	67.7%	25.0%	42.7%	

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

%V = percentage of vertical total

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

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

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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	3202	3070	1211	383	2022	652	1370	2855
%H (All HH)		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%
%H (TV HH)			39.4%	12.5%	65.9%	21.2%	44.6%	
Has broadband internet	2855	2744	1155	367	1741	624	1118	2855
%V	89.2%	89.4%	95.4%	95.8%	86.1%	95.7%	81.6%	100.0%
%H (All HH)		96.1%	40.5%	12.9%	61.0%	21.9%	39.2%	100.0%
%H (TV HH)			42.1%	13.4%	63.4%	22.7%	40.7%	
Number of computers (PCs and laptops)								
0	450	422	102	24	332	43	289	136
%V	14.1%	13.7%	8.4%	6.3%	16.4%	6.6%	21.1%	4.8%
%H (All HH)		93.8%	22.7%	5.3%	73.8%	9.6%	64.2%	30.2%
%H (TV HH)			24.2%	5.7%	78.7%	10.2%	68.5%	
1	794	760	253	79	516	122	394	775
%V	24.8%	24.8%	20.9%	20.6%	25.5%	18.7%	28.8%	27.1%
%H (All HH)		95.7%	31.9%	9.9%	65.0%	15.4%	49.6%	97.6%
%H (TV HH)			33.3%	10.4%	67.9%	16.1%	51.8%	
2	834	802	331	105	515	183	332	825
%V	26.0%	26.1%	27.3%	27.4%	25.5%	28.1%	24.2%	28.9%
%H (All HH)		96.2%	39.7%	12.6%	61.8%	21.9%	39.8%	98.9%
%H (TV HH)			41.3%	13.1%	64.2%	22.8%	41.4%	
3	468	453	205	60	286	118	168	465
%V	14.6%	14.8%	16.9%	15.7%	14.1%	18.1%	12.3%	16.3%
%H (All HH)		96.8%	43.8%	12.8%	61.1%	25.2%	35.9%	99.4%
%H (TV HH)			45.3%	13.2%	63.1%	26.0%	37.1%	
4	314	301	155	46	181	83	98	314
%V	9.8%	9.8%	12.8%	12.0%	9.0%	12.7%	7.2%	11.0%
%H (All HH)		95.9%	49.4%	14.6%	57.6%	26.4%	31.2%	100.0%
%H (TV HH)			51.5%	15.3%	60.1%	27.6%	32.6%	
5+	343	332	164	69	191	102	89	341
%V	10.7%	10.8%	13.5%	18.0%	9.4%	15.6%	6.5%	11.9%
%H (All HH)		96.8%	47.8%	20.1%	55.7%	29.7%	25.9%	99.4%
%H (TV HH)			49.4%	20.8%	57.5%	30.7%	26.8%	

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

%V = percentage of vertical total

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

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

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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	5977	2711	829	4058	1736	2321	5515
%H		45.4%	13.9%	67.9%	29.0%	38.8%	92.3%
Under 20"	390	178	47	325	160	165	352
%V	6.5%	6.6%	5.7%	8.0%	9.2%	7.1%	6.4%
%H		45.6%	12.1%	83.3%	41.0%	42.3%	90.3%
20" - 29"	1030	453	126	787	339	448	921
%V	17.2%	16.7%	15.2%	19.4%	19.5%	19.3%	16.7%
%H		44.0%	12.2%	76.4%	32.9%	43.5%	89.4%
30" - 39"	1723	686	255	1214	457	758	1572
%V	28.8%	25.3%	30.8%	29.9%	26.3%	32.7%	28.5%
%H		39.8%	14.8%	70.5%	26.5%	44.0%	91.2%
40" - 49"	1653	815	234	1028	476	552	1559
%V	27.7%	30.1%	28.2%	25.3%	27.4%	23.8%	28.3%
%H		49.3%	14.2%	62.2%	28.8%	33.4%	94.3%
50" - 59"	556	309	89	311	178	133	545
%V	9.3%	11.4%	10.7%	7.7%	10.3%	5.7%	9.9%
%H		55.6%	16.0%	55.9%	32.0%	23.9%	98.0%
60"+	86	55	14	32	20	12	83
%V	1.4%	2.0%	1.7%	0.8%	1.2%	0.5%	1.5%
%H		64.0%	16.3%	37.2%	23.3%	14.0%	96.5%
Don't know	540	215	62	361	107	253	483
%V	9.0%	7.9%	7.5%	8.9%	6.2%	10.9%	8.8%
%H		39.8%	11.5%	66.9%	19.8%	46.9%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	5977	2711	829	4058	1736	2321	5515
%H		45.4%	13.9%	67.9%	29.0%	38.8%	92.3%
Main living room	3054	1213	385	2007	656	1351	2733
%V	51.1%	44.7%	46.4%	49.5%	37.8%	58.2%	49.6%
%H		39.7%	12.6%	65.7%	21.5%	44.2%	89.5%
Kitchen	332	168	36	270	141	129	311
%V	5.6%	6.2%	4.3%	6.7%	8.1%	5.6%	5.6%
%H		50.6%	10.8%	81.3%	42.5%	38.9%	93.7%
Adult's bedroom	1582	770	246	1107	555	553	1486
%V	26.5%	28.4%	29.7%	27.3%	32.0%	23.8%	26.9%
%H		48.7%	15.5%	70.0%	35.1%	35.0%	93.9%
Child's bedroom	301	179	52	158	95	63	300
%V	5.0%	6.6%	6.3%	3.9%	5.5%	2.7%	5.4%
%H		59.5%	17.3%	52.5%	31.6%	20.9%	99.7%
Other bedroom	249	135	41	183	110	74	243
%V	4.2%	5.0%	4.9%	4.5%	6.3%	3.2%	4.4%
%H		54.2%	16.5%	73.5%	44.2%	29.7%	97.6%
Second living/dining room	269	135	43	185	91	94	258
%V	4.5%	5.0%	5.2%	4.6%	5.2%	4.0%	4.7%
%H		50.2%	16.0%	68.8%	33.8%	34.9%	95.9%
Study/office	67	35	7	54	30	24	65
%V	1.1%	1.3%	0.8%	1.3%	1.7%	1.0%	1.2%
%H		52.2%	10.4%	80.6%	44.8%	35.8%	97.0%
TV room	22	16	1	13	7	6	22
%V	0.4%	0.6%	0.1%	0.3%	0.4%	0.3%	0.4%
%H		72.7%	4.5%	59.1%	31.8%	27.3%	100.0%
Conservatory	60	30	12	48	28	20	57
%V	1.0%	1.1%	1.4%	1.2%	1.6%	0.9%	1.0%
%H		50.0%	20.0%	80.0%	46.7%	33.3%	95.0%
Attic or loft room	6	4	1	5	4	1	6
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
No specific location	4	3	1	4	4	0	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		75.0%	25.0%	100.0%	100.0%	0.0%	100.0%
Other	31	21	3	24	17	7	30
%V	0.5%	0.8%	0.4%	0.6%	1.0%	0.3%	0.5%
%H		67.7%	9.7%	77.4%	54.8%	22.6%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5977	2711	829	4058	1736	2321	5515
%H		45.4%	13.9%	67.9%	29.0%	38.8%	92.3%
PVR	2812	1746	554	1439	900	539	2697
%V	47.0%	64.4%	66.8%	35.5%	51.8%	23.2%	48.9%
%H		62.1%	19.7%	51.2%	32.0%	19.2%	95.9%
DVDR	65	29	14	52	27	24	54
%V	1.1%	1.1%	1.7%	1.3%	1.6%	1.0%	1.0%
%H		44.6%	21.5%	80.0%	41.5%	36.9%	83.1%
VCR	13	6	0	12	5	7	9
%V	0.2%	0.2%	0.0%	0.3%	0.3%	0.3%	0.2%
%H		46.2%	0.0%	92.3%	38.5%	53.8%	69.2%
Any recorder	2848	1753	559	1473	910	562	2723
%V	47.6%	64.7%	67.4%	36.3%	52.4%	24.2%	49.4%
%H		61.6%	19.6%	51.7%	32.0%	19.7%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5977	2711	829	4058	1736	2321	5515
%H		45.4%	13.9%	67.9%	29.0%	38.8%	92.3%
Receives HDTV (via STB or built-in reception)	3738	1906	548	2474	1158	1316	3550
%V	62.5%	70.3%	66.1%	61.0%	66.7%	56.7%	64.4%
%H		51.0%	14.7%	66.2%	31.0%	35.2%	95.0%
DVD/Blu-ray player or recorder	2861	1298	408	1923	831	1092	2683
%V	47.9%	47.9%	49.2%	47.4%	47.9%	47.0%	48.6%
%H		45.4%	14.3%	67.2%	29.0%	38.2%	93.8%

Base: ITV South, South East and Channel Islands - 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	3069	1211	383	2020	652	1368	2742
%H		39.5%	12.5%	65.8%	21.2%	44.6%	89.3%
Under 20"	19	4	0	16	1	15	10
%V	0.6%	0.3%	0.0%	0.8%	0.2%	1.1%	0.4%
%H		21.1%	0.0%	84.2%	5.3%	78.9%	52.6%
20" - 29"	210	41	17	168	18	150	152
%V	6.8%	3.4%	4.4%	8.3%	2.8%	11.0%	5.5%
%H		19.5%	8.1%	80.0%	8.6%	71.4%	72.4%
30" - 39"	824	231	101	603	138	466	700
%V	26.8%	19.1%	26.4%	29.9%	21.2%	34.1%	25.5%
%H		28.0%	12.3%	73.2%	16.7%	56.6%	85.0%
40" - 49"	1189	549	154	747	303	444	1107
%V	38.7%	45.3%	40.2%	37.0%	46.5%	32.5%	40.4%
%H		46.2%	13.0%	62.8%	25.5%	37.3%	93.1%
50" - 59"	453	241	71	258	139	119	444
%V	14.8%	19.9%	18.5%	12.8%	21.3%	8.7%	16.2%
%H		53.2%	15.7%	57.0%	30.7%	26.3%	98.0%
60"+	73	46	13	28	17	10	71
%V	2.4%	3.8%	3.4%	1.4%	2.6%	0.7%	2.6%
%H		63.0%	17.8%	38.4%	23.3%	13.7%	97.3%
Don't know	301	99	28	200	36	164	259
%V	9.8%	8.2%	7.3%	9.9%	5.5%	12.0%	9.4%
%H		32.9%	9.3%	66.4%	12.0%	54.5%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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	3069	1211	383	2020	652	1368	2742
%H		39.5%	12.5%	65.8%	21.2%	44.6%	89.3%
PVR	1911	1082	365	1066	591	476	1813
%V	62.3%	89.3%	95.3%	52.8%	90.6%	34.8%	66.1%
%H		56.6%	19.1%	55.8%	30.9%	24.9%	94.9%
DVDR	50	23	9	40	20	21	42
%V	1.6%	1.9%	2.3%	2.0%	3.1%	1.5%	1.5%
%H		46.0%	18.0%	80.0%	40.0%	42.0%	84.0%
VCR	9	3	0	8	3	6	5
%V	0.3%	0.2%	0.0%	0.4%	0.5%	0.4%	0.2%
%H		33.3%	0.0%	88.9%	33.3%	66.7%	55.6%
Any recorder	1932	1085	365	1087	593	494	1827
%V	63.0%	89.6%	95.3%	53.8%	91.0%	36.1%	66.6%
%H		56.2%	18.9%	56.3%	30.7%	25.6%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 8.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3069	1211	383	2020	652	1368	2742
%H		39.5%	12.5%	65.8%	21.2%	44.6%	89.3%
Receives HDTV (via STB or built-in reception)	2317	1059	342	1522	591	931	2172
%V	75.5%	87.4%	89.3%	75.3%	90.6%	68.1%	79.2%
%H		45.7%	14.8%	65.7%	25.5%	40.2%	93.7%
DVD/Blu-ray player or recorder	1825	747	229	1230	440	790	1684
%V	59.5%	61.7%	59.8%	60.9%	67.5%	57.7%	61.4%
%H		40.9%	12.5%	67.4%	24.1%	43.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South, South East and Channel Islands

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	2908	1500	445	2038	1085	953	2772
%H		51.6%	15.3%	70.1%	37.3%	32.8%	95.3%
Under 20"	371	174	47	310	159	150	342
%V	12.8%	11.6%	10.6%	15.2%	14.7%	15.7%	12.3%
%H		46.9%	12.7%	83.6%	42.9%	40.4%	92.2%
20" - 29"	819	412	109	619	320	298	769
%V	28.2%	27.5%	24.5%	30.4%	29.5%	31.3%	27.7%
%H		50.3%	13.3%	75.6%	39.1%	36.4%	93.9%
30" - 39"	899	455	155	611	319	292	872
%V	30.9%	30.3%	34.8%	30.0%	29.4%	30.6%	31.5%
%H		50.6%	17.2%	68.0%	35.5%	32.5%	97.0%
40" - 49"	465	267	81	280	172	108	452
%V	16.0%	17.8%	18.2%	13.7%	15.9%	11.3%	16.3%
%H		57.4%	17.4%	60.2%	37.0%	23.2%	97.2%
50" - 59"	103	68	18	53	39	14	100
%V	3.5%	4.5%	4.0%	2.6%	3.6%	1.5%	3.6%
%H		66.0%	17.5%	51.5%	37.9%	13.6%	97.1%
60"+	13	9	2	4	3	1	13
%V	0.4%	0.6%	0.4%	0.2%	0.3%	0.1%	0.5%
%H		69.2%	15.4%	30.8%	23.1%	7.7%	100.0%
Don't know	239	116	34	161	72	89	224
%V	8.2%	7.7%	7.6%	7.9%	6.6%	9.3%	8.1%
%H		48.5%	14.2%	67.4%	30.1%	37.2%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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	2908	1500	445	2038	1085	953	2772
%H		51.6%	15.3%	70.1%	37.3%	32.8%	95.3%
PVR	901	664	189	373	310	63	885
%V	31.0%	44.3%	42.5%	18.3%	28.6%	6.6%	31.9%
%H		73.7%	21.0%	41.4%	34.4%	7.0%	98.2%
DVDR	14	6	5	12	8	4	11
%V	0.5%	0.4%	1.1%	0.6%	0.7%	0.4%	0.4%
%H		42.9%	35.7%	85.7%	57.1%	28.6%	78.6%
VCR	4	2	0	4	2	2	4
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	916	668	194	386	317	69	897
%V	31.5%	44.5%	43.6%	18.9%	29.2%	7.2%	32.4%
%H		72.9%	21.2%	42.1%	34.6%	7.5%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2908	1500	445	2038	1085	953	2772
%H		51.6%	15.3%	70.1%	37.3%	32.8%	95.3%
Receives HDTV (via STB or built-in reception)	1422	847	206	953	567	385	1378
%V	48.9%	56.5%	46.3%	46.8%	52.3%	40.4%	49.7%
%H		59.6%	14.5%	67.0%	39.9%	27.1%	96.9%
DVD/Blu-ray player or recorder	1036	551	179	692	391	301	999
%V	35.6%	36.7%	40.2%	34.0%	36.0%	31.6%	36.0%
%H		53.2%	17.3%	66.8%	37.7%	29.1%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

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	7504	7236	3147	1052	4388	1648	2740	7047
%H		96.4%	41.9%	14.0%	58.5%	22.0%	36.5%	93.9%
Total Children	1439	1401	678	208	697	268	429	1421
%V	19.2%	19.4%	21.5%	19.8%	15.9%	16.3%	15.7%	20.2%
%H		97.4%	47.1%	14.5%	48.4%	18.6%	29.8%	98.7%
0 - 3	330	323	158	40	152	59	93	327
%V	4.4%	4.5%	5.0%	3.8%	3.5%	3.6%	3.4%	4.6%
%H		97.9%	47.9%	12.1%	46.1%	17.9%	28.2%	99.1%
4 - 15	1109	1078	520	168	544	208	336	1094
%V	14.8%	14.9%	16.5%	16.0%	12.4%	12.6%	12.3%	15.5%
%H		97.2%	46.9%	15.1%	49.1%	18.8%	30.3%	98.6%
4 - 9	574	552	252	80	276	94	183	561
%V	7.6%	7.6%	8.0%	7.6%	6.3%	5.7%	6.7%	8.0%
%H		96.2%	43.9%	13.9%	48.1%	16.4%	31.9%	97.7%
10 - 15	536	526	268	88	268	115	153	532
%V	7.1%	7.3%	8.5%	8.4%	6.1%	7.0%	5.6%	7.5%
%H		98.1%	50.0%	16.4%	50.0%	21.5%	28.5%	99.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

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	7504	7236	3147	1052	4388	1648	2740	7047
%H		96.4%	41.9%	14.0%	58.5%	22.0%	36.5%	93.9%
Total Adults (16+)	6065	5835	2469	844	3691	1380	2311	5626
%V	80.8%	80.6%	78.5%	80.2%	84.1%	83.7%	84.3%	79.8%
%H		96.2%	40.7%	13.9%	60.9%	22.8%	38.1%	92.8%
16 - 19	289	275	132	49	165	76	89	288
%V	3.9%	3.8%	4.2%	4.7%	3.8%	4.6%	3.2%	4.1%
%H		95.2%	45.7%	17.0%	57.1%	26.3%	30.8%	99.7%
20 - 24	408	360	161	69	192	100	91	399
%V	5.4%	5.0%	5.1%	6.6%	4.4%	6.1%	3.3%	5.7%
%H		88.2%	39.5%	16.9%	47.1%	24.5%	22.3%	97.8%
25 - 34	877	827	327	130	404	135	268	870
%V	11.7%	11.4%	10.4%	12.4%	9.2%	8.2%	9.8%	12.3%
%H		94.3%	37.3%	14.8%	46.1%	15.4%	30.6%	99.2%
35 - 44	961	905	394	127	494	155	339	939
%V	12.8%	12.5%	12.5%	12.1%	11.3%	9.4%	12.4%	13.3%
%H		94.2%	41.0%	13.2%	51.4%	16.1%	35.3%	97.7%
45 - 54	1025	1003	487	176	588	266	322	1010
%V	13.7%	13.9%	15.5%	16.7%	13.4%	16.1%	11.8%	14.3%
%H		97.9%	47.5%	17.2%	57.4%	26.0%	31.4%	98.5%
55 - 64	943	929	400	132	665	268	396	910
%V	12.6%	12.8%	12.7%	12.5%	15.2%	16.3%	14.5%	12.9%
%H		98.5%	42.4%	14.0%	70.5%	28.4%	42.0%	96.5%
65+	1562	1535	567	160	1184	379	806	1210
%V	20.8%	21.2%	18.0%	15.2%	27.0%	23.0%	29.4%	17.2%
%H		98.3%	36.3%	10.2%	75.8%	24.3%	51.6%	77.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

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+)	6065	5835	2469	844	3691	1380	2311	5626
%H		96.2%	40.7%	13.9%	60.9%	22.8%	38.1%	92.8%
AB	1805	1750	763	251	1084	425	659	1762
%V	29.8%	30.0%	30.9%	29.7%	29.4%	30.8%	28.5%	31.3%
%H		97.0%	42.3%	13.9%	60.1%	23.5%	36.5%	97.6%
C1	2100	2006	877	293	1252	480	772	1971
%V	34.6%	34.4%	35.5%	34.7%	33.9%	34.8%	33.4%	35.0%
%H		95.5%	41.8%	14.0%	59.6%	22.9%	36.8%	93.9%
C2	1226	1198	522	202	761	318	443	1127
%V	20.2%	20.5%	21.1%	23.9%	20.6%	23.0%	19.2%	20.0%
%H		97.7%	42.6%	16.5%	62.1%	25.9%	36.1%	91.9%
D	640	610	228	73	397	117	281	549
%V	10.6%	10.5%	9.2%	8.6%	10.8%	8.5%	12.2%	9.8%
%H		95.3%	35.6%	11.4%	62.0%	18.3%	43.9%	85.8%
E	295	271	80	25	197	41	156	217
%V	4.9%	4.6%	3.2%	3.0%	5.3%	3.0%	6.8%	3.9%
%H		91.9%	27.1%	8.5%	66.8%	13.9%	52.9%	73.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South, South East and Channel Islands
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+)	6065	5835	2469	844	3691	1380	2311	5626
%H		96.2%	40.7%	13.9%	60.9%	22.8%	38.1%	92.8%
Working full time	2941	2823	1263	473	1630	671	959	2894
%V	48.5%	48.4%	51.2%	56.0%	44.2%	48.6%	41.5%	51.4%
%H		96.0%	42.9%	16.1%	55.4%	22.8%	32.6%	98.4%
Working part time	689	671	313	99	401	163	238	675
%V	11.4%	11.5%	12.7%	11.7%	10.9%	11.8%	10.3%	12.0%
%H		97.4%	45.4%	14.4%	58.2%	23.7%	34.5%	98.0%
Not working	2435	2341	894	272	1660	546	1114	2057
%V	40.1%	40.1%	36.2%	32.2%	45.0%	39.6%	48.2%	36.6%
%H		96.1%	36.7%	11.2%	68.2%	22.4%	45.7%	84.5%
Houseperson	3202	3070	1211	383	2022	652	1370	2855
%V	52.8%	52.6%	49.0%	45.4%	54.8%	47.2%	59.3%	50.7%
%H		95.9%	37.8%	12.0%	63.1%	20.4%	42.8%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South, South East and Channel Islands

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+)	2958	2818	1198	422	1745	668	1077	2775
%H		95.3%	40.5%	14.3%	59.0%	22.6%	36.4%	93.8%
16 - 19	137	132	61	25	72	30	42	136
%V	4.6%	4.7%	5.1%	5.9%	4.1%	4.5%	3.9%	4.9%
%H		96.4%	44.5%	18.2%	52.6%	21.9%	30.7%	99.3%
20 - 24	218	192	87	36	98	51	46	211
%V	7.4%	6.8%	7.3%	8.5%	5.6%	7.6%	4.3%	7.6%
%H		88.1%	39.9%	16.5%	45.0%	23.4%	21.1%	96.8%
25 - 34	443	408	158	66	195	67	127	440
%V	15.0%	14.5%	13.2%	15.6%	11.2%	10.0%	11.8%	15.9%
%H		92.1%	35.7%	14.9%	44.0%	15.1%	28.7%	99.3%
35 - 44	477	448	187	62	241	71	170	464
%V	16.1%	15.9%	15.6%	14.7%	13.8%	10.6%	15.8%	16.7%
%H		93.9%	39.2%	13.0%	50.5%	14.9%	35.6%	97.3%
45 - 54	506	490	246	82	285	131	154	496
%V	17.1%	17.4%	20.5%	19.4%	16.3%	19.6%	14.3%	17.9%
%H		96.8%	48.6%	16.2%	56.3%	25.9%	30.4%	98.0%
55 - 64	457	450	183	70	324	129	195	442
%V	15.4%	16.0%	15.3%	16.6%	18.6%	19.3%	18.1%	15.9%
%H		98.5%	40.0%	15.3%	70.9%	28.2%	42.7%	96.7%
65+	720	698	276	80	530	189	342	586
%V	24.3%	24.8%	23.0%	19.0%	30.4%	28.3%	31.8%	21.1%
%H		96.9%	38.3%	11.1%	73.6%	26.3%	47.5%	81.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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+)	2958	2818	1198	422	1745	668	1077	2775
%H		95.3%	40.5%	14.3%	59.0%	22.6%	36.4%	93.8%
AB	907	875	380	125	528	207	322	890
%V	30.7%	31.1%	31.7%	29.6%	30.3%	31.0%	29.9%	32.1%
%H		96.5%	41.9%	13.8%	58.2%	22.8%	35.5%	98.1%
C1	989	930	407	142	567	222	345	942
%V	33.4%	33.0%	34.0%	33.6%	32.5%	33.2%	32.0%	33.9%
%H		94.0%	41.2%	14.4%	57.3%	22.4%	34.9%	95.2%
C2	659	639	271	111	406	170	236	603
%V	22.3%	22.7%	22.6%	26.3%	23.3%	25.4%	21.9%	21.7%
%H		97.0%	41.1%	16.8%	61.6%	25.8%	35.8%	91.5%
D	280	269	106	33	168	55	113	248
%V	9.5%	9.5%	8.8%	7.8%	9.6%	8.2%	10.5%	8.9%
%H		96.1%	37.9%	11.8%	60.0%	19.6%	40.4%	88.6%
E	124	106	34	10	75	15	60	92
%V	4.2%	3.8%	2.8%	2.4%	4.3%	2.2%	5.6%	3.3%
%H		85.5%	27.4%	8.1%	60.5%	12.1%	48.4%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South, South East and Channel Islands

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+)	2958	2818	1198	422	1745	668	1077	2775
%H		95.3%	40.5%	14.3%	59.0%	22.6%	36.4%	93.8%
Working full time	1809	1723	771	290	980	405	576	1775
%V	61.2%	61.1%	64.4%	68.7%	56.2%	60.6%	53.5%	64.0%
%H		95.2%	42.6%	16.0%	54.2%	22.4%	31.8%	98.1%
Working part time	138	133	55	17	84	30	55	131
%V	4.7%	4.7%	4.6%	4.0%	4.8%	4.5%	5.1%	4.7%
%H		96.4%	39.9%	12.3%	60.9%	21.7%	39.9%	94.9%
Not working	1012	962	372	115	680	234	446	869
%V	34.2%	34.1%	31.1%	27.3%	39.0%	35.0%	41.4%	31.3%
%H		95.1%	36.8%	11.4%	67.2%	23.1%	44.1%	85.9%
Houseperson	646	584	187	62	405	106	299	543
%V	21.8%	20.7%	15.6%	14.7%	23.2%	15.9%	27.8%	19.6%
%H		90.4%	28.9%	9.6%	62.7%	16.4%	46.3%	84.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South, South East and Channel Islands

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+)	3107	3016	1271	422	1947	712	1235	2851
%H		97.1%	40.9%	13.6%	62.7%	22.9%	39.7%	91.8%
16 - 19	152	143	72	23	92	46	46	152
%V	4.9%	4.7%	5.7%	5.5%	4.7%	6.5%	3.7%	5.3%
%H		94.1%	47.4%	15.1%	60.5%	30.3%	30.3%	100.0%
20 - 24	190	168	74	33	94	49	45	188
%V	6.1%	5.6%	5.8%	7.8%	4.8%	6.9%	3.6%	6.6%
%H		88.4%	38.9%	17.4%	49.5%	25.8%	23.7%	98.9%
25 - 34	434	419	169	64	209	68	141	430
%V	14.0%	13.9%	13.3%	15.2%	10.7%	9.6%	11.4%	15.1%
%H		96.5%	38.9%	14.7%	48.2%	15.7%	32.5%	99.1%
35 - 44	484	457	207	65	253	84	169	474
%V	15.6%	15.2%	16.3%	15.4%	13.0%	11.8%	13.7%	16.6%
%H		94.4%	42.8%	13.4%	52.3%	17.4%	34.9%	97.9%
45 - 54	519	513	240	94	303	135	167	514
%V	16.7%	17.0%	18.9%	22.3%	15.6%	19.0%	13.5%	18.0%
%H		98.8%	46.2%	18.1%	58.4%	26.0%	32.2%	99.0%
55 - 64	486	479	217	62	341	139	202	467
%V	15.6%	15.9%	17.1%	14.7%	17.5%	19.5%	16.4%	16.4%
%H		98.6%	44.7%	12.8%	70.2%	28.6%	41.6%	96.1%
65+	842	837	291	80	654	190	464	625
%V	27.1%	27.8%	22.9%	19.0%	33.6%	26.7%	37.6%	21.9%
%H		99.4%	34.6%	9.5%	77.7%	22.6%	55.1%	74.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South, South East and Channel Islands

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+)	3107	3016	1271	422	1947	712	1235	2851
%H		97.1%	40.9%	13.6%	62.7%	22.9%	39.7%	91.8%
AB	897	875	383	126	555	218	337	872
%V	28.9%	29.0%	30.1%	29.9%	28.5%	30.6%	27.3%	30.6%
%H		97.5%	42.7%	14.0%	61.9%	24.3%	37.6%	97.2%
C1	1112	1076	470	151	684	258	427	1029
%V	35.8%	35.7%	37.0%	35.8%	35.1%	36.2%	34.6%	36.1%
%H		96.8%	42.3%	13.6%	61.5%	23.2%	38.4%	92.5%
C2	568	559	250	91	355	148	207	524
%V	18.3%	18.5%	19.7%	21.6%	18.2%	20.8%	16.8%	18.4%
%H		98.4%	44.0%	16.0%	62.5%	26.1%	36.4%	92.3%
D	359	341	122	40	229	62	167	301
%V	11.6%	11.3%	9.6%	9.5%	11.8%	8.7%	13.5%	10.6%
%H		95.0%	34.0%	11.1%	63.8%	17.3%	46.5%	83.8%
E	171	165	46	14	122	26	96	125
%V	5.5%	5.5%	3.6%	3.3%	6.3%	3.7%	7.8%	4.4%
%H		96.5%	26.9%	8.2%	71.3%	15.2%	56.1%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South, South East and Channel Islands

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+)	3107	3016	1271	422	1947	712	1235	2851
%H		97.1%	40.9%	13.6%	62.7%	22.9%	39.7%	91.8%
Working full time	1132	1100	491	183	650	266	383	1119
%V	36.4%	36.5%	38.6%	43.4%	33.4%	37.4%	31.0%	39.2%
%H		97.2%	43.4%	16.2%	57.4%	23.5%	33.8%	98.9%
Working part time	552	538	258	82	317	133	184	544
%V	17.8%	17.8%	20.3%	19.4%	16.3%	18.7%	14.9%	19.1%
%H		97.5%	46.7%	14.9%	57.4%	24.1%	33.3%	98.6%
Not working	1423	1378	522	157	980	312	668	1188
%V	45.8%	45.7%	41.1%	37.2%	50.3%	43.8%	54.1%	41.7%
%H		96.8%	36.7%	11.0%	68.9%	21.9%	46.9%	83.5%
Houseperson	2556	2487	1024	321	1617	546	1071	2312
%V	82.3%	82.5%	80.6%	76.1%	83.1%	76.7%	86.7%	81.1%
%H		97.3%	40.1%	12.6%	63.3%	21.4%	41.9%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV East of England
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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
AB	531	511	229	57	364	153	211	513
%V	25.4%	25.3%	26.7%	25.7%	26.0%	28.6%	24.4%	27.5%
%H (All HH)		96.2%	43.1%	10.7%	68.5%	28.8%	39.7%	96.6%
%H (TV HH)			44.8%	11.2%	71.2%	29.9%	41.3%	
C1	622	600	253	72	421	168	253	571
%V	29.8%	29.8%	29.5%	32.4%	30.0%	31.4%	29.2%	30.6%
%H (All HH)		96.5%	40.7%	11.6%	67.7%	27.0%	40.7%	91.8%
%H (TV HH)			42.2%	12.0%	70.2%	28.0%	42.2%	
C2	469	458	202	51	321	129	193	421
%V	22.5%	22.7%	23.5%	23.0%	22.9%	24.1%	22.3%	22.6%
%H (All HH)		97.7%	43.1%	10.9%	68.4%	27.5%	41.2%	89.8%
%H (TV HH)			44.1%	11.1%	70.1%	28.2%	42.1%	
D	296	287	115	35	175	57	118	251
%V	14.2%	14.2%	13.4%	15.8%	12.5%	10.7%	13.6%	13.5%
%H (All HH)		97.0%	38.9%	11.8%	59.1%	19.3%	39.9%	84.8%
%H (TV HH)			40.1%	12.2%	61.0%	19.9%	41.1%	
E	171	160	58	8	119	29	90	108
%V	8.2%	7.9%	6.8%	3.6%	8.5%	5.4%	10.4%	5.8%
%H (All HH)		93.6%	33.9%	4.7%	69.6%	17.0%	52.6%	63.2%
%H (TV HH)			36.3%	5.0%	74.4%	18.1%	56.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV East of England
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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Under 25	58	52	18	4	30	10	20	56
%V	2.8%	2.6%	2.1%	1.8%	2.1%	1.9%	2.3%	3.0%
%H (All HH)		89.7%	31.0%	6.9%	51.7%	17.2%	34.5%	96.6%
%H (TV HH)			34.6%	7.7%	57.7%	19.2%	38.5%	
25 - 34	311	290	115	37	162	52	109	307
%V	14.9%	14.4%	13.4%	16.7%	11.6%	9.7%	12.6%	16.5%
%H (All HH)		93.2%	37.0%	11.9%	52.1%	16.7%	35.0%	98.7%
%H (TV HH)			39.7%	12.8%	55.9%	17.9%	37.6%	
35 - 44	328	310	150	29	188	76	112	324
%V	15.7%	15.4%	17.5%	13.1%	13.4%	14.2%	12.9%	17.4%
%H (All HH)		94.5%	45.7%	8.8%	57.3%	23.2%	34.1%	98.8%
%H (TV HH)			48.4%	9.4%	60.6%	24.5%	36.1%	
45 - 54	404	397	197	58	266	131	135	391
%V	19.3%	19.7%	23.0%	26.1%	19.0%	24.5%	15.6%	21.0%
%H (All HH)		98.3%	48.8%	14.4%	65.8%	32.4%	33.4%	96.8%
%H (TV HH)			49.6%	14.6%	67.0%	33.0%	34.0%	
55 - 64	372	360	171	46	254	117	137	353
%V	17.8%	17.9%	19.9%	20.7%	18.1%	21.9%	15.8%	18.9%
%H (All HH)		96.8%	46.0%	12.4%	68.3%	31.5%	36.8%	94.9%
%H (TV HH)			47.5%	12.8%	70.6%	32.5%	38.1%	
65 +	617	607	207	48	502	150	352	434
%V	29.5%	30.1%	24.1%	21.6%	35.8%	28.0%	40.6%	23.3%
%H (All HH)		98.4%	33.5%	7.8%	81.4%	24.3%	57.1%	70.3%
%H (TV HH)			34.1%	7.9%	82.7%	24.7%	58.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
1	597	559	159	47	439	97	342	422
%V	28.6%	27.7%	18.5%	21.2%	31.3%	18.1%	39.5%	22.6%
%H (All HH)		93.6%	26.6%	7.9%	73.5%	16.2%	57.3%	70.7%
%H (TV HH)			28.4%	8.4%	78.5%	17.4%	61.2%	
2	715	694	326	70	486	211	275	674
%V	34.2%	34.4%	38.0%	31.5%	34.7%	39.4%	31.8%	36.2%
%H (All HH)		97.1%	45.6%	9.8%	68.0%	29.5%	38.5%	94.3%
%H (TV HH)			47.0%	10.1%	70.0%	30.4%	39.6%	
3	340	333	163	42	211	104	108	334
%V	16.3%	16.5%	19.0%	18.9%	15.1%	19.4%	12.5%	17.9%
%H (All HH)		97.9%	47.9%	12.4%	62.1%	30.6%	31.8%	98.2%
%H (TV HH)			48.9%	12.6%	63.4%	31.2%	32.4%	
4	309	302	148	43	189	89	100	308
%V	14.8%	15.0%	17.2%	19.4%	13.5%	16.6%	11.5%	16.5%
%H (All HH)		97.7%	47.9%	13.9%	61.2%	28.8%	32.4%	99.7%
%H (TV HH)			49.0%	14.2%	62.6%	29.5%	33.1%	
5+	129	127	62	20	75	34	40	127
%V	6.2%	6.3%	7.2%	9.0%	5.4%	6.4%	4.6%	6.8%
%H (All HH)		98.4%	48.1%	15.5%	58.1%	26.4%	31.0%	98.4%
%H (TV HH)			48.8%	15.7%	59.1%	26.8%	31.5%	
Average HH size	2.38	2.40	2.60	2.70	2.28	2.57	2.11	2.51

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV East of England
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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Without	1533	1469	598	157	1063	389	673	1311
%V	73.4%	72.9%	69.7%	70.7%	75.9%	72.7%	77.7%	70.3%
%H (All HH)		95.8%	39.0%	10.2%	69.3%	25.4%	43.9%	85.5%
%H (TV HH)			40.7%	10.7%	72.4%	26.5%	45.8%	
With	557	547	260	66	338	146	192	553
%V	26.7%	27.1%	30.3%	29.7%	24.1%	27.3%	22.2%	29.7%
%H (All HH)		98.2%	46.7%	11.8%	60.7%	26.2%	34.5%	99.3%
%H (TV HH)			47.5%	12.1%	61.8%	26.7%	35.1%	
0 - 3	206	199	92	18	116	45	72	204
%V	9.9%	9.9%	10.7%	8.1%	8.3%	8.4%	8.3%	10.9%
%H (All HH)		96.6%	44.7%	8.7%	56.3%	21.8%	35.0%	99.0%
%H (TV HH)			46.2%	9.0%	58.3%	22.6%	36.2%	
4 - 9	286	281	139	36	166	75	91	285
%V	13.7%	13.9%	16.2%	16.2%	11.8%	14.0%	10.5%	15.3%
%H (All HH)		98.3%	48.6%	12.6%	58.0%	26.2%	31.8%	99.7%
%H (TV HH)			49.5%	12.8%	59.1%	26.7%	32.4%	
10 - 15	267	267	131	34	170	77	93	265
%V	12.8%	13.2%	15.3%	15.3%	12.1%	14.4%	10.7%	14.2%
%H (All HH)		100.0%	49.1%	12.7%	63.7%	28.8%	34.8%	99.3%
%H (TV HH)			49.1%	12.7%	63.7%	28.8%	34.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
1	805	805	264	90	509	113	396	681
%V	38.5%	39.9%	30.8%	40.5%	36.3%	21.1%	45.7%	36.5%
%H (All HH)		100.0%	32.8%	11.2%	63.2%	14.0%	49.2%	84.6%
%H (TV HH)			32.8%	11.2%	63.2%	14.0%	49.2%	
2	660	660	285	69	473	180	294	589
%V	31.6%	32.7%	33.2%	31.1%	33.8%	33.6%	33.9%	31.6%
%H (All HH)		100.0%	43.2%	10.5%	71.7%	27.3%	44.5%	89.2%
%H (TV HH)			43.2%	10.5%	71.7%	27.3%	44.5%	
3	318	318	183	31	236	133	103	304
%V	15.2%	15.8%	21.3%	14.0%	16.8%	24.9%	11.9%	16.3%
%H (All HH)		100.0%	57.5%	9.7%	74.2%	41.8%	32.4%	95.6%
%H (TV HH)			57.5%	9.7%	74.2%	41.8%	32.4%	
4	150	150	73	19	116	61	55	145
%V	7.2%	7.4%	8.5%	8.6%	8.3%	11.4%	6.4%	7.8%
%H (All HH)		100.0%	48.7%	12.7%	77.3%	40.7%	36.7%	96.7%
%H (TV HH)			48.7%	12.7%	77.3%	40.7%	36.7%	
5+	83	83	53	13	67	48	19	83
%V	4.0%	4.1%	6.2%	5.9%	4.8%	9.0%	2.2%	4.5%
%H (All HH)		100.0%	63.9%	15.7%	80.7%	57.8%	22.9%	100.0%
%H (TV HH)			63.9%	15.7%	80.7%	57.8%	22.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Under 20"	311	311	128	32	265	119	147	268
%V	14.9%	15.4%	14.9%	14.4%	18.9%	22.2%	17.0%	14.4%
%H (All HH)		100.0%	41.2%	10.3%	85.2%	38.3%	47.3%	86.2%
%H (TV HH)			41.2%	10.3%	85.2%	38.3%	47.3%	
20" - 29"	572	572	239	56	451	185	266	504
%V	27.4%	28.4%	27.9%	25.2%	32.2%	34.6%	30.7%	27.0%
%H (All HH)		100.0%	41.8%	9.8%	78.8%	32.3%	46.5%	88.1%
%H (TV HH)			41.8%	9.8%	78.8%	32.3%	46.5%	
30" - 39"	916	916	393	102	660	259	401	818
%V	43.8%	45.4%	45.8%	45.9%	47.1%	48.4%	46.3%	43.9%
%H (All HH)		100.0%	42.9%	11.1%	72.1%	28.3%	43.8%	89.3%
%H (TV HH)			42.9%	11.1%	72.1%	28.3%	43.8%	
40" - 49"	995	995	478	127	659	298	361	943
%V	47.6%	49.4%	55.7%	57.2%	47.0%	55.7%	41.7%	50.6%
%H (All HH)		100.0%	48.0%	12.8%	66.2%	29.9%	36.3%	94.8%
%H (TV HH)			48.0%	12.8%	66.2%	29.9%	36.3%	
50" - 59"	401	401	229	44	254	140	113	390
%V	19.2%	19.9%	26.7%	19.8%	18.1%	26.2%	13.0%	20.9%
%H (All HH)		100.0%	57.1%	11.0%	63.3%	34.9%	28.2%	97.3%
%H (TV HH)			57.1%	11.0%	63.3%	34.9%	28.2%	
60"+	61	61	36	5	38	21	17	60
%V	2.9%	3.0%	4.2%	2.3%	2.7%	3.9%	2.0%	3.2%
%H (All HH)		100.0%	59.0%	8.2%	62.3%	34.4%	27.9%	98.4%
%H (TV HH)			59.0%	8.2%	62.3%	34.4%	27.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Main living room	1994	1994	855	220	1385	532	853	1781
%V	95.5%	98.9%	99.7%	99.1%	98.9%	99.4%	98.5%	95.5%
%H (All HH)		100.0%	42.9%	11.0%	69.5%	26.7%	42.8%	89.3%
%H (TV HH)			42.9%	11.0%	69.5%	26.7%	42.8%	
Kitchen	262	262	126	24	228	114	114	236
%V	12.5%	13.0%	14.7%	10.8%	16.3%	21.3%	13.2%	12.7%
%H (All HH)		100.0%	48.1%	9.2%	87.0%	43.5%	43.5%	90.1%
%H (TV HH)			48.1%	9.2%	87.0%	43.5%	43.5%	
Adult's bedroom	919	919	460	106	681	339	342	857
%V	44.0%	45.6%	53.6%	47.7%	48.6%	63.4%	39.5%	46.0%
%H (All HH)		100.0%	50.1%	11.5%	74.1%	36.9%	37.2%	93.3%
%H (TV HH)			50.1%	11.5%	74.1%	36.9%	37.2%	
Child's bedroom	176	176	103	21	108	63	45	175
%V	8.4%	8.7%	12.0%	9.5%	7.7%	11.8%	5.2%	9.4%
%H (All HH)		100.0%	58.5%	11.9%	61.4%	35.8%	25.6%	99.4%
%H (TV HH)			58.5%	11.9%	61.4%	35.8%	25.6%	
Other bedroom	108	108	65	8	88	56	31	104
%V	5.2%	5.4%	7.6%	3.6%	6.3%	10.5%	3.6%	5.6%
%H (All HH)		100.0%	60.2%	7.4%	81.5%	51.9%	28.7%	96.3%
%H (TV HH)			60.2%	7.4%	81.5%	51.9%	28.7%	
Second living/dining room	201	201	98	27	148	73	75	192
%V	9.6%	10.0%	11.4%	12.2%	10.6%	13.6%	8.7%	10.3%
%H (All HH)		100.0%	48.8%	13.4%	73.6%	36.3%	37.3%	95.5%
%H (TV HH)			48.8%	13.4%	73.6%	36.3%	37.3%	
Study/office	46	46	25	6	37	21	16	46
%V	2.2%	2.3%	2.9%	2.7%	2.6%	3.9%	1.8%	2.5%
%H (All HH)		100.0%	54.3%	13.0%	80.4%	45.7%	34.8%	100.0%
%H (TV HH)			54.3%	13.0%	80.4%	45.7%	34.8%	
TV room	26	26	15	1	19	8	10	26
%V	1.2%	1.3%	1.7%	0.5%	1.4%	1.5%	1.2%	1.4%
%H (All HH)		100.0%	57.7%	3.8%	73.1%	30.8%	38.5%	100.0%
%H (TV HH)			57.7%	3.8%	73.1%	30.8%	38.5%	
Conservatory	48	48	25	6	41	23	18	46
%V	2.3%	2.4%	2.9%	2.7%	2.9%	4.3%	2.1%	2.5%
%H (All HH)		100.0%	52.1%	12.5%	85.4%	47.9%	37.5%	95.8%
%H (TV HH)			52.1%	12.5%	85.4%	47.9%	37.5%	
Attic or loft room	3	3	0	0	3	0	3	3
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
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	40	40	27	4	28	20	8	37
%V	1.9%	2.0%	3.1%	1.8%	2.0%	3.7%	0.9%	2.0%
%H (All HH)		100.0%	67.5%	10.0%	70.0%	50.0%	20.0%	92.5%
%H (TV HH)			67.5%	10.0%	70.0%	50.0%	20.0%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

Household level data

Table 9.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Any DSAT provider	858	858	858	15	448	448	0	812
%V	41.1%	42.6%	100.0%	6.8%	32.0%	83.7%	0.0%	43.6%
%H (All HH)			100.0%	1.7%	52.2%	52.2%	0.0%	94.6%
%H (TV HH)			100.0%	1.7%	52.2%	52.2%	0.0%	
Sky with subscription	700	700	700	7	355	355	0	675
%V	33.5%	34.7%	81.6%	3.2%	25.3%	66.4%	0.0%	36.2%
%H (All HH)			100.0%	1.0%	50.7%	50.7%	0.0%	96.4%
%H (TV HH)			100.0%	1.0%	50.7%	50.7%	0.0%	
Sky without subscription	32	32	32	3	17	17	0	24
%V	1.5%	1.6%	3.7%	1.4%	1.2%	3.2%	0.0%	1.3%
%H (All HH)			100.0%	9.4%	53.1%	53.1%	0.0%	75.0%
%H (TV HH)			100.0%	9.4%	53.1%	53.1%	0.0%	
Freesat	107	107	107	4	66	66	0	95
%V	5.1%	5.3%	12.5%	1.8%	4.7%	12.3%	0.0%	5.1%
%H (All HH)			100.0%	3.7%	61.7%	61.7%	0.0%	88.8%
%H (TV HH)			100.0%	3.7%	61.7%	61.7%	0.0%	
Other satellite provider	57	57	57	3	31	31	0	54
%V	2.7%	2.8%	6.6%	1.4%	2.2%	5.8%	0.0%	2.9%
%H (All HH)			100.0%	5.3%	54.4%	54.4%	0.0%	94.7%
%H (TV HH)			100.0%	5.3%	54.4%	54.4%	0.0%	
DCAB	222	222	15	222	97	97	0	217
%V	10.6%	11.0%	1.7%	100.0%	6.9%	18.1%	0.0%	11.6%
%H (All HH)			6.8%	100.0%	43.7%	43.7%	0.0%	97.7%
%H (TV HH)			6.8%	100.0%	43.7%	43.7%	0.0%	
DTT	1401	1401	448	97	1401	535	866	1215
%V	67.1%	69.5%	52.2%	43.7%	100.0%	100.0%	100.0%	65.2%
%H (All HH)		100.0%	32.0%	6.9%	100.0%	38.2%	61.8%	86.7%
%H (TV HH)			32.0%	6.9%	100.0%	38.2%	61.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

Household level data

Table 9.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	2089	2016	858	222	1401	535	866	1864
%H (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
PVR	1249	1249	772	207	768	487	281	1183
%V	59.8%	62.0%	90.0%	93.2%	54.8%	91.0%	32.4%	63.5%
%H (All HH)		100.0%	61.8%	16.6%	61.5%	39.0%	22.5%	94.7%
%H (TV HH)			61.8%	16.6%	61.5%	39.0%	22.5%	
DVDR	18	18	9	2	14	7	6	16
%V	0.9%	0.9%	1.0%	0.9%	1.0%	1.3%	0.7%	0.9%
%H (All HH)		100.0%	50.0%	11.1%	77.8%	38.9%	33.3%	88.9%
%H (TV HH)			50.0%	11.1%	77.8%	38.9%	33.3%	
VCR	20	20	10	2	19	10	9	16
%V	1.0%	1.0%	1.2%	0.9%	1.4%	1.9%	1.0%	0.9%
%H (All HH)		100.0%	50.0%	10.0%	95.0%	50.0%	45.0%	80.0%
%H (TV HH)			50.0%	10.0%	95.0%	50.0%	45.0%	
Any recorder	1259	1259	775	208	776	489	286	1188
%V	60.3%	62.5%	90.3%	93.7%	55.4%	91.4%	33.0%	63.7%
%H (All HH)		100.0%	61.6%	16.5%	61.6%	38.8%	22.7%	94.4%
%H (TV HH)			61.6%	16.5%	61.6%	38.8%	22.7%	
Receives HDTV (via STB or built-in reception)	1577	1577	760	203	1120	493	628	1463
%V	75.5%	78.2%	88.6%	91.4%	79.9%	92.1%	72.5%	78.5%
%H (All HH)		100.0%	48.2%	12.9%	71.0%	31.3%	39.8%	92.8%
%H (TV HH)			48.2%	12.9%	71.0%	31.3%	39.8%	
DVD/Blu-ray player or recorder	1348	1348	611	145	956	398	559	1237
%V	64.5%	66.9%	71.2%	65.3%	68.2%	74.4%	64.5%	66.4%
%H (All HH)		100.0%	45.3%	10.8%	70.9%	29.5%	41.5%	91.8%
%H (TV HH)			45.3%	10.8%	70.9%	29.5%	41.5%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2089	2016	858	222	1401	535	866	1864
%V (All HH)		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%
%H (TV HH)			42.6%	11.0%	69.5%	26.5%	43.0%	
Has broadband internet	1864	1801	812	217	1215	508	706	1864
%V	89.2%	89.3%	94.6%	97.7%	86.7%	95.0%	81.5%	100.0%
%H (All HH)		96.6%	43.6%	11.6%	65.2%	27.3%	37.9%	100.0%
%H (TV HH)			45.1%	12.0%	67.5%	28.2%	39.2%	
Number of computers (PCs and laptops)								
0	305	289	72	14	229	38	191	96
%V	14.6%	14.3%	8.4%	6.3%	16.3%	7.1%	22.1%	5.2%
%H (All HH)		94.8%	23.6%	4.6%	75.1%	12.5%	62.6%	31.5%
%H (TV HH)			24.9%	4.8%	79.2%	13.1%	66.1%	
1	511	482	208	51	322	119	203	499
%V	24.5%	23.9%	24.2%	23.0%	23.0%	22.2%	23.4%	26.8%
%H (All HH)		94.3%	40.7%	10.0%	63.0%	23.3%	39.7%	97.7%
%H (TV HH)			43.2%	10.6%	66.8%	24.7%	42.1%	
2	514	504	212	62	353	139	214	511
%V	24.6%	25.0%	24.7%	27.9%	25.2%	26.0%	24.7%	27.4%
%H (All HH)		98.1%	41.2%	12.1%	68.7%	27.0%	41.6%	99.4%
%H (TV HH)			42.1%	12.3%	70.0%	27.6%	42.5%	
3	349	341	166	39	231	107	124	349
%V	16.7%	16.9%	19.3%	17.6%	16.5%	20.0%	14.3%	18.7%
%H (All HH)		97.7%	47.6%	11.2%	66.2%	30.7%	35.5%	100.0%
%H (TV HH)			48.7%	11.4%	67.7%	31.4%	36.4%	
4	193	188	102	18	124	62	62	193
%V	9.2%	9.3%	11.9%	8.1%	8.9%	11.6%	7.2%	10.4%
%H (All HH)		97.4%	52.8%	9.3%	64.2%	32.1%	32.1%	100.0%
%H (TV HH)			54.3%	9.6%	66.0%	33.0%	33.0%	
5+	217	213	98	39	143	71	72	216
%V	10.4%	10.6%	11.4%	17.6%	10.2%	13.3%	8.3%	11.6%
%H (All HH)		98.2%	45.2%	18.0%	65.9%	32.7%	33.2%	99.5%
%H (TV HH)			46.0%	18.3%	67.1%	33.3%	33.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

Set level data

Table 9.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4130	1959	468	2988	1373	1615	3798
%H		47.4%	11.3%	72.3%	33.2%	39.1%	92.0%
Under 20"	372	159	40	317	148	168	322
%V	9.0%	8.1%	8.5%	10.6%	10.8%	10.4%	8.5%
%H		42.7%	10.8%	85.2%	39.8%	45.2%	86.6%
20" - 29"	732	324	66	584	256	328	653
%V	17.7%	16.5%	14.1%	19.5%	18.6%	20.3%	17.2%
%H		44.3%	9.0%	79.8%	35.0%	44.8%	89.2%
30" - 39"	1156	521	136	842	363	479	1046
%V	28.0%	26.6%	29.1%	28.2%	26.4%	29.7%	27.5%
%H		45.1%	11.8%	72.8%	31.4%	41.4%	90.5%
40" - 49"	1227	611	154	808	379	430	1170
%V	29.7%	31.2%	32.9%	27.0%	27.6%	26.6%	30.8%
%H		49.8%	12.6%	65.9%	30.9%	35.0%	95.4%
50" - 59"	453	264	53	282	161	122	441
%V	11.0%	13.5%	11.3%	9.4%	11.7%	7.6%	11.6%
%H		58.3%	11.7%	62.3%	35.5%	26.9%	97.4%
60"+	69	41	7	44	25	19	68
%V	1.7%	2.1%	1.5%	1.5%	1.8%	1.2%	1.8%
%H		59.4%	10.1%	63.8%	36.2%	27.5%	98.6%
Don't know	121	40	11	110	41	69	100
%V	2.9%	2.0%	2.4%	3.7%	3.0%	4.3%	2.6%
%H		33.1%	9.1%	90.9%	33.9%	57.0%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV East of England
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	4130	1959	468	2988	1373	1615	3798
%H		47.4%	11.3%	72.3%	33.2%	39.1%	92.0%
Main living room	1999	858	220	1388	534	854	1784
%V	48.4%	43.8%	47.0%	46.5%	38.9%	52.9%	47.0%
%H		42.9%	11.0%	69.4%	26.7%	42.7%	89.2%
Kitchen	262	126	24	228	114	114	236
%V	6.3%	6.4%	5.1%	7.6%	8.3%	7.1%	6.2%
%H		48.1%	9.2%	87.0%	43.5%	43.5%	90.1%
Adult's bedroom	1133	565	143	839	422	417	1063
%V	27.4%	28.8%	30.6%	28.1%	30.7%	25.8%	28.0%
%H		49.9%	12.6%	74.1%	37.2%	36.8%	93.8%
Child's bedroom	232	137	27	147	86	60	231
%V	5.6%	7.0%	5.8%	4.9%	6.3%	3.7%	6.1%
%H		59.1%	11.6%	63.4%	37.1%	25.9%	99.6%
Other bedroom	126	78	9	101	65	36	122
%V	3.1%	4.0%	1.9%	3.4%	4.7%	2.2%	3.2%
%H		61.9%	7.1%	80.2%	51.6%	28.6%	96.8%
Second living/dining room	206	100	28	152	75	77	196
%V	5.0%	5.1%	6.0%	5.1%	5.5%	4.8%	5.2%
%H		48.5%	13.6%	73.8%	36.4%	37.4%	95.1%
Study/office	48	25	6	39	22	17	47
%V	1.2%	1.3%	1.3%	1.3%	1.6%	1.1%	1.2%
%H		52.1%	12.5%	81.3%	45.8%	35.4%	97.9%
TV room	27	16	1	19	8	10	27
%V	0.7%	0.8%	0.2%	0.6%	0.6%	0.6%	0.7%
%H		59.3%	3.7%	70.4%	29.6%	37.0%	100.0%
Conservatory	48	25	6	41	23	18	46
%V	1.2%	1.3%	1.3%	1.4%	1.7%	1.1%	1.2%
%H		52.1%	12.5%	85.4%	47.9%	37.5%	95.8%
Attic or loft room	3	0	0	3	0	3	3
%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%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	43	28	5	31	22	9	41
%V	1.0%	1.4%	1.1%	1.0%	1.6%	0.6%	1.1%
%H		65.1%	11.6%	72.1%	51.2%	20.9%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	4130	1959	468	2988	1373	1615	3798
%H		47.4%	11.3%	72.3%	33.2%	39.1%	92.0%
PVR	1826	1220	302	1045	722	323	1751
%V	44.2%	62.3%	64.5%	35.0%	52.6%	20.0%	46.1%
%H		66.8%	16.5%	57.2%	39.5%	17.7%	95.9%
DVDR	21	10	3	16	8	8	19
%V	0.5%	0.5%	0.6%	0.5%	0.6%	0.5%	0.5%
%H		47.6%	14.3%	76.2%	38.1%	38.1%	90.5%
VCR	21	10	2	19	10	9	16
%V	0.5%	0.5%	0.4%	0.6%	0.7%	0.6%	0.4%
%H		47.6%	9.5%	90.5%	47.6%	42.9%	76.2%
Any recorder	1843	1227	303	1060	728	332	1763
%V	44.6%	62.6%	64.7%	35.5%	53.0%	20.6%	46.4%
%H		66.6%	16.4%	57.5%	39.5%	18.0%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4130	1959	468	2988	1373	1615	3798
%H		47.4%	11.3%	72.3%	33.2%	39.1%	92.0%
Receives HDTV (via STB or built-in reception)	2597	1366	328	1859	928	932	2446
%V	62.9%	69.7%	70.1%	62.2%	67.6%	57.7%	64.4%
%H		52.6%	12.6%	71.6%	35.7%	35.9%	94.2%
DVD/Blu-ray player or recorder	1915	925	213	1364	632	732	1779
%V	46.4%	47.2%	45.5%	45.6%	46.0%	45.3%	46.8%
%H		48.3%	11.1%	71.2%	33.0%	38.2%	92.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

Set level data

Table 9.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2014	858	222	1399	535	864	1800
%H		42.6%	11.0%	69.5%	26.6%	42.9%	89.4%
Under 20"	21	5	3	17	4	12	16
%V	1.0%	0.6%	1.4%	1.2%	0.7%	1.4%	0.9%
%H		23.8%	14.3%	81.0%	19.0%	57.1%	76.2%
20" - 29"	160	35	15	129	22	107	117
%V	7.9%	4.1%	6.8%	9.2%	4.1%	12.4%	6.5%
%H		21.9%	9.4%	80.6%	13.8%	66.9%	73.1%
30" - 39"	521	187	47	384	117	267	434
%V	25.9%	21.8%	21.2%	27.4%	21.9%	30.9%	24.1%
%H		35.9%	9.0%	73.7%	22.5%	51.2%	83.3%
40" - 49"	838	380	109	556	235	321	789
%V	41.6%	44.3%	49.1%	39.7%	43.9%	37.2%	43.8%
%H		45.3%	13.0%	66.3%	28.0%	38.3%	94.2%
50" - 59"	362	209	37	229	128	101	351
%V	18.0%	24.4%	16.7%	16.4%	23.9%	11.7%	19.5%
%H		57.7%	10.2%	63.3%	35.4%	27.9%	97.0%
60"+	52	32	4	30	16	14	51
%V	2.6%	3.7%	1.8%	2.1%	3.0%	1.6%	2.8%
%H		61.5%	7.7%	57.7%	30.8%	26.9%	98.1%
Don't know	59	11	7	54	12	41	42
%V	2.9%	1.3%	3.2%	3.9%	2.2%	4.7%	2.3%
%H		18.6%	11.9%	91.5%	20.3%	69.5%	71.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2014	858	222	1399	535	864	1800
%H		42.6%	11.0%	69.5%	26.6%	42.9%	89.4%
PVR	1227	763	206	747	478	269	1162
%V	60.9%	88.9%	92.8%	53.4%	89.3%	31.1%	64.6%
%H		62.2%	16.8%	60.9%	39.0%	21.9%	94.7%
DVDR	16	8	2	13	6	6	15
%V	0.8%	0.9%	0.9%	0.9%	1.1%	0.7%	0.8%
%H		50.0%	12.5%	81.3%	37.5%	37.5%	93.8%
VCR	15	7	1	14	7	7	13
%V	0.7%	0.8%	0.5%	1.0%	1.3%	0.8%	0.7%
%H		46.7%	6.7%	93.3%	46.7%	46.7%	86.7%
Any recorder	1235	765	206	753	479	274	1167
%V	61.3%	89.2%	92.8%	53.8%	89.5%	31.7%	64.8%
%H		61.9%	16.7%	61.0%	38.8%	22.2%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 9.17: 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	2014	858	222	1399	535	864	1800
%H		42.6%	11.0%	69.5%	26.6%	42.9%	89.4%
Receives HDTV (via STB or built-in reception)	1542	750	198	1089	481	608	1430
%V	76.6%	87.4%	89.2%	77.8%	89.9%	70.4%	79.4%
%H		48.6%	12.8%	70.6%	31.2%	39.4%	92.7%
DVD/Blu-ray player or recorder	1191	537	125	848	348	501	1090
%V	59.1%	62.6%	56.3%	60.6%	65.0%	58.0%	60.6%
%H		45.1%	10.5%	71.2%	29.2%	42.1%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	2116	1101	245	1589	838	751	1998
%H		52.0%	11.6%	75.1%	39.6%	35.5%	94.4%
Under 20"	351	154	37	300	144	156	306
%V	16.6%	14.0%	15.1%	18.9%	17.2%	20.8%	15.3%
%H		43.9%	10.5%	85.5%	41.0%	44.4%	87.2%
20" - 29"	572	289	51	455	234	221	535
%V	27.0%	26.2%	20.8%	28.6%	27.9%	29.4%	26.8%
%H		50.5%	8.9%	79.5%	40.9%	38.6%	93.5%
30" - 39"	635	334	89	458	246	212	612
%V	30.0%	30.3%	36.3%	28.8%	29.4%	28.2%	30.6%
%H		52.6%	14.0%	72.1%	38.7%	33.4%	96.4%
40" - 49"	389	231	45	252	144	108	381
%V	18.4%	21.0%	18.4%	15.9%	17.2%	14.4%	19.1%
%H		59.4%	11.6%	64.8%	37.0%	27.8%	97.9%
50" - 59"	90	55	16	53	33	21	89
%V	4.3%	5.0%	6.5%	3.3%	3.9%	2.8%	4.5%
%H		61.1%	17.8%	58.9%	36.7%	23.3%	98.9%
60"+	17	9	3	14	9	5	17
%V	0.8%	0.8%	1.2%	0.9%	1.1%	0.7%	0.9%
%H		52.9%	17.6%	82.4%	52.9%	29.4%	100.0%
Don't know	62	30	4	57	29	28	58
%V	2.9%	2.7%	1.6%	3.6%	3.5%	3.7%	2.9%
%H		48.4%	6.5%	91.9%	46.8%	45.2%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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	2116	1101	245	1589	838	751	1998
%H		52.0%	11.6%	75.1%	39.6%	35.5%	94.4%
PVR	599	458	96	298	244	54	589
%V	28.3%	41.6%	39.2%	18.8%	29.1%	7.2%	29.5%
%H		76.5%	16.0%	49.7%	40.7%	9.0%	98.3%
DVDR	4	2	1	4	2	2	4
%V	0.2%	0.2%	0.4%	0.3%	0.2%	0.3%	0.2%
%H		50.0%	25.0%	100.0%	50.0%	50.0%	100.0%
VCR	6	3	1	5	4	2	4
%V	0.3%	0.3%	0.4%	0.3%	0.5%	0.3%	0.2%
%H		50.0%	16.7%	83.3%	66.7%	33.3%	66.7%
Any recorder	608	462	97	307	249	58	596
%V	28.7%	42.0%	39.6%	19.3%	29.7%	7.7%	29.8%
%H		76.0%	16.0%	50.5%	41.0%	9.5%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2116	1101	245	1589	838	751	1998
%H		52.0%	11.6%	75.1%	39.6%	35.5%	94.4%
Receives HDTV (via STB or built-in reception)	1055	616	130	770	447	323	1016
%V	49.9%	55.9%	53.1%	48.5%	53.3%	43.0%	50.9%
%H		58.4%	12.3%	73.0%	42.4%	30.6%	96.3%
DVD/Blu-ray player or recorder	724	388	88	515	284	232	689
%V	34.2%	35.2%	35.9%	32.4%	33.9%	30.9%	34.5%
%H		53.6%	12.2%	71.1%	39.2%	32.0%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV East of England
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	4975	4839	2228	600	3200	1372	1827	4684
%H		97.3%	44.8%	12.1%	64.3%	27.6%	36.7%	94.2%
Total Children	972	958	462	119	582	255	327	966
%V	19.5%	19.8%	20.7%	19.8%	18.2%	18.6%	17.9%	20.6%
%H		98.6%	47.5%	12.2%	59.9%	26.2%	33.6%	99.4%
0 - 3	240	233	111	22	138	55	83	238
%V	4.8%	4.8%	5.0%	3.7%	4.3%	4.0%	4.5%	5.1%
%H		97.1%	46.3%	9.2%	57.5%	22.9%	34.6%	99.2%
4 - 15	733	725	352	97	444	200	244	728
%V	14.7%	15.0%	15.8%	16.2%	13.9%	14.6%	13.4%	15.5%
%H		98.9%	48.0%	13.2%	60.6%	27.3%	33.3%	99.3%
4 - 9	376	369	183	48	215	99	116	375
%V	7.6%	7.6%	8.2%	8.0%	6.7%	7.2%	6.3%	8.0%
%H		98.1%	48.7%	12.8%	57.2%	26.3%	30.9%	99.7%
10 - 15	356	356	169	48	230	102	128	353
%V	7.2%	7.4%	7.6%	8.0%	7.2%	7.4%	7.0%	7.5%
%H		100.0%	47.5%	13.5%	64.6%	28.7%	36.0%	99.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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	4975	4839	2228	600	3200	1372	1827	4684
%H		97.3%	44.8%	12.1%	64.3%	27.6%	36.7%	94.2%
Total Adults (16+)	4002	3881	1766	481	2618	1117	1500	3718
%V	80.4%	80.2%	79.3%	80.2%	81.8%	81.4%	82.1%	79.4%
%H		97.0%	44.1%	12.0%	65.4%	27.9%	37.5%	92.9%
16 - 19	204	203	106	34	129	71	58	199
%V	4.1%	4.2%	4.8%	5.7%	4.0%	5.2%	3.2%	4.2%
%H		99.5%	52.0%	16.7%	63.2%	34.8%	28.4%	97.5%
20 - 24	260	240	105	41	148	74	74	258
%V	5.2%	5.0%	4.7%	6.8%	4.6%	5.4%	4.1%	5.5%
%H		92.3%	40.4%	15.8%	56.9%	28.5%	28.5%	99.2%
25 - 34	649	613	242	89	344	124	220	640
%V	13.0%	12.7%	10.9%	14.8%	10.8%	9.0%	12.0%	13.7%
%H		94.5%	37.3%	13.7%	53.0%	19.1%	33.9%	98.6%
35 - 44	609	584	298	58	346	149	197	599
%V	12.2%	12.1%	13.4%	9.7%	10.8%	10.9%	10.8%	12.8%
%H		95.9%	48.9%	9.5%	56.8%	24.5%	32.3%	98.4%
45 - 54	704	693	352	102	463	233	230	688
%V	14.2%	14.3%	15.8%	17.0%	14.5%	17.0%	12.6%	14.7%
%H		98.4%	50.0%	14.5%	65.8%	33.1%	32.7%	97.7%
55 - 64	636	621	320	71	432	207	225	613
%V	12.8%	12.8%	14.4%	11.8%	13.5%	15.1%	12.3%	13.1%
%H		97.6%	50.3%	11.2%	67.9%	32.5%	35.4%	96.4%
65+	940	928	342	86	757	260	496	720
%V	18.9%	19.2%	15.4%	14.3%	23.7%	19.0%	27.1%	15.4%
%H		98.7%	36.4%	9.1%	80.5%	27.7%	52.8%	76.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV East of England
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+)	4002	3881	1766	481	2618	1117	1500	3718
%H		97.0%	44.1%	12.0%	65.4%	27.9%	37.5%	92.9%
AB	1048	1017	478	119	713	319	395	1025
%V	26.2%	26.2%	27.1%	24.7%	27.2%	28.6%	26.3%	27.6%
%H		97.0%	45.6%	11.4%	68.0%	30.4%	37.7%	97.8%
C1	1181	1141	531	148	773	357	416	1119
%V	29.5%	29.4%	30.1%	30.8%	29.5%	32.0%	27.7%	30.1%
%H		96.6%	45.0%	12.5%	65.5%	30.2%	35.2%	94.8%
C2	959	943	441	117	643	279	364	889
%V	24.0%	24.3%	25.0%	24.3%	24.6%	25.0%	24.3%	23.9%
%H		98.3%	46.0%	12.2%	67.0%	29.1%	38.0%	92.7%
D	580	559	230	79	330	119	211	523
%V	14.5%	14.4%	13.0%	16.4%	12.6%	10.7%	14.1%	14.1%
%H		96.4%	39.7%	13.6%	56.9%	20.5%	36.4%	90.2%
E	235	221	86	17	158	44	114	162
%V	5.9%	5.7%	4.9%	3.5%	6.0%	3.9%	7.6%	4.4%
%H		94.0%	36.6%	7.2%	67.2%	18.7%	48.5%	68.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	4002	3881	1766	481	2618	1117	1500	3718
%H		97.0%	44.1%	12.0%	65.4%	27.9%	37.5%	92.9%
Working full time	1935	1873	887	244	1183	533	650	1898
%V	48.4%	48.3%	50.2%	50.7%	45.2%	47.7%	43.3%	51.0%
%H		96.8%	45.8%	12.6%	61.1%	27.5%	33.6%	98.1%
Working part time	472	462	220	57	307	138	169	465
%V	11.8%	11.9%	12.5%	11.9%	11.7%	12.4%	11.3%	12.5%
%H		97.9%	46.6%	12.1%	65.0%	29.2%	35.8%	98.5%
Not working	1596	1547	659	180	1128	446	682	1355
%V	39.9%	39.9%	37.3%	37.4%	43.1%	39.9%	45.5%	36.4%
%H		96.9%	41.3%	11.3%	70.7%	27.9%	42.7%	84.9%
Houseperson	2089	2016	858	222	1401	535	866	1864
%V	52.2%	51.9%	48.6%	46.2%	53.5%	47.9%	57.7%	50.1%
%H		96.5%	41.1%	10.6%	67.1%	25.6%	41.5%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	1973	1903	897	243	1264	572	691	1850
%H		96.5%	45.5%	12.3%	64.1%	29.0%	35.0%	93.8%
16 - 19	111	111	57	20	66	38	28	108
%V	5.6%	5.8%	6.4%	8.2%	5.2%	6.6%	4.1%	5.8%
%H		100.0%	51.4%	18.0%	59.5%	34.2%	25.2%	97.3%
20 - 24	126	116	55	24	71	45	27	126
%V	6.4%	6.1%	6.1%	9.9%	5.6%	7.9%	3.9%	6.8%
%H		92.1%	43.7%	19.0%	56.3%	35.7%	21.4%	100.0%
25 - 34	326	302	122	45	171	66	106	322
%V	16.5%	15.9%	13.6%	18.5%	13.5%	11.5%	15.3%	17.4%
%H		92.6%	37.4%	13.8%	52.5%	20.2%	32.5%	98.8%
35 - 44	307	293	148	30	171	71	100	301
%V	15.6%	15.4%	16.5%	12.3%	13.5%	12.4%	14.5%	16.3%
%H		95.4%	48.2%	9.8%	55.7%	23.1%	32.6%	98.0%
45 - 54	340	334	170	49	224	112	112	332
%V	17.2%	17.6%	19.0%	20.2%	17.7%	19.6%	16.2%	17.9%
%H		98.2%	50.0%	14.4%	65.9%	32.9%	32.9%	97.6%
55 - 64	324	316	170	32	217	104	112	311
%V	16.4%	16.6%	19.0%	13.2%	17.2%	18.2%	16.2%	16.8%
%H		97.5%	52.5%	9.9%	67.0%	32.1%	34.6%	96.0%
65+	438	430	177	43	344	137	207	351
%V	22.2%	22.6%	19.7%	17.7%	27.2%	24.0%	30.0%	19.0%
%H		98.2%	40.4%	9.8%	78.5%	31.3%	47.3%	80.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	1973	1903	897	243	1264	572	691	1850
%H		96.5%	45.5%	12.3%	64.1%	29.0%	35.0%	93.8%
AB	540	521	253	60	366	169	197	532
%V	27.4%	27.4%	28.2%	24.7%	29.0%	29.5%	28.5%	28.8%
%H		96.5%	46.9%	11.1%	67.8%	31.3%	36.5%	98.5%
C1	540	519	253	72	340	173	167	520
%V	27.4%	27.3%	28.2%	29.6%	26.9%	30.2%	24.2%	28.1%
%H		96.1%	46.9%	13.3%	63.0%	32.0%	30.9%	96.3%
C2	510	499	237	65	339	152	187	471
%V	25.8%	26.2%	26.4%	26.7%	26.8%	26.6%	27.1%	25.5%
%H		97.8%	46.5%	12.7%	66.5%	29.8%	36.7%	92.4%
D	279	270	112	39	155	57	98	254
%V	14.1%	14.2%	12.5%	16.0%	12.3%	10.0%	14.2%	13.7%
%H		96.8%	40.1%	14.0%	55.6%	20.4%	35.1%	91.0%
E	103	94	42	7	64	21	43	73
%V	5.2%	4.9%	4.7%	2.9%	5.1%	3.7%	6.2%	3.9%
%H		91.3%	40.8%	6.8%	62.1%	20.4%	41.7%	70.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	1973	1903	897	243	1264	572	691	1850
%H		96.5%	45.5%	12.3%	64.1%	29.0%	35.0%	93.8%
Working full time	1193	1151	556	152	731	342	388	1170
%V	60.5%	60.5%	62.0%	62.6%	57.8%	59.8%	56.2%	63.2%
%H		96.5%	46.6%	12.7%	61.3%	28.7%	32.5%	98.1%
Working part time	99	96	46	16	62	30	32	97
%V	5.0%	5.0%	5.1%	6.6%	4.9%	5.2%	4.6%	5.2%
%H		97.0%	46.5%	16.2%	62.6%	30.3%	32.3%	98.0%
Not working	680	656	295	76	471	200	271	583
%V	34.5%	34.5%	32.9%	31.3%	37.3%	35.0%	39.2%	31.5%
%H		96.5%	43.4%	11.2%	69.3%	29.4%	39.9%	85.7%
Houseperson	445	411	169	44	291	109	182	372
%V	22.6%	21.6%	18.8%	18.1%	23.0%	19.1%	26.3%	20.1%
%H		92.4%	38.0%	9.9%	65.4%	24.5%	40.9%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	2030	1978	869	238	1354	545	809	1868
%H		97.4%	42.8%	11.7%	66.7%	26.8%	39.9%	92.0%
16 - 19	92	91	50	13	63	33	30	92
%V	4.5%	4.6%	5.8%	5.5%	4.7%	6.1%	3.7%	4.9%
%H		98.9%	54.3%	14.1%	68.5%	35.9%	32.6%	100.0%
20 - 24	134	123	51	17	76	29	47	132
%V	6.6%	6.2%	5.9%	7.1%	5.6%	5.3%	5.8%	7.1%
%H		91.8%	38.1%	12.7%	56.7%	21.6%	35.1%	98.5%
25 - 34	324	310	120	45	173	59	114	319
%V	16.0%	15.7%	13.8%	18.9%	12.8%	10.8%	14.1%	17.1%
%H		95.7%	37.0%	13.9%	53.4%	18.2%	35.2%	98.5%
35 - 44	302	291	150	28	175	78	97	298
%V	14.9%	14.7%	17.3%	11.8%	12.9%	14.3%	12.0%	16.0%
%H		96.4%	49.7%	9.3%	57.9%	25.8%	32.1%	98.7%
45 - 54	363	359	183	53	239	121	118	356
%V	17.9%	18.1%	21.1%	22.3%	17.7%	22.2%	14.6%	19.1%
%H		98.9%	50.4%	14.6%	65.8%	33.3%	32.5%	98.1%
55 - 64	312	305	150	39	215	102	113	302
%V	15.4%	15.4%	17.3%	16.4%	15.9%	18.7%	14.0%	16.2%
%H		97.8%	48.1%	12.5%	68.9%	32.7%	36.2%	96.8%
65+	502	498	165	43	413	123	289	369
%V	24.7%	25.2%	19.0%	18.1%	30.5%	22.6%	35.7%	19.8%
%H		99.2%	32.9%	8.6%	82.3%	24.5%	57.6%	73.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV East of England

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+)	2030	1978	869	238	1354	545	809	1868
%H		97.4%	42.8%	11.7%	66.7%	26.8%	39.9%	92.0%
AB	508	496	225	60	348	149	198	493
%V	25.0%	25.1%	25.9%	25.2%	25.7%	27.3%	24.5%	26.4%
%H		97.6%	44.3%	11.8%	68.5%	29.3%	39.0%	97.0%
C1	640	623	278	76	433	184	249	598
%V	31.5%	31.5%	32.0%	31.9%	32.0%	33.8%	30.8%	32.0%
%H		97.3%	43.4%	11.9%	67.7%	28.8%	38.9%	93.4%
C2	449	444	205	52	304	127	177	418
%V	22.1%	22.4%	23.6%	21.8%	22.5%	23.3%	21.9%	22.4%
%H		98.9%	45.7%	11.6%	67.7%	28.3%	39.4%	93.1%
D	301	289	118	40	175	62	114	269
%V	14.8%	14.6%	13.6%	16.8%	12.9%	11.4%	14.1%	14.4%
%H		96.0%	39.2%	13.3%	58.1%	20.6%	37.9%	89.4%
E	132	127	44	10	94	23	71	89
%V	6.5%	6.4%	5.1%	4.2%	6.9%	4.2%	8.8%	4.8%
%H		96.2%	33.3%	7.6%	71.2%	17.4%	53.8%	67.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV East of England

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+)	2030	1978	869	238	1354	545	809	1868
%H		97.4%	42.8%	11.7%	66.7%	26.8%	39.9%	92.0%
Working full time	741	722	330	92	452	190	262	728
%V	36.5%	36.5%	38.0%	38.7%	33.4%	34.9%	32.4%	39.0%
%H		97.4%	44.5%	12.4%	61.0%	25.6%	35.4%	98.2%
Working part time	373	366	175	42	245	108	136	368
%V	18.4%	18.5%	20.1%	17.6%	18.1%	19.8%	16.8%	19.7%
%H		98.1%	46.9%	11.3%	65.7%	29.0%	36.5%	98.7%
Not working	916	890	364	104	657	246	411	772
%V	45.1%	45.0%	41.9%	43.7%	48.5%	45.1%	50.8%	41.3%
%H		97.2%	39.7%	11.4%	71.7%	26.9%	44.9%	84.3%
Houseperson	1644	1605	689	178	1109	426	684	1492
%V	81.0%	81.1%	79.3%	74.8%	81.9%	78.2%	84.5%	79.9%
%H		97.6%	41.9%	10.8%	67.5%	25.9%	41.6%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South West
Household level data
Table 10.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
AB	236	230	87	18	173	51	122	223
%V	28.9%	28.8%	29.3%	29.0%	29.5%	28.5%	29.9%	31.0%
%H (All HH)		97.5%	36.9%	7.6%	73.3%	21.6%	51.7%	94.5%
%H (TV HH)			37.8%	7.8%	75.2%	22.2%	53.0%	
C1	243	237	98	16	168	60	108	222
%V	29.7%	29.7%	33.0%	25.8%	28.6%	33.5%	26.5%	30.8%
%H (All HH)		97.5%	40.3%	6.6%	69.1%	24.7%	44.4%	91.4%
%H (TV HH)			41.4%	6.8%	70.9%	25.3%	45.6%	
C2	172	172	59	21	127	39	88	153
%V	21.0%	21.6%	19.9%	33.9%	21.6%	21.8%	21.6%	21.3%
%H (All HH)		100.0%	34.3%	12.2%	73.8%	22.7%	51.2%	89.0%
%H (TV HH)			34.3%	12.2%	73.8%	22.7%	51.2%	
D	108	102	33	7	74	17	57	85
%V	13.2%	12.8%	11.1%	11.3%	12.6%	9.5%	14.0%	11.8%
%H (All HH)		94.4%	30.6%	6.5%	68.5%	15.7%	52.8%	78.7%
%H (TV HH)			32.4%	6.9%	72.5%	16.7%	55.9%	
E	60	57	20	1	45	10	34	37
%V	7.3%	7.1%	6.7%	1.6%	7.7%	5.6%	8.3%	5.1%
%H (All HH)		95.0%	33.3%	1.7%	75.0%	16.7%	56.7%	61.7%
%H (TV HH)			35.1%	1.8%	78.9%	17.5%	59.6%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Under 25	40	37	8	7	23	10	13	40
%V	4.9%	4.6%	2.7%	11.3%	3.9%	5.6%	3.2%	5.6%
%H (All HH)		92.5%	20.0%	17.5%	57.5%	25.0%	32.5%	100.0%
%H (TV HH)			21.6%	18.9%	62.2%	27.0%	35.1%	
25 - 34	91	88	29	8	60	17	42	91
%V	11.1%	11.0%	9.8%	12.9%	10.2%	9.5%	10.3%	12.6%
%H (All HH)		96.7%	31.9%	8.8%	65.9%	18.7%	46.2%	100.0%
%H (TV HH)			33.0%	9.1%	68.2%	19.3%	47.7%	
35 - 44	92	88	31	9	60	18	42	91
%V	11.2%	11.0%	10.4%	14.5%	10.2%	10.1%	10.3%	12.6%
%H (All HH)		95.7%	33.7%	9.8%	65.2%	19.6%	45.7%	98.9%
%H (TV HH)			35.2%	10.2%	68.2%	20.5%	47.7%	
45 - 54	130	125	57	15	78	31	48	127
%V	15.9%	15.7%	19.2%	24.2%	13.3%	17.3%	11.8%	17.6%
%H (All HH)		96.2%	43.8%	11.5%	60.0%	23.8%	36.9%	97.7%
%H (TV HH)			45.6%	12.0%	62.4%	24.8%	38.4%	
55 - 64	158	157	72	9	113	38	75	154
%V	19.3%	19.7%	24.2%	14.5%	19.3%	21.2%	18.4%	21.4%
%H (All HH)		99.4%	45.6%	5.7%	71.5%	24.1%	47.5%	97.5%
%H (TV HH)			45.9%	5.7%	72.0%	24.2%	47.8%	
65 +	306	303	100	14	254	65	188	217
%V	37.4%	38.0%	33.7%	22.6%	43.3%	36.3%	46.1%	30.1%
%H (All HH)		99.0%	32.7%	4.6%	83.0%	21.2%	61.4%	70.9%
%H (TV HH)			33.0%	4.6%	83.8%	21.5%	62.0%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
1	256	245	68	11	196	39	157	180
%V	31.3%	30.7%	22.9%	17.7%	33.4%	21.8%	38.5%	25.0%
%H (All HH)		95.7%	26.6%	4.3%	76.6%	15.2%	61.3%	70.3%
%H (TV HH)			27.8%	4.5%	80.0%	15.9%	64.1%	
2	325	319	131	23	237	81	156	302
%V	39.7%	40.0%	44.1%	37.1%	40.4%	45.3%	38.2%	41.9%
%H (All HH)		98.2%	40.3%	7.1%	72.9%	24.9%	48.0%	92.9%
%H (TV HH)			41.1%	7.2%	74.3%	25.4%	48.9%	
3	104	101	48	10	62	24	38	104
%V	12.7%	12.7%	16.2%	16.1%	10.6%	13.4%	9.3%	14.4%
%H (All HH)		97.1%	46.2%	9.6%	59.6%	23.1%	36.5%	100.0%
%H (TV HH)			47.5%	9.9%	61.4%	23.8%	37.6%	
4	92	92	33	13	66	24	42	92
%V	11.2%	11.5%	11.1%	21.0%	11.2%	13.4%	10.3%	12.8%
%H (All HH)		100.0%	35.9%	14.1%	71.7%	26.1%	45.7%	100.0%
%H (TV HH)			35.9%	14.1%	71.7%	26.1%	45.7%	
5+	42	41	17	5	26	11	15	42
%V	5.1%	5.1%	5.7%	8.1%	4.4%	6.1%	3.7%	5.8%
%H (All HH)		97.6%	40.5%	11.9%	61.9%	26.2%	35.7%	100.0%
%H (TV HH)			41.5%	12.2%	63.4%	26.8%	36.6%	
Average HH size	2.23	2.22	2.36	2.70	2.14	2.40	2.03	2.36

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Without	641	624	229	44	468	139	330	543
%V	78.4%	78.2%	77.1%	71.0%	79.7%	77.7%	80.9%	75.4%
%H (All HH)		97.3%	35.7%	6.9%	73.0%	21.7%	51.5%	84.7%
%H (TV HH)			36.7%	7.1%	75.0%	22.3%	52.9%	
With	177	174	68	19	119	40	79	177
%V	21.6%	21.8%	22.9%	30.6%	20.3%	22.3%	19.4%	24.6%
%H (All HH)		98.3%	38.4%	10.7%	67.2%	22.6%	44.6%	100.0%
%H (TV HH)			39.1%	10.9%	68.4%	23.0%	45.4%	
0 - 3	59	58	20	6	43	15	28	59
%V	7.2%	7.3%	6.7%	9.7%	7.3%	8.4%	6.9%	8.2%
%H (All HH)		98.3%	33.9%	10.2%	72.9%	25.4%	47.5%	100.0%
%H (TV HH)			34.5%	10.3%	74.1%	25.9%	48.3%	
4 - 9	92	91	33	10	61	21	40	92
%V	11.2%	11.4%	11.1%	16.1%	10.4%	11.7%	9.8%	12.8%
%H (All HH)		98.9%	35.9%	10.9%	66.3%	22.8%	43.5%	100.0%
%H (TV HH)			36.3%	11.0%	67.0%	23.1%	44.0%	
10 - 15	89	87	36	9	58	19	38	89
%V	10.9%	10.9%	12.1%	14.5%	9.9%	10.6%	9.3%	12.4%
%H (All HH)		97.8%	40.4%	10.1%	65.2%	21.3%	42.7%	100.0%
%H (TV HH)			41.4%	10.3%	66.7%	21.8%	43.7%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
1	335	335	106	25	226	45	182	279
%V	41.0%	42.0%	35.7%	40.3%	38.5%	25.1%	44.6%	38.8%
%H (All HH)		100.0%	31.6%	7.5%	67.5%	13.4%	54.3%	83.3%
%H (TV HH)			31.6%	7.5%	67.5%	13.4%	54.3%	
2	294	294	110	20	226	70	156	261
%V	35.9%	36.8%	37.0%	32.3%	38.5%	39.1%	38.2%	36.3%
%H (All HH)		100.0%	37.4%	6.8%	76.9%	23.8%	53.1%	88.8%
%H (TV HH)			37.4%	6.8%	76.9%	23.8%	53.1%	
3	112	112	54	13	89	44	45	105
%V	13.7%	14.0%	18.2%	21.0%	15.2%	24.6%	11.0%	14.6%
%H (All HH)		100.0%	48.2%	11.6%	79.5%	39.3%	40.2%	93.8%
%H (TV HH)			48.2%	11.6%	79.5%	39.3%	40.2%	
4	37	37	18	3	26	10	16	36
%V	4.5%	4.6%	6.1%	4.8%	4.4%	5.6%	3.9%	5.0%
%H (All HH)		100.0%	48.6%	8.1%	70.3%	27.0%	43.2%	97.3%
%H (TV HH)			48.6%	8.1%	70.3%	27.0%	43.2%	
5+	21	21	9	2	19	9	10	21
%V	2.6%	2.6%	3.0%	3.2%	3.2%	5.0%	2.5%	2.9%
%H (All HH)		100.0%	42.9%	9.5%	90.5%	42.9%	47.6%	100.0%
%H (TV HH)			42.9%	9.5%	90.5%	42.9%	47.6%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Under 20"	109	109	44	5	96	37	59	95
%V	13.3%	13.7%	14.8%	8.1%	16.4%	20.7%	14.5%	13.2%
%H (All HH)		100.0%	40.4%	4.6%	88.1%	33.9%	54.1%	87.2%
%H (TV HH)			40.4%	4.6%	88.1%	33.9%	54.1%	
20" - 29"	230	230	71	16	191	52	139	197
%V	28.1%	28.8%	23.9%	25.8%	32.5%	29.1%	34.1%	27.4%
%H (All HH)		100.0%	30.9%	7.0%	83.0%	22.6%	60.4%	85.7%
%H (TV HH)			30.9%	7.0%	83.0%	22.6%	60.4%	
30" - 39"	400	400	144	29	300	90	211	351
%V	48.9%	50.1%	48.5%	46.8%	51.1%	50.3%	51.7%	48.8%
%H (All HH)		100.0%	36.0%	7.3%	75.0%	22.5%	52.8%	87.8%
%H (TV HH)			36.0%	7.3%	75.0%	22.5%	52.8%	
40" - 49"	385	385	168	36	277	107	171	353
%V	47.1%	48.2%	56.6%	58.1%	47.2%	59.8%	41.9%	49.0%
%H (All HH)		100.0%	43.6%	9.4%	71.9%	27.8%	44.4%	91.7%
%H (TV HH)			43.6%	9.4%	71.9%	27.8%	44.4%	
50" - 59"	132	132	62	14	88	36	51	130
%V	16.1%	16.5%	20.9%	22.6%	15.0%	20.1%	12.5%	18.1%
%H (All HH)		100.0%	47.0%	10.6%	66.7%	27.3%	38.6%	98.5%
%H (TV HH)			47.0%	10.6%	66.7%	27.3%	38.6%	
60"+	12	12	9	0	6	4	2	12
%V	1.5%	1.5%	3.0%	0.0%	1.0%	2.2%	0.5%	1.7%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	33.3%	16.7%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	33.3%	16.7%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South West

Household level data

Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Main living room	793	793	296	62	584	178	406	697
%V	96.9%	99.4%	99.7%	100.0%	99.5%	99.4%	99.5%	96.8%
%H (All HH)		100.0%	37.3%	7.8%	73.6%	22.4%	51.2%	87.9%
%H (TV HH)			37.3%	7.8%	73.6%	22.4%	51.2%	
Kitchen	106	106	43	9	89	35	54	94
%V	13.0%	13.3%	14.5%	14.5%	15.2%	19.6%	13.2%	13.1%
%H (All HH)		100.0%	40.6%	8.5%	84.0%	33.0%	50.9%	88.7%
%H (TV HH)			40.6%	8.5%	84.0%	33.0%	50.9%	
Adult's bedroom	334	334	147	28	256	103	152	309
%V	40.8%	41.9%	49.5%	45.2%	43.6%	57.5%	37.3%	42.9%
%H (All HH)		100.0%	44.0%	8.4%	76.6%	30.8%	45.5%	92.5%
%H (TV HH)			44.0%	8.4%	76.6%	30.8%	45.5%	
Child's bedroom	53	53	23	5	35	12	22	52
%V	6.5%	6.6%	7.7%	8.1%	6.0%	6.7%	5.4%	7.2%
%H (All HH)		100.0%	43.4%	9.4%	66.0%	22.6%	41.5%	98.1%
%H (TV HH)			43.4%	9.4%	66.0%	22.6%	41.5%	
Other bedroom	39	39	17	3	33	14	20	38
%V	4.8%	4.9%	5.7%	4.8%	5.6%	7.8%	4.9%	5.3%
%H (All HH)		100.0%	43.6%	7.7%	84.6%	35.9%	51.3%	97.4%
%H (TV HH)			43.6%	7.7%	84.6%	35.9%	51.3%	
Second living/dining room	76	76	30	6	65	26	40	68
%V	9.3%	9.5%	10.1%	9.7%	11.1%	14.5%	9.8%	9.4%
%H (All HH)		100.0%	39.5%	7.9%	85.5%	34.2%	52.6%	89.5%
%H (TV HH)			39.5%	7.9%	85.5%	34.2%	52.6%	
Study/office	13	13	4	1	11	3	8	13
%V	1.6%	1.6%	1.3%	1.6%	1.9%	1.7%	2.0%	1.8%
%H (All HH)		100.0%	30.8%	7.7%	84.6%	23.1%	61.5%	100.0%
%H (TV HH)			30.8%	7.7%	84.6%	23.1%	61.5%	
TV room	6	6	5	0	4	3	1	6
%V	0.7%	0.8%	1.7%	0.0%	0.7%	1.7%	0.2%	0.8%
%H (All HH)		100.0%	83.3%	0.0%	66.7%	50.0%	16.7%	100.0%
%H (TV HH)			83.3%	0.0%	66.7%	50.0%	16.7%	
Conservatory	14	14	5	1	12	4	7	13
%V	1.7%	1.8%	1.7%	1.6%	2.0%	2.2%	1.7%	1.8%
%H (All HH)		100.0%	35.7%	7.1%	85.7%	28.6%	50.0%	92.9%
%H (TV HH)			35.7%	7.1%	85.7%	28.6%	50.0%	
Attic or loft room	2	2	1	0	2	0	2	2
%V	0.2%	0.3%	0.3%	0.0%	0.3%	0.0%	0.5%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	0.0%	100.0%	
No specific location	2	2	1	0	2	1	1	1
%V	0.2%	0.3%	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%	
Other	7	7	3	0	6	2	4	5
%V	0.9%	0.9%	1.0%	0.0%	1.0%	1.1%	1.0%	0.7%
%H (All HH)		100.0%	42.9%	0.0%	85.7%	28.6%	57.1%	71.4%
%H (TV HH)			42.9%	0.0%	85.7%	28.6%	57.1%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Any DSAT provider	297	297	297	2	147	147	0	273
%V	36.3%	37.2%	100.0%	3.2%	25.0%	82.1%	0.0%	37.9%
%H (All HH)			100.0%	0.7%	49.5%	49.5%	0.0%	91.9%
%H (TV HH)			100.0%	0.7%	49.5%	49.5%	0.0%	
Sky with subscription	227	227	227	1	110	110	0	210
%V	27.8%	28.4%	76.4%	1.6%	18.7%	61.5%	0.0%	29.2%
%H (All HH)			100.0%	0.4%	48.5%	48.5%	0.0%	92.5%
%H (TV HH)			100.0%	0.4%	48.5%	48.5%	0.0%	
Sky without subscription	16	16	16	0	10	10	0	15
%V	2.0%	2.0%	5.4%	0.0%	1.7%	5.6%	0.0%	2.1%
%H (All HH)			100.0%	0.0%	62.5%	62.5%	0.0%	93.8%
%H (TV HH)			100.0%	0.0%	62.5%	62.5%	0.0%	
Freesat	47	47	47	0	24	24	0	42
%V	5.7%	5.9%	15.8%	0.0%	4.1%	13.4%	0.0%	5.8%
%H (All HH)			100.0%	0.0%	51.1%	51.1%	0.0%	89.4%
%H (TV HH)			100.0%	0.0%	51.1%	51.1%	0.0%	
Other satellite provider	18	18	18	1	9	9	0	17
%V	2.2%	2.3%	6.1%	1.6%	1.5%	5.0%	0.0%	2.4%
%H (All HH)			100.0%	5.6%	50.0%	50.0%	0.0%	94.4%
%H (TV HH)			100.0%	5.6%	50.0%	50.0%	0.0%	
DCAB	62	62	2	62	32	32	0	61
%V	7.6%	7.8%	0.7%	100.0%	5.5%	17.9%	0.0%	8.5%
%H (All HH)			3.2%	100.0%	51.6%	51.6%	0.0%	98.4%
%H (TV HH)			3.2%	100.0%	51.6%	51.6%	0.0%	
DTT	587	587	147	32	587	179	408	504
%V	71.8%	73.6%	49.5%	51.6%	100.0%	100.0%	100.0%	70.0%
%H (All HH)		100.0%	25.0%	5.5%	100.0%	30.5%	69.5%	85.9%
%H (TV HH)			25.0%	5.5%	100.0%	30.5%	69.5%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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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	818	798	297	62	587	179	408	720
%H (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
PVR	520	520	265	59	360	164	197	478
%V	63.6%	65.2%	89.2%	95.2%	61.3%	91.6%	48.3%	66.4%
%H (All HH)		100.0%	51.0%	11.3%	69.2%	31.5%	37.9%	91.9%
%H (TV HH)			51.0%	11.3%	69.2%	31.5%	37.9%	
DVDR	4	4	1	1	4	2	2	4
%V	0.5%	0.5%	0.3%	1.6%	0.7%	1.1%	0.5%	0.6%
%H (All HH)		100.0%	25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			25.0%	25.0%	100.0%	50.0%	50.0%	
VCR	1	1	1	1	1	0	1	1
%V	0.1%	0.1%	0.3%	1.6%	0.2%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			100.0%	100.0%	100.0%	0.0%	100.0%	
Any recorder	522	522	266	60	361	164	197	478
%V	63.8%	65.4%	89.6%	96.8%	61.5%	91.6%	48.3%	66.4%
%H (All HH)		100.0%	51.0%	11.5%	69.2%	31.4%	37.7%	91.6%
%H (TV HH)			51.0%	11.5%	69.2%	31.4%	37.7%	
Receives HDTV (via STB or built-in reception)	620	620	266	60	462	167	294	570
%V	75.8%	77.7%	89.6%	96.8%	78.7%	93.3%	72.1%	79.2%
%H (All HH)		100.0%	42.9%	9.7%	74.5%	26.9%	47.4%	91.9%
%H (TV HH)			42.9%	9.7%	74.5%	26.9%	47.4%	
DVD/Blu-ray player or recorder	603	603	218	53	447	139	308	542
%V	73.7%	75.6%	73.4%	85.5%	76.1%	77.7%	75.5%	75.3%
%H (All HH)		100.0%	36.2%	8.8%	74.1%	23.1%	51.1%	89.9%
%H (TV HH)			36.2%	8.8%	74.1%	23.1%	51.1%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South 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	818	798	297	62	587	179	408	720
%V (All HH)		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%
%H (TV HH)			37.2%	7.8%	73.6%	22.4%	51.1%	
Has broadband internet	720	701	273	61	504	166	338	720
%V	88.0%	87.8%	91.9%	98.4%	85.9%	92.7%	82.8%	100.0%
%H (All HH)		97.4%	37.9%	8.5%	70.0%	23.1%	46.9%	100.0%
%H (TV HH)			38.9%	8.7%	71.9%	23.7%	48.2%	
Number of computers (PCs and laptops)								
0	129	126	34	3	101	15	86	32
%V	15.8%	15.8%	11.4%	4.8%	17.2%	8.4%	21.1%	4.4%
%H (All HH)		97.7%	26.4%	2.3%	78.3%	11.6%	66.7%	24.8%
%H (TV HH)			27.0%	2.4%	80.2%	11.9%	68.3%	
1	191	185	64	10	140	36	104	189
%V	23.3%	23.2%	21.5%	16.1%	23.9%	20.1%	25.5%	26.3%
%H (All HH)		96.9%	33.5%	5.2%	73.3%	18.8%	54.5%	99.0%
%H (TV HH)			34.6%	5.4%	75.7%	19.5%	56.2%	
2	218	211	86	15	160	60	101	218
%V	26.7%	26.4%	29.0%	24.2%	27.3%	33.5%	24.8%	30.3%
%H (All HH)		96.8%	39.4%	6.9%	73.4%	27.5%	46.3%	100.0%
%H (TV HH)			40.8%	7.1%	75.8%	28.4%	47.9%	
3	126	124	52	11	83	30	54	126
%V	15.4%	15.5%	17.5%	17.7%	14.1%	16.8%	13.2%	17.5%
%H (All HH)		98.4%	41.3%	8.7%	65.9%	23.8%	42.9%	100.0%
%H (TV HH)			41.9%	8.9%	66.9%	24.2%	43.5%	
4	76	75	30	9	46	14	33	76
%V	9.3%	9.4%	10.1%	14.5%	7.8%	7.8%	8.1%	10.6%
%H (All HH)		98.7%	39.5%	11.8%	60.5%	18.4%	43.4%	100.0%
%H (TV HH)			40.0%	12.0%	61.3%	18.7%	44.0%	
5+	78	77	31	12	55	24	31	78
%V	9.5%	9.6%	10.4%	19.4%	9.4%	13.4%	7.6%	10.8%
%H (All HH)		98.7%	39.7%	15.4%	70.5%	30.8%	39.7%	100.0%
%H (TV HH)			40.3%	15.6%	71.4%	31.2%	40.3%	

Base: ITV South West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	1517	606	127	1152	408	744	1369
%H		39.9%	8.4%	75.9%	26.9%	49.0%	90.2%
Under 20"	130	52	6	116	44	72	114
%V	8.6%	8.6%	4.7%	10.1%	10.8%	9.7%	8.3%
%H		40.0%	4.6%	89.2%	33.8%	55.4%	87.7%
20" - 29"	291	94	20	239	68	171	252
%V	19.2%	15.5%	15.7%	20.7%	16.7%	23.0%	18.4%
%H		32.3%	6.9%	82.1%	23.4%	58.8%	86.6%
30" - 39"	475	176	38	361	118	243	418
%V	31.3%	29.0%	29.9%	31.3%	28.9%	32.7%	30.5%
%H		37.1%	8.0%	76.0%	24.8%	51.2%	88.0%
40" - 49"	453	197	48	328	131	197	420
%V	29.9%	32.5%	37.8%	28.5%	32.1%	26.5%	30.7%
%H		43.5%	10.6%	72.4%	28.9%	43.5%	92.7%
50" - 59"	149	73	14	97	42	56	146
%V	9.8%	12.0%	11.0%	8.4%	10.3%	7.5%	10.7%
%H		49.0%	9.4%	65.1%	28.2%	37.6%	98.0%
60"+	12	10	0	7	5	2	12
%V	0.8%	1.7%	0.0%	0.6%	1.2%	0.3%	0.9%
%H		83.3%	0.0%	58.3%	41.7%	16.7%	100.0%
Don't know	7	4	0	4	2	3	7
%V	0.5%	0.7%	0.0%	0.3%	0.5%	0.4%	0.5%
%H		57.1%	0.0%	57.1%	28.6%	42.9%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1517	606	127	1152	408	744	1369
%H		39.9%	8.4%	75.9%	26.9%	49.0%	90.2%
Main living room	795	296	63	585	179	406	698
%V	52.4%	48.8%	49.6%	50.8%	43.9%	54.6%	51.0%
%H		37.2%	7.9%	73.6%	22.5%	51.1%	87.8%
Kitchen	106	43	9	89	35	54	94
%V	7.0%	7.1%	7.1%	7.7%	8.6%	7.3%	6.9%
%H		40.6%	8.5%	84.0%	33.0%	50.9%	88.7%
Adult's bedroom	381	169	36	290	120	169	355
%V	25.1%	27.9%	28.3%	25.2%	29.4%	22.7%	25.9%
%H		44.4%	9.4%	76.1%	31.5%	44.4%	93.2%
Child's bedroom	70	29	7	48	18	31	69
%V	4.6%	4.8%	5.5%	4.2%	4.4%	4.2%	5.0%
%H		41.4%	10.0%	68.6%	25.7%	44.3%	98.6%
Other bedroom	42	18	4	36	16	21	41
%V	2.8%	3.0%	3.1%	3.1%	3.9%	2.8%	3.0%
%H		42.9%	9.5%	85.7%	38.1%	50.0%	97.6%
Second living/dining room	77	31	6	67	27	40	69
%V	5.1%	5.1%	4.7%	5.8%	6.6%	5.4%	5.0%
%H		40.3%	7.8%	87.0%	35.1%	51.9%	89.6%
Study/office	15	5	1	12	4	8	14
%V	1.0%	0.8%	0.8%	1.0%	1.0%	1.1%	1.0%
%H		33.3%	6.7%	80.0%	26.7%	53.3%	93.3%
TV room	6	5	0	4	3	1	6
%V	0.4%	0.8%	0.0%	0.3%	0.7%	0.1%	0.4%
%H		83.3%	0.0%	66.7%	50.0%	16.7%	100.0%
Conservatory	14	5	1	12	4	7	13
%V	0.9%	0.8%	0.8%	1.0%	1.0%	0.9%	0.9%
%H		35.7%	7.1%	85.7%	28.6%	50.0%	92.9%
Attic or loft room	2	1	0	2	0	2	2
%V	0.1%	0.2%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		50.0%	0.0%	100.0%	0.0%	100.0%	100.0%
No specific location	2	1	0	2	1	1	1
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Other	7	3	0	6	2	4	5
%V	0.5%	0.5%	0.0%	0.5%	0.5%	0.5%	0.4%
%H		42.9%	0.0%	85.7%	28.6%	57.1%	71.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South West

Set level data

Table 10.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1517	606	127	1152	408	744	1369
%H		39.9%	8.4%	75.9%	26.9%	49.0%	90.2%
PVR	690	391	82	441	224	218	640
%V	45.5%	64.5%	64.6%	38.3%	54.9%	29.3%	46.7%
%H		56.7%	11.9%	63.9%	32.5%	31.6%	92.8%
DVDR	4	1	1	4	2	2	4
%V	0.3%	0.2%	0.8%	0.3%	0.5%	0.3%	0.3%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	1	1	1	0	1	1
%V	0.1%	0.2%	0.8%	0.1%	0.0%	0.1%	0.1%
%H		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	693	392	82	444	224	220	643
%V	45.7%	64.7%	64.6%	38.5%	54.9%	29.6%	47.0%
%H		56.6%	11.8%	64.1%	32.3%	31.7%	92.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1517	606	127	1152	408	744	1369
%H		39.9%	8.4%	75.9%	26.9%	49.0%	90.2%
Receives HDTV (via STB or built-in reception)	927	430	96	685	281	404	864
%V	61.1%	71.0%	75.6%	59.5%	68.9%	54.3%	63.1%
%H		46.4%	10.4%	73.9%	30.3%	43.6%	93.2%
DVD/Blu-ray player or recorder	852	323	79	632	212	420	782
%V	56.2%	53.3%	62.2%	54.9%	52.0%	56.5%	57.1%
%H		37.9%	9.3%	74.2%	24.9%	49.3%	91.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South West

Set level data

Table 10.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	798	297	62	587	179	408	701
%H		37.2%	7.8%	73.6%	22.4%	51.1%	87.8%
Under 20"	9	2	0	7	1	6	8
%V	1.1%	0.7%	0.0%	1.2%	0.6%	1.5%	1.1%
%H		22.2%	0.0%	77.8%	11.1%	66.7%	88.9%
20" - 29"	65	11	3	55	8	47	45
%V	8.1%	3.7%	4.8%	9.4%	4.5%	11.5%	6.4%
%H		16.9%	4.6%	84.6%	12.3%	72.3%	69.2%
30" - 39"	259	77	15	199	44	155	214
%V	32.5%	25.9%	24.2%	33.9%	24.6%	38.0%	30.5%
%H		29.7%	5.8%	76.8%	17.0%	59.8%	82.6%
40" - 49"	329	140	31	238	88	150	299
%V	41.2%	47.1%	50.0%	40.5%	49.2%	36.8%	42.7%
%H		42.6%	9.4%	72.3%	26.7%	45.6%	90.9%
50" - 59"	122	56	13	82	34	48	120
%V	15.3%	18.9%	21.0%	14.0%	19.0%	11.8%	17.1%
%H		45.9%	10.7%	67.2%	27.9%	39.3%	98.4%
60"+	12	9	0	6	4	2	12
%V	1.5%	3.0%	0.0%	1.0%	2.2%	0.5%	1.7%
%H		75.0%	0.0%	50.0%	33.3%	16.7%	100.0%
Don't know	3	2	0	2	1	1	3
%V	0.4%	0.7%	0.0%	0.3%	0.6%	0.2%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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	798	297	62	587	179	408	701
%H		37.2%	7.8%	73.6%	22.4%	51.1%	87.8%
PVR	506	258	58	347	158	189	464
%V	63.4%	86.9%	93.5%	59.1%	88.3%	46.3%	66.2%
%H		51.0%	11.5%	68.6%	31.2%	37.4%	91.7%
DVDR	2	1	1	2	1	1	2
%V	0.3%	0.3%	1.6%	0.3%	0.6%	0.2%	0.3%
%H		50.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	1	1	1	0	1	1
%V	0.1%	0.3%	1.6%	0.2%	0.0%	0.2%	0.1%
%H		100.0%	100.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	508	259	59	349	158	190	465
%V	63.7%	87.2%	95.2%	59.5%	88.3%	46.6%	66.3%
%H		51.0%	11.6%	68.7%	31.1%	37.4%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 10.17: 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	798	297	62	587	179	408	701
%H		37.2%	7.8%	73.6%	22.4%	51.1%	87.8%
Receives HDTV (via STB or built-in reception)	604	256	60	448	159	289	555
%V	75.7%	86.2%	96.8%	76.3%	88.8%	70.8%	79.2%
%H		42.4%	9.9%	74.2%	26.3%	47.8%	91.9%
DVD/Blu-ray player or recorder	551	193	49	408	122	286	492
%V	69.0%	65.0%	79.0%	69.5%	68.2%	70.1%	70.2%
%H		35.0%	8.9%	74.0%	22.1%	51.9%	89.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV South West
Set level data
Table 10.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	718	309	64	565	229	335	668
%H		43.0%	8.9%	78.7%	31.9%	46.7%	93.0%
Under 20"	122	50	6	109	43	66	105
%V	17.0%	16.2%	9.4%	19.3%	18.8%	19.7%	15.7%
%H		41.0%	4.9%	89.3%	35.2%	54.1%	86.1%
20" - 29"	226	83	18	184	60	124	206
%V	31.5%	26.9%	28.1%	32.6%	26.2%	37.0%	30.8%
%H		36.7%	8.0%	81.4%	26.5%	54.9%	91.2%
30" - 39"	215	99	23	162	74	89	204
%V	29.9%	32.0%	35.9%	28.7%	32.3%	26.6%	30.5%
%H		46.0%	10.7%	75.3%	34.4%	41.4%	94.9%
40" - 49"	124	57	16	91	43	47	121
%V	17.3%	18.4%	25.0%	16.1%	18.8%	14.0%	18.1%
%H		46.0%	12.9%	73.4%	34.7%	37.9%	97.6%
50" - 59"	27	17	2	16	8	8	26
%V	3.8%	5.5%	3.1%	2.8%	3.5%	2.4%	3.9%
%H		63.0%	7.4%	59.3%	29.6%	29.6%	96.3%
60"+	1	1	0	1	1	0	1
%V	0.1%	0.3%	0.0%	0.2%	0.4%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Don't know	3	2	0	2	1	1	3
%V	0.4%	0.6%	0.0%	0.4%	0.4%	0.3%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South 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	718	309	64	565	229	335	668
%H		43.0%	8.9%	78.7%	31.9%	46.7%	93.0%
PVR	184	133	24	94	65	28	176
%V	25.6%	43.0%	37.5%	16.6%	28.4%	8.4%	26.3%
%H		72.3%	13.0%	51.1%	35.3%	15.2%	95.7%
DVDR	2	0	1	2	1	1	2
%V	0.3%	0.0%	1.6%	0.4%	0.4%	0.3%	0.3%
%H		0.0%	50.0%	100.0%	50.0%	50.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	185	133	24	95	65	30	177
%V	25.8%	43.0%	37.5%	16.8%	28.4%	9.0%	26.5%
%H		71.9%	13.0%	51.4%	35.1%	16.2%	95.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	718	309	64	565	229	335	668
%H		43.0%	8.9%	78.7%	31.9%	46.7%	93.0%
Receives HDTV (via STB or built-in reception)	324	174	36	237	122	115	309
%V	45.1%	56.3%	56.3%	41.9%	53.3%	34.3%	46.3%
%H		53.7%	11.1%	73.1%	37.7%	35.5%	95.4%
DVD/Blu-ray player or recorder	301	130	30	224	90	134	290
%V	41.9%	42.1%	46.9%	39.6%	39.3%	40.0%	43.4%
%H		43.2%	10.0%	74.4%	29.9%	44.5%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South West

Individual level data

Table 10.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	1817	1775	701	168	1258	428	830	1695
%H		97.7%	38.6%	9.2%	69.2%	23.6%	45.7%	93.3%
Total Children	304	297	115	30	201	71	131	304
%V	16.7%	16.7%	16.4%	17.9%	16.0%	16.6%	15.8%	17.9%
%H		97.7%	37.8%	9.9%	66.1%	23.4%	43.1%	100.0%
0 - 3	67	66	22	6	48	16	32	67
%V	3.7%	3.7%	3.1%	3.6%	3.8%	3.7%	3.9%	4.0%
%H		98.5%	32.8%	9.0%	71.6%	23.9%	47.8%	100.0%
4 - 15	237	231	93	24	153	55	98	237
%V	13.0%	13.0%	13.3%	14.3%	12.2%	12.9%	11.8%	14.0%
%H		97.5%	39.2%	10.1%	64.6%	23.2%	41.4%	100.0%
4 - 9	120	120	45	13	80	29	51	120
%V	6.6%	6.8%	6.4%	7.7%	6.4%	6.8%	6.1%	7.1%
%H		100.0%	37.5%	10.8%	66.7%	24.2%	42.5%	100.0%
10 - 15	117	111	48	11	73	26	47	117
%V	6.4%	6.3%	6.8%	6.5%	5.8%	6.1%	5.7%	6.9%
%H		94.9%	41.0%	9.4%	62.4%	22.2%	40.2%	100.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South 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	1817	1775	701	168	1258	428	830	1695
%H		97.7%	38.6%	9.2%	69.2%	23.6%	45.7%	93.3%
Total Adults (16+)	1513	1478	586	139	1057	358	699	1391
%V	83.3%	83.3%	83.6%	82.7%	84.0%	83.6%	84.2%	82.1%
%H		97.7%	38.7%	9.2%	69.9%	23.7%	46.2%	91.9%
16 - 19	75	72	29	10	43	15	28	74
%V	4.1%	4.1%	4.1%	6.0%	3.4%	3.5%	3.4%	4.4%
%H		96.0%	38.7%	13.3%	57.3%	20.0%	37.3%	98.7%
20 - 24	105	98	33	23	63	33	30	105
%V	5.8%	5.5%	4.7%	13.7%	5.0%	7.7%	3.6%	6.2%
%H		93.3%	31.4%	21.9%	60.0%	31.4%	28.6%	100.0%
25 - 34	185	180	65	18	117	38	79	185
%V	10.2%	10.1%	9.3%	10.7%	9.3%	8.9%	9.5%	10.9%
%H		97.3%	35.1%	9.7%	63.2%	20.5%	42.7%	100.0%
35 - 44	177	171	67	17	112	35	77	174
%V	9.7%	9.6%	9.6%	10.1%	8.9%	8.2%	9.3%	10.3%
%H		96.6%	37.9%	9.6%	63.3%	19.8%	43.5%	98.3%
45 - 54	237	229	106	30	148	63	86	234
%V	13.0%	12.9%	15.1%	17.9%	11.8%	14.7%	10.4%	13.8%
%H		96.6%	44.7%	12.7%	62.4%	26.6%	36.3%	98.7%
55 - 64	262	260	118	18	185	63	122	256
%V	14.4%	14.6%	16.8%	10.7%	14.7%	14.7%	14.7%	15.1%
%H		99.2%	45.0%	6.9%	70.6%	24.0%	46.6%	97.7%
65+	471	468	167	22	388	111	277	361
%V	25.9%	26.4%	23.8%	13.1%	30.8%	25.9%	33.4%	21.3%
%H		99.4%	35.5%	4.7%	82.4%	23.6%	58.8%	76.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South 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+)	1513	1478	586	139	1057	358	699	1391
%H		97.7%	38.7%	9.2%	69.9%	23.7%	46.2%	91.9%
AB	465	450	175	37	331	100	230	446
%V	30.7%	30.4%	29.9%	26.6%	31.3%	27.9%	32.9%	32.1%
%H		96.8%	37.6%	8.0%	71.2%	21.5%	49.5%	95.9%
C1	458	450	192	48	307	127	180	434
%V	30.3%	30.4%	32.8%	34.5%	29.0%	35.5%	25.8%	31.2%
%H		98.3%	41.9%	10.5%	67.0%	27.7%	39.3%	94.8%
C2	324	324	118	42	238	80	158	299
%V	21.4%	21.9%	20.1%	30.2%	22.5%	22.3%	22.6%	21.5%
%H		100.0%	36.4%	13.0%	73.5%	24.7%	48.8%	92.3%
D	183	175	68	11	122	35	87	155
%V	12.1%	11.8%	11.6%	7.9%	11.5%	9.8%	12.4%	11.1%
%H		95.6%	37.2%	6.0%	66.7%	19.1%	47.5%	84.7%
E	83	79	33	1	59	16	43	57
%V	5.5%	5.3%	5.6%	0.7%	5.6%	4.5%	6.2%	4.1%
%H		95.2%	39.8%	1.2%	71.1%	19.3%	51.8%	68.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South 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+)	1513	1478	586	139	1057	358	699	1391
%H		97.7%	38.7%	9.2%	69.9%	23.7%	46.2%	91.9%
Working full time	604	587	249	63	392	139	253	600
%V	39.9%	39.7%	42.5%	45.3%	37.1%	38.8%	36.2%	43.1%
%H		97.2%	41.2%	10.4%	64.9%	23.0%	41.9%	99.3%
Working part time	186	183	70	22	130	49	82	180
%V	12.3%	12.4%	11.9%	15.8%	12.3%	13.7%	11.7%	12.9%
%H		98.4%	37.6%	11.8%	69.9%	26.3%	44.1%	96.8%
Not working	722	707	266	55	534	170	364	611
%V	47.7%	47.8%	45.4%	39.6%	50.5%	47.5%	52.1%	43.9%
%H		97.9%	36.8%	7.6%	74.0%	23.5%	50.4%	84.6%
Houseperson	818	798	297	62	587	179	408	720
%V	54.1%	54.0%	50.7%	44.6%	55.5%	50.0%	58.4%	51.8%
%H		97.6%	36.3%	7.6%	71.8%	21.9%	49.9%	88.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	723	699	279	68	497	173	324	676
%H		96.7%	38.6%	9.4%	68.7%	23.9%	44.8%	93.5%
16 - 19	35	34	14	4	20	7	13	34
%V	4.8%	4.9%	5.0%	5.9%	4.0%	4.0%	4.0%	5.0%
%H		97.1%	40.0%	11.4%	57.1%	20.0%	37.1%	97.1%
20 - 24	56	49	17	10	32	15	18	56
%V	7.7%	7.0%	6.1%	14.7%	6.4%	8.7%	5.6%	8.3%
%H		87.5%	30.4%	17.9%	57.1%	26.8%	32.1%	100.0%
25 - 34	87	84	29	9	56	20	36	87
%V	12.0%	12.0%	10.4%	13.2%	11.3%	11.6%	11.1%	12.9%
%H		96.6%	33.3%	10.3%	64.4%	23.0%	41.4%	100.0%
35 - 44	88	84	33	9	53	16	37	87
%V	12.2%	12.0%	11.8%	13.2%	10.7%	9.2%	11.4%	12.9%
%H		95.5%	37.5%	10.2%	60.2%	18.2%	42.0%	98.9%
45 - 54	116	110	49	16	72	31	41	113
%V	16.0%	15.7%	17.6%	23.5%	14.5%	17.9%	12.7%	16.7%
%H		94.8%	42.2%	13.8%	62.1%	26.7%	35.3%	97.4%
55 - 64	119	119	52	9	84	28	57	116
%V	16.5%	17.0%	18.6%	13.2%	16.9%	16.2%	17.6%	17.2%
%H		100.0%	43.7%	7.6%	70.6%	23.5%	47.9%	97.5%
65+	222	219	85	11	179	57	122	183
%V	30.7%	31.3%	30.5%	16.2%	36.0%	32.9%	37.7%	27.1%
%H		98.6%	38.3%	5.0%	80.6%	25.7%	55.0%	82.4%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	723	699	279	68	497	173	324	676
%H		96.7%	38.6%	9.4%	68.7%	23.9%	44.8%	93.5%
AB	224	217	84	19	159	48	111	218
%V	31.0%	31.0%	30.1%	27.9%	32.0%	27.7%	34.3%	32.2%
%H		96.9%	37.5%	8.5%	71.0%	21.4%	49.6%	97.3%
C1	222	216	95	24	147	64	83	213
%V	30.7%	30.9%	34.1%	35.3%	29.6%	37.0%	25.6%	31.5%
%H		97.3%	42.8%	10.8%	66.2%	28.8%	37.4%	95.9%
C2	165	165	59	21	125	42	82	153
%V	22.8%	23.6%	21.1%	30.9%	25.2%	24.3%	25.3%	22.6%
%H		100.0%	35.8%	12.7%	75.8%	25.5%	49.7%	92.7%
C	80	73	29	5	48	14	33	70
%V	11.1%	10.4%	10.4%	7.4%	9.7%	8.1%	10.2%	10.4%
%H		91.3%	36.3%	6.3%	60.0%	17.5%	41.3%	87.5%
E	32	28	13	0	19	5	14	23
%V	4.4%	4.0%	4.7%	0.0%	3.8%	2.9%	4.3%	3.4%
%H		87.5%	40.6%	0.0%	59.4%	15.6%	43.8%	71.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	723	699	279	68	497	173	324	676
%H		96.7%	38.6%	9.4%	68.7%	23.9%	44.8%	93.5%
Working full time	358	347	143	38	234	84	151	355
%V	49.5%	49.6%	51.3%	55.9%	47.1%	48.6%	46.6%	52.5%
%H		96.9%	39.9%	10.6%	65.4%	23.5%	42.2%	99.2%
Working part time	37	37	17	3	26	10	16	35
%V	5.1%	5.3%	6.1%	4.4%	5.2%	5.8%	4.9%	5.2%
%H		100.0%	45.9%	8.1%	70.3%	27.0%	43.2%	94.6%
Not working	328	315	120	27	237	79	158	286
%V	45.4%	45.1%	43.0%	39.7%	47.7%	45.7%	48.8%	42.3%
%H		96.0%	36.6%	8.2%	72.3%	24.1%	48.2%	87.2%
Houseperson	158	146	46	11	108	29	79	132
%V	21.9%	20.9%	16.5%	16.2%	21.7%	16.8%	24.4%	19.5%
%H		92.4%	29.1%	7.0%	68.4%	18.4%	50.0%	83.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	790	779	307	71	560	184	375	715
%H		98.6%	38.9%	9.0%	70.9%	23.3%	47.5%	90.5%
16 - 19	40	39	15	6	23	8	15	40
%V	5.1%	5.0%	4.9%	8.5%	4.1%	4.3%	4.0%	5.6%
%H		97.5%	37.5%	15.0%	57.5%	20.0%	37.5%	100.0%
20 - 24	50	48	17	13	31	18	13	50
%V	6.3%	6.2%	5.5%	18.3%	5.5%	9.8%	3.5%	7.0%
%H		96.0%	34.0%	26.0%	62.0%	36.0%	26.0%	100.0%
25 - 34	99	96	36	9	61	18	43	99
%V	12.5%	12.3%	11.7%	12.7%	10.9%	9.8%	11.5%	13.8%
%H		97.0%	36.4%	9.1%	61.6%	18.2%	43.4%	100.0%
36 - 44	88	87	34	8	59	19	40	88
%V	11.1%	11.2%	11.1%	11.3%	10.5%	10.3%	10.7%	12.3%
%H		98.9%	38.6%	9.1%	67.0%	21.6%	45.5%	100.0%
45 - 54	122	119	57	14	76	32	44	121
%V	15.4%	15.3%	18.6%	19.7%	13.6%	17.4%	11.7%	16.9%
%H		97.5%	46.7%	11.5%	62.3%	26.2%	36.1%	99.2%
55 - 64	143	141	66	9	101	36	65	139
%V	18.1%	18.1%	21.5%	12.7%	18.0%	19.6%	17.3%	19.4%
%H		98.6%	46.2%	6.3%	70.6%	25.2%	45.5%	97.2%
65+	249	248	82	11	209	54	155	178
%V	31.5%	31.8%	26.7%	15.5%	37.3%	29.3%	41.3%	24.9%
%H		99.6%	32.9%	4.4%	83.9%	21.7%	62.2%	71.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	790	779	307	71	560	184	375	715
%H		98.6%	38.9%	9.0%	70.9%	23.3%	47.5%	90.5%
AB	241	234	92	18	172	52	119	229
%V	30.5%	30.0%	30.0%	25.4%	30.7%	28.3%	31.7%	32.0%
%H		97.1%	38.2%	7.5%	71.4%	21.6%	49.4%	95.0%
C1	236	233	97	25	160	63	97	220
%V	29.9%	29.9%	31.6%	35.2%	28.6%	34.2%	25.9%	30.8%
%H		98.7%	41.1%	10.6%	67.8%	26.7%	41.1%	93.2%
C2	159	159	59	21	113	37	76	147
%V	20.1%	20.4%	19.2%	29.6%	20.2%	20.1%	20.3%	20.6%
%H		100.0%	37.1%	13.2%	71.1%	23.3%	47.8%	92.5%
D	102	102	39	7	75	21	54	85
%V	12.9%	13.1%	12.7%	9.9%	13.4%	11.4%	14.4%	11.9%
%H		100.0%	38.2%	6.9%	73.5%	20.6%	52.9%	83.3%
E	51	51	20	1	40	11	29	34
%V	6.5%	6.5%	6.5%	1.4%	7.1%	6.0%	7.7%	4.8%
%H		100.0%	39.2%	2.0%	78.4%	21.6%	56.9%	66.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South 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+)	790	779	307	71	560	184	375	715
%H		98.6%	38.9%	9.0%	70.9%	23.3%	47.5%	90.5%
Working full time	246	241	106	24	158	56	103	245
%V	31.1%	30.9%	34.5%	33.8%	28.2%	30.4%	27.5%	34.3%
%H		98.0%	43.1%	9.8%	64.2%	22.8%	41.9%	99.6%
Working part time	149	146	53	18	105	38	66	144
%V	18.9%	18.7%	17.3%	25.4%	18.8%	20.7%	17.6%	20.1%
%H		98.0%	35.6%	12.1%	70.5%	25.5%	44.3%	96.6%
Not working	395	392	147	28	297	91	206	326
%V	50.0%	50.3%	47.9%	39.4%	53.0%	49.5%	54.9%	45.6%
%H		99.2%	37.2%	7.1%	75.2%	23.0%	52.2%	82.5%
Houseperson	660	653	251	52	479	149	329	587
%V	83.5%	83.8%	81.8%	73.2%	85.5%	81.0%	87.7%	82.1%
%H		98.9%	38.0%	7.9%	72.6%	22.6%	49.8%	88.9%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

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

Base: ITV Ulster - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.14: Other TV equipment

Platforms available in household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

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

Base: ITV 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 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	720	302	76	536	210	326	600
%H		41.9%	10.6%	74.4%	29.2%	45.3%	83.3%
PVR	386	262	72	242	188	55	358
%V	53.6%	86.8%	94.7%	45.1%	89.5%	16.9%	59.7%
%H		67.9%	18.7%	62.7%	48.7%	14.2%	92.7%
DVDR	2	1	0	1	1	1	2
%V	0.3%	0.3%	0.0%	0.2%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
VCR	5	1	0	4	1	4	4
%V	0.7%	0.3%	0.0%	0.7%	0.5%	1.2%	0.7%
%H		20.0%	0.0%	80.0%	20.0%	80.0%	80.0%
Any recorder	390	263	72	246	188	58	361
%V	54.2%	87.1%	94.7%	45.9%	89.5%	17.8%	60.2%
%H		67.4%	18.5%	63.1%	48.2%	14.9%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 11.17: Main Set - Other TV equipment

Platforms available in household

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

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	1866	1827	834	213	1312	579	733	1692
%H		97.9%	44.7%	11.4%	70.3%	31.0%	39.3%	90.7%
Total Children	395	388	187	51	258	123	134	388
%V	21.2%	21.2%	22.4%	23.9%	19.7%	21.2%	18.3%	22.9%
%H		98.2%	47.3%	12.9%	65.3%	31.1%	33.9%	98.2%
0 - 3	97	96	44	12	62	27	35	94
%V	5.2%	5.3%	5.3%	5.6%	4.7%	4.7%	4.8%	5.6%
%H		99.0%	45.4%	12.4%	63.9%	27.8%	36.1%	96.9%
4 - 15	298	292	143	38	195	96	99	293
%V	16.0%	16.0%	17.1%	17.8%	14.9%	16.6%	13.5%	17.3%
%H		98.0%	48.0%	12.8%	65.4%	32.2%	33.2%	98.3%
4 - 9	152	149	71	21	99	47	51	149
%V	8.1%	8.2%	8.5%	9.9%	7.5%	8.1%	7.0%	8.8%
%H		98.0%	46.7%	13.8%	65.1%	30.9%	33.6%	98.0%
10 - 15	146	142	72	17	97	49	48	144
%V	7.8%	7.8%	8.6%	8.0%	7.4%	8.5%	6.5%	8.5%
%H		97.3%	49.3%	11.6%	66.4%	33.6%	32.9%	98.6%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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	1866	1827	834	213	1312	579	733	1692
%H		97.9%	44.7%	11.4%	70.3%	31.0%	39.3%	90.7%
Total Adults (16+)	1471	1439	647	162	1054	456	599	1305
%V	78.8%	78.8%	77.6%	76.1%	80.3%	78.8%	81.7%	77.1%
%H		97.8%	44.0%	11.0%	71.7%	31.0%	40.7%	88.7%
16 - 19	90	88	45	12	60	31	28	89
%V	4.8%	4.8%	5.4%	5.6%	4.6%	5.4%	3.8%	5.3%
%H		97.8%	50.0%	13.3%	66.7%	34.4%	31.1%	98.9%
20 - 24	109	106	51	14	71	36	35	106
%V	5.8%	5.8%	6.1%	6.6%	5.4%	6.2%	4.8%	6.3%
%H		97.2%	46.8%	12.8%	65.1%	33.0%	32.1%	97.2%
25 - 34	245	237	99	29	157	62	95	236
%V	13.1%	13.0%	11.9%	13.6%	12.0%	10.7%	13.0%	13.9%
%H		96.7%	40.4%	11.8%	64.1%	25.3%	38.8%	96.3%
35 - 44	238	232	112	28	157	73	84	228
%V	12.8%	12.7%	13.4%	13.1%	12.0%	12.6%	11.5%	13.5%
%H		97.5%	47.1%	11.8%	66.0%	30.7%	35.3%	95.8%
45 - 54	256	250	127	29	178	88	90	240
%V	13.7%	13.7%	15.2%	13.6%	13.6%	15.2%	12.3%	14.2%
%H		97.7%	49.6%	11.3%	69.5%	34.4%	35.2%	93.8%
55 - 64	229	226	101	26	179	79	99	209
%V	12.3%	12.4%	12.1%	12.2%	13.6%	13.6%	13.5%	12.4%
%H		98.7%	44.1%	11.4%	78.2%	34.5%	43.2%	91.3%
65+	304	301	111	24	254	86	167	196
%V	16.3%	16.5%	13.3%	11.3%	19.4%	14.9%	22.8%	11.6%
%H		99.0%	36.5%	7.9%	83.6%	28.3%	54.9%	64.5%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Ulster
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+)	1471	1439	647	162	1054	456	599	1305
%H		97.8%	44.0%	11.0%	71.7%	31.0%	40.7%	88.7%
Working full time	709	693	328	83	489	225	264	683
%V	48.2%	48.2%	50.7%	51.2%	46.4%	49.3%	44.1%	52.3%
%H		97.7%	46.3%	11.7%	69.0%	31.7%	37.2%	96.3%
Working part time	123	122	62	15	83	41	41	117
%V	8.4%	8.5%	9.6%	9.3%	7.9%	9.0%	6.8%	9.0%
%H		99.2%	50.4%	12.2%	67.5%	33.3%	33.3%	95.1%
Not working	639	625	257	64	482	189	293	506
%V	43.4%	43.4%	39.7%	39.5%	45.7%	41.4%	48.9%	38.8%
%H		97.8%	40.2%	10.0%	75.4%	29.6%	45.9%	79.2%
Houseperson	739	720	302	76	536	210	326	612
%V	50.2%	50.0%	46.7%	46.9%	50.9%	46.1%	54.4%	46.9%
%H		97.4%	40.9%	10.3%	72.5%	28.4%	44.1%	82.8%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Ulster

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Border

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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
AB	67	63	32	3	42	15	27	65
%V	23.0%	22.4%	22.1%	42.9%	22.6%	22.7%	22.5%	26.0%
%H (All HH)		94.0%	47.8%	4.5%	62.7%	22.4%	40.3%	97.0%
%H (TV HH)			50.8%	4.8%	66.7%	23.8%	42.9%	
C1	73	70	36	2	47	17	30	69
%V	25.1%	24.9%	24.8%	28.6%	25.3%	25.8%	25.0%	27.6%
%H (All HH)		95.9%	49.3%	2.7%	64.4%	23.3%	41.1%	94.5%
%H (TV HH)			51.4%	2.9%	67.1%	24.3%	42.9%	
C2	68	67	37	0	44	17	27	59
%V	23.4%	23.8%	25.5%	0.0%	23.7%	25.8%	22.5%	23.6%
%H (All HH)		98.5%	54.4%	0.0%	64.7%	25.0%	39.7%	86.8%
%H (TV HH)			55.2%	0.0%	65.7%	25.4%	40.3%	
D	54	53	27	1	34	12	22	41
%V	18.6%	18.9%	18.6%	14.3%	18.3%	18.2%	18.3%	16.4%
%H (All HH)		98.1%	50.0%	1.9%	63.0%	22.2%	40.7%	75.9%
%H (TV HH)			50.9%	1.9%	64.2%	22.6%	41.5%	
E	29	28	12	0	19	5	14	16
%V	10.0%	10.0%	8.3%	0.0%	10.2%	7.6%	11.7%	6.4%
%H (All HH)		96.6%	41.4%	0.0%	65.5%	17.2%	48.3%	55.2%
%H (TV HH)			42.9%	0.0%	67.9%	17.9%	50.0%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Border
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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Under 25	5	4	0	0	3	0	3	5
%V	1.7%	1.4%	0.0%	0.0%	1.6%	0.0%	2.5%	2.0%
%H (All HH)		80.0%	0.0%	0.0%	60.0%	0.0%	60.0%	100.0%
%H (TV HH)			0.0%	0.0%	75.0%	0.0%	75.0%	
25 - 34	46	42	23	1	23	10	13	46
%V	15.8%	14.9%	15.9%	14.3%	12.4%	15.2%	10.8%	18.4%
%H (All HH)		91.3%	50.0%	2.2%	50.0%	21.7%	28.3%	100.0%
%H (TV HH)			54.8%	2.4%	54.8%	23.8%	31.0%	
35 - 44	36	33	15	0	20	6	14	35
%V	12.4%	11.7%	10.3%	0.0%	10.8%	9.1%	11.7%	14.0%
%H (All HH)		91.7%	41.7%	0.0%	55.6%	16.7%	38.9%	97.2%
%H (TV HH)			45.5%	0.0%	60.6%	18.2%	42.4%	
45 - 54	50	49	31	3	32	16	15	48
%V	17.2%	17.4%	21.4%	42.9%	17.2%	24.2%	12.5%	19.2%
%H (All HH)		98.0%	62.0%	6.0%	64.0%	32.0%	30.0%	96.0%
%H (TV HH)			63.3%	6.1%	65.3%	32.7%	30.6%	
55 - 64	66	65	38	1	42	16	26	59
%V	22.7%	23.1%	26.2%	14.3%	22.6%	24.2%	21.7%	23.6%
%H (All HH)		98.5%	57.6%	1.5%	63.6%	24.2%	39.4%	89.4%
%H (TV HH)			58.5%	1.5%	64.6%	24.6%	40.0%	
65 +	88	88	37	1	66	17	49	58
%V	30.2%	31.3%	25.5%	14.3%	35.5%	25.8%	40.8%	23.2%
%H (All HH)		100.0%	42.0%	1.1%	75.0%	19.3%	55.7%	65.9%
%H (TV HH)			42.0%	1.1%	75.0%	19.3%	55.7%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
1	100	94	39	1	66	15	51	69
%V	34.4%	33.5%	26.9%	14.3%	35.5%	22.7%	42.5%	27.6%
%H (All HH)		94.0%	39.0%	1.0%	66.0%	15.0%	51.0%	69.0%
%H (TV HH)			41.5%	1.1%	70.2%	16.0%	54.3%	
2	106	103	56	2	66	24	42	97
%V	36.4%	36.7%	38.6%	28.6%	35.5%	36.4%	35.0%	38.8%
%H (All HH)		97.2%	52.8%	1.9%	62.3%	22.6%	39.6%	91.5%
%H (TV HH)			54.4%	1.9%	64.1%	23.3%	40.8%	
3	47	47	27	2	30	14	16	45
%V	16.2%	16.7%	18.6%	28.6%	16.1%	21.2%	13.3%	18.0%
%H (All HH)		100.0%	57.4%	4.3%	63.8%	29.8%	34.0%	95.7%
%H (TV HH)			57.4%	4.3%	63.8%	29.8%	34.0%	
4	30	30	19	1	18	11	8	30
%V	10.3%	10.7%	13.1%	14.3%	9.7%	16.7%	6.7%	12.0%
%H (All HH)		100.0%	63.3%	3.3%	60.0%	36.7%	26.7%	100.0%
%H (TV HH)			63.3%	3.3%	60.0%	36.7%	26.7%	
5+	8	8	4	0	6	3	3	8
%V	2.7%	2.8%	2.8%	0.0%	3.2%	4.5%	2.5%	3.2%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	37.5%	37.5%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	37.5%	37.5%	
Average HH size	2.13	2.14	2.27	2.69	2.12	2.46	1.93	2.26

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Without	224	215	108	3	145	48	97	184
%V	77.0%	76.5%	74.5%	42.9%	78.0%	72.7%	80.8%	73.6%
%H (All HH)		96.0%	48.2%	1.3%	64.7%	21.4%	43.3%	82.1%
%H (TV HH)			50.2%	1.4%	67.4%	22.3%	45.1%	
With	68	67	37	3	41	18	23	66
%V	23.4%	23.8%	25.5%	42.9%	22.0%	27.3%	19.2%	26.4%
%H (All HH)		98.5%	54.4%	4.4%	60.3%	26.5%	33.8%	97.1%
%H (TV HH)			55.2%	4.5%	61.2%	26.9%	34.3%	
0 - 3	21	21	10	1	13	6	7	21
%V	7.2%	7.5%	6.9%	14.3%	7.0%	9.1%	5.8%	8.4%
%H (All HH)		100.0%	47.6%	4.8%	61.9%	28.6%	33.3%	100.0%
%H (TV HH)			47.6%	4.8%	61.9%	28.6%	33.3%	
4 - 9	36	35	19	1	23	10	13	35
%V	12.4%	12.5%	13.1%	14.3%	12.4%	15.2%	10.8%	14.0%
%H (All HH)		97.2%	52.8%	2.8%	63.9%	27.8%	36.1%	97.2%
%H (TV HH)			54.3%	2.9%	65.7%	28.6%	37.1%	
10 - 15	29	29	17	1	18	8	10	29
%V	10.0%	10.3%	11.7%	14.3%	9.7%	12.1%	8.3%	11.6%
%H (All HH)		100.0%	58.6%	3.4%	62.1%	27.6%	34.5%	100.0%
%H (TV HH)			58.6%	3.4%	62.1%	27.6%	34.5%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
1	111	111	44	1	67	9	58	88
%V	38.1%	39.5%	30.3%	14.3%	36.0%	13.6%	48.3%	35.2%
%H (All HH)		100.0%	39.6%	0.9%	60.4%	8.1%	52.3%	79.3%
%H (TV HH)			39.6%	0.9%	60.4%	8.1%	52.3%	
2	96	96	53	2	63	26	37	80
%V	33.0%	34.2%	36.6%	28.6%	33.9%	39.4%	30.8%	32.0%
%H (All HH)		100.0%	55.2%	2.1%	65.6%	27.1%	38.5%	83.3%
%H (TV HH)			55.2%	2.1%	65.6%	27.1%	38.5%	
3	49	49	31	2	36	19	17	49
%V	16.8%	17.4%	21.4%	28.6%	19.4%	28.8%	14.2%	19.6%
%H (All HH)		100.0%	63.3%	4.1%	73.5%	38.8%	34.7%	100.0%
%H (TV HH)			63.3%	4.1%	73.5%	38.8%	34.7%	
4	16	16	10	1	11	6	5	15
%V	5.5%	5.7%	6.9%	14.3%	5.9%	9.1%	4.2%	6.0%
%H (All HH)		100.0%	62.5%	6.3%	68.8%	37.5%	31.3%	93.8%
%H (TV HH)			62.5%	6.3%	68.8%	37.5%	31.3%	
5+	9	9	6	0	8	5	3	9
%V	3.1%	3.2%	4.1%	0.0%	4.3%	7.6%	2.5%	3.6%
%H (All HH)		100.0%	66.7%	0.0%	88.9%	55.6%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	88.9%	55.6%	33.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	291	281	145	7	186	66	120	250
%V (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Under 20"	33	33	16	1	29	12	17	28
%V	11.3%	11.7%	11.0%	14.3%	15.6%	18.2%	14.2%	11.2%
%H (All HH)		100.0%	48.5%	3.0%	87.9%	36.4%	51.5%	84.8%
%H (TV HH)			48.5%	3.0%	87.9%	36.4%	51.5%	
20" - 29"	71	71	36	1	53	21	32	63
%V	24.4%	25.3%	24.8%	14.3%	28.5%	31.8%	26.7%	25.2%
%H (All HH)		100.0%	50.7%	1.4%	74.6%	29.6%	45.1%	88.7%
%H (TV HH)			50.7%	1.4%	74.6%	29.6%	45.1%	
30" - 39"	146	146	74	4	104	37	66	121
%V	50.2%	52.0%	51.0%	57.1%	55.9%	56.1%	55.0%	48.4%
%H (All HH)		100.0%	50.7%	2.7%	71.2%	25.3%	45.2%	82.9%
%H (TV HH)			50.7%	2.7%	71.2%	25.3%	45.2%	
40" - 49"	143	143	87	3	88	42	45	131
%V	49.1%	50.9%	60.0%	42.9%	47.3%	63.6%	37.5%	52.4%
%H (All HH)		100.0%	60.8%	2.1%	61.5%	29.4%	31.5%	91.6%
%H (TV HH)			60.8%	2.1%	61.5%	29.4%	31.5%	
50" - 59"	55	55	34	2	35	17	18	53
%V	18.9%	19.6%	23.4%	28.6%	18.8%	25.8%	15.0%	21.2%
%H (All HH)		100.0%	61.8%	3.6%	63.6%	30.9%	32.7%	96.4%
%H (TV HH)			61.8%	3.6%	63.6%	30.9%	32.7%	
60"+	7	7	5	0	5	3	2	7
%V	2.4%	2.5%	3.4%	0.0%	2.7%	4.5%	1.7%	2.8%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Main living room	277	277	144	7	185	66	119	239
%V	95.2%	98.6%	99.3%	100.0%	99.5%	100.0%	99.2%	95.6%
%H (All HH)		100.0%	52.0%	2.5%	66.8%	23.8%	43.0%	86.3%
%H (TV HH)			52.0%	2.5%	66.8%	23.8%	43.0%	
Kitchen	40	40	23	0	32	15	17	36
%V	13.7%	14.2%	15.9%	0.0%	17.2%	22.7%	14.2%	14.4%
%H (All HH)		100.0%	57.5%	0.0%	80.0%	37.5%	42.5%	90.0%
%H (TV HH)			57.5%	0.0%	80.0%	37.5%	42.5%	
Adult's bedroom	127	127	78	4	86	45	42	115
%V	43.6%	45.2%	53.8%	57.1%	46.2%	68.2%	35.0%	46.0%
%H (All HH)		100.0%	61.4%	3.1%	67.7%	35.4%	33.1%	90.6%
%H (TV HH)			61.4%	3.1%	67.7%	35.4%	33.1%	
Child's bedroom	28	28	19	2	17	10	8	28
%V	9.6%	10.0%	13.1%	28.6%	9.1%	15.2%	6.7%	11.2%
%H (All HH)		100.0%	67.9%	7.1%	60.7%	35.7%	28.6%	100.0%
%H (TV HH)			67.9%	7.1%	60.7%	35.7%	28.6%	
Other bedroom	7	7	4	0	5	3	2	7
%V	2.4%	2.5%	2.8%	0.0%	2.7%	4.5%	1.7%	2.8%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			57.1%	0.0%	71.4%	42.9%	28.6%	
Second living/dining room	29	29	15	2	22	9	12	26
%V	10.0%	10.3%	10.3%	28.6%	11.8%	13.6%	10.0%	10.4%
%H (All HH)		100.0%	51.7%	6.9%	75.9%	31.0%	41.4%	89.7%
%H (TV HH)			51.7%	6.9%	75.9%	31.0%	41.4%	
Study/office	6	6	4	1	5	3	2	6
%V	2.1%	2.1%	2.8%	14.3%	2.7%	4.5%	1.7%	2.4%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	50.0%	33.3%	
TV room	3	3	2	0	2	1	1	3
%V	1.0%	1.1%	1.4%	0.0%	1.1%	1.5%	0.8%	1.2%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	66.7%	33.3%	33.3%	
Conservatory	7	7	4	0	5	2	3	7
%V	2.4%	2.5%	2.8%	0.0%	2.7%	3.0%	2.5%	2.8%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	71.4%	28.6%	42.9%	
Attic or loft room	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	2	2	1	0	2	1	1	2
%V	0.7%	0.7%	0.7%	0.0%	1.1%	1.5%	0.8%	0.8%
%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%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	291	281	145	7	186	66	120	250
%H (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Any DSAT provider	145	145	145	5	64	64	0	129
%V	49.8%	51.6%	100.0%	71.4%	34.4%	97.0%	0.0%	51.6%
%H (All HH)			100.0%	3.4%	44.1%	44.1%	0.0%	89.0%
%H (TV HH)			100.0%	3.4%	44.1%	44.1%	0.0%	
Sky with subscription	117	117	117	3	52	52	0	106
%V	40.2%	41.6%	80.7%	42.9%	28.0%	78.8%	0.0%	42.4%
%H (All HH)			100.0%	2.6%	44.4%	44.4%	0.0%	90.6%
%H (TV HH)			100.0%	2.6%	44.4%	44.4%	0.0%	
Sky without subscription	9	9	9	0	5	5	0	6
%V	3.1%	3.2%	6.2%	0.0%	2.7%	7.6%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	55.6%	55.6%	0.0%	66.7%
%H (TV HH)			100.0%	0.0%	55.6%	55.6%	0.0%	
Freesat	18	18	18	1	6	6	0	17
%V	6.2%	6.4%	12.4%	14.3%	3.2%	9.1%	0.0%	6.8%
%H (All HH)			100.0%	5.6%	33.3%	33.3%	0.0%	94.4%
%H (TV HH)			100.0%	5.6%	33.3%	33.3%	0.0%	
Other satellite provider	10	10	10	2	6	6	0	9
%V	3.4%	3.6%	6.9%	28.6%	3.2%	9.1%	0.0%	3.6%
%H (All HH)			100.0%	20.0%	60.0%	60.0%	0.0%	90.0%
%H (TV HH)			100.0%	20.0%	60.0%	60.0%	0.0%	
DCAB	7	7	5	7	5	5	0	7
%V	2.4%	2.5%	3.4%	100.0%	2.7%	7.6%	0.0%	2.8%
%H (All HH)			71.4%	100.0%	71.4%	71.4%	0.0%	100.0%
%H (TV HH)			71.4%	100.0%	71.4%	71.4%	0.0%	
DTT	186	186	64	5	186	66	120	155
%V	63.9%	66.2%	44.1%	71.4%	100.0%	100.0%	100.0%	62.0%
%H (All HH)		100.0%	34.4%	2.7%	100.0%	35.5%	64.5%	83.3%
%H (TV HH)			34.4%	2.7%	100.0%	35.5%	64.5%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

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	291	281	145	7	186	66	120	250
%V (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%V (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
PVR	176	176	129	7	103	58	44	161
%V	60.5%	62.6%	89.0%	100.0%	55.4%	87.9%	36.7%	64.4%
%H (All HH)		100.0%	73.3%	4.0%	58.5%	33.0%	25.0%	91.5%
%H (TV HH)			73.3%	4.0%	58.5%	33.0%	25.0%	
DVDR	3	3	1	0	2	1	1	2
%V	1.0%	1.1%	0.7%	0.0%	1.1%	1.5%	0.8%	0.8%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	33.3%	66.7%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	33.3%	
VCR	1	1	1	0	0	0	0	1
%V	0.3%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.4%
%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%	
Any recorder	178	178	130	7	104	58	46	162
%V	61.2%	63.3%	89.7%	100.0%	55.9%	87.9%	38.3%	64.8%
%H (All HH)		100.0%	73.0%	3.9%	58.4%	32.6%	25.8%	91.0%
%H (TV HH)			73.0%	3.9%	58.4%	32.6%	25.8%	
Receives HDTV (via STB or built-in reception)	176	176	117	6	113	55	57	163
%V	60.5%	62.6%	80.7%	85.7%	60.8%	83.3%	47.5%	65.2%
%H (All HH)		100.0%	66.5%	3.4%	64.2%	31.3%	32.4%	92.6%
%H (TV HH)			66.5%	3.4%	64.2%	31.3%	32.4%	
DVD/Blu-ray player or recorder	181	181	94	6	123	45	78	160
%V	62.2%	64.4%	64.8%	85.7%	66.1%	68.2%	65.0%	64.0%
%H (All HH)		100.0%	51.9%	3.3%	68.0%	24.9%	43.1%	88.4%
%H (TV HH)			51.9%	3.3%	68.0%	24.9%	43.1%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Household level data

Table 12.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	291	281	145	7	186	66	120	250
%V (All HH)		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%
%H (TV HH)			51.6%	2.5%	66.2%	23.5%	42.7%	
Has broadband internet	250	241	129	7	155	59	96	250
%V	85.9%	85.8%	89.0%	100.0%	83.3%	89.4%	80.0%	100.0%
%H (All HH)		96.4%	51.6%	2.8%	62.0%	23.6%	38.4%	100.0%
%H (TV HH)			53.5%	2.9%	64.3%	24.5%	39.8%	
Number of computers (PCs and laptops)								
0	57	55	22	0	40	10	30	18
%V	19.6%	19.6%	15.2%	0.0%	21.5%	15.2%	25.0%	7.2%
%H (All HH)		96.5%	38.6%	0.0%	70.2%	17.5%	52.6%	31.6%
%H (TV HH)			40.0%	0.0%	72.7%	18.2%	54.5%	
1	82	77	36	3	50	13	37	80
%V	28.2%	27.4%	24.8%	42.9%	26.9%	19.7%	30.8%	32.0%
%H (All HH)		93.9%	43.9%	3.7%	61.0%	15.9%	45.1%	97.6%
%H (TV HH)			46.8%	3.9%	64.9%	16.9%	48.1%	
2	66	64	34	1	42	15	28	66
%V	22.7%	22.8%	23.4%	14.3%	22.6%	22.7%	23.3%	26.4%
%H (All HH)		97.0%	51.5%	1.5%	63.6%	22.7%	42.4%	100.0%
%H (TV HH)			53.1%	1.6%	65.6%	23.4%	43.8%	
3	47	47	29	1	31	15	15	47
%V	16.2%	16.7%	20.0%	14.3%	16.7%	22.7%	12.5%	18.8%
%H (All HH)		100.0%	61.7%	2.1%	66.0%	31.9%	31.9%	100.0%
%H (TV HH)			61.7%	2.1%	66.0%	31.9%	31.9%	
4	20	19	13	1	12	7	5	20
%V	6.9%	6.8%	9.0%	14.3%	6.5%	10.6%	4.2%	8.0%
%H (All HH)		95.0%	65.0%	5.0%	60.0%	35.0%	25.0%	100.0%
%H (TV HH)			68.4%	5.3%	63.2%	36.8%	26.3%	
5+	19	19	12	1	11	6	5	19
%V	6.5%	6.8%	8.3%	14.3%	5.9%	9.1%	4.2%	7.6%
%H (All HH)		100.0%	63.2%	5.3%	57.9%	31.6%	26.3%	100.0%
%H (TV HH)			63.2%	5.3%	57.9%	31.6%	26.3%	

Base: ITV Border - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Border

Set level data

Table 12.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	564	319	17	392	174	218	505
%H		56.6%	3.0%	69.5%	30.9%	38.7%	89.5%
Under 20"	40	19	2	35	15	20	34
%V	7.1%	6.0%	11.8%	8.9%	8.6%	9.2%	6.7%
%H		47.5%	5.0%	87.5%	37.5%	50.0%	85.0%
20" - 29"	88	44	1	67	27	40	78
%V	15.6%	13.8%	5.9%	17.1%	15.5%	18.3%	15.4%
%H		50.0%	1.1%	76.1%	30.7%	45.5%	88.6%
30" - 39"	183	96	5	128	49	79	154
%V	32.4%	30.1%	29.4%	32.7%	28.2%	36.2%	30.5%
%H		52.5%	2.7%	69.9%	26.8%	43.2%	84.2%
40" - 49"	176	111	5	113	59	54	164
%V	31.2%	34.8%	29.4%	28.8%	33.9%	24.8%	32.5%
%H		63.1%	2.8%	64.2%	33.5%	30.7%	93.2%
50" - 59"	62	39	3	39	20	19	60
%V	11.0%	12.2%	17.6%	9.9%	11.5%	8.7%	11.9%
%H		62.9%	4.8%	62.9%	32.3%	30.6%	96.8%
60"+	7	5	0	5	3	2	7
%V	1.2%	1.6%	0.0%	1.3%	1.7%	0.9%	1.4%
%H		71.4%	0.0%	71.4%	42.9%	28.6%	100.0%
Don't know	9	4	1	5	1	4	8
%V	1.6%	1.3%	5.9%	1.3%	0.6%	1.8%	1.6%
%H		44.4%	11.1%	55.6%	11.1%	44.4%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	564	319	17	392	174	218	505
%H		56.6%	3.0%	69.5%	30.9%	38.7%	89.5%
Main living room	279	144	7	186	66	120	240
%V	49.5%	45.1%	41.2%	47.4%	37.9%	55.0%	47.5%
%H		51.6%	2.5%	66.7%	23.7%	43.0%	86.0%
Kitchen	40	23	0	32	15	17	36
%V	7.1%	7.2%	0.0%	8.2%	8.6%	7.8%	7.1%
%H		57.5%	0.0%	80.0%	37.5%	42.5%	90.0%
Adult's bedroom	153	95	5	105	56	49	141
%V	27.1%	29.8%	29.4%	26.8%	32.2%	22.5%	27.9%
%H		62.1%	3.3%	68.6%	36.6%	32.0%	92.2%
Child's bedroom	36	23	2	25	14	11	35
%V	6.4%	7.2%	11.8%	6.4%	8.0%	5.0%	6.9%
%H		63.9%	5.6%	69.4%	38.9%	30.6%	97.2%
Other bedroom	8	6	0	7	5	2	8
%V	1.4%	1.9%	0.0%	1.8%	2.9%	0.9%	1.6%
%H		75.0%	0.0%	87.5%	62.5%	25.0%	100.0%
Second living/dining room	30	15	2	23	10	12	27
%V	5.3%	4.7%	11.8%	5.9%	5.7%	5.5%	5.3%
%H		50.0%	6.7%	76.7%	33.3%	40.0%	90.0%
Study/office	6	4	1	5	3	2	6
%V	1.1%	1.3%	5.9%	1.3%	1.7%	0.9%	1.2%
%H		66.7%	16.7%	83.3%	50.0%	33.3%	100.0%
TV room	3	2	0	2	1	1	3
%V	0.5%	0.6%	0.0%	0.5%	0.6%	0.5%	0.6%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
Conservatory	7	4	0	5	2	3	7
%V	1.2%	1.3%	0.0%	1.3%	1.1%	1.4%	1.4%
%H		57.1%	0.0%	71.4%	28.6%	42.9%	100.0%
Attic or loft room	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	2	1	0	2	1	1	2
%V	0.4%	0.3%	0.0%	0.5%	0.6%	0.5%	0.4%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

Set level data

Table 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	564	319	17	392	174	218	505
%H		56.6%	3.0%	69.5%	30.9%	38.7%	89.5%
PVR	248	192	12	137	85	52	229
%V	44.0%	60.2%	70.6%	34.9%	48.9%	23.9%	45.3%
%H		77.4%	4.8%	55.2%	34.3%	21.0%	92.3%
DVDR	3	1	0	3	1	2	2
%V	0.5%	0.3%	0.0%	0.8%	0.6%	0.9%	0.4%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
VCR	1	1	0	0	0	0	1
%V	0.2%	0.3%	0.0%	0.0%	0.0%	0.0%	0.2%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
Any recorder	252	194	12	139	85	54	232
%V	44.7%	60.8%	70.6%	35.5%	48.9%	24.8%	45.9%
%H		77.0%	4.8%	55.2%	33.7%	21.4%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	564	319	17	392	174	218	505
%H		56.6%	3.0%	69.5%	30.9%	38.7%	89.5%
Receives HDTV (via STB or built-in reception)	263	186	13	167	93	74	248
%V	46.6%	58.3%	76.5%	42.6%	53.4%	33.9%	49.1%
%H		70.7%	4.9%	63.5%	35.4%	28.1%	94.3%
DVD/Blu-ray player or recorder	252	136	10	176	72	104	227
%V	44.7%	42.6%	58.8%	44.9%	41.4%	47.7%	45.0%
%H		54.0%	4.0%	69.8%	28.6%	41.3%	90.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

Set level data

Table 12.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	280	145	7	186	66	120	240
%H		51.8%	2.5%	66.4%	23.6%	42.9%	85.7%
Under 20"	4	0	0	4	0	4	3
%V	1.4%	0.0%	0.0%	2.2%	0.0%	3.3%	1.3%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	75.0%
20" - 29"	14	4	0	10	1	9	11
%V	5.0%	2.8%	0.0%	5.4%	1.5%	7.5%	4.6%
%H		28.6%	0.0%	71.4%	7.1%	64.3%	78.6%
30" - 39"	86	36	1	61	14	47	64
%V	30.7%	24.8%	14.3%	32.8%	21.2%	39.2%	26.7%
%H		41.9%	1.2%	70.9%	16.3%	54.7%	74.4%
40" - 49"	118	71	3	72	34	38	108
%V	42.1%	49.0%	42.9%	38.7%	51.5%	31.7%	45.0%
%H		60.2%	2.5%	61.0%	28.8%	32.2%	91.5%
50" - 59"	48	29	2	32	14	18	46
%V	17.1%	20.0%	28.6%	17.2%	21.2%	15.0%	19.2%
%H		60.4%	4.2%	66.7%	29.2%	37.5%	95.8%
60"+	5	4	0	4	2	1	5
%V	1.8%	2.8%	0.0%	2.2%	3.0%	0.8%	2.1%
%H		80.0%	0.0%	80.0%	40.0%	20.0%	100.0%
Don't know	5	2	0	3	0	2	4
%V	1.8%	1.4%	0.0%	1.6%	0.0%	1.7%	1.7%
%H		40.0%	0.0%	60.0%	0.0%	40.0%	80.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	280	145	7	186	66	120	240
%H		51.8%	2.5%	66.4%	23.6%	42.9%	85.7%
PVR	172	128	7	99	58	41	156
%V	61.4%	88.3%	100.0%	53.2%	87.9%	34.2%	65.0%
%H		74.4%	4.1%	57.6%	33.7%	23.8%	90.7%
DVDR	1	0	0	1	0	1	1
%V	0.4%	0.0%	0.0%	0.5%	0.0%	0.8%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Any recorder	173	128	7	100	58	42	157
%V	61.8%	88.3%	100.0%	53.8%	87.9%	35.0%	65.4%
%H		74.0%	4.0%	57.8%	33.5%	24.3%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 12.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	280	145	7	186	66	120	240
%H		51.8%	2.5%	66.4%	23.6%	42.9%	85.7%
Receives HDTV (via STB or built-in reception)	171	114	6	109	54	55	158
%V	61.1%	78.6%	85.7%	58.6%	81.8%	45.8%	65.8%
%H		66.7%	3.5%	63.7%	31.6%	32.2%	92.4%
DVD/Blu-ray player or recorder	154	78	5	103	36	67	135
%V	55.0%	53.8%	71.4%	55.4%	54.5%	55.8%	56.3%
%H		50.6%	3.2%	66.9%	23.4%	43.5%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	284	174	10	206	108	98	264
%H		61.3%	3.5%	72.5%	38.0%	34.5%	93.0%
Under 20"	36	19	2	31	15	16	31
%V	12.7%	10.9%	20.0%	15.0%	13.9%	16.3%	11.7%
%H		52.8%	5.6%	86.1%	41.7%	44.4%	86.1%
20" - 29"	73	40	1	57	26	31	68
%V	25.7%	23.0%	10.0%	27.7%	24.1%	31.6%	25.8%
%H		54.8%	1.4%	78.1%	35.6%	42.5%	93.2%
30" - 39"	97	61	4	67	36	32	90
%V	34.2%	35.1%	40.0%	32.5%	33.3%	32.7%	34.1%
%H		62.9%	4.1%	69.1%	37.1%	33.0%	92.8%
40" - 49"	58	40	3	40	24	16	56
%V	20.4%	23.0%	30.0%	19.4%	22.2%	16.3%	21.2%
%H		69.0%	5.2%	69.0%	41.4%	27.6%	96.6%
50" - 59"	13	11	1	8	7	1	13
%V	4.6%	6.3%	10.0%	3.9%	6.5%	1.0%	4.9%
%H		84.6%	7.7%	61.5%	53.8%	7.7%	100.0%
60"+	2	1	0	1	1	0	2
%V	0.7%	0.6%	0.0%	0.5%	0.9%	0.0%	0.8%
%H		50.0%	0.0%	50.0%	50.0%	0.0%	100.0%
Don't know	4	2	1	2	0	2	4
%V	1.4%	1.1%	10.0%	1.0%	0.0%	2.0%	1.5%
%H		50.0%	25.0%	50.0%	0.0%	50.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	284	174	10	206	108	98	264
%H		61.3%	3.5%	72.5%	38.0%	34.5%	93.0%
PVR	76	64	5	38	27	11	73
%V	26.8%	36.8%	50.0%	18.4%	25.0%	11.2%	27.7%
%H		84.2%	6.6%	50.0%	35.5%	14.5%	96.1%
DVDR	2	1	0	2	1	1	2
%V	0.7%	0.6%	0.0%	1.0%	0.9%	1.0%	0.8%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	1	0	0	0	0	0
%V	0.4%	0.6%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Any recorder	79	66	5	39	28	12	75
%V	27.8%	37.9%	50.0%	18.9%	25.9%	12.2%	28.4%
%H		83.5%	6.3%	49.4%	35.4%	15.2%	94.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	284	174	10	206	108	98	264
%H		61.3%	3.5%	72.5%	38.0%	34.5%	93.0%
Receives HDTV (via STB or built-in reception)	93	72	6	59	39	20	90
%V	32.7%	41.4%	60.0%	28.6%	36.1%	20.4%	34.1%
%H		77.4%	6.5%	63.4%	41.9%	21.5%	96.8%
DVD/Blu-ray player or recorder	98	58	5	73	36	37	92
%V	34.5%	33.3%	50.0%	35.4%	33.3%	37.8%	34.8%
%H		59.2%	5.1%	74.5%	36.7%	37.8%	93.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Border
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	619	603	328	18	394	162	232	564
%H		97.4%	53.0%	2.9%	63.7%	26.2%	37.5%	91.1%
Total Children	104	103	56	4	67	30	37	103
%V	16.8%	17.1%	17.1%	22.2%	17.0%	18.5%	15.9%	18.3%
%H		99.0%	53.8%	3.8%	64.4%	28.8%	35.6%	99.0%
0 - 3	24	23	12	1	15	7	8	23
%V	3.9%	3.8%	3.7%	5.6%	3.8%	4.3%	3.4%	4.1%
%H		95.8%	50.0%	4.2%	62.5%	29.2%	33.3%	95.8%
4 - 15	81	80	44	3	52	23	29	80
%V	13.1%	13.3%	13.4%	16.7%	13.2%	14.2%	12.5%	14.2%
%H		98.8%	54.3%	3.7%	64.2%	28.4%	35.8%	98.8%
4 - 9	46	45	24	2	31	13	17	44
%V	7.4%	7.5%	7.3%	11.1%	7.9%	8.0%	7.3%	7.8%
%H		97.8%	52.2%	4.3%	67.4%	28.3%	37.0%	95.7%
10 - 15	35	35	20	1	21	10	12	35
%V	5.7%	5.8%	6.1%	5.6%	5.3%	6.2%	5.2%	6.2%
%H		100.0%	57.1%	2.9%	60.0%	28.6%	34.3%	100.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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	619	603	328	18	394	162	232	564
%H		97.4%	53.0%	2.9%	63.7%	26.2%	37.5%	91.1%
Total Adults (16+)	515	500	272	14	328	132	195	462
%V	83.2%	82.9%	82.9%	77.8%	83.2%	81.5%	84.1%	81.9%
%H		97.1%	52.8%	2.7%	63.7%	25.6%	37.9%	89.7%
16 - 19	25	25	15	2	15	9	6	25
%V	4.0%	4.1%	4.6%	11.1%	3.8%	5.6%	2.6%	4.4%
%H		100.0%	60.0%	8.0%	60.0%	36.0%	24.0%	100.0%
20 - 24	24	22	10	1	14	7	7	23
%V	3.9%	3.6%	3.0%	5.6%	3.6%	4.3%	3.0%	4.1%
%H		91.7%	41.7%	4.2%	58.3%	29.2%	29.2%	95.8%
25 - 34	82	76	44	2	42	19	22	80
%V	13.2%	12.6%	13.4%	11.1%	10.7%	11.7%	9.5%	14.2%
%H		92.7%	53.7%	2.4%	51.2%	23.2%	26.8%	97.6%
35 - 44	60	56	27	1	35	12	24	58
%V	9.7%	9.3%	8.2%	5.6%	8.9%	7.4%	10.3%	10.3%
%H		93.3%	45.0%	1.7%	58.3%	20.0%	40.0%	96.7%
45 - 54	83	81	52	4	53	29	25	80
%V	13.4%	13.4%	15.9%	22.2%	13.5%	17.9%	10.8%	14.2%
%H		97.6%	62.7%	4.8%	63.9%	34.9%	30.1%	96.4%
55 - 64	107	105	62	3	68	26	42	98
%V	17.3%	17.4%	18.9%	16.7%	17.3%	16.0%	18.1%	17.4%
%H		98.1%	57.9%	2.8%	63.6%	24.3%	39.3%	91.6%
65+	135	135	62	2	99	30	69	97
%V	21.8%	22.4%	18.9%	11.1%	25.1%	18.5%	29.7%	17.2%
%H		100.0%	45.9%	1.5%	73.3%	22.2%	51.1%	71.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Border
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+)	515	500	272	14	328	132	195	462
%H		97.1%	52.8%	2.7%	63.7%	25.6%	37.9%	89.7%
AB	124	118	62	7	79	31	48	121
%V	24.1%	23.6%	22.8%	50.0%	24.1%	23.5%	24.6%	26.2%
%H		95.2%	50.0%	5.6%	63.7%	25.0%	38.7%	97.6%
C1	130	126	70	4	82	35	47	125
%V	25.2%	25.2%	25.7%	28.6%	25.0%	26.5%	24.1%	27.1%
%H		96.9%	53.8%	3.1%	63.1%	26.9%	36.2%	96.2%
C2	125	124	72	1	81	34	46	113
%V	24.3%	24.8%	26.5%	7.1%	24.7%	25.8%	23.6%	24.5%
%H		99.2%	57.6%	0.8%	64.8%	27.2%	36.8%	90.4%
D	97	95	52	2	61	25	36	79
%V	18.8%	19.0%	19.1%	14.3%	18.6%	18.9%	18.5%	17.1%
%H		97.9%	53.6%	2.1%	62.9%	25.8%	37.1%	81.4%
E	39	37	17	1	26	7	19	23
%V	7.6%	7.4%	6.3%	7.1%	7.9%	5.3%	9.7%	5.0%
%H		94.9%	43.6%	2.6%	66.7%	17.9%	48.7%	59.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Border

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+)	515	500	272	14	328	132	195	462
%H		97.1%	52.8%	2.7%	63.7%	25.6%	37.9%	89.7%
Working full time	234	226	132	8	141	65	76	228
%V	45.4%	45.2%	48.5%	57.1%	43.0%	49.2%	39.0%	49.4%
%H		96.6%	56.4%	3.4%	60.3%	27.8%	32.5%	97.4%
Working part time	67	63	36	2	41	17	23	60
%V	13.0%	12.6%	13.2%	14.3%	12.5%	12.9%	11.8%	13.0%
%H		94.0%	53.7%	3.0%	61.2%	25.4%	34.3%	89.6%
Not working	214	211	105	4	146	50	96	173
%V	41.6%	42.2%	38.6%	28.6%	44.5%	37.9%	49.2%	37.4%
%H		98.6%	49.1%	1.9%	68.2%	23.4%	44.9%	80.8%
Houseperson	291	281	145	7	186	66	120	250
%V	56.5%	56.2%	53.3%	50.0%	56.7%	50.0%	61.5%	54.1%
%H		96.6%	49.8%	2.4%	63.9%	22.7%	41.2%	85.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	245	235	130	6	154	64	90	221
%H		95.9%	53.1%	2.4%	62.9%	26.1%	36.7%	90.2%
16 - 19	14	14	9	1	8	5	3	14
%V	5.7%	6.0%	6.9%	16.7%	5.2%	7.8%	3.3%	6.3%
%H		100.0%	64.3%	7.1%	57.1%	35.7%	21.4%	100.0%
20 - 24	12	11	5	0	6	3	3	12
%V	4.9%	4.7%	3.8%	0.0%	3.9%	4.7%	3.3%	5.4%
%H		91.7%	41.7%	0.0%	50.0%	25.0%	25.0%	100.0%
25 - 34	40	36	19	1	19	9	11	39
%V	16.3%	15.3%	14.6%	16.7%	12.3%	14.1%	12.2%	17.6%
%H		90.0%	47.5%	2.5%	47.5%	22.5%	27.5%	97.5%
35 - 44	28	26	12	0	17	6	12	26
%V	11.4%	11.1%	9.2%	0.0%	11.0%	9.4%	13.3%	11.8%
%H		92.9%	42.9%	0.0%	60.7%	21.4%	42.9%	92.9%
45 - 54	38	38	24	2	26	14	12	37
%V	15.5%	16.2%	18.5%	33.3%	16.9%	21.9%	13.3%	16.7%
%H		100.0%	63.2%	5.3%	68.4%	36.8%	31.6%	97.4%
55 - 64	50	50	28	2	33	11	21	47
%V	20.4%	21.3%	21.5%	33.3%	21.4%	17.2%	23.3%	21.3%
%H		100.0%	56.0%	4.0%	66.0%	22.0%	42.0%	94.0%
65+	62	62	32	1	45	17	28	46
%V	25.3%	26.4%	24.6%	16.7%	29.2%	26.6%	31.1%	20.8%
%H		100.0%	51.6%	1.6%	72.6%	27.4%	45.2%	74.2%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	245	235	130	6	154	64	90	221
%H		95.9%	53.1%	2.4%	62.9%	26.1%	36.7%	90.2%
AB	61	57	30	3	39	15	23	60
%V	24.9%	24.3%	23.1%	50.0%	25.3%	23.4%	25.6%	27.1%
%H		93.4%	49.2%	4.9%	63.9%	24.6%	37.7%	98.4%
C1	59	57	31	2	36	15	21	57
%V	24.1%	24.3%	23.8%	33.3%	23.4%	23.4%	23.3%	25.8%
%H		96.6%	52.5%	3.4%	61.0%	25.4%	35.6%	96.6%
C2	69	68	40	0	46	19	26	62
%V	28.2%	28.9%	30.8%	0.0%	29.9%	29.7%	28.9%	28.1%
%H		98.6%	58.0%	0.0%	66.7%	27.5%	37.7%	89.9%
D	41	39	24	1	25	12	13	34
%V	16.7%	16.6%	18.5%	16.7%	16.2%	18.8%	14.4%	15.4%
%H		95.1%	58.5%	2.4%	61.0%	29.3%	31.7%	82.9%
E	15	14	6	0	9	3	6	8
%V	6.1%	6.0%	4.6%	0.0%	5.8%	4.7%	6.7%	3.6%
%H		93.3%	40.0%	0.0%	60.0%	20.0%	40.0%	53.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	245	235	130	6	154	64	90	221
%H		95.9%	53.1%	2.4%	62.9%	26.1%	36.7%	90.2%
Working full time	139	131	76	4	81	36	45	134
%V	56.7%	55.7%	58.5%	66.7%	52.6%	56.3%	50.0%	60.6%
%H		94.2%	54.7%	2.9%	58.3%	25.9%	32.4%	96.4%
Working part time	16	15	8	1	12	5	7	13
%V	6.5%	6.4%	6.2%	16.7%	7.8%	7.8%	7.8%	5.9%
%H		93.8%	50.0%	6.3%	75.0%	31.3%	43.8%	81.3%
Not working	90	89	47	1	62	24	38	74
%V	36.7%	37.9%	36.2%	16.7%	40.3%	37.5%	42.2%	33.5%
%H		98.9%	52.2%	1.1%	68.9%	26.7%	42.2%	82.2%
Houseperson	61	56	25	2	38	12	26	48
%V	24.9%	23.8%	19.2%	33.3%	24.7%	18.8%	28.9%	21.7%
%H		91.8%	41.0%	3.3%	62.3%	19.7%	42.6%	78.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	270	265	142	8	173	68	105	241
%H		98.1%	52.6%	3.0%	64.1%	25.2%	38.9%	89.3%
16 - 19	11	11	6	1	7	4	3	11
%V	4.1%	4.2%	4.2%	12.5%	4.0%	5.9%	2.9%	4.6%
%H		100.0%	54.5%	9.1%	63.6%	36.4%	27.3%	100.0%
20 - 24	11	11	5	1	8	4	3	11
%V	4.1%	4.2%	3.5%	12.5%	4.6%	5.9%	2.9%	4.6%
%H		100.0%	45.5%	9.1%	72.7%	36.4%	27.3%	100.0%
25 - 34	42	40	24	1	23	11	12	41
%V	15.6%	15.1%	16.9%	12.5%	13.3%	16.2%	11.4%	17.0%
%H		95.2%	57.1%	2.4%	54.8%	26.2%	28.6%	97.6%
35 - 44	32	31	15	1	18	6	12	32
%V	11.9%	11.7%	10.6%	12.5%	10.4%	8.8%	11.4%	13.3%
%H		96.9%	46.9%	3.1%	56.3%	18.8%	37.5%	100.0%
45 - 54	44	44	28	2	28	15	13	43
%V	16.3%	16.6%	19.7%	25.0%	16.2%	22.1%	12.4%	17.8%
%H		100.0%	63.6%	4.5%	63.6%	34.1%	29.5%	97.7%
55 - 64	56	55	33	1	36	15	21	52
%V	20.7%	20.8%	23.2%	12.5%	20.8%	22.1%	20.0%	21.6%
%H		98.2%	58.9%	1.8%	64.3%	26.8%	37.5%	92.9%
65+	73	73	30	1	54	13	41	51
%V	27.0%	27.5%	21.1%	12.5%	31.2%	19.1%	39.0%	21.2%
%H		100.0%	41.1%	1.4%	74.0%	17.8%	56.2%	69.9%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	270	265	142	8	173	68	105	241
%H		98.1%	52.6%	3.0%	64.1%	25.2%	38.9%	89.3%
AB	63	61	32	4	40	16	24	61
%V	23.3%	23.0%	22.5%	50.0%	23.1%	23.5%	22.9%	25.3%
%H		96.8%	50.8%	6.3%	63.5%	25.4%	38.1%	96.8%
C1	71	69	39	2	45	19	26	68
%V	26.3%	26.0%	27.5%	25.0%	26.0%	27.9%	24.8%	28.2%
%H		97.2%	54.9%	2.8%	63.4%	26.8%	36.6%	95.8%
C2	56	56	32	1	35	15	20	51
%V	20.7%	21.1%	22.5%	12.5%	20.2%	22.1%	19.0%	21.2%
%H		100.0%	57.1%	1.8%	62.5%	26.8%	35.7%	91.1%
D	57	55	29	1	37	14	23	45
%V	21.1%	20.8%	20.4%	12.5%	21.4%	20.6%	21.9%	18.7%
%H		96.5%	50.9%	1.8%	64.9%	24.6%	40.4%	78.9%
E	24	23	10	0	17	4	13	15
%V	8.9%	8.7%	7.0%	0.0%	9.8%	5.9%	12.4%	6.2%
%H		95.8%	41.7%	0.0%	70.8%	16.7%	54.2%	62.5%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Border

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+)	270	265	142	8	173	68	105	241
%H		98.1%	52.6%	3.0%	64.1%	25.2%	38.9%	89.3%
Working full time	96	94	56	4	60	29	31	94
%V	35.6%	35.5%	39.4%	50.0%	34.7%	42.6%	29.5%	39.0%
%H		97.9%	58.3%	4.2%	62.5%	30.2%	32.3%	97.9%
Working part time	50	48	28	1	29	13	16	47
%V	18.5%	18.1%	19.7%	12.5%	16.8%	19.1%	15.2%	19.5%
%H		96.0%	56.0%	2.0%	58.0%	26.0%	32.0%	94.0%
Not working	124	122	58	3	84	26	58	100
%V	45.9%	46.0%	40.8%	37.5%	48.6%	38.2%	55.2%	41.5%
%H		98.4%	46.8%	2.4%	67.7%	21.0%	46.8%	80.6%
Houseperson	230	225	119	5	148	54	94	202
%V	85.2%	84.9%	83.8%	62.5%	85.5%	79.4%	89.5%	83.8%
%H		97.8%	51.7%	2.2%	64.3%	23.5%	40.9%	87.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV HTV West
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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
AB	282	273	103	30	189	60	129	275
%V	27.4%	28.0%	31.0%	22.9%	29.5%	33.0%	28.2%	30.0%
%H (All HH)		96.8%	36.5%	10.6%	67.0%	21.3%	45.7%	97.5%
%H (TV HH)			37.7%	11.0%	69.2%	22.0%	47.3%	
C1	334	316	97	51	195	53	142	311
%V	32.4%	32.4%	29.2%	38.9%	30.5%	29.1%	31.1%	34.0%
%H (All HH)		94.6%	29.0%	15.3%	58.4%	15.9%	42.5%	93.1%
%H (TV HH)			30.7%	16.1%	61.7%	16.8%	44.9%	
C2	216	207	72	30	135	38	97	188
%V	21.0%	21.2%	21.7%	22.9%	21.1%	20.9%	21.2%	20.5%
%H (All HH)		95.8%	33.3%	13.9%	62.5%	17.6%	44.9%	87.0%
%H (TV HH)			34.8%	14.5%	65.2%	18.4%	46.9%	
D	125	112	39	15	73	20	53	95
%V	12.1%	11.5%	11.7%	11.5%	11.4%	11.0%	11.6%	10.4%
%H (All HH)		89.6%	31.2%	12.0%	58.4%	16.0%	42.4%	76.0%
%H (TV HH)			34.8%	13.4%	65.2%	17.9%	47.3%	
E	74	68	21	5	48	12	36	47
%V	7.2%	7.0%	6.3%	3.8%	7.5%	6.6%	7.9%	5.1%
%H (All HH)		91.9%	28.4%	6.8%	64.9%	16.2%	48.6%	63.5%
%H (TV HH)			30.9%	7.4%	70.6%	17.6%	52.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV HTV West
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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
Under 25	38	28	7	2	13	3	10	36
%V	3.7%	2.9%	2.1%	1.5%	2.0%	1.6%	2.2%	3.9%
%H (All HH)		73.7%	18.4%	5.3%	34.2%	7.9%	26.3%	94.7%
%H (TV HH)			25.0%	7.1%	46.4%	10.7%	35.7%	
25 - 34	161	144	45	23	77	23	54	156
%V	15.6%	14.8%	13.6%	17.6%	12.0%	12.6%	11.8%	17.0%
%H (All HH)		89.4%	28.0%	14.3%	47.8%	14.3%	33.5%	96.9%
%H (TV HH)			31.3%	16.0%	53.5%	16.0%	37.5%	
35 - 44	148	135	53	20	74	24	51	142
%V	14.4%	13.8%	16.0%	15.3%	11.6%	13.2%	11.2%	15.5%
%H (All HH)		91.2%	35.8%	13.5%	50.0%	16.2%	34.5%	95.9%
%H (TV HH)			39.3%	14.8%	54.8%	17.8%	37.8%	
45 - 54	200	195	79	27	126	45	81	192
%V	19.4%	20.0%	23.8%	20.6%	19.7%	24.7%	17.7%	21.0%
%H (All HH)		97.5%	39.5%	13.5%	63.0%	22.5%	40.5%	96.0%
%H (TV HH)			40.5%	13.8%	64.6%	23.1%	41.5%	
55 - 64	187	181	64	28	124	40	84	177
%V	18.1%	18.5%	19.3%	21.4%	19.4%	22.0%	18.4%	19.3%
%H (All HH)		96.8%	34.2%	15.0%	66.3%	21.4%	44.9%	94.7%
%H (TV HH)			35.4%	15.5%	68.5%	22.1%	46.4%	
65 +	298	294	83	31	227	48	179	213
%V	28.9%	30.1%	25.0%	23.7%	35.5%	26.4%	39.2%	23.3%
%H (All HH)		98.7%	27.9%	10.4%	76.2%	16.1%	60.1%	71.5%
%H (TV HH)			28.2%	10.5%	77.2%	16.3%	60.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
1	316	288	69	31	206	36	170	232
%V	30.6%	29.5%	20.8%	23.7%	32.2%	19.8%	37.2%	25.3%
%H (All HH)		91.1%	21.8%	9.8%	65.2%	11.4%	53.8%	73.4%
%H (TV HH)			24.0%	10.8%	71.5%	12.5%	59.0%	
2	365	352	116	44	235	60	175	340
%V	35.4%	36.1%	34.9%	33.6%	36.7%	33.0%	38.3%	37.1%
%H (All HH)		96.4%	31.8%	12.1%	64.4%	16.4%	47.9%	93.2%
%H (TV HH)			33.0%	12.5%	66.8%	17.0%	49.7%	
3	156	147	62	26	92	41	51	151
%V	15.1%	15.1%	18.7%	19.8%	14.4%	22.5%	11.2%	16.5%
%H (All HH)		94.2%	39.7%	16.7%	59.0%	26.3%	32.7%	96.8%
%H (TV HH)			42.2%	17.7%	62.6%	27.9%	34.7%	
4	140	135	60	23	79	33	46	137
%V	13.6%	13.8%	18.1%	17.6%	12.3%	18.1%	10.1%	15.0%
%H (All HH)		96.4%	42.9%	16.4%	56.4%	23.6%	32.9%	97.9%
%H (TV HH)			44.4%	17.0%	58.5%	24.4%	34.1%	
5+	55	53	25	7	28	13	16	55
%V	5.3%	5.4%	7.5%	5.3%	4.4%	7.1%	3.5%	6.0%
%H (All HH)		96.4%	45.5%	12.7%	50.9%	23.6%	29.1%	100.0%
%H (TV HH)			47.2%	13.2%	52.8%	24.5%	30.2%	
Average HH size	2.30	2.32	2.61	2.50	2.22	2.62	2.06	2.42

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
Without	786	741	236	98	505	137	367	675
%V	76.2%	75.9%	71.1%	74.8%	78.9%	75.3%	80.3%	73.7%
%H (All HH)		94.3%	30.0%	12.5%	64.2%	17.4%	46.7%	85.9%
%H (TV HH)			31.8%	13.2%	68.2%	18.5%	49.5%	
With	245	235	96	33	135	45	90	241
%V	23.8%	24.1%	28.9%	25.2%	21.1%	24.7%	19.7%	26.3%
%H (All HH)		95.9%	39.2%	13.5%	55.1%	18.4%	36.7%	98.4%
%H (TV HH)			40.9%	14.0%	57.4%	19.1%	38.3%	
0 - 3	83	79	26	13	53	17	36	82
%V	8.1%	8.1%	7.8%	9.9%	8.3%	9.3%	7.9%	9.0%
%H (All HH)		95.2%	31.3%	15.7%	63.9%	20.5%	43.4%	98.8%
%H (TV HH)			32.9%	16.5%	67.1%	21.5%	45.6%	
4 - 9	134	130	52	18	74	24	51	132
%V	13.0%	13.3%	15.7%	13.7%	11.6%	13.2%	11.2%	14.4%
%H (All HH)		97.0%	38.8%	13.4%	55.2%	17.9%	38.1%	98.5%
%H (TV HH)			40.0%	13.8%	56.9%	18.5%	39.2%	
10 - 15	107	102	48	15	55	20	35	105
%V	10.4%	10.5%	14.5%	11.5%	8.6%	11.0%	7.7%	11.5%
%H (All HH)		95.3%	44.9%	14.0%	51.4%	18.7%	32.7%	98.1%
%H (TV HH)			47.1%	14.7%	53.9%	19.6%	34.3%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV HTV West
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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
1	419	419	98	54	253	26	227	352
%V	40.6%	42.9%	29.5%	41.2%	39.5%	14.3%	49.7%	38.4%
%H (All HH)		100.0%	23.4%	12.9%	60.4%	6.2%	54.2%	84.0%
%H (TV HH)			23.4%	12.9%	60.4%	6.2%	54.2%	
2	328	328	127	46	217	74	143	297
%V	31.8%	33.6%	38.3%	35.1%	33.9%	40.7%	31.3%	32.4%
%H (All HH)		100.0%	38.7%	14.0%	66.2%	22.6%	43.6%	90.5%
%H (TV HH)			38.7%	14.0%	66.2%	22.6%	43.6%	
3	139	139	57	20	107	47	60	131
%V	13.5%	14.2%	17.2%	15.3%	16.7%	25.8%	13.1%	14.3%
%H (All HH)		100.0%	41.0%	14.4%	77.0%	33.8%	43.2%	94.2%
%H (TV HH)			41.0%	14.4%	77.0%	33.8%	43.2%	
4	63	63	35	7	46	24	22	62
%V	6.1%	6.5%	10.5%	5.3%	7.2%	13.2%	4.8%	6.8%
%H (All HH)		100.0%	55.6%	11.1%	73.0%	38.1%	34.9%	98.4%
%H (TV HH)			55.6%	11.1%	73.0%	38.1%	34.9%	
5+	26	26	15	4	18	11	7	25
%V	2.5%	2.7%	4.5%	3.1%	2.8%	6.0%	1.5%	2.7%
%H (All HH)		100.0%	57.7%	15.4%	69.2%	42.3%	26.9%	96.2%
%H (TV HH)			57.7%	15.4%	69.2%	42.3%	26.9%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
Under 20"	67	67	26	4	56	18	38	55
%V	6.5%	6.9%	7.8%	3.1%	8.8%	9.9%	8.3%	6.0%
%H (All HH)		100.0%	38.8%	6.0%	83.6%	26.9%	56.7%	82.1%
%H (TV HH)			38.8%	6.0%	83.6%	26.9%	56.7%	
20" - 29"	234	234	76	34	180	60	119	208
%V	22.7%	24.0%	22.9%	26.0%	28.1%	33.0%	26.0%	22.7%
%H (All HH)		100.0%	32.5%	14.5%	76.9%	25.6%	50.9%	88.9%
%H (TV HH)			32.5%	14.5%	76.9%	25.6%	50.9%	
30" - 39"	441	441	147	60	300	88	213	392
%V	42.8%	45.2%	44.3%	45.8%	46.9%	48.4%	46.6%	42.8%
%H (All HH)		100.0%	33.3%	13.6%	68.0%	20.0%	48.3%	88.9%
%H (TV HH)			33.3%	13.6%	68.0%	20.0%	48.3%	
40" - 49"	432	432	172	62	280	99	181	404
%V	41.9%	44.3%	51.8%	47.3%	43.8%	54.4%	39.6%	44.1%
%H (All HH)		100.0%	39.8%	14.4%	64.8%	22.9%	41.9%	93.5%
%H (TV HH)			39.8%	14.4%	64.8%	22.9%	41.9%	
50" - 59"	169	169	83	30	92	46	46	166
%V	16.4%	17.3%	25.0%	22.9%	14.4%	25.3%	10.1%	18.1%
%H (All HH)		100.0%	49.1%	17.8%	54.4%	27.2%	27.2%	98.2%
%H (TV HH)			49.1%	17.8%	54.4%	27.2%	27.2%	
60"+	16	16	9	4	9	6	3	16
%V	1.6%	1.6%	2.7%	3.1%	1.4%	3.3%	0.7%	1.7%
%H (All HH)		100.0%	56.3%	25.0%	56.3%	37.5%	18.8%	100.0%
%H (TV HH)			56.3%	25.0%	56.3%	37.5%	18.8%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

Household level data

Table 13.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
Main living room	970	970	332	131	637	182	455	864
%V	94.1%	99.4%	100.0%	100.0%	99.5%	100.0%	99.6%	94.3%
%H (All HH)		100.0%	34.2%	13.5%	65.7%	18.8%	46.9%	89.1%
%H (TV HH)			34.2%	13.5%	65.7%	18.8%	46.9%	
Kitchen	105	105	48	9	86	39	47	95
%V	10.2%	10.8%	14.5%	6.9%	13.4%	21.4%	10.3%	10.4%
%H (All HH)		100.0%	45.7%	8.6%	81.9%	37.1%	44.8%	90.5%
%H (TV HH)			45.7%	8.6%	81.9%	37.1%	44.8%	
Adult's bedroom	421	421	182	61	293	126	166	391
%V	40.8%	43.1%	54.8%	46.6%	45.8%	69.2%	36.3%	42.7%
%H (All HH)		100.0%	43.2%	14.5%	69.6%	29.9%	39.4%	92.9%
%H (TV HH)			43.2%	14.5%	69.6%	29.9%	39.4%	
Child's bedroom	53	53	27	8	31	14	17	53
%V	5.1%	5.4%	8.1%	6.1%	4.8%	7.7%	3.7%	5.8%
%H (All HH)		100.0%	50.9%	15.1%	58.5%	26.4%	32.1%	100.0%
%H (TV HH)			50.9%	15.1%	58.5%	26.4%	32.1%	
Other bedroom	57	57	22	7	45	18	27	56
%V	5.5%	5.8%	6.6%	5.3%	7.0%	9.9%	5.9%	6.1%
%H (All HH)		100.0%	38.6%	12.3%	78.9%	31.6%	47.4%	98.2%
%H (TV HH)			38.6%	12.3%	78.9%	31.6%	47.4%	
Second living/dining room	108	108	46	11	76	26	49	102
%V	10.5%	11.1%	13.9%	8.4%	11.9%	14.3%	10.7%	11.1%
%H (All HH)		100.0%	42.6%	10.2%	70.4%	24.1%	45.4%	94.4%
%H (TV HH)			42.6%	10.2%	70.4%	24.1%	45.4%	
Study/office	17	17	9	2	11	5	6	17
%V	1.6%	1.7%	2.7%	1.5%	1.7%	2.7%	1.3%	1.9%
%H (All HH)		100.0%	52.9%	11.8%	64.7%	29.4%	35.3%	100.0%
%H (TV HH)			52.9%	11.8%	64.7%	29.4%	35.3%	
TV room	3	3	1	1	2	1	1	3
%V	0.3%	0.3%	0.3%	0.8%	0.3%	0.5%	0.2%	0.3%
%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%	
Conservatory	24	24	13	2	19	10	9	22
%V	2.3%	2.5%	3.9%	1.5%	3.0%	5.5%	2.0%	2.4%
%H (All HH)		100.0%	54.2%	8.3%	79.2%	41.7%	37.5%	91.7%
%H (TV HH)			54.2%	8.3%	79.2%	41.7%	37.5%	
Attic or loft room	3	3	1	0	2	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.5%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
No specific location	3	3	0	0	1	0	1	3
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.2%	0.3%
%H (All HH)		100.0%	0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
%H (TV HH)			0.0%	0.0%	33.3%	0.0%	33.3%	
Other	7	7	4	1	6	4	1	7
%V	0.7%	0.7%	1.2%	0.8%	0.9%	2.2%	0.2%	0.8%
%H (All HH)		100.0%	57.1%	14.3%	85.7%	57.1%	14.3%	100.0%
%H (TV HH)			57.1%	14.3%	85.7%	57.1%	14.3%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

Household level data

Table 13.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
Any DSAT provider	332	332	332	2	126	126	0	309
%V	32.2%	34.0%	100.0%	1.5%	19.7%	69.2%	0.0%	33.7%
%H (All HH)			100.0%	0.6%	38.0%	38.0%	0.0%	93.1%
%H (TV HH)			100.0%	0.6%	38.0%	38.0%	0.0%	
Sky with subscription	273	273	273	1	102	102	0	253
%V	26.5%	28.0%	82.2%	0.8%	15.9%	56.0%	0.0%	27.6%
%H (All HH)			100.0%	0.4%	37.4%	37.4%	0.0%	92.7%
%H (TV HH)			100.0%	0.4%	37.4%	37.4%	0.0%	
Sky without subscription	12	12	12	0	5	5	0	10
%V	1.2%	1.2%	3.6%	0.0%	0.8%	2.7%	0.0%	1.1%
%H (All HH)			100.0%	0.0%	41.7%	41.7%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	41.7%	41.7%	0.0%	
Freesat	43	43	43	1	17	17	0	42
%V	4.2%	4.4%	13.0%	0.8%	2.7%	9.3%	0.0%	4.6%
%H (All HH)			100.0%	2.3%	39.5%	39.5%	0.0%	97.7%
%H (TV HH)			100.0%	2.3%	39.5%	39.5%	0.0%	
Other satellite provider	11	11	11	0	5	5	0	11
%V	1.1%	1.1%	3.3%	0.0%	0.8%	2.7%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	45.5%	45.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	45.5%	45.5%	0.0%	
DCAB	131	131	2	131	58	58	0	126
%V	12.7%	13.4%	0.6%	100.0%	9.1%	31.9%	0.0%	13.8%
%H (All HH)			1.5%	100.0%	44.3%	44.3%	0.0%	96.2%
%H (TV HH)			1.5%	100.0%	44.3%	44.3%	0.0%	
DTT	640	640	126	58	640	182	457	553
%V	62.1%	65.6%	38.0%	44.3%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	19.7%	9.1%	100.0%	28.4%	71.4%	86.4%
%H (TV HH)			19.7%	9.1%	100.0%	28.4%	71.4%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

Household level data

Table 13.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1031	976	332	131	640	182	457	916
%H (All HH)		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (TV HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
PVR	619	619	310	129	355	173	181	581
%V	60.0%	63.4%	93.4%	98.5%	55.5%	95.1%	39.6%	63.4%
%H (All HH)		100.0%	50.1%	20.8%	57.4%	27.9%	29.2%	93.9%
%H (TV HH)			50.1%	20.8%	57.4%	27.9%	29.2%	
DVDR	6	6	1	0	6	1	5	6
%V	0.6%	0.6%	0.3%	0.0%	0.9%	0.5%	1.1%	0.7%
%H (All HH)		100.0%	16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
%H (TV HH)			16.7%	0.0%	100.0%	16.7%	83.3%	
VCR	3	3	1	0	3	1	2	2
%V	0.3%	0.3%	0.3%	0.0%	0.5%	0.5%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	
Any recorder	628	628	312	129	363	175	188	589
%V	60.9%	64.3%	94.0%	98.5%	56.7%	96.2%	41.1%	64.3%
%H (All HH)		100.0%	49.7%	20.5%	57.8%	27.9%	29.9%	93.8%
%H (TV HH)			49.7%	20.5%	57.8%	27.9%	29.9%	
Receives HDTV (via STB or built-in reception)	722	722	301	117	475	168	307	677
%V	70.0%	74.0%	90.7%	89.3%	74.2%	92.3%	67.2%	73.9%
%H (All HH)		100.0%	41.7%	16.2%	65.8%	23.3%	42.5%	93.8%
%H (TV HH)			41.7%	16.2%	65.8%	23.3%	42.5%	
DVD/Blu-ray player or recorder	643	643	230	94	441	148	293	602
%V	62.4%	65.9%	69.3%	71.8%	68.9%	81.3%	64.1%	65.7%
%H (All HH)		100.0%	35.8%	14.6%	68.6%	23.0%	45.6%	93.6%
%H (TV HH)			35.8%	14.6%	68.6%	23.0%	45.6%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1031	976	332	131	640	182	457	916
%V		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%
%H (All HH)			34.0%	13.4%	65.6%	18.6%	46.8%	
%H (TV HH)								
Has broadband internet	916	868	309	126	553	172	381	916
%V	88.8%	88.9%	93.1%	96.2%	86.4%	94.5%	83.4%	100.0%
%H (All HH)		94.8%	33.7%	13.8%	60.4%	18.8%	41.6%	100.0%
%H (TV HH)			35.6%	14.5%	63.7%	19.8%	43.9%	
Number of computers (PCs and laptops)								
0	163	152	38	8	111	14	97	53
%V	15.8%	15.6%	11.4%	6.1%	17.3%	7.7%	21.2%	5.8%
%H (All HH)		93.3%	23.3%	4.9%	68.1%	8.6%	59.5%	32.5%
%H (TV HH)			25.0%	5.3%	73.0%	9.2%	63.8%	
1	242	223	65	33	147	36	111	240
%V	23.5%	22.8%	19.6%	25.2%	23.0%	19.8%	24.3%	26.2%
%H (All HH)		92.1%	26.9%	13.6%	60.7%	14.9%	45.9%	99.2%
%H (TV HH)			29.1%	14.8%	65.9%	16.1%	49.8%	
2	258	244	87	35	154	45	109	257
%V	25.0%	25.0%	26.2%	26.7%	24.1%	24.7%	23.9%	28.1%
%H (All HH)		94.6%	33.7%	13.6%	59.7%	17.4%	42.2%	99.6%
%H (TV HH)			35.7%	14.3%	63.1%	18.4%	44.7%	
3	154	150	60	18	93	32	62	153
%V	14.9%	15.4%	18.1%	13.7%	14.5%	17.6%	13.6%	16.7%
%H (All HH)		97.4%	39.0%	11.7%	60.4%	20.8%	40.3%	99.4%
%H (TV HH)			40.0%	12.0%	62.0%	21.3%	41.3%	
4	122	118	44	25	77	33	44	121
%V	11.8%	12.1%	13.3%	19.1%	12.0%	18.1%	9.6%	13.2%
%H (All HH)		96.7%	36.1%	20.5%	63.1%	27.0%	36.1%	99.2%
%H (TV HH)			37.3%	21.2%	65.3%	28.0%	37.3%	
5+	93	89	38	13	57	23	34	92
%V	9.0%	9.1%	11.4%	9.9%	8.9%	12.6%	7.4%	10.0%
%H (All HH)		95.7%	40.9%	14.0%	61.3%	24.7%	36.6%	98.9%
%H (TV HH)			42.7%	14.6%	64.0%	25.8%	38.2%	

Base: ITV HTV West - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1895	749	255	1293	475	818	1736
%H		39.5%	13.5%	68.2%	25.1%	43.2%	91.6%
Under 20"	84	32	5	71	23	48	71
%V	4.4%	4.3%	2.0%	5.5%	4.8%	5.9%	4.1%
%H		38.1%	6.0%	84.5%	27.4%	57.1%	84.5%
20" - 29"	292	100	43	223	79	144	258
%V	15.4%	13.4%	16.9%	17.2%	16.6%	17.6%	14.9%
%H		34.2%	14.7%	76.4%	27.1%	49.3%	88.4%
30" - 39"	551	196	76	377	122	254	500
%V	29.1%	26.2%	29.8%	29.2%	25.7%	31.1%	28.8%
%H		35.6%	13.8%	68.4%	22.1%	46.1%	90.7%
40" - 49"	523	220	73	331	121	210	490
%V	27.6%	29.4%	28.6%	25.6%	25.5%	25.7%	28.2%
%H		42.1%	14.0%	63.3%	23.1%	40.2%	93.7%
50" - 59"	187	96	31	101	52	49	183
%V	9.9%	12.8%	12.2%	7.8%	10.9%	6.0%	10.5%
%H		51.3%	16.6%	54.0%	27.8%	26.2%	97.9%
60"+	16	9	4	9	6	3	16
%V	0.8%	1.2%	1.6%	0.7%	1.3%	0.4%	0.9%
%H		56.3%	25.0%	56.3%	37.5%	18.8%	100.0%
Don't know	241	95	24	181	71	110	217
%V	12.7%	12.7%	9.4%	14.0%	14.9%	13.4%	12.5%
%H		39.4%	10.0%	75.1%	29.5%	45.6%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1895	749	255	1293	475	818	1736
%H		39.5%	13.5%	68.2%	25.1%	43.2%	91.6%
Main living room	974	333	131	639	184	455	867
%V	51.4%	44.5%	51.4%	49.4%	38.7%	55.6%	49.9%
%H		34.2%	13.4%	65.6%	18.9%	46.7%	89.0%
Kitchen	105	48	9	86	39	47	95
%V	5.5%	6.4%	3.5%	6.7%	8.2%	5.7%	5.5%
%H		45.7%	8.6%	81.9%	37.1%	44.8%	90.5%
Adult's bedroom	506	226	77	349	158	191	473
%V	26.7%	30.2%	30.2%	27.0%	33.3%	23.3%	27.2%
%H		44.7%	15.2%	69.0%	31.2%	37.7%	93.5%
Child's bedroom	76	38	13	47	23	24	75
%V	4.0%	5.1%	5.1%	3.6%	4.8%	2.9%	4.3%
%H		50.0%	17.1%	61.8%	30.3%	31.6%	98.7%
Other bedroom	68	29	8	53	24	29	66
%V	3.6%	3.9%	3.1%	4.1%	5.1%	3.5%	3.8%
%H		42.6%	11.8%	77.9%	35.3%	42.6%	97.1%
Second living/dining room	110	47	11	78	27	51	104
%V	5.8%	6.3%	4.3%	6.0%	5.7%	6.2%	6.0%
%H		42.7%	10.0%	70.9%	24.5%	46.4%	94.5%
Study/office	18	9	2	11	5	6	18
%V	0.9%	1.2%	0.8%	0.9%	1.1%	0.7%	1.0%
%H		50.0%	11.1%	61.1%	27.8%	33.3%	100.0%
TV room	3	1	1	2	1	1	3
%V	0.2%	0.1%	0.4%	0.2%	0.2%	0.1%	0.2%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Conservatory	24	13	2	19	10	9	22
%V	1.3%	1.7%	0.8%	1.5%	2.1%	1.1%	1.3%
%H		54.2%	8.3%	79.2%	41.7%	37.5%	91.7%
Attic or loft room	3	1	0	2	1	2	3
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
No specific location	3	0	0	1	0	1	3
%V	0.2%	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%
%H		0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
Other	7	4	1	6	4	2	7
%V	0.4%	0.5%	0.4%	0.5%	0.8%	0.2%	0.4%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	1895	749	255	1293	475	818	1736
%H		39.5%	13.5%	68.2%	25.1%	43.2%	91.6%
PVR	867	493	174	436	234	202	822
%V	45.8%	65.8%	68.2%	33.7%	49.3%	24.7%	47.4%
%H		56.9%	20.1%	50.3%	27.0%	23.3%	94.8%
DVDR	6	1	0	6	1	5	6
%V	0.3%	0.1%	0.0%	0.5%	0.2%	0.6%	0.3%
%H		16.7%	0.0%	100.0%	16.7%	83.3%	100.0%
VCR	3	1	0	3	1	2	2
%V	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	66.7%
Any recorder	878	496	174	446	236	210	832
%V	46.3%	66.2%	68.2%	34.5%	49.7%	25.7%	47.9%
%H		56.5%	19.8%	50.8%	26.9%	23.9%	94.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	1895	749	255	1293	475	818	1736
%H		39.5%	13.5%	68.2%	25.1%	43.2%	91.6%
Receives HDTV (via STB or built-in reception)	1099	522	169	704	292	412	1041
%V	58.0%	69.7%	66.3%	54.4%	61.5%	50.4%	60.0%
%H		47.5%	15.4%	64.1%	26.6%	37.5%	94.7%
DVD/Blu-ray player or recorder	897	343	132	625	237	388	854
%V	47.3%	45.8%	51.8%	48.3%	49.9%	47.4%	49.2%
%H		38.2%	14.7%	69.7%	26.4%	43.3%	95.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	976	332	131	640	182	457	868
%H		34.0%	13.4%	65.6%	18.6%	46.8%	88.9%
Under 20"	5	0	0	5	0	5	1
%V	0.5%	0.0%	0.0%	0.8%	0.0%	1.1%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	20.0%
20" - 29"	53	9	11	39	7	32	38
%V	5.4%	2.7%	8.4%	6.1%	3.8%	7.0%	4.4%
%H		17.0%	20.8%	73.6%	13.2%	60.4%	71.7%
30" - 39"	279	65	35	196	35	161	235
%V	28.6%	19.6%	26.7%	30.6%	19.2%	35.2%	27.1%
%H		23.3%	12.5%	70.3%	12.5%	57.7%	84.2%
40" - 49"	375	143	48	245	79	167	348
%V	38.4%	43.1%	36.6%	38.3%	43.4%	36.5%	40.1%
%H		38.1%	12.8%	65.3%	21.1%	44.5%	92.8%
50" - 59"	158	78	28	82	41	42	155
%V	16.2%	23.5%	21.4%	12.8%	22.5%	9.2%	17.9%
%H		49.4%	17.7%	51.9%	25.9%	26.6%	98.1%
60"+	14	8	3	8	5	2	14
%V	1.4%	2.4%	2.3%	1.3%	2.7%	0.4%	1.6%
%H		57.1%	21.4%	57.1%	35.7%	14.3%	100.0%
Don't know	92	29	6	64	16	49	77
%V	9.4%	8.7%	4.6%	10.0%	8.8%	10.7%	8.9%
%H		31.5%	6.5%	69.6%	17.4%	53.3%	83.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	976	332	131	640	182	457	868
%H		34.0%	13.4%	65.6%	18.6%	46.8%	88.9%
PVR	611	308	128	346	170	176	573
%V	62.6%	92.8%	97.7%	54.1%	93.4%	38.5%	66.0%
%H		50.4%	20.9%	56.6%	27.8%	28.8%	93.8%
DVDR	6	1	0	5	1	4	6
%V	0.6%	0.3%	0.0%	0.8%	0.5%	0.9%	0.7%
%H		16.7%	0.0%	83.3%	16.7%	66.7%	100.0%
VCR	2	1	0	2	1	2	1
%V	0.2%	0.3%	0.0%	0.3%	0.5%	0.4%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	100.0%	50.0%
Any recorder	619	310	128	353	172	182	580
%V	63.4%	93.4%	97.7%	55.2%	94.5%	39.8%	66.8%
%H		50.1%	20.7%	57.0%	27.8%	29.4%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	976	332	131	640	182	457	868
%H		34.0%	13.4%	65.6%	18.6%	46.8%	88.9%
Receives HDTV (via STB or built-in reception)	710	297	117	464	166	298	665
%V	72.7%	89.5%	89.3%	72.5%	91.2%	65.2%	76.6%
%H		41.8%	16.5%	65.4%	23.4%	42.0%	93.7%
DVD/Blu-ray player or recorder	550	189	78	382	122	260	513
%V	56.4%	56.9%	59.5%	59.7%	67.0%	56.9%	59.1%
%H		34.4%	14.2%	69.5%	22.2%	47.3%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	919	417	124	653	293	361	867
%H		45.4%	13.5%	71.1%	31.9%	39.3%	94.3%
Under 20"	79	32	5	66	23	42	70
%V	8.6%	7.7%	4.0%	10.1%	7.8%	11.6%	8.1%
%H		40.5%	6.3%	83.5%	29.1%	53.2%	88.6%
20" - 29"	240	91	32	184	72	112	220
%V	26.1%	21.8%	25.8%	28.2%	24.6%	31.0%	25.4%
%H		37.9%	13.3%	76.7%	30.0%	46.7%	91.7%
30" - 39"	272	131	41	181	87	93	265
%V	29.6%	31.4%	33.1%	27.7%	29.7%	25.8%	30.6%
%H		48.2%	15.1%	66.5%	32.0%	34.2%	97.4%
40" - 49"	148	78	24	86	42	43	142
%V	16.1%	18.7%	19.4%	13.2%	14.3%	11.9%	16.4%
%H		52.7%	16.2%	58.1%	28.4%	29.1%	95.9%
50" - 59"	29	17	3	19	12	8	28
%V	3.2%	4.1%	2.4%	2.9%	4.1%	2.2%	3.2%
%H		58.6%	10.3%	65.5%	41.4%	27.6%	96.6%
60"+	2	1	1	1	1	1	2
%V	0.2%	0.2%	0.8%	0.2%	0.3%	0.3%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	50.0%	100.0%
Don't know	150	66	18	116	55	61	140
%V	16.3%	15.8%	14.5%	17.8%	18.8%	16.9%	16.1%
%H		44.0%	12.0%	77.3%	36.7%	40.7%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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	919	417	124	653	293	361	867
%H		45.4%	13.5%	71.1%	31.9%	39.3%	94.3%
PVR	256	185	46	90	64	26	250
%V	27.9%	44.4%	37.1%	13.8%	21.8%	7.2%	28.8%
%H		72.3%	18.0%	35.2%	25.0%	10.2%	97.7%
DVDR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.2%	0.0%	0.3%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
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	259	186	46	92	64	28	252
%V	28.2%	44.6%	37.1%	14.1%	21.8%	7.8%	29.1%
%H		71.8%	17.8%	35.5%	24.7%	10.8%	97.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.20: 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	919	417	124	653	293	361	867
%H		45.4%	13.5%	71.1%	31.9%	39.3%	94.3%
Receives HDTV (via STB or built-in reception)	390	225	53	240	127	114	376
%V	42.4%	54.0%	42.7%	36.8%	43.3%	31.6%	43.4%
%H		57.7%	13.6%	61.5%	32.6%	29.2%	96.4%
DVD/Blu-ray player or recorder	347	154	54	243	115	128	341
%V	37.8%	36.9%	43.5%	37.2%	39.2%	35.5%	39.3%
%H		44.4%	15.6%	70.0%	33.1%	36.9%	98.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV HTV West
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	2371	2263	866	327	1418	477	940	2214
%H		95.4%	36.5%	13.8%	59.8%	20.1%	39.6%	93.4%
Total Children	420	405	172	57	230	80	150	413
%V	17.7%	17.9%	19.9%	17.4%	16.2%	16.8%	16.0%	18.7%
%H		96.4%	41.0%	13.6%	54.8%	19.0%	35.7%	98.3%
0 - 3	98	94	33	15	60	21	40	97
%V	4.1%	4.2%	3.8%	4.6%	4.2%	4.4%	4.3%	4.4%
%H		95.9%	33.7%	15.3%	61.2%	21.4%	40.8%	99.0%
4 - 15	322	311	138	42	170	59	110	316
%V	13.6%	13.7%	15.9%	12.8%	12.0%	12.4%	11.7%	14.3%
%H		96.6%	42.9%	13.0%	52.8%	18.3%	34.2%	98.1%
4 - 9	178	172	74	22	95	33	62	175
%V	7.5%	7.6%	8.5%	6.7%	6.7%	6.9%	6.6%	7.9%
%H		96.6%	41.6%	12.4%	53.4%	18.5%	34.8%	98.3%
10 - 15	144	139	65	20	75	27	48	141
%V	6.1%	6.1%	7.5%	6.1%	5.3%	5.7%	5.1%	6.4%
%H		96.5%	45.1%	13.9%	52.1%	18.8%	33.3%	97.9%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV HTV West

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	2371	2263	866	327	1418	477	940	2214
%H		95.4%	36.5%	13.8%	59.8%	20.1%	39.6%	93.4%
Total Adults (16+)	1951	1858	694	271	1188	397	790	1801
%V	82.3%	82.1%	80.1%	82.9%	83.8%	83.2%	84.0%	81.3%
%H		95.2%	35.6%	13.9%	60.9%	20.3%	40.5%	92.3%
16 - 19	85	83	36	17	47	21	25	83
%V	3.6%	3.7%	4.2%	5.2%	3.3%	4.4%	2.7%	3.7%
%H		97.6%	42.4%	20.0%	55.3%	24.7%	29.4%	97.6%
20 - 24	163	139	57	20	73	33	40	158
%V	6.9%	6.1%	6.6%	6.1%	5.1%	6.9%	4.3%	7.1%
%H		85.3%	35.0%	12.3%	44.8%	20.2%	24.5%	96.9%
25 - 34	317	286	99	44	161	57	104	310
%V	13.4%	12.6%	11.4%	13.5%	11.4%	11.9%	11.1%	14.0%
%H		90.2%	31.2%	13.9%	50.8%	18.0%	32.8%	97.8%
35 - 44	277	258	103	40	142	46	96	266
%V	11.7%	11.4%	11.9%	12.2%	10.0%	9.6%	10.2%	12.0%
%H		93.1%	37.2%	14.4%	51.3%	16.6%	34.7%	96.0%
45 - 54	348	339	144	53	219	86	133	334
%V	14.7%	15.0%	16.6%	16.2%	15.4%	18.0%	14.1%	15.1%
%H		97.4%	41.4%	15.2%	62.9%	24.7%	38.2%	96.0%
55 - 64	307	300	116	43	205	70	135	295
%V	12.9%	13.3%	13.4%	13.1%	14.5%	14.7%	14.4%	13.3%
%H		97.7%	37.8%	14.0%	66.8%	22.8%	44.0%	96.1%
65+	455	451	140	54	341	84	257	354
%V	19.2%	19.9%	16.2%	16.5%	24.0%	17.6%	27.3%	16.0%
%H		99.1%	30.8%	11.9%	74.9%	18.5%	56.5%	77.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	1951	1858	694	271	1188	397	790	1801
%H		95.2%	35.6%	13.9%	60.9%	20.3%	40.5%	92.3%
AB	565	547	225	69	372	137	235	555
%V	29.0%	29.4%	32.4%	25.5%	31.3%	34.5%	29.7%	30.8%
%H		96.8%	39.8%	12.2%	65.8%	24.2%	41.6%	98.2%
C1	633	601	197	95	361	109	252	603
%V	32.4%	32.3%	28.4%	35.1%	30.4%	27.5%	31.9%	33.5%
%H		94.9%	31.1%	15.0%	57.0%	17.2%	39.8%	95.3%
C2	437	422	166	69	269	93	175	396
%V	22.4%	22.7%	23.9%	25.5%	22.6%	23.4%	22.2%	22.0%
%H		96.6%	38.0%	15.8%	61.6%	21.3%	40.0%	90.6%
D	212	190	73	28	119	39	80	171
%V	10.9%	10.2%	10.5%	10.3%	10.0%	9.8%	10.1%	9.5%
%H		89.6%	34.4%	13.2%	56.1%	18.4%	37.7%	80.7%
E	105	97	31	9	67	19	48	76
%V	5.4%	5.2%	4.5%	3.3%	5.6%	4.8%	6.1%	4.2%
%H		92.4%	29.5%	8.6%	63.8%	18.1%	45.7%	72.4%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV HTV West
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+)	1951	1858	694	271	1188	397	790	1801
%H		95.2%	35.6%	13.9%	60.9%	20.3%	40.5%	92.3%
Working full time	963	912	364	140	539	199	339	937
%V	49.4%	49.1%	52.4%	51.7%	45.4%	50.1%	42.9%	52.0%
%H		94.7%	37.8%	14.5%	56.0%	20.7%	35.2%	97.3%
Working part time	231	222	82	32	151	52	99	216
%V	11.8%	11.9%	11.8%	11.8%	12.7%	13.1%	12.5%	12.0%
%H		96.1%	35.5%	13.9%	65.4%	22.5%	42.9%	93.5%
Not working	757	723	248	98	498	146	352	648
%V	38.8%	38.9%	35.7%	36.2%	41.9%	36.8%	44.6%	36.0%
%H		95.5%	32.8%	12.9%	65.8%	19.3%	46.5%	85.6%
Houseperson	1031	976	332	131	640	182	457	916
%V	52.8%	52.5%	47.8%	48.3%	53.9%	45.8%	57.8%	50.9%
%H		94.7%	32.2%	12.7%	62.1%	17.7%	44.3%	88.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	963	911	348	131	574	198	376	896
%H		94.6%	36.1%	13.6%	59.6%	20.6%	39.0%	93.0%
16 - 19	45	44	21	8	24	11	14	44
%V	4.7%	4.8%	6.0%	6.1%	4.2%	5.6%	3.7%	4.9%
%H		97.8%	46.7%	17.8%	53.3%	24.4%	31.1%	97.8%
20 - 24	83	70	32	7	37	17	19	81
%V	8.6%	7.7%	9.2%	5.3%	6.4%	8.6%	5.1%	9.0%
%H		84.3%	38.6%	8.4%	44.6%	20.5%	22.9%	97.6%
25 - 34	168	148	50	24	83	32	51	162
%V	17.4%	16.2%	14.4%	18.3%	14.5%	16.2%	13.6%	18.1%
%H		88.1%	29.8%	14.3%	49.4%	19.0%	30.4%	96.4%
35 - 44	135	126	48	22	67	21	45	130
%V	14.0%	13.8%	13.8%	16.8%	11.7%	10.6%	12.0%	14.5%
%H		93.3%	35.6%	16.3%	49.6%	15.6%	33.3%	96.3%
45 - 54	171	167	71	25	110	42	67	162
%V	17.8%	18.3%	20.4%	19.1%	19.2%	21.2%	17.8%	18.1%
%H		97.7%	41.5%	14.6%	64.3%	24.6%	39.2%	94.7%
55 - 64	153	148	58	18	100	32	67	147
%V	15.9%	16.2%	16.7%	13.7%	17.4%	16.2%	17.8%	16.4%
%H		96.7%	37.9%	11.8%	65.4%	20.9%	43.8%	96.1%
65+	209	208	69	28	154	41	113	169
%V	21.7%	22.8%	19.8%	21.4%	26.8%	20.7%	30.1%	18.9%
%H		99.5%	33.0%	13.4%	73.7%	19.6%	54.1%	80.9%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	963	911	348	131	574	198	376	896
%H		94.6%	36.1%	13.6%	59.6%	20.6%	39.0%	93.0%
AB	295	284	118	35	196	74	122	290
%V	30.6%	31.2%	33.9%	26.7%	34.1%	37.4%	32.4%	32.4%
%H		96.3%	40.0%	11.9%	66.4%	25.1%	41.4%	98.3%
C1	289	273	97	40	154	49	105	278
%V	30.0%	30.0%	27.9%	30.5%	26.8%	24.7%	27.9%	31.0%
%H		94.5%	33.6%	13.8%	53.3%	17.0%	36.3%	96.2%
C2	235	226	89	40	142	50	92	213
%V	24.4%	24.8%	25.6%	30.5%	24.7%	25.3%	24.5%	23.8%
%H		96.2%	37.9%	17.0%	60.4%	21.3%	39.1%	90.6%
D	96	85	34	12	53	18	35	80
%V	10.0%	9.3%	9.8%	9.2%	9.2%	9.1%	9.3%	8.9%
%H		88.5%	35.4%	12.5%	55.2%	18.8%	36.5%	83.3%
E	48	43	10	4	30	8	22	36
%V	5.0%	4.7%	2.9%	3.1%	5.2%	4.0%	5.9%	4.0%
%H		89.6%	20.8%	8.3%	62.5%	16.7%	45.8%	75.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	963	911	348	131	574	198	376	896
%H		94.6%	36.1%	13.6%	59.6%	20.6%	39.0%	93.0%
Working full time	580	549	223	82	322	119	204	562
%V	60.2%	60.3%	64.1%	62.6%	56.1%	60.1%	54.3%	62.7%
%H		94.7%	38.4%	14.1%	55.5%	20.5%	35.2%	96.9%
Working part time	43	42	15	7	32	13	19	38
%V	4.5%	4.6%	4.3%	5.3%	5.6%	6.6%	5.1%	4.2%
%H		97.7%	34.9%	16.3%	74.4%	30.2%	44.2%	88.4%
Not working	340	320	110	41	219	66	154	296
%V	35.3%	35.1%	31.6%	31.3%	38.2%	33.3%	41.0%	33.0%
%H		94.1%	32.4%	12.1%	64.4%	19.4%	45.3%	87.1%
Houseperson	200	179	50	19	117	25	92	162
%V	20.8%	19.6%	14.4%	14.5%	20.4%	12.6%	24.5%	18.1%
%H		89.5%	25.0%	9.5%	58.5%	12.5%	46.0%	81.0%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	988	947	346	139	614	199	414	905
%H		95.9%	35.0%	14.1%	62.1%	20.1%	41.9%	91.6%
16 - 19	40	40	15	9	22	11	12	39
%V	4.0%	4.2%	4.3%	6.5%	3.6%	5.5%	2.9%	4.3%
%H		100.0%	37.5%	22.5%	55.0%	27.5%	30.0%	97.5%
20 - 24	80	69	24	13	36	15	21	77
%V	8.1%	7.3%	6.9%	9.4%	5.9%	7.5%	5.1%	8.5%
%H		86.3%	30.0%	16.3%	45.0%	18.8%	26.3%	96.3%
25 - 34	149	139	49	19	78	25	53	148
%V	15.1%	14.7%	14.2%	13.7%	12.7%	12.6%	12.8%	16.4%
%H		93.3%	32.9%	12.8%	52.3%	16.8%	35.6%	99.3%
35 - 44	142	132	55	18	75	24	51	136
%V	14.4%	13.9%	15.9%	12.9%	12.2%	12.1%	12.3%	15.0%
%H		93.0%	38.7%	12.7%	52.8%	16.9%	35.9%	95.8%
45 - 54	177	173	73	28	109	43	66	172
%V	17.9%	18.3%	21.1%	20.1%	17.8%	21.6%	15.9%	19.0%
%H		97.7%	41.2%	15.8%	61.6%	24.3%	37.3%	97.2%
55 - 64	154	152	58	25	105	38	67	148
%V	15.6%	16.1%	16.8%	18.0%	17.1%	19.1%	16.2%	16.4%
%H		98.7%	37.7%	16.2%	68.2%	24.7%	43.5%	96.1%
65+	246	243	71	27	187	42	145	184
%V	24.9%	25.7%	20.5%	19.4%	30.5%	21.1%	35.0%	20.3%
%H		98.8%	28.9%	11.0%	76.0%	17.1%	58.9%	74.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	988	947	346	139	614	199	414	905
%H		95.9%	35.0%	14.1%	62.1%	20.1%	41.9%	91.6%
AB	270	262	108	34	177	63	113	266
%V	27.3%	27.7%	31.2%	24.5%	28.8%	31.7%	27.3%	29.4%
%H		97.0%	40.0%	12.6%	65.6%	23.3%	41.9%	98.5%
C1	343	328	101	55	207	60	147	325
%V	34.7%	34.6%	29.2%	39.6%	33.7%	30.2%	35.5%	35.9%
%H		95.6%	29.4%	16.0%	60.3%	17.5%	42.9%	94.8%
C2	202	196	77	29	127	44	83	183
%V	20.4%	20.7%	22.3%	20.9%	20.7%	22.1%	20.0%	20.2%
%H		97.0%	38.1%	14.4%	62.9%	21.8%	41.1%	90.6%
D	115	105	40	16	66	21	45	91
%V	11.6%	11.1%	11.6%	11.5%	10.7%	10.6%	10.9%	10.1%
%H		91.3%	34.8%	13.9%	57.4%	18.3%	39.1%	79.1%
E	57	55	21	4	37	11	26	40
%V	5.8%	5.8%	6.1%	2.9%	6.0%	5.5%	6.3%	4.4%
%H		96.5%	36.8%	7.0%	64.9%	19.3%	45.6%	70.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV West

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+)	988	947	346	139	614	199	414	905
%H		95.9%	35.0%	14.1%	62.1%	20.1%	41.9%	91.6%
Working full time	382	364	142	57	216	80	136	375
%V	38.7%	38.4%	41.0%	41.0%	35.2%	40.2%	32.9%	41.4%
%H		95.3%	37.2%	14.9%	56.5%	20.9%	35.6%	98.2%
Working part time	188	180	67	25	119	39	80	178
%V	19.0%	19.0%	19.4%	18.0%	19.4%	19.6%	19.3%	19.7%
%H		95.7%	35.6%	13.3%	63.3%	20.7%	42.6%	94.7%
Not working	417	403	138	57	279	80	199	352
%V	42.2%	42.6%	39.9%	41.0%	45.4%	40.2%	48.1%	38.9%
%H		96.6%	33.1%	13.7%	66.9%	19.2%	47.7%	84.4%
Houseperson	832	797	282	112	523	157	366	754
%V	84.2%	84.2%	81.5%	80.6%	85.2%	78.9%	88.4%	83.3%
%H		95.8%	33.9%	13.5%	62.9%	18.9%	44.0%	90.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

Household level data

Table 14.7: Location of ANY set in household

Platforms available in household

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

Household level data

Table 14.8: Platform Provider

Platforms available in household

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

Household level data

Table 14.9: Recorders and other equipment

Platforms available in household

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

Household level data

Table 14.10: Computers and Internet

Platforms available in household

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

Base: ITV HTV Wales - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

Set level data

Table 14.11: Screen Size

Platforms available in Household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Main living room	1309	649	116	797	306	491	1117
%V	48.1%	43.8%	47.2%	45.5%	36.6%	53.7%	46.1%
%H		49.6%	8.9%	60.9%	23.4%	37.5%	85.3%
Kitchen	176	98	15	133	70	63	153
%V	6.5%	6.6%	6.1%	7.6%	8.4%	6.9%	6.3%
%H		55.7%	8.5%	75.6%	39.8%	35.8%	86.9%
Adult's bedroom	683	403	64	457	253	204	624
%V	25.1%	27.2%	26.0%	26.1%	30.3%	22.3%	25.7%
%H		59.0%	9.4%	66.9%	37.0%	29.9%	91.4%
Child's bedroom	182	112	19	110	67	43	180
%V	6.7%	7.6%	7.7%	6.3%	8.0%	4.7%	7.4%
%H		61.5%	10.4%	60.4%	36.8%	23.6%	98.9%
Other bedroom	132	86	9	84	51	33	127
%V	4.8%	5.8%	3.7%	4.8%	6.1%	3.6%	5.2%
%H		65.2%	6.8%	63.6%	38.6%	25.0%	96.2%
Second living/dining room	169	93	17	119	61	59	153
%V	6.2%	6.3%	6.9%	6.8%	7.3%	6.4%	6.3%
%H		55.0%	10.1%	70.4%	36.1%	34.9%	90.5%
Study/office	15	9	1	11	6	5	15
%V	0.6%	0.6%	0.4%	0.6%	0.7%	0.5%	0.6%
%H		60.0%	6.7%	73.3%	40.0%	33.3%	100.0%
TV room	8	5	1	5	3	2	8
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Conservatory	32	21	2	24	15	10	31
%V	1.2%	1.4%	0.8%	1.4%	1.8%	1.1%	1.3%
%H		65.6%	6.3%	75.0%	46.9%	31.3%	96.9%
Attic or loft room	4	2	1	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	11	6	1	8	4	4	11
%V	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.14: Other TV equipment

Platforms available in household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 14.17: Main Set - Other TV equipment

Platforms available in household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

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

Platforms available in household

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV HTV Wales

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

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
AB	31	31	22	0	19	11	8	30
%V	41.3%	42.5%	41.5%	0.0%	43.2%	39.3%	50.0%	45.5%
%H (All HH)		100.0%	71.0%	0.0%	61.3%	35.5%	25.8%	96.8%
%H (TV HH)			71.0%	0.0%	61.3%	35.5%	25.8%	
C1	21	21	15	1	13	9	4	18
%V	28.0%	28.8%	28.3%	100.0%	29.5%	32.1%	25.0%	27.3%
%H (All HH)		100.0%	71.4%	4.8%	61.9%	42.9%	19.0%	85.7%
%H (TV HH)			71.4%	4.8%	61.9%	42.9%	19.0%	
C2	12	11	8	0	6	5	1	10
%V	16.0%	15.1%	15.1%	0.0%	13.6%	17.9%	6.3%	15.2%
%H (All HH)		91.7%	66.7%	0.0%	50.0%	41.7%	8.3%	83.3%
%H (TV HH)			72.7%	0.0%	54.5%	45.5%	9.1%	
D	7	7	4	0	5	3	2	6
%V	9.3%	9.6%	7.5%	0.0%	11.4%	10.7%	12.5%	9.1%
%H (All HH)		100.0%	57.1%	0.0%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			57.1%	0.0%	71.4%	42.9%	28.6%	
E	4	4	3	0	1	0	1	3
%V	5.3%	5.5%	5.7%	0.0%	2.3%	0.0%	6.3%	4.5%
%H (All HH)		100.0%	75.0%	0.0%	25.0%	0.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	25.0%	0.0%	25.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Under 25	1	1	0	0	0	0	0	1
%V	1.3%	1.4%	0.0%	0.0%	0.0%	0.0%	0.0%	1.5%
%H (All HH)		100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	0.0%	0.0%	0.0%	
25 - 34	10	10	5	0	6	2	4	10
%V	13.3%	13.7%	9.4%	0.0%	13.6%	7.1%	25.0%	15.2%
%H (All HH)		100.0%	50.0%	0.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			50.0%	0.0%	60.0%	20.0%	40.0%	
35 - 44	12	12	8	0	5	2	3	12
%V	16.0%	16.4%	15.1%	0.0%	11.4%	7.1%	18.8%	18.2%
%H (All HH)		100.0%	66.7%	0.0%	41.7%	16.7%	25.0%	100.0%
%H (TV HH)			66.7%	0.0%	41.7%	16.7%	25.0%	
45 - 54	19	19	16	1	10	8	2	19
%V	25.3%	26.0%	30.2%	100.0%	22.7%	28.6%	12.5%	28.8%
%H (All HH)		100.0%	84.2%	5.3%	52.6%	42.1%	10.5%	100.0%
%H (TV HH)			84.2%	5.3%	52.6%	42.1%	10.5%	
55 - 64	10	9	6	0	7	5	2	10
%V	13.3%	12.3%	11.3%	0.0%	15.9%	17.9%	12.5%	15.2%
%H (All HH)		90.0%	60.0%	0.0%	70.0%	50.0%	20.0%	100.0%
%H (TV HH)			66.7%	0.0%	77.8%	55.6%	22.2%	
65 +	24	23	18	0	16	12	5	15
%V	32.0%	31.5%	34.0%	0.0%	36.4%	42.9%	31.3%	22.7%
%H (All HH)		95.8%	75.0%	0.0%	66.7%	50.0%	20.8%	62.5%
%H (TV HH)			78.3%	0.0%	69.6%	52.2%	21.7%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Channel Islands
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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
1	23	21	15	1	14	9	5	16
%V	30.7%	28.8%	28.3%	100.0%	31.8%	32.1%	31.3%	24.2%
%H (All HH)		91.3%	65.2%	4.3%	60.9%	39.1%	21.7%	69.6%
%H (TV HH)			71.4%	4.8%	66.7%	42.9%	23.8%	
2	22	22	18	0	14	11	3	21
%V	29.3%	30.1%	34.0%	0.0%	31.8%	39.3%	18.8%	31.8%
%H (All HH)		100.0%	81.8%	0.0%	63.6%	50.0%	13.6%	95.5%
%H (TV HH)			81.8%	0.0%	63.6%	50.0%	13.6%	
3	13	13	9	0	6	3	4	13
%V	17.3%	17.8%	17.0%	0.0%	13.6%	10.7%	25.0%	19.7%
%H (All HH)		100.0%	69.2%	0.0%	46.2%	23.1%	30.8%	100.0%
%H (TV HH)			69.2%	0.0%	46.2%	23.1%	30.8%	
4	12	12	8	0	7	4	3	12
%V	16.0%	16.4%	15.1%	0.0%	15.9%	14.3%	18.8%	18.2%
%H (All HH)		100.0%	66.7%	0.0%	58.3%	33.3%	25.0%	100.0%
%H (TV HH)			66.7%	0.0%	58.3%	33.3%	25.0%	
5+	4	4	3	0	2	1	2	4
%V	5.3%	5.5%	5.7%	0.0%	4.5%	3.6%	12.5%	6.1%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	25.0%	50.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	50.0%	
Average HH size	2.40	2.43	2.37	1.00	2.34	2.20	2.58	2.55

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Without	53	51	40	1	33	23	10	44
%V	70.7%	69.9%	75.5%	100.0%	75.0%	82.1%	62.5%	66.7%
%H (All HH)		96.2%	75.5%	1.9%	62.3%	43.4%	18.9%	83.0%
%H (TV HH)			78.4%	2.0%	64.7%	45.1%	19.6%	
With	22	22	13	0	12	5	7	22
%V	29.3%	30.1%	24.5%	0.0%	27.3%	17.9%	43.8%	33.3%
%H (All HH)		100.0%	59.1%	0.0%	54.5%	22.7%	31.8%	100.0%
%H (TV HH)			59.1%	0.0%	54.5%	22.7%	31.8%	
0 - 3	7	7	3	0	4	1	3	7
%V	9.3%	9.6%	5.7%	0.0%	9.1%	3.6%	18.8%	10.6%
%H (All HH)		100.0%	42.9%	0.0%	57.1%	14.3%	42.9%	100.0%
%H (TV HH)			42.9%	0.0%	57.1%	14.3%	42.9%	
4 - 9	12	12	6	0	7	3	4	12
%V	16.0%	16.4%	11.3%	0.0%	15.9%	10.7%	25.0%	18.2%
%H (All HH)		100.0%	50.0%	0.0%	58.3%	25.0%	33.3%	100.0%
%H (TV HH)			50.0%	0.0%	58.3%	25.0%	33.3%	
10 - 15	12	12	8	0	5	2	3	12
%V	16.0%	16.4%	15.1%	0.0%	11.4%	7.1%	18.8%	18.2%
%H (All HH)		100.0%	66.7%	0.0%	41.7%	16.7%	25.0%	100.0%
%H (TV HH)			66.7%	0.0%	41.7%	16.7%	25.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
1	21	21	15	0	9	4	5	19
%V	28.0%	28.8%	28.3%	0.0%	20.5%	14.3%	31.3%	28.8%
%H (All HH)		100.0%	71.4%	0.0%	42.9%	19.0%	23.8%	90.5%
%H (TV HH)			71.4%	0.0%	42.9%	19.0%	23.8%	
2	27	27	19	1	17	11	6	23
%V	36.0%	37.0%	35.8%	100.0%	38.6%	39.3%	37.5%	34.8%
%H (All HH)		100.0%	70.4%	3.7%	63.0%	40.7%	22.2%	85.2%
%H (TV HH)			70.4%	3.7%	63.0%	40.7%	22.2%	
3	14	14	11	0	11	8	3	14
%V	18.7%	19.2%	20.8%	0.0%	25.0%	28.6%	18.8%	21.2%
%H (All HH)		100.0%	78.6%	0.0%	78.6%	57.1%	21.4%	100.0%
%H (TV HH)			78.6%	0.0%	78.6%	57.1%	21.4%	
4	9	9	7	0	5	4	1	8
%V	12.0%	12.3%	13.2%	0.0%	11.4%	14.3%	6.3%	12.1%
%H (All HH)		100.0%	77.8%	0.0%	55.6%	44.4%	11.1%	88.9%
%H (TV HH)			77.8%	0.0%	55.6%	44.4%	11.1%	
5+	2	2	2	0	2	2	1	2
%V	2.7%	2.7%	3.8%	0.0%	4.5%	7.1%	6.3%	3.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	50.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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ITV Channel Islands

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	75	73	53	1	44	28	16	66
%V		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (All HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
%H (TV HH)								
Under 20"	20	20	15	1	16	11	4	17
%V	26.7%	27.4%	28.3%	100.0%	36.4%	39.3%	25.0%	25.8%
%H (All HH)		100.0%	75.0%	5.0%	80.0%	55.0%	20.0%	85.0%
%H (TV HH)			75.0%	5.0%	80.0%	55.0%	20.0%	
20" - 29"	20	20	15	0	12	8	4	18
%V	26.7%	27.4%	28.3%	0.0%	27.3%	28.6%	25.0%	27.3%
%H (All HH)		100.0%	75.0%	0.0%	60.0%	40.0%	20.0%	90.0%
%H (TV HH)			75.0%	0.0%	60.0%	40.0%	20.0%	
30" - 39"	29	29	19	1	20	12	8	24
%V	38.7%	39.7%	35.8%	100.0%	45.5%	42.9%	50.0%	36.4%
%H (All HH)		100.0%	65.5%	3.4%	69.0%	41.4%	27.6%	82.8%
%H (TV HH)			65.5%	3.4%	69.0%	41.4%	27.6%	
40" - 49"	40	40	32	0	28	21	7	36
%V	53.3%	54.8%	60.4%	0.0%	63.6%	75.0%	43.8%	54.5%
%H (All HH)		100.0%	80.0%	0.0%	70.0%	52.5%	17.5%	90.0%
%H (TV HH)			80.0%	0.0%	70.0%	52.5%	17.5%	
50" - 59"	18	18	14	0	7	5	2	18
%V	24.0%	24.7%	26.4%	0.0%	15.9%	17.9%	12.5%	27.3%
%H (All HH)		100.0%	77.8%	0.0%	38.9%	27.8%	11.1%	100.0%
%H (TV HH)			77.8%	0.0%	38.9%	27.8%	11.1%	
60"+	7	7	4	0	4	1	3	7
%V	9.3%	9.6%	7.5%	0.0%	9.1%	3.6%	18.8%	10.6%
%H (All HH)		100.0%	57.1%	0.0%	57.1%	14.3%	42.9%	100.0%
%H (TV HH)			57.1%	0.0%	57.1%	14.3%	42.9%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Main living room	73	73	53	1	44	28	16	65
%V	97.3%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	98.5%
%H (All HH)		100.0%	72.6%	1.4%	60.3%	38.4%	21.9%	89.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Kitchen	15	15	12	0	12	9	3	13
%V	20.0%	20.5%	22.6%	0.0%	27.3%	32.1%	18.8%	19.7%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	60.0%	20.0%	86.7%
%H (TV HH)			80.0%	0.0%	80.0%	60.0%	20.0%	
Adult's bedroom	41	41	32	1	29	22	7	38
%V	54.7%	56.2%	60.4%	100.0%	65.9%	78.6%	43.8%	57.6%
%H (All HH)		100.0%	78.0%	2.4%	70.7%	53.7%	17.1%	92.7%
%H (TV HH)			78.0%	2.4%	70.7%	53.7%	17.1%	
Child's bedroom	8	8	4	0	4	1	3	8
%V	10.7%	11.0%	7.5%	0.0%	9.1%	3.6%	18.8%	12.1%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	12.5%	37.5%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	12.5%	37.5%	
Other bedroom	1	1	0	0	1	0	1	1
%V	1.3%	1.4%	0.0%	0.0%	2.3%	0.0%	6.3%	1.5%
%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%	
Second living/dining room	6	6	4	0	5	3	2	4
%V	8.0%	8.2%	7.5%	0.0%	11.4%	10.7%	12.5%	6.1%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	66.7%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	
Study/office	2	2	2	0	2	2	0	2
%V	2.7%	2.7%	3.8%	0.0%	4.5%	7.1%	0.0%	3.0%
%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%	
TV room	1	1	1	0	1	1	0	1
%V	1.3%	1.4%	1.9%	0.0%	2.3%	3.6%	0.0%	1.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Conservatory	1	1	1	0	1	0	1	1
%V	1.3%	1.4%	1.9%	0.0%	2.3%	0.0%	6.3%	1.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	0.0%	100.0%	
Attic or loft room	1	1	1	0	1	1	0	1
%V	1.3%	1.4%	1.9%	0.0%	2.3%	3.6%	0.0%	1.5%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	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)			-	-	-	-	-	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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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	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Any DSAT provider	53	53	53	0	28	28	0	48
%V	70.7%	72.6%	100.0%	0.0%	63.6%	100.0%	0.0%	72.7%
%H (All HH)			100.0%	0.0%	52.8%	52.8%	0.0%	90.6%
%H (TV HH)			100.0%	0.0%	52.8%	52.8%	0.0%	
Sky with subscription	38	38	38	0	21	21	0	36
%V	50.7%	52.1%	71.7%	0.0%	47.7%	75.0%	0.0%	54.5%
%H (All HH)			100.0%	0.0%	55.3%	55.3%	0.0%	94.7%
%H (TV HH)			100.0%	0.0%	55.3%	55.3%	0.0%	
Sky without subscription	6	6	6	0	4	4	0	5
%V	8.0%	8.2%	11.3%	0.0%	9.1%	14.3%	0.0%	7.6%
%H (All HH)			100.0%	0.0%	66.7%	66.7%	0.0%	83.3%
%H (TV HH)			100.0%	0.0%	66.7%	66.7%	0.0%	
Freesat	8	8	8	0	3	3	0	8
%V	10.7%	11.0%	15.1%	0.0%	6.8%	10.7%	0.0%	12.1%
%H (All HH)			100.0%	0.0%	37.5%	37.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
Other satellite provider	4	4	4	0	1	1	0	3
%V	5.3%	5.5%	7.5%	0.0%	2.3%	3.6%	0.0%	4.5%
%H (All HH)			100.0%	0.0%	25.0%	25.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	25.0%	25.0%	0.0%	
DCAB	1	1	0	1	0	0	0	1
%V	1.3%	1.4%	0.0%	100.0%	0.0%	0.0%	0.0%	1.5%
%H (All HH)			0.0%	100.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			0.0%	100.0%	0.0%	0.0%	0.0%	
DTT	44	44	28	0	44	28	16	39
%V	58.7%	60.3%	52.8%	0.0%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	63.6%	0.0%	100.0%	63.6%	36.4%	88.6%
%H (TV HH)			63.6%	0.0%	100.0%	63.6%	36.4%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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Table 15.9: Recorders and other equipment

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	53	1	44	28	16	66
%H (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
PVR	46	46	42	1	28	25	4	44
%V	61.3%	63.0%	79.2%	100.0%	63.6%	89.3%	25.0%	66.7%
%H (All HH)		100.0%	91.3%	2.2%	60.9%	54.3%	8.7%	95.7%
%H (TV HH)			91.3%	2.2%	60.9%	54.3%	8.7%	
DVDR	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)			-	-	-	-	-	
VCR	2	2	2	0	2	2	1	2
%V	2.7%	2.7%	3.8%	0.0%	4.5%	7.1%	6.3%	3.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	50.0%	
Any recorder	47	47	42	1	29	25	4	44
%V	62.7%	64.4%	79.2%	100.0%	65.9%	89.3%	25.0%	66.7%
%H (All HH)		100.0%	89.4%	2.1%	61.7%	53.2%	8.5%	93.6%
%H (TV HH)			89.4%	2.1%	61.7%	53.2%	8.5%	
Receives HDTV (via STB or built-in reception)	50	50	40	1	31	22	8	46
%V	66.7%	68.5%	75.5%	100.0%	70.5%	78.6%	50.0%	69.7%
%H (All HH)		100.0%	80.0%	2.0%	62.0%	44.0%	16.0%	92.0%
%H (TV HH)			80.0%	2.0%	62.0%	44.0%	16.0%	
DVD/Blu-ray player or recorder	59	59	43	0	39	26	13	51
%V	78.7%	80.8%	81.1%	0.0%	88.6%	92.9%	81.3%	77.3%
%H (All HH)		100.0%	72.9%	0.0%	66.1%	44.1%	22.0%	86.4%
%H (TV HH)			72.9%	0.0%	66.1%	44.1%	22.0%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

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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	75	73	53	1	44	28	16	66
%V (All HH)		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%
%H (TV HH)			72.6%	1.4%	60.3%	38.4%	21.9%	
Has broadband internet	66	65	48	1	39	25	13	66
%V	88.0%	89.0%	90.6%	100.0%	88.6%	89.3%	81.3%	100.0%
%H (All HH)		98.5%	72.7%	1.5%	59.1%	37.9%	19.7%	100.0%
%H (TV HH)			73.8%	1.5%	60.0%	38.5%	20.0%	
Number of computers (PCs and laptops)								
0	13	11	8	0	8	4	3	4
%V	17.3%	15.1%	15.1%	0.0%	18.2%	14.3%	18.8%	6.1%
%H (All HH)		84.6%	61.5%	0.0%	61.5%	30.8%	23.1%	30.8%
%H (TV HH)			72.7%	0.0%	72.7%	36.4%	27.3%	
1	16	15	10	1	9	6	3	16
%V	21.3%	20.5%	18.9%	100.0%	20.5%	21.4%	18.8%	24.2%
%H (All HH)		93.8%	62.5%	6.3%	56.3%	37.5%	18.8%	100.0%
%H (TV HH)			66.7%	6.7%	60.0%	40.0%	20.0%	
2	17	17	13	0	9	7	2	17
%V	22.7%	23.3%	24.5%	0.0%	20.5%	25.0%	12.5%	25.8%
%H (All HH)		100.0%	76.5%	0.0%	52.9%	41.2%	11.8%	100.0%
%H (TV HH)			76.5%	0.0%	52.9%	41.2%	11.8%	
3	9	9	6	0	5	1	4	9
%V	12.0%	12.3%	11.3%	0.0%	11.4%	3.6%	25.0%	13.6%
%H (All HH)		100.0%	66.7%	0.0%	55.6%	11.1%	44.4%	100.0%
%H (TV HH)			66.7%	0.0%	55.6%	11.1%	44.4%	
4	6	6	6	0	2	2	0	6
%V	8.0%	8.2%	11.3%	0.0%	4.5%	7.1%	0.0%	9.1%
%H (All HH)		100.0%	100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	33.3%	33.3%	0.0%	
5+	14	14	10	0	12	7	4	14
%V	18.7%	19.2%	18.9%	0.0%	27.3%	25.0%	25.0%	21.2%
%H (All HH)		100.0%	71.4%	0.0%	85.7%	50.0%	28.6%	100.0%
%H (TV HH)			71.4%	0.0%	85.7%	50.0%	28.6%	

Base: ITV Channel Islands - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	164	122	2	109	74	35	147
%H		74.4%	1.2%	66.5%	45.1%	21.3%	89.6%
Under 20"	30	23	1	23	18	5	25
%V	18.3%	18.9%	50.0%	21.1%	24.3%	14.3%	17.0%
%H		76.7%	3.3%	76.7%	60.0%	16.7%	83.3%
20" - 29"	24	18	0	14	9	5	22
%V	14.6%	14.8%	0.0%	12.8%	12.2%	14.3%	15.0%
%H		75.0%	0.0%	58.3%	37.5%	20.8%	91.7%
30" - 39"	37	24	1	27	15	12	31
%V	22.6%	19.7%	50.0%	24.8%	20.3%	34.3%	21.1%
%H		64.9%	2.7%	73.0%	40.5%	32.4%	83.8%
40" - 49"	45	35	0	33	25	8	40
%V	27.4%	28.7%	0.0%	30.3%	33.8%	22.9%	27.2%
%H		77.8%	0.0%	73.3%	55.6%	17.8%	88.9%
50" - 59"	19	15	0	7	5	2	19
%V	11.6%	12.3%	0.0%	6.4%	6.8%	5.7%	12.9%
%H		78.9%	0.0%	36.8%	26.3%	10.5%	100.0%
60"+	8	5	0	4	1	3	8
%V	4.9%	4.1%	0.0%	3.7%	1.4%	8.6%	5.4%
%H		62.5%	0.0%	50.0%	12.5%	37.5%	100.0%
Don't know	2	2	0	1	1	0	2
%V	1.2%	1.6%	0.0%	0.9%	1.4%	0.0%	1.4%
%H		100.0%	0.0%	50.0%	50.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Channel Islands

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	164	122	2	109	74	35	147
%H		74.4%	1.2%	66.5%	45.1%	21.3%	89.6%
Main living room	73	53	1	44	28	16	65
%V	44.5%	43.4%	50.0%	40.4%	37.8%	45.7%	44.2%
%H		72.6%	1.4%	60.3%	38.4%	21.9%	89.0%
Kitchen	15	12	0	12	9	3	13
%V	9.1%	9.8%	0.0%	11.0%	12.2%	8.6%	8.8%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	86.7%
Adult's bedroom	55	44	1	39	29	10	51
%V	33.5%	36.1%	50.0%	35.8%	39.2%	28.6%	34.7%
%H		80.0%	1.8%	70.9%	52.7%	18.2%	92.7%
Child's bedroom	9	5	0	4	1	3	9
%V	5.5%	4.1%	0.0%	3.7%	1.4%	8.6%	6.1%
%H		55.6%	0.0%	44.4%	11.1%	33.3%	100.0%
Other bedroom	1	0	0	1	0	1	1
%V	0.6%	0.0%	0.0%	0.9%	0.0%	2.9%	0.7%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Second living/dining room	6	4	0	5	3	2	4
%V	3.7%	3.3%	0.0%	4.6%	4.1%	5.7%	2.7%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	66.7%
Study/office	2	2	0	2	2	0	2
%V	1.2%	1.6%	0.0%	1.8%	2.7%	0.0%	1.4%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
TV room	1	1	0	1	1	0	1
%V	0.6%	0.8%	0.0%	0.9%	1.4%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Conservatory	1	1	0	1	0	1	1
%V	0.6%	0.8%	0.0%	0.9%	0.0%	2.9%	0.7%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Attic or loft room	1	1	0	1	1	0	1
%V	0.6%	0.8%	0.0%	0.9%	1.4%	0.0%	0.7%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
No specific location	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
Other	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	164	122	2	109	74	35	147
%H		74.4%	1.2%	66.5%	45.1%	21.3%	89.6%
PVR	86	81	1	56	52	4	82
%V	52.4%	66.4%	50.0%	51.4%	70.3%	11.4%	55.8%
%H		94.2%	1.2%	65.1%	60.5%	4.7%	95.3%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	2	2	0	2	2	1	2
%V	1.2%	1.6%	0.0%	1.8%	2.7%	2.9%	1.4%
%H		100.0%	0.0%	100.0%	100.0%	50.0%	100.0%
Any recorder	87	81	1	56	52	4	82
%V	53.0%	66.4%	50.0%	51.4%	70.3%	11.4%	55.8%
%H		93.1%	1.1%	64.4%	59.8%	4.6%	94.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	164	122	2	109	74	35	147
%H		74.4%	1.2%	66.5%	45.1%	21.3%	89.6%
Receives HDTV (via STB or built-in reception)	91	77	1	60	48	13	85
%V	55.5%	63.1%	50.0%	55.0%	64.9%	37.1%	57.8%
%H		84.6%	1.1%	65.9%	52.7%	14.3%	93.4%
DVD/Blu-ray player or recorder	83	64	0	56	39	17	74
%V	50.6%	52.5%	0.0%	51.4%	52.7%	48.6%	50.3%
%H		77.1%	0.0%	67.5%	47.0%	20.5%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	73	53	1	44	28	16	65
%H		72.6%	1.4%	60.3%	38.4%	21.9%	89.0%
Under 20"	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
20" - 29"	3	2	0	1	1	1	2
%V	4.1%	3.8%	0.0%	2.3%	3.6%	6.3%	3.1%
%H		66.7%	0.0%	33.3%	33.3%	33.3%	66.7%
30" - 39"	13	6	1	9	3	6	11
%V	17.8%	11.3%	100.0%	20.5%	10.7%	37.5%	16.9%
%H		46.2%	7.7%	69.2%	23.1%	46.2%	84.6%
40" - 49"	34	27	0	25	20	5	29
%V	46.6%	50.9%	0.0%	56.8%	71.4%	31.3%	44.6%
%H		79.4%	0.0%	73.5%	58.8%	14.7%	85.3%
50" - 59"	16	12	0	6	4	2	16
%V	21.9%	22.6%	0.0%	13.6%	14.3%	12.5%	24.6%
%H		75.0%	0.0%	37.5%	25.0%	12.5%	100.0%
60"+	6	4	0	3	1	2	6
%V	8.2%	7.5%	0.0%	6.8%	3.6%	12.5%	9.2%
%H		66.7%	0.0%	50.0%	16.7%	33.3%	100.0%
Don't know	1	1	0	0	0	0	1
%V	1.4%	1.9%	0.0%	0.0%	0.0%	0.0%	1.5%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	73	53	1	44	28	16	65
%H		72.6%	1.4%	60.3%	38.4%	21.9%	89.0%
PVR	45	41	1	27	23	4	43
%V	61.6%	77.4%	100.0%	61.4%	82.1%	25.0%	66.2%
%H		91.1%	2.2%	60.0%	51.1%	8.9%	95.6%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	1	1	0	1	1	1	1
%V	1.4%	1.9%	0.0%	2.3%	3.6%	6.3%	1.5%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	46	41	1	28	23	4	43
%V	63.0%	77.4%	100.0%	63.6%	82.1%	25.0%	66.2%
%H		89.1%	2.2%	60.9%	50.0%	8.7%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	73	53	1	44	28	16	65
%H		72.6%	1.4%	60.3%	38.4%	21.9%	89.0%
Receives HDTV (via STB or built-in reception)	49	40	1	30	22	8	45
%V	67.1%	75.5%	100.0%	68.2%	78.6%	50.0%	69.2%
%H		81.6%	2.0%	61.2%	44.9%	16.3%	91.8%
DVD/Blu-ray player or recorder	50	37	0	34	22	12	45
%V	68.5%	69.8%	0.0%	77.3%	78.6%	75.0%	69.2%
%H		74.0%	0.0%	68.0%	44.0%	24.0%	90.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	91	69	1	65	46	19	82
%H		75.8%	1.1%	71.4%	50.5%	20.9%	90.1%
Under 20"	30	23	1	23	18	5	25
%V	33.0%	33.3%	100.0%	35.4%	39.1%	26.3%	30.5%
%H		76.7%	3.3%	76.7%	60.0%	16.7%	83.3%
20" - 29"	21	16	0	13	8	5	20
%V	23.1%	23.2%	0.0%	20.0%	17.4%	26.3%	24.4%
%H		76.2%	0.0%	61.9%	38.1%	23.8%	95.2%
30" - 39"	24	17	0	18	12	6	20
%V	26.4%	24.6%	0.0%	27.7%	26.1%	31.6%	24.4%
%H		70.8%	0.0%	75.0%	50.0%	25.0%	83.3%
40" - 49"	11	8	0	8	5	3	11
%V	12.1%	11.6%	0.0%	12.3%	10.9%	15.8%	13.4%
%H		72.7%	0.0%	72.7%	45.5%	27.3%	100.0%
50" - 59"	3	3	0	2	2	0	3
%V	3.3%	4.3%	0.0%	3.1%	4.3%	0.0%	3.7%
%H		100.0%	0.0%	66.7%	66.7%	0.0%	100.0%
60"+	1	1	0	1	0	1	1
%V	1.1%	1.4%	0.0%	1.5%	0.0%	5.3%	1.2%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Don't know	1	1	0	1	1	0	1
%V	1.1%	1.4%	0.0%	1.5%	2.2%	0.0%	1.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	91	69	1	65	46	19	82
%H		75.8%	1.1%	71.4%	50.5%	20.9%	90.1%
PVR	41	41	0	28	28	0	40
%V	45.1%	59.4%	0.0%	43.1%	60.9%	0.0%	48.8%
%H		100.0%	0.0%	68.3%	68.3%	0.0%	97.6%
DVDR	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
VCR	1	1	0	1	1	0	1
%V	1.1%	1.4%	0.0%	1.5%	2.2%	0.0%	1.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	41	41	0	28	28	0	40
%V	45.1%	59.4%	0.0%	43.1%	60.9%	0.0%	48.8%
%H		100.0%	0.0%	68.3%	68.3%	0.0%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 15.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	91	69	1	65	46	19	82
%H		75.8%	1.1%	71.4%	50.5%	20.9%	90.1%
Receives HDTV (via STB or built-in reception)	42	37	0	30	26	4	40
%V	46.2%	53.6%	0.0%	46.2%	56.5%	21.1%	48.8%
%H		88.1%	0.0%	71.4%	61.9%	9.5%	95.2%
DVD/Blu-ray player or recorder	33	27	0	22	17	5	30
%V	36.3%	39.1%	0.0%	33.8%	37.0%	26.3%	36.6%
%H		81.8%	0.0%	66.7%	51.5%	15.2%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	179	177	126	1	104	62	42	169
%H		98.9%	70.4%	0.6%	58.1%	34.6%	23.5%	94.4%
Total Children	37	37	21	0	20	7	12	37
%V	20.7%	20.9%	16.7%	0.0%	19.2%	11.3%	28.6%	21.9%
%H		100.0%	56.8%	0.0%	54.1%	18.9%	32.4%	100.0%
0 - 3	7	7	3	0	4	1	3	7
%V	3.9%	4.0%	2.4%	0.0%	3.8%	1.6%	7.1%	4.1%
%H		100.0%	42.9%	0.0%	57.1%	14.3%	42.9%	100.0%
4 - 15	30	30	18	0	16	7	9	30
%V	16.8%	16.9%	14.3%	0.0%	15.4%	11.3%	21.4%	17.8%
%H		100.0%	60.0%	0.0%	53.3%	23.3%	30.0%	100.0%
4 - 9	14	14	7	0	8	3	5	14
%V	7.8%	7.9%	5.6%	0.0%	7.7%	4.8%	11.9%	8.3%
%H		100.0%	50.0%	0.0%	57.1%	21.4%	35.7%	100.0%
10 - 15	16	16	11	0	8	3	5	16
%V	8.9%	9.0%	8.7%	0.0%	7.7%	4.8%	11.9%	9.5%
%H		100.0%	68.8%	0.0%	50.0%	18.8%	31.3%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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	179	177	126	1	104	62	42	169
%H		98.9%	70.4%	0.6%	58.1%	34.6%	23.5%	94.4%
Total Adults (16+)	142	140	105	1	84	55	29	132
%V	79.3%	79.1%	83.3%	100.0%	80.8%	88.7%	69.0%	78.1%
%H		98.6%	73.9%	0.7%	59.2%	38.7%	20.4%	93.0%
16 - 19	7	7	4	0	5	2	3	7
%V	3.9%	4.0%	3.2%	0.0%	4.8%	3.2%	7.1%	4.1%
%H		100.0%	57.1%	0.0%	71.4%	28.6%	42.9%	100.0%
20 - 24	12	12	9	0	4	4	1	12
%V	6.7%	6.8%	7.1%	0.0%	3.8%	6.5%	2.4%	7.1%
%H		100.0%	75.0%	0.0%	33.3%	33.3%	8.3%	100.0%
25 - 34	20	20	12	0	10	5	6	20
%V	11.2%	11.3%	9.5%	0.0%	9.6%	8.1%	14.3%	11.8%
%H		100.0%	60.0%	0.0%	50.0%	25.0%	30.0%	100.0%
35 - 44	25	25	17	0	12	6	6	25
%V	14.0%	14.1%	13.5%	0.0%	11.5%	9.7%	14.3%	14.8%
%H		100.0%	68.0%	0.0%	48.0%	24.0%	24.0%	100.0%
45 - 54	27	27	23	1	15	12	4	27
%V	15.1%	15.3%	18.3%	100.0%	14.4%	19.4%	9.5%	16.0%
%H		100.0%	85.2%	3.7%	55.6%	44.4%	14.8%	100.0%
55 - 64	17	16	13	0	13	10	3	17
%V	9.5%	9.0%	10.3%	0.0%	12.5%	16.1%	7.1%	10.1%
%H		94.1%	76.5%	0.0%	76.5%	58.8%	17.6%	100.0%
65+	35	34	27	0	23	17	7	24
%V	19.6%	19.2%	21.4%	0.0%	22.1%	27.4%	16.7%	14.2%
%H		97.1%	77.1%	0.0%	65.7%	48.6%	20.0%	68.6%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	142	140	105	1	84	55	29	132
%H		98.6%	73.9%	0.7%	59.2%	38.7%	20.4%	93.0%
AB	61	61	43	0	39	22	17	59
%V	43.0%	43.6%	41.0%	0.0%	46.4%	40.0%	58.6%	44.7%
%H		100.0%	70.5%	0.0%	63.9%	36.1%	27.9%	96.7%
C1	41	40	33	1	26	20	6	37
%V	28.9%	28.6%	31.4%	100.0%	31.0%	36.4%	20.7%	28.0%
%H		97.6%	80.5%	2.4%	63.4%	48.8%	14.6%	90.2%
C2	23	22	17	0	11	9	2	20
%V	16.2%	15.7%	16.2%	0.0%	13.1%	16.4%	6.9%	15.2%
%H		95.7%	73.9%	0.0%	47.8%	39.1%	8.7%	87.0%
D	10	10	7	0	7	4	3	9
%V	7.0%	7.1%	6.7%	0.0%	8.3%	7.3%	10.3%	6.8%
%H		100.0%	70.0%	0.0%	70.0%	40.0%	30.0%	90.0%
E	7	7	6	0	1	0	1	6
%V	4.9%	5.0%	5.7%	0.0%	1.2%	0.0%	3.4%	4.5%
%H		100.0%	85.7%	0.0%	14.3%	0.0%	14.3%	85.7%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
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Individual level data
Table 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+)	142	140	105	1	84	55	29	132
%H		98.6%	73.9%	0.7%	59.2%	38.7%	20.4%	93.0%
Working full time	79	78	58	1	45	30	15	79
%V	55.6%	55.7%	55.2%	100.0%	53.6%	54.5%	51.7%	59.8%
%H		98.7%	73.4%	1.3%	57.0%	38.0%	19.0%	100.0%
Working part time	14	14	9	0	12	7	4	14
%V	9.9%	10.0%	8.6%	0.0%	14.3%	12.7%	13.8%	10.6%
%H		100.0%	64.3%	0.0%	85.7%	50.0%	28.6%	100.0%
Not working	49	48	37	0	27	17	9	39
%V	34.5%	34.3%	35.2%	0.0%	32.1%	30.9%	31.0%	29.5%
%H		98.0%	75.5%	0.0%	55.1%	34.7%	18.4%	79.6%
Houseperson	75	73	53	1	44	28	16	66
%V	52.8%	52.1%	50.5%	100.0%	52.4%	50.9%	55.2%	50.0%
%H		97.3%	70.7%	1.3%	58.7%	37.3%	21.3%	88.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Channel Islands

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+)	64	63	47	0	39	26	13	60
%H		98.4%	73.4%	0.0%	60.9%	40.6%	20.3%	93.8%
16 - 19	3	3	2	0	3	1	1	3
%V	4.7%	4.8%	4.3%	-	7.7%	3.8%	7.7%	5.0%
%H		100.0%	66.7%	0.0%	100.0%	33.3%	33.3%	100.0%
20 - 24	6	6	5	0	2	2	0	6
%V	9.4%	9.5%	10.6%	-	5.1%	7.7%	0.0%	10.0%
%H		100.0%	83.3%	0.0%	33.3%	33.3%	0.0%	100.0%
25 - 34	9	9	5	0	5	2	3	9
%V	14.1%	14.3%	10.6%	-	12.8%	7.7%	23.1%	15.0%
%H		100.0%	55.6%	0.0%	55.6%	22.2%	33.3%	100.0%
35 - 44	14	14	9	0	8	4	4	14
%V	21.9%	22.2%	19.1%	-	20.5%	15.4%	30.8%	23.3%
%H		100.0%	64.3%	0.0%	57.1%	28.6%	28.6%	100.0%
45 - 54	10	10	8	0	5	4	2	10
%V	15.6%	15.9%	17.0%	-	12.8%	15.4%	15.4%	16.7%
%H		100.0%	80.0%	0.0%	50.0%	40.0%	20.0%	100.0%
55 - 64	8	7	7	0	6	5	1	8
%V	12.5%	11.1%	14.9%	-	15.4%	19.2%	7.7%	13.3%
%H		87.5%	87.5%	0.0%	75.0%	62.5%	12.5%	100.0%
65+	14	14	11	0	10	7	3	11
%V	21.9%	22.2%	23.4%	-	25.6%	26.9%	23.1%	18.3%
%H		100.0%	78.6%	0.0%	71.4%	50.0%	21.4%	78.6%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	64	63	47	0	39	26	13	60
%H		98.4%	73.4%	0.0%	60.9%	40.6%	20.3%	93.8%
AB	28	28	19	0	18	11	7	27
%V	43.8%	44.4%	40.4%	-	46.2%	42.3%	53.8%	45.0%
%H		100.0%	67.9%	0.0%	64.3%	39.3%	25.0%	96.4%
C1	17	16	13	0	11	8	3	15
%V	26.6%	25.4%	27.7%	-	28.2%	30.8%	23.1%	25.0%
%H		94.1%	76.5%	0.0%	64.7%	47.1%	17.6%	88.2%
C2	11	10	8	0	5	4	1	10
%V	17.2%	15.9%	17.0%	-	12.8%	15.4%	7.7%	16.7%
%H		90.9%	72.7%	0.0%	45.5%	36.4%	9.1%	90.9%
D	6	6	4	0	3	2	1	5
%V	9.4%	9.5%	8.5%	-	7.7%	7.7%	7.7%	8.3%
%H		100.0%	66.7%	0.0%	50.0%	33.3%	16.7%	83.3%
E	4	4	3	0	1	0	1	4
%V	6.3%	6.3%	6.4%	-	2.6%	0.0%	7.7%	6.7%
%H		100.0%	75.0%	0.0%	25.0%	0.0%	25.0%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	64	63	47	0	39	26	13	60
%H		98.4%	73.4%	0.0%	60.9%	40.6%	20.3%	93.8%
Working full time	45	44	31	0	27	16	11	45
%V	70.3%	69.8%	66.0%	-	69.2%	61.5%	84.6%	75.0%
%H		97.8%	68.9%	0.0%	60.0%	35.6%	24.4%	100.0%
Working part time	3	3	2	0	2	2	1	3
%V	4.7%	4.8%	4.3%	-	5.1%	7.7%	7.7%	5.0%
%H		100.0%	66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
Not working	16	16	14	0	10	8	2	13
%V	25.0%	25.4%	29.8%	-	25.6%	30.8%	15.4%	21.7%
%H		100.0%	87.5%	0.0%	62.5%	50.0%	12.5%	81.3%
Houseperson	10	8	5	0	6	3	3	7
%V	15.6%	12.7%	10.6%	-	15.4%	11.5%	23.1%	11.7%
%H		80.0%	50.0%	0.0%	60.0%	30.0%	30.0%	70.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	77	77	58	1	45	29	16	71
%H		100.0%	75.3%	1.3%	58.4%	37.7%	20.8%	92.2%
16 - 19	3	3	2	0	2	1	1	3
%V	3.9%	3.9%	3.4%	0.0%	4.4%	3.4%	6.3%	4.2%
%H		100.0%	66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
20 - 24	6	6	4	0	2	1	1	6
%V	7.8%	7.8%	6.9%	0.0%	4.4%	3.4%	6.3%	8.5%
%H		100.0%	66.7%	0.0%	33.3%	16.7%	16.7%	100.0%
25 - 34	10	10	7	0	6	3	2	10
%V	13.0%	13.0%	12.1%	0.0%	13.3%	10.3%	12.5%	14.1%
%H		100.0%	70.0%	0.0%	60.0%	30.0%	20.0%	100.0%
35 - 44	11	11	7	0	5	2	3	11
%V	14.3%	14.3%	12.1%	0.0%	11.1%	6.9%	18.8%	15.5%
%H		100.0%	63.6%	0.0%	45.5%	18.2%	27.3%	100.0%
45 - 54	18	18	15	1	10	8	2	18
%V	23.4%	23.4%	25.9%	100.0%	22.2%	27.6%	12.5%	25.4%
%H		100.0%	83.3%	5.6%	55.6%	44.4%	11.1%	100.0%
55 - 64	9	9	6	0	7	5	2	9
%V	11.7%	11.7%	10.3%	0.0%	15.6%	17.2%	12.5%	12.7%
%H		100.0%	66.7%	0.0%	77.8%	55.6%	22.2%	100.0%
65+	20	20	16	0	13	9	4	14
%V	26.0%	26.0%	27.6%	0.0%	28.9%	31.0%	25.0%	19.7%
%H		100.0%	80.0%	0.0%	65.0%	45.0%	20.0%	70.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	77	77	58	1	45	29	16	71
%H		100.0%	75.3%	1.3%	58.4%	37.7%	20.8%	92.2%
AB	33	33	23	0	20	11	9	32
%V	42.9%	42.9%	39.7%	0.0%	44.4%	37.9%	56.3%	45.1%
%H		100.0%	69.7%	0.0%	60.6%	33.3%	27.3%	97.0%
C1	24	24	20	1	14	11	3	22
%V	31.2%	31.2%	34.5%	100.0%	31.1%	37.9%	18.8%	31.0%
%H		100.0%	83.3%	4.2%	58.3%	45.8%	12.5%	91.7%
C2	12	12	9	0	6	5	1	11
%V	15.6%	15.6%	15.5%	0.0%	13.3%	17.2%	6.3%	15.5%
%H		100.0%	75.0%	0.0%	50.0%	41.7%	8.3%	91.7%
D	4	4	3	0	3	2	2	4
%V	5.2%	5.2%	5.2%	0.0%	6.7%	6.9%	12.5%	5.6%
%H		100.0%	75.0%	0.0%	75.0%	50.0%	50.0%	100.0%
E	4	4	3	0	1	0	1	3
%V	5.2%	5.2%	5.2%	0.0%	2.2%	0.0%	6.3%	4.2%
%H		100.0%	75.0%	0.0%	25.0%	0.0%	25.0%	75.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Channel Islands

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+)	77	77	58	1	45	29	16	71
%H		100.0%	75.3%	1.3%	58.4%	37.7%	20.8%	92.2%
Working full time	34	34	27	1	19	14	5	34
%V	44.2%	44.2%	46.6%	100.0%	42.2%	48.3%	31.3%	47.9%
%H		100.0%	79.4%	2.9%	55.9%	41.2%	14.7%	100.0%
Working part time	11	11	7	0	9	5	4	11
%V	14.3%	14.3%	12.1%	0.0%	20.0%	17.2%	25.0%	15.5%
%H		100.0%	63.6%	0.0%	81.8%	45.5%	36.4%	100.0%
Not working	33	33	24	0	17	9	7	26
%V	42.9%	42.9%	41.4%	0.0%	37.8%	31.0%	43.8%	36.6%
%H		100.0%	72.7%	0.0%	51.5%	27.3%	21.2%	78.8%
Houseperson	65	65	48	1	38	25	13	59
%V	84.4%	84.4%	82.8%	100.0%	84.4%	86.2%	81.3%	83.1%
%H		100.0%	73.8%	1.5%	58.5%	38.5%	20.0%	90.8%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data
Table 16.1: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
AB	543	511	209	94	317	135	182	522
%V	22.8%	22.8%	24.5%	26.0%	22.0%	24.5%	20.5%	25.6%
%H (All HH)		94.1%	38.5%	17.3%	58.4%	24.9%	33.5%	96.1%
%H (TV HH)			40.9%	18.4%	62.0%	26.4%	35.6%	
C1	664	616	254	101	390	169	221	602
%V	27.9%	27.5%	29.7%	27.9%	27.1%	30.7%	24.9%	29.6%
%H (All HH)		92.8%	38.3%	15.2%	58.7%	25.5%	33.3%	90.7%
%H (TV HH)			41.2%	16.4%	63.3%	27.4%	35.9%	
C2	467	447	191	69	276	117	159	409
%V	19.6%	19.9%	22.4%	19.1%	19.2%	21.2%	17.9%	20.1%
%H (All HH)		95.7%	40.9%	14.8%	59.1%	25.1%	34.0%	87.6%
%H (TV HH)			42.7%	15.4%	61.7%	26.2%	35.6%	
D	423	400	138	66	261	92	170	330
%V	17.8%	17.8%	16.2%	18.2%	18.2%	16.7%	19.2%	16.2%
%H (All HH)		94.6%	32.6%	15.6%	61.7%	21.7%	40.2%	78.0%
%H (TV HH)			34.5%	16.5%	65.3%	23.0%	42.5%	
E	282	269	63	32	193	38	155	173
%V	11.9%	12.0%	7.4%	8.8%	13.4%	6.9%	17.5%	8.5%
%H (All HH)		95.4%	22.3%	11.3%	68.4%	13.5%	55.0%	61.3%
%H (TV HH)			23.4%	11.9%	71.7%	14.1%	57.6%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Scotland

Household level data

Table 16.2: 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	2379	2244	854	362	1438	551	887	2037
%V (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
Under 25	102	77	20	8	33	6	27	100
%V	4.3%	3.4%	2.3%	2.2%	2.3%	1.1%	3.0%	4.9%
%H (All HH)		75.5%	19.6%	7.8%	32.4%	5.9%	26.5%	98.0%
%H (TV HH)			26.0%	10.4%	42.9%	7.8%	35.1%	
25 - 34	378	334	121	50	156	58	98	366
%V	15.9%	14.9%	14.2%	13.8%	10.8%	10.5%	11.0%	18.0%
%H (All HH)		88.4%	32.0%	13.2%	41.3%	15.3%	25.9%	96.8%
%H (TV HH)			36.2%	15.0%	46.7%	17.4%	29.3%	
35 - 44	374	350	155	56	204	92	112	358
%V	15.7%	15.6%	18.1%	15.5%	14.2%	16.7%	12.6%	17.6%
%H (All HH)		93.6%	41.4%	15.0%	54.5%	24.6%	29.9%	95.7%
%H (TV HH)			44.3%	16.0%	58.3%	26.3%	32.0%	
45 - 54	442	422	191	72	266	123	143	412
%V	18.6%	18.8%	22.4%	19.9%	18.5%	22.3%	16.1%	20.2%
%H (All HH)		95.5%	43.2%	16.3%	60.2%	27.8%	32.4%	93.2%
%H (TV HH)			45.3%	17.1%	63.0%	29.1%	33.9%	
55 - 64	431	419	171	82	282	122	160	393
%V	18.1%	18.7%	20.0%	22.7%	19.6%	22.1%	18.0%	19.3%
%H (All HH)		97.2%	39.7%	19.0%	65.4%	28.3%	37.1%	91.2%
%H (TV HH)			40.8%	19.6%	67.3%	29.1%	38.2%	
65 +	652	642	196	95	498	150	347	409
%V	27.4%	28.6%	23.0%	26.2%	34.6%	27.2%	39.1%	20.1%
%H (All HH)		98.5%	30.1%	14.6%	76.4%	23.0%	53.2%	62.7%
%H (TV HH)			30.5%	14.8%	77.6%	23.4%	54.0%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Household level data

Table 16.3: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
1	869	802	208	109	575	133	442	596
%V	36.5%	35.7%	24.4%	30.1%	40.0%	24.1%	49.8%	29.3%
%H (All HH)		92.3%	23.9%	12.5%	66.2%	15.3%	50.9%	68.6%
%H (TV HH)			25.9%	13.6%	71.7%	16.6%	55.1%	
2	794	756	314	130	471	210	260	735
%V	33.4%	33.7%	36.8%	35.9%	32.8%	38.1%	29.3%	36.1%
%H (All HH)		95.2%	39.5%	16.4%	59.3%	26.4%	32.7%	92.6%
%H (TV HH)			41.5%	17.2%	62.3%	27.8%	34.4%	
3	346	330	149	61	187	91	96	340
%V	14.5%	14.7%	17.4%	16.9%	13.0%	16.5%	10.8%	16.7%
%H (All HH)		95.4%	43.1%	17.6%	54.0%	26.3%	27.7%	98.3%
%H (TV HH)			45.2%	18.5%	56.7%	27.6%	29.1%	
4	268	257	132	47	148	86	62	264
%V	11.3%	11.5%	15.5%	13.0%	10.3%	15.6%	7.0%	13.0%
%H (All HH)		95.9%	49.3%	17.5%	55.2%	32.1%	23.1%	98.5%
%H (TV HH)			51.4%	18.3%	57.6%	33.5%	24.1%	
5+	102	98	51	15	57	31	26	102
%V	4.3%	4.4%	6.0%	4.1%	4.0%	5.6%	2.9%	5.0%
%H (All HH)		96.1%	50.0%	14.7%	55.9%	30.4%	25.5%	100.0%
%H (TV HH)			52.0%	15.3%	58.2%	31.6%	26.5%	
Average HH size	2.15	2.17	2.44	2.27	2.07	2.42	1.86	2.30

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Household level data

Table 16.4: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
Without	1852	1738	615	276	1159	409	750	1519
%V	77.8%	77.5%	72.0%	76.2%	80.6%	74.2%	84.6%	74.6%
%H (All HH)		93.8%	33.2%	14.9%	62.6%	22.1%	40.5%	82.0%
%H (TV HH)			35.4%	15.9%	66.7%	23.5%	43.2%	
With	526	506	240	87	279	141	137	518
%V	22.1%	22.5%	28.1%	24.0%	19.4%	25.6%	15.4%	25.4%
%H (All HH)		96.2%	45.6%	16.5%	53.0%	26.8%	26.0%	98.5%
%H (TV HH)			47.4%	17.2%	55.1%	27.9%	27.1%	
0 - 3	188	178	85	26	92	43	49	185
%V	7.9%	7.9%	10.0%	7.2%	6.4%	7.8%	5.5%	9.1%
%H (All HH)		94.7%	45.2%	13.8%	48.9%	22.9%	26.1%	98.4%
%H (TV HH)			47.8%	14.6%	51.7%	24.2%	27.5%	
4 - 9	260	251	120	39	136	67	70	256
%V	10.9%	11.2%	14.1%	10.8%	9.5%	12.2%	7.9%	12.6%
%H (All HH)		96.5%	46.2%	15.0%	52.3%	25.8%	26.9%	98.5%
%H (TV HH)			47.8%	15.5%	54.2%	26.7%	27.9%	
10 - 15	254	247	124	44	138	75	63	250
%V	10.7%	11.0%	14.5%	12.2%	9.6%	13.6%	7.1%	12.3%
%H (All HH)		97.2%	48.8%	17.3%	54.3%	29.5%	24.8%	98.4%
%H (TV HH)			50.2%	17.8%	55.9%	30.4%	25.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Household level data

Table 16.5: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
1	925	925	249	115	530	78	453	727
%V	38.9%	41.2%	29.2%	31.8%	36.9%	14.2%	51.1%	35.7%
%H (All HH)		100.0%	26.9%	12.4%	57.3%	8.4%	49.0%	78.6%
%H (TV HH)			26.9%	12.4%	57.3%	8.4%	49.0%	
2	745	745	304	126	499	210	289	648
%V	31.3%	33.2%	35.6%	34.8%	34.7%	38.1%	32.6%	31.8%
%H (All HH)		100.0%	40.8%	16.9%	67.0%	28.2%	38.8%	87.0%
%H (TV HH)			40.8%	16.9%	67.0%	28.2%	38.8%	
3	357	357	178	72	256	154	102	339
%V	15.0%	15.9%	20.8%	19.9%	17.8%	27.9%	11.5%	16.6%
%H (All HH)		100.0%	49.9%	20.2%	71.7%	43.1%	28.6%	95.0%
%H (TV HH)			49.9%	20.2%	71.7%	43.1%	28.6%	
4	155	155	87	34	110	77	33	152
%V	6.5%	6.9%	10.2%	9.4%	7.6%	14.0%	3.7%	7.5%
%H (All HH)		100.0%	56.1%	21.9%	71.0%	49.7%	21.3%	98.1%
%H (TV HH)			56.1%	21.9%	71.0%	49.7%	21.3%	
5+	62	62	37	15	44	32	11	62
%V	2.6%	2.8%	4.3%	4.1%	3.1%	5.8%	1.2%	3.0%
%H (All HH)		100.0%	59.7%	24.2%	71.0%	51.6%	17.7%	100.0%
%H (TV HH)			59.7%	24.2%	71.0%	51.6%	17.7%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Household level data

Table 16.6: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
Under 20"	142	142	54	25	108	49	59	115
%V	6.0%	6.3%	6.3%	6.9%	7.5%	8.9%	6.7%	5.6%
%H (All HH)		100.0%	38.0%	17.6%	76.1%	34.5%	41.5%	81.0%
%H (TV HH)			38.0%	17.6%	76.1%	34.5%	41.5%	
20" - 29"	507	507	194	84	385	168	217	426
%V	21.3%	22.6%	22.7%	23.2%	26.8%	30.5%	24.5%	20.9%
%H (All HH)		100.0%	38.3%	16.6%	75.9%	33.1%	42.8%	84.0%
%H (TV HH)			38.3%	16.6%	75.9%	33.1%	42.8%	
30" - 39"	1082	1082	415	172	753	310	443	921
%V	45.5%	48.2%	48.6%	47.5%	52.4%	56.3%	49.9%	45.2%
%H (All HH)		100.0%	38.4%	15.9%	69.6%	28.7%	40.9%	85.1%
%H (TV HH)			38.4%	15.9%	69.6%	28.7%	40.9%	
40" - 49"	1143	1143	495	213	716	338	379	1049
%V	48.0%	50.9%	58.0%	58.8%	49.8%	61.3%	42.7%	51.5%
%H (All HH)		100.0%	43.3%	18.6%	62.6%	29.6%	33.2%	91.8%
%H (TV HH)			43.3%	18.6%	62.6%	29.6%	33.2%	
50" - 59"	493	493	243	104	288	167	121	470
%V	20.7%	22.0%	28.5%	28.7%	20.0%	30.3%	13.6%	23.1%
%H (All HH)		100.0%	49.3%	21.1%	58.4%	33.9%	24.5%	95.3%
%H (TV HH)			49.3%	21.1%	58.4%	33.9%	24.5%	
60"+	63	63	41	9	35	24	11	61
%V	2.6%	2.8%	4.8%	2.5%	2.4%	4.4%	1.2%	3.0%
%H (All HH)		100.0%	65.1%	14.3%	55.6%	38.1%	17.5%	96.8%
%H (TV HH)			65.1%	14.3%	55.6%	38.1%	17.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Scotland

Household level data

Table 16.7: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
Main living room	2213	2213	845	359	1423	546	877	1900
%V	93.0%	98.6%	98.9%	99.2%	99.0%	99.1%	98.9%	93.3%
%H (All HH)		100.0%	38.2%	16.2%	64.3%	24.7%	39.6%	85.9%
%H (TV HH)			38.2%	16.2%	64.3%	24.7%	39.6%	
Kitchen	242	242	126	34	191	109	82	221
%V	10.2%	10.8%	14.8%	9.4%	13.3%	19.8%	9.2%	10.8%
%H (All HH)		100.0%	52.1%	14.0%	78.9%	45.0%	33.9%	91.3%
%H (TV HH)			52.1%	14.0%	78.9%	45.0%	33.9%	
Adult's bedroom	1012	1012	461	203	700	378	322	917
%V	42.5%	45.1%	54.0%	56.1%	48.7%	68.6%	36.3%	45.0%
%H (All HH)		100.0%	45.6%	20.1%	69.2%	37.4%	31.8%	90.6%
%H (TV HH)			45.6%	20.1%	69.2%	37.4%	31.8%	
Child's bedroom	233	233	124	49	137	88	49	230
%V	9.8%	10.4%	14.5%	13.5%	9.5%	16.0%	5.5%	11.3%
%H (All HH)		100.0%	53.2%	21.0%	58.8%	37.8%	21.0%	98.7%
%H (TV HH)			53.2%	21.0%	58.8%	37.8%	21.0%	
Other bedroom	103	103	49	22	78	47	31	97
%V	4.3%	4.6%	5.7%	6.1%	5.4%	8.5%	3.5%	4.8%
%H (All HH)		100.0%	47.6%	21.4%	75.7%	45.6%	30.1%	94.2%
%H (TV HH)			47.6%	21.4%	75.7%	45.6%	30.1%	
Second living/dining room	178	178	98	32	124	74	50	171
%V	7.5%	7.9%	11.5%	8.8%	8.6%	13.4%	5.6%	8.4%
%H (All HH)		100.0%	55.1%	18.0%	69.7%	41.6%	28.1%	96.1%
%H (TV HH)			55.1%	18.0%	69.7%	41.6%	28.1%	
Study/office	29	29	16	4	20	11	8	28
%V	1.2%	1.3%	1.9%	1.1%	1.4%	2.0%	0.9%	1.4%
%H (All HH)		100.0%	55.2%	13.8%	69.0%	37.9%	27.6%	96.6%
%H (TV HH)			55.2%	13.8%	69.0%	37.9%	27.6%	
TV room	36	36	21	7	24	16	8	35
%V	1.5%	1.6%	2.5%	1.9%	1.7%	2.9%	0.9%	1.7%
%H (All HH)		100.0%	58.3%	19.4%	66.7%	44.4%	22.2%	97.2%
%H (TV HH)			58.3%	19.4%	66.7%	44.4%	22.2%	
Conservatory	35	35	19	6	25	15	11	33
%V	1.5%	1.6%	2.2%	1.7%	1.7%	2.7%	1.2%	1.6%
%H (All HH)		100.0%	54.3%	17.1%	71.4%	42.9%	31.4%	94.3%
%H (TV HH)			54.3%	17.1%	71.4%	42.9%	31.4%	
Attic or loft room	6	6	4	2	2	2	0	5
%V	0.3%	0.3%	0.5%	0.6%	0.1%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	83.3%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	17	17	9	3	12	7	4	16
%V	0.7%	0.8%	1.1%	0.8%	0.8%	1.3%	0.5%	0.8%
%H (All HH)		100.0%	52.9%	17.6%	70.6%	41.2%	23.5%	94.1%
%H (TV HH)			52.9%	17.6%	70.6%	41.2%	23.5%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 16.8: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
Any DSAT provider	854	854	854	11	398	398	0	808
%V	35.9%	38.1%	100.0%	3.0%	27.7%	72.2%	0.0%	39.7%
%H (All HH)			100.0%	1.3%	46.6%	46.6%	0.0%	94.6%
%H (TV HH)			100.0%	1.3%	46.6%	46.6%	0.0%	
Sky with subscription	712	712	712	5	328	328	0	680
%V	29.9%	31.7%	83.4%	1.4%	22.8%	59.5%	0.0%	33.4%
%H (All HH)			100.0%	0.7%	46.1%	46.1%	0.0%	95.5%
%H (TV HH)			100.0%	0.7%	46.1%	46.1%	0.0%	
Sky without subscription	52	52	52	1	24	24	0	45
%V	2.2%	2.3%	6.1%	0.3%	1.7%	4.4%	0.0%	2.2%
%H (All HH)			100.0%	1.9%	46.2%	46.2%	0.0%	86.5%
%H (TV HH)			100.0%	1.9%	46.2%	46.2%	0.0%	
Freesat	76	76	76	3	39	39	0	69
%V	3.2%	3.4%	8.9%	0.8%	2.7%	7.1%	0.0%	3.4%
%H (All HH)			100.0%	3.9%	51.3%	51.3%	0.0%	90.8%
%H (TV HH)			100.0%	3.9%	51.3%	51.3%	0.0%	
Other satellite provider	56	56	56	2	26	26	0	53
%V	2.4%	2.5%	6.6%	0.6%	1.8%	4.7%	0.0%	2.6%
%H (All HH)			100.0%	3.6%	46.4%	46.4%	0.0%	94.6%
%H (TV HH)			100.0%	3.6%	46.4%	46.4%	0.0%	
DCAB	362	362	11	362	159	159	0	339
%V	15.2%	16.1%	1.3%	100.0%	11.1%	28.9%	0.0%	16.6%
%H (All HH)			3.0%	100.0%	43.9%	43.9%	0.0%	93.6%
%H (TV HH)			3.0%	100.0%	43.9%	43.9%	0.0%	
DTT	1438	1438	398	159	1438	551	887	1158
%V	60.4%	64.1%	46.6%	43.9%	100.0%	100.0%	100.0%	56.8%
%H (All HH)		100.0%	27.7%	11.1%	100.0%	38.3%	61.7%	80.5%
%H (TV HH)			27.7%	11.1%	100.0%	38.3%	61.7%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 16.9: 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	2379	2244	854	362	1438	551	887	2037
%H (All HH)		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (TV HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
PVR	1371	1371	764	346	781	513	268	1281
%V	57.6%	61.1%	89.5%	95.6%	54.3%	93.1%	30.2%	62.9%
%H (All HH)		100.0%	55.7%	25.2%	57.0%	37.4%	19.5%	93.4%
%H (TV HH)			55.7%	25.2%	57.0%	37.4%	19.5%	
DVDR	27	27	16	4	16	10	7	23
%V	1.1%	1.2%	1.9%	1.1%	1.1%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	59.3%	14.8%	59.3%	37.0%	25.9%	85.2%
%H (TV HH)			59.3%	14.8%	59.3%	37.0%	25.9%	
VCR	5	5	2	0	4	1	3	3
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.1%
%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	1382	1382	766	347	790	514	276	1289
%V	58.1%	61.6%	89.7%	95.9%	54.9%	93.3%	31.1%	63.3%
%H (All HH)		100.0%	55.4%	25.1%	57.2%	37.2%	20.0%	93.3%
%H (TV HH)			55.4%	25.1%	57.2%	37.2%	20.0%	
Receives HDTV (via STB or built-in reception)	1531	1531	703	330	998	489	509	1393
%V	64.4%	68.2%	82.3%	91.2%	69.4%	88.7%	57.4%	68.4%
%H (All HH)		100.0%	45.9%	21.6%	65.2%	31.9%	33.2%	91.0%
%H (TV HH)			45.9%	21.6%	65.2%	31.9%	33.2%	
DVD/Blu-ray player or recorder	1379	1379	550	237	893	377	516	1219
%V	58.0%	61.5%	64.4%	65.5%	62.1%	68.4%	58.2%	59.8%
%H (All HH)		100.0%	39.9%	17.2%	64.8%	27.3%	37.4%	88.4%
%H (TV HH)			39.9%	17.2%	64.8%	27.3%	37.4%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Scotland

Household level data

Table 16.10: 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	2379	2244	854	362	1438	551	887	2037
%V		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%
%H (All HH)			38.1%	16.1%	64.1%	24.6%	39.5%	
%H (TV HH)								
Has broadband internet	2037	1928	808	339	1158	513	644	2037
%V	85.6%	85.9%	94.6%	93.6%	80.5%	93.1%	72.6%	100.0%
%H (All HH)		94.6%	39.7%	16.6%	56.8%	25.2%	31.6%	100.0%
%H (TV HH)			41.9%	17.6%	60.1%	26.6%	33.4%	
Number of computers (PCs and laptops)								
0	528	497	100	55	388	72	316	207
%V	22.2%	22.1%	11.7%	15.2%	27.0%	13.1%	35.6%	10.2%
%H (All HH)		94.1%	18.9%	10.4%	73.5%	13.6%	59.8%	39.2%
%H (TV HH)			20.1%	11.1%	78.1%	14.5%	63.6%	
1	608	564	198	98	358	125	233	591
%V	25.6%	25.1%	23.2%	27.1%	24.9%	22.7%	26.3%	29.0%
%H (All HH)		92.8%	32.6%	16.1%	58.9%	20.6%	38.3%	97.2%
%H (TV HH)			35.1%	17.4%	63.5%	22.2%	41.3%	
2	577	548	236	95	318	141	177	574
%V	24.3%	24.4%	27.6%	26.2%	22.1%	25.6%	20.0%	28.2%
%H (All HH)		95.0%	40.9%	16.5%	55.1%	24.4%	30.7%	99.5%
%H (TV HH)			43.1%	17.3%	58.0%	25.7%	32.3%	
3	318	301	145	53	184	100	84	317
%V	13.4%	13.4%	17.0%	14.6%	12.8%	18.1%	9.5%	15.6%
%H (All HH)		94.7%	45.6%	16.7%	57.9%	31.4%	26.4%	99.7%
%H (TV HH)			48.2%	17.6%	61.1%	33.2%	27.9%	
4	173	167	82	27	98	53	45	173
%V	7.3%	7.4%	9.6%	7.5%	6.8%	9.6%	5.1%	8.5%
%H (All HH)		96.5%	47.4%	15.6%	56.6%	30.6%	26.0%	100.0%
%H (TV HH)			49.1%	16.2%	58.7%	31.7%	26.9%	
5+	176	168	93	34	92	60	33	175
%V	7.4%	7.5%	10.9%	9.4%	6.4%	10.9%	3.7%	8.6%
%H (All HH)		95.5%	52.8%	19.3%	52.3%	34.1%	18.8%	99.4%
%H (TV HH)			55.4%	20.2%	54.8%	35.7%	19.6%	

Base: ITV Scotland - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.11: 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	4439	1937	799	2969	1442	1527	3979
%H		43.6%	18.0%	66.9%	32.5%	34.4%	89.6%
Under 20"	168	65	30	131	61	71	138
%V	3.8%	3.4%	3.8%	4.4%	4.2%	4.6%	3.5%
%H		38.7%	17.9%	78.0%	36.3%	42.3%	82.1%
20" - 29"	626	242	109	483	221	262	535
%V	14.1%	12.5%	13.6%	16.3%	15.3%	17.2%	13.4%
%H		38.7%	17.4%	77.2%	35.3%	41.9%	85.5%
30" - 39"	1384	567	231	970	440	530	1205
%V	31.2%	29.3%	28.9%	32.7%	30.5%	34.7%	30.3%
%H		41.0%	16.7%	70.1%	31.8%	38.3%	87.1%
40" - 49"	1408	644	271	873	444	428	1308
%V	31.7%	33.2%	33.9%	29.4%	30.8%	28.0%	32.9%
%H		45.7%	19.2%	62.0%	31.5%	30.4%	92.9%
50" - 59"	556	277	119	325	192	133	532
%V	12.5%	14.3%	14.9%	10.9%	13.3%	8.7%	13.4%
%H		49.8%	21.4%	58.5%	34.5%	23.9%	95.7%
60"+	65	43	9	36	24	12	63
%V	1.5%	2.2%	1.1%	1.2%	1.7%	0.8%	1.6%
%H		66.2%	13.8%	55.4%	36.9%	18.5%	96.9%
Don't know	232	99	30	150	60	91	198
%V	5.2%	5.1%	3.8%	5.1%	4.2%	6.0%	5.0%
%H		42.7%	12.9%	64.7%	25.9%	39.2%	85.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.12: 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	4439	1937	799	2969	1442	1527	3979
%H		43.6%	18.0%	66.9%	32.5%	34.4%	89.6%
Main living room	2225	848	361	1431	548	882	1911
%V	50.1%	43.8%	45.2%	48.2%	38.0%	57.8%	48.0%
%H		38.1%	16.2%	64.3%	24.6%	39.6%	85.9%
Kitchen	242	126	34	191	109	82	221
%V	5.5%	6.5%	4.3%	6.4%	7.6%	5.4%	5.6%
%H		52.1%	14.0%	78.9%	45.0%	33.9%	91.3%
Adult's bedroom	1239	570	258	864	481	383	1136
%V	27.9%	29.4%	32.3%	29.1%	33.4%	25.1%	28.5%
%H		46.0%	20.8%	69.7%	38.8%	30.9%	91.7%
Child's bedroom	311	166	66	181	116	66	306
%V	7.0%	8.6%	8.3%	6.1%	8.0%	4.3%	7.7%
%H		53.4%	21.2%	58.2%	37.3%	21.2%	98.4%
Other bedroom	118	59	26	91	58	32	112
%V	2.7%	3.0%	3.3%	3.1%	4.0%	2.1%	2.8%
%H		50.0%	22.0%	77.1%	49.2%	27.1%	94.9%
Second living/dining room	180	99	32	126	76	50	173
%V	4.1%	5.1%	4.0%	4.2%	5.3%	3.3%	4.3%
%H		55.0%	17.8%	70.0%	42.2%	27.8%	96.1%
Study/office	29	16	4	20	11	8	28
%V	0.7%	0.8%	0.5%	0.7%	0.8%	0.5%	0.7%
%H		55.2%	13.8%	69.0%	37.9%	27.6%	96.6%
TV room	37	21	7	25	17	8	36
%V	0.8%	1.1%	0.9%	0.8%	1.2%	0.5%	0.9%
%H		56.8%	18.9%	67.6%	45.9%	21.6%	97.3%
Conservatory	35	19	6	25	15	11	33
%V	0.8%	1.0%	0.8%	0.8%	1.0%	0.7%	0.8%
%H		54.3%	17.1%	71.4%	42.9%	31.4%	94.3%
Attic or loft room	6	4	2	2	2	0	6
%V	0.1%	0.2%	0.3%	0.1%	0.1%	0.0%	0.2%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	17	9	3	12	7	4	16
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		52.9%	17.6%	70.6%	41.2%	23.5%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Set level data

Table 16.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4439	1937	799	2969	1442	1527	3979
%H		43.6%	18.0%	66.9%	32.5%	34.4%	89.6%
PVR	1975	1188	504	1052	752	300	1872
%V	44.5%	61.3%	63.1%	35.4%	52.1%	19.6%	47.0%
%H		60.2%	25.5%	53.3%	38.1%	15.2%	94.8%
DVDR	29	18	4	17	10	7	25
%V	0.7%	0.9%	0.5%	0.6%	0.7%	0.5%	0.6%
%H		62.1%	13.8%	58.6%	34.5%	24.1%	86.2%
VCR	5	2	0	4	1	3	3
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	1993	1195	505	1064	755	309	1886
%V	44.9%	61.7%	63.2%	35.8%	52.4%	20.2%	47.4%
%H		60.0%	25.3%	53.4%	37.9%	15.5%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4439	1937	799	2969	1442	1527	3979
%H		43.6%	18.0%	66.9%	32.5%	34.4%	89.6%
Receives HDTV (via STB or built-in reception)	2441	1211	537	1606	892	715	2263
%V	55.0%	62.5%	67.2%	54.1%	61.9%	46.8%	56.9%
%H		49.6%	22.0%	65.8%	36.5%	29.3%	92.7%
DVD/Blu-ray player or recorder	1969	845	378	1278	620	657	1788
%V	44.4%	43.6%	47.3%	43.0%	43.0%	43.0%	44.9%
%H		42.9%	19.2%	64.9%	31.5%	33.4%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Scotland

Set level data

Table 16.15: 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	2243	854	362	1438	551	887	1928
%H		38.1%	16.1%	64.1%	24.6%	39.5%	86.0%
Under 20"	12	1	1	7	0	7	7
%V	0.5%	0.1%	0.3%	0.5%	0.0%	0.8%	0.4%
%H		8.3%	8.3%	58.3%	0.0%	58.3%	58.3%
20" - 29"	113	18	11	84	9	75	73
%V	5.0%	2.1%	3.0%	5.8%	1.6%	8.5%	3.8%
%H		15.9%	9.7%	74.3%	8.0%	66.4%	64.6%
30" - 39"	539	143	65	382	88	293	402
%V	24.0%	16.7%	18.0%	26.6%	16.0%	33.0%	20.9%
%H		26.5%	12.1%	70.9%	16.3%	54.4%	74.6%
40" - 49"	946	388	164	595	255	340	857
%V	42.2%	45.4%	45.3%	41.4%	46.3%	38.3%	44.5%
%H		41.0%	17.3%	62.9%	27.0%	35.9%	90.6%
50" - 59"	457	223	96	267	154	113	435
%V	20.4%	26.1%	26.5%	18.6%	27.9%	12.7%	22.6%
%H		48.8%	21.0%	58.4%	33.7%	24.7%	95.2%
60"+	59	38	9	32	21	11	57
%V	2.6%	4.4%	2.5%	2.2%	3.8%	1.2%	3.0%
%H		64.4%	15.3%	54.2%	35.6%	18.6%	96.6%
Don't know	118	43	16	71	22	48	98
%V	5.3%	5.0%	4.4%	4.9%	4.0%	5.4%	5.1%
%H		36.4%	13.6%	60.2%	18.6%	40.7%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Set level data

Table 16.16: 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	2243	854	362	1438	551	887	1928
%H		38.1%	16.1%	64.1%	24.6%	39.5%	86.0%
PVR	1346	755	343	760	504	255	1256
%V	60.0%	88.4%	94.8%	52.9%	91.5%	28.7%	65.1%
%H		56.1%	25.5%	56.5%	37.4%	18.9%	93.3%
DVDR	18	10	2	12	6	6	15
%V	0.8%	1.2%	0.6%	0.8%	1.1%	0.7%	0.8%
%H		55.6%	11.1%	66.7%	33.3%	33.3%	83.3%
VCR	4	1	0	4	1	3	3
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.3%	0.2%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Any recorder	1356	757	343	768	506	262	1265
%V	60.5%	88.6%	94.8%	53.4%	91.8%	29.5%	65.6%
%H		55.8%	25.3%	56.6%	37.3%	19.3%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2243	854	362	1438	551	887	1928
%H		38.1%	16.1%	64.1%	24.6%	39.5%	86.0%
Receives HDTV (via STB or built-in reception)	1504	691	327	976	479	497	1368
%V	67.1%	80.9%	90.3%	67.9%	86.9%	56.0%	71.0%
%H		45.9%	21.7%	64.9%	31.8%	33.0%	91.0%
DVD/Blu-ray player or recorder	1171	457	194	758	307	450	1021
%V	52.2%	53.5%	53.6%	52.7%	55.7%	50.7%	53.0%
%H		39.0%	16.6%	64.7%	26.2%	38.4%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Set level data

Table 16.18: 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	2196	1083	437	1531	891	640	2051
%H		49.3%	19.9%	69.7%	40.6%	29.1%	93.4%
Under 20"	156	64	29	124	61	64	131
%V	7.1%	5.9%	6.6%	8.1%	6.8%	10.0%	6.4%
%H		41.0%	18.6%	79.5%	39.1%	41.0%	84.0%
20" - 29"	513	224	98	398	211	187	462
%V	23.4%	20.7%	22.4%	26.0%	23.7%	29.2%	22.5%
%H		43.7%	19.1%	77.6%	41.1%	36.5%	90.1%
30" - 39"	845	424	166	589	352	237	803
%V	38.5%	39.2%	38.0%	38.5%	39.5%	37.0%	39.2%
%H		50.2%	19.6%	69.7%	41.7%	28.0%	95.0%
40" - 49"	461	257	107	277	189	89	452
%V	21.0%	23.7%	24.5%	18.1%	21.2%	13.9%	22.0%
%H		55.7%	23.2%	60.1%	41.0%	19.3%	98.0%
50" - 59"	99	54	22	59	39	20	98
%V	4.5%	5.0%	5.0%	3.9%	4.4%	3.1%	4.8%
%H		54.5%	22.2%	59.6%	39.4%	20.2%	99.0%
60"+	7	5	0	4	3	1	7
%V	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.3%
%H		71.4%	0.0%	57.1%	42.9%	14.3%	100.0%
Don't know	114	56	14	80	37	42	100
%V	5.2%	5.2%	3.2%	5.2%	4.2%	6.6%	4.9%
%H		49.1%	12.3%	70.2%	32.5%	36.8%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Set level data

Table 16.19: 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	2196	1083	437	1531	891	640	2051
%H		49.3%	19.9%	69.7%	40.6%	29.1%	93.4%
PVR	630	433	161	292	248	45	615
%V	28.7%	40.0%	36.8%	19.1%	27.8%	7.0%	30.0%
%H		68.7%	25.6%	46.3%	39.4%	7.1%	97.6%
DVDR	10	7	1	5	4	1	10
%V	0.5%	0.6%	0.2%	0.3%	0.4%	0.2%	0.5%
%H		70.0%	10.0%	50.0%	40.0%	10.0%	100.0%
VCR	1	0	0	1	0	0	0
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Any recorder	637	437	162	296	250	46	621
%V	29.0%	40.4%	37.1%	19.3%	28.1%	7.2%	30.3%
%H		68.6%	25.4%	46.5%	39.2%	7.2%	97.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 16.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2196	1083	437	1531	891	640	2051
%H		49.3%	19.9%	69.7%	40.6%	29.1%	93.4%
Receives HDTV (via STB or built-in reception)	937	519	210	631	413	218	895
%V	42.7%	47.9%	48.1%	41.2%	46.4%	34.1%	43.6%
%H		55.4%	22.4%	67.3%	44.1%	23.3%	95.5%
DVD/Blu-ray player or recorder	798	388	184	520	313	207	767
%V	36.3%	35.8%	42.1%	34.0%	35.1%	32.3%	37.4%
%H		48.6%	23.1%	65.2%	39.2%	25.9%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.21: 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	5119	4864	2084	823	2976	1331	1645	4692
%H		95.0%	40.7%	16.1%	58.1%	26.0%	32.1%	91.7%
Total Children	889	856	412	138	465	232	233	875
%V	17.4%	17.6%	19.8%	16.8%	15.6%	17.4%	14.2%	18.6%
%H		96.3%	46.3%	15.5%	52.3%	26.1%	26.2%	98.4%
0 - 3	215	203	96	29	105	48	57	211
%V	4.2%	4.2%	4.6%	3.5%	3.5%	3.6%	3.5%	4.5%
%H		94.4%	44.7%	13.5%	48.8%	22.3%	26.5%	98.1%
4 - 15	674	653	316	109	360	184	176	664
%V	13.2%	13.4%	15.2%	13.2%	12.1%	13.8%	10.7%	14.2%
%H		96.9%	46.9%	16.2%	53.4%	27.3%	26.1%	98.5%
4 - 9	341	328	154	51	179	85	94	335
%V	6.7%	6.7%	7.4%	6.2%	6.0%	6.4%	5.7%	7.1%
%H		96.2%	45.2%	15.0%	52.5%	24.9%	27.6%	98.2%
10 - 15	333	325	162	58	181	99	82	329
%V	6.5%	6.7%	7.8%	7.0%	6.1%	7.4%	5.0%	7.0%
%H		97.6%	48.6%	17.4%	54.4%	29.7%	24.6%	98.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.22: 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	5119	4864	2084	823	2976	1331	1645	4692
%H		95.0%	40.7%	16.1%	58.1%	26.0%	32.1%	91.7%
Total Adults (16+)	4230	4009	1672	685	2511	1099	1412	3816
%V	82.6%	82.4%	80.2%	83.2%	84.4%	82.6%	85.8%	81.3%
%H		94.8%	39.5%	16.2%	59.4%	26.0%	33.4%	90.2%
16 - 19	197	181	84	38	113	60	54	193
%V	3.8%	3.7%	4.0%	4.6%	3.8%	4.5%	3.3%	4.1%
%H		91.9%	42.6%	19.3%	57.4%	30.5%	27.4%	98.0%
20 - 24	320	269	102	39	150	66	84	316
%V	6.3%	5.5%	4.9%	4.7%	5.0%	5.0%	5.1%	6.7%
%H		84.1%	31.9%	12.2%	46.9%	20.6%	26.3%	98.8%
25 - 34	712	646	248	103	317	127	190	694
%V	13.9%	13.3%	11.9%	12.5%	10.7%	9.5%	11.6%	14.8%
%H		90.7%	34.8%	14.5%	44.5%	17.8%	26.7%	97.5%
35 - 44	638	601	285	95	339	165	174	618
%V	12.5%	12.4%	13.7%	11.5%	11.4%	12.4%	10.6%	13.2%
%H		94.2%	44.7%	14.9%	53.1%	25.9%	27.3%	96.9%
45 - 54	724	701	334	121	433	215	218	688
%V	14.1%	14.4%	16.0%	14.7%	14.5%	16.2%	13.3%	14.7%
%H		96.8%	46.1%	16.7%	59.8%	29.7%	30.1%	95.0%
55 - 64	693	679	299	142	448	217	232	648
%V	13.5%	14.0%	14.3%	17.3%	15.1%	16.3%	14.1%	13.8%
%H		98.0%	43.1%	20.5%	64.6%	31.3%	33.5%	93.5%
65+	946	931	319	147	711	250	461	660
%V	18.5%	19.1%	15.3%	17.9%	23.9%	18.8%	28.0%	14.1%
%H		98.4%	33.7%	15.5%	75.2%	26.4%	48.7%	69.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.23: 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+)	4230	4009	1672	685	2511	1099	1412	3816
%H		94.8%	39.5%	16.2%	59.4%	26.0%	33.4%	90.2%
AB	1074	1022	445	191	632	296	335	1049
%V	25.4%	25.5%	26.6%	27.9%	25.2%	26.9%	23.7%	27.5%
%H		95.2%	41.4%	17.8%	58.8%	27.6%	31.2%	97.7%
C1	1227	1135	502	188	703	335	368	1150
%V	29.0%	28.3%	30.0%	27.4%	28.0%	30.5%	26.1%	30.1%
%H		92.5%	40.9%	15.3%	57.3%	27.3%	30.0%	93.7%
C2	885	854	394	140	523	249	274	806
%V	20.9%	21.3%	23.6%	20.4%	20.8%	22.7%	19.4%	21.1%
%H		96.5%	44.5%	15.8%	59.1%	28.1%	31.0%	91.1%
D	687	656	245	118	417	164	253	573
%V	16.2%	16.4%	14.7%	17.2%	16.6%	14.9%	17.9%	15.0%
%H		95.5%	35.7%	17.2%	60.7%	23.9%	36.8%	83.4%
E	356	341	87	48	236	55	181	239
%V	8.4%	8.5%	5.2%	7.0%	9.4%	5.0%	12.8%	6.3%
%H		95.8%	24.4%	13.5%	66.3%	15.4%	50.8%	67.1%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.24: 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+)	4230	4009	1672	685	2511	1099	1412	3816
%H		94.8%	39.5%	16.2%	59.4%	26.0%	33.4%	90.2%
Working full time	1958	1863	876	331	1066	541	525	1906
%V	46.3%	46.5%	52.4%	48.3%	42.5%	49.2%	37.2%	49.9%
%H		95.1%	44.7%	16.9%	54.4%	27.6%	26.8%	97.3%
Working part time	412	392	171	64	235	109	126	398
%V	9.7%	9.8%	10.2%	9.3%	9.4%	9.9%	8.9%	10.4%
%H		95.1%	41.5%	15.5%	57.0%	26.5%	30.6%	96.6%
Not working	1860	1754	625	291	1210	450	760	1512
%V	44.0%	43.8%	37.4%	42.5%	48.2%	40.9%	53.8%	39.6%
%H		94.3%	33.6%	15.6%	65.1%	24.2%	40.9%	81.3%
Houseperson	2379	2244	854	362	1438	551	887	2037
%V	56.2%	56.0%	51.1%	52.8%	57.3%	50.1%	62.8%	53.4%
%H		94.3%	35.9%	15.2%	60.4%	23.2%	37.3%	85.6%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.25: 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+)	2046	1924	802	342	1188	540	648	1867
%H		94.0%	39.2%	16.7%	58.1%	26.4%	31.7%	91.3%
16 - 19	100	92	40	21	60	33	27	97
%V	4.9%	4.8%	5.0%	6.1%	5.1%	6.1%	4.2%	5.2%
%H		92.0%	40.0%	21.0%	60.0%	33.0%	27.0%	97.0%
20 - 24	161	137	50	23	73	35	38	158
%V	7.9%	7.1%	6.2%	6.7%	6.1%	6.5%	5.9%	8.5%
%H		85.1%	31.1%	14.3%	45.3%	21.7%	23.6%	98.1%
25 - 34	353	318	120	50	156	61	95	343
%V	17.3%	16.5%	15.0%	14.6%	13.1%	11.3%	14.7%	18.4%
%H		90.1%	34.0%	14.2%	44.2%	17.3%	26.9%	97.2%
35 - 44	313	289	135	49	160	80	80	300
%V	15.3%	15.0%	16.8%	14.3%	13.5%	14.8%	12.3%	16.1%
%H		92.3%	43.1%	15.7%	51.1%	25.6%	25.6%	95.8%
45 - 54	350	337	155	59	207	102	105	333
%V	17.1%	17.5%	19.3%	17.3%	17.4%	18.9%	16.2%	17.8%
%H		96.3%	44.3%	16.9%	59.1%	29.1%	30.0%	95.1%
55 - 64	337	328	148	66	216	104	112	315
%V	16.5%	17.0%	18.5%	19.3%	18.2%	19.3%	17.3%	16.9%
%H		97.3%	43.9%	19.6%	64.1%	30.9%	33.2%	93.5%
65+	432	422	155	74	317	125	192	321
%V	21.1%	21.9%	19.3%	21.6%	26.7%	23.1%	29.6%	17.2%
%H		97.7%	35.9%	17.1%	73.4%	28.9%	44.4%	74.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.26: 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+)	2046	1924	802	342	1188	540	648	1867
%H		94.0%	39.2%	16.7%	58.1%	26.4%	31.7%	91.3%
AB	531	503	218	98	311	151	161	520
%V	26.0%	26.1%	27.2%	28.7%	26.2%	28.0%	24.8%	27.9%
%H		94.7%	41.1%	18.5%	58.6%	28.4%	30.3%	97.9%
C1	554	508	231	88	304	157	147	532
%V	27.1%	26.4%	28.8%	25.7%	25.6%	29.1%	22.7%	28.5%
%H		91.7%	41.7%	15.9%	54.9%	28.3%	26.5%	96.0%
C2	488	467	208	78	285	133	152	437
%V	23.9%	24.3%	25.9%	22.8%	24.0%	24.6%	23.5%	23.4%
%H		95.7%	42.6%	16.0%	58.4%	27.3%	31.1%	89.5%
D	321	302	112	57	191	79	112	271
%V	15.7%	15.7%	14.0%	16.7%	16.1%	14.6%	17.3%	14.5%
%H		94.1%	34.9%	17.8%	59.5%	24.6%	34.9%	84.4%
E	152	145	33	20	97	20	77	107
%V	7.4%	7.5%	4.1%	5.8%	8.2%	3.7%	11.9%	5.7%
%H		95.4%	21.7%	13.2%	63.8%	13.2%	50.7%	70.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.27: 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+)	2046	1924	802	342	1188	540	648	1867
%H		94.0%	39.2%	16.7%	58.1%	26.4%	31.7%	91.3%
Working full time	1163	1105	516	197	632	322	309	1131
%V	56.8%	57.4%	64.3%	57.6%	53.2%	59.6%	47.7%	60.6%
%H		95.0%	44.4%	16.9%	54.3%	27.7%	26.6%	97.2%
Working part time	91	83	32	13	47	19	28	84
%V	4.4%	4.3%	4.0%	3.8%	4.0%	3.5%	4.3%	4.5%
%H		91.2%	35.2%	14.3%	51.6%	20.9%	30.8%	92.3%
Not working	792	737	254	132	510	199	311	651
%V	38.7%	38.3%	31.7%	38.6%	42.9%	36.9%	48.0%	34.9%
%H		93.1%	32.1%	16.7%	64.4%	25.1%	39.3%	82.2%
Houseperson	566	506	150	79	333	103	230	446
%V	27.7%	26.3%	18.7%	23.1%	28.0%	19.1%	35.5%	23.9%
%H		89.4%	26.5%	14.0%	58.8%	18.2%	40.6%	78.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.28: 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+)	2183	2084	870	343	1322	559	763	1949
%H		95.5%	39.9%	15.7%	60.6%	25.6%	35.0%	89.3%
16 - 19	97	89	44	17	53	27	26	95
%V	4.4%	4.3%	5.1%	5.0%	4.0%	4.8%	3.4%	4.9%
%H		91.8%	45.4%	17.5%	54.6%	27.8%	26.8%	97.9%
20 - 24	158	132	52	16	77	31	46	157
%V	7.2%	6.3%	6.0%	4.7%	5.8%	5.5%	6.0%	8.1%
%H		83.5%	32.9%	10.1%	48.7%	19.6%	29.1%	99.4%
25 - 34	359	328	128	54	161	66	95	351
%V	16.4%	15.7%	14.7%	15.7%	12.2%	11.8%	12.5%	18.0%
%H		91.4%	35.7%	15.0%	44.8%	18.4%	26.5%	97.8%
35 - 44	325	312	150	46	179	85	94	318
%V	14.9%	15.0%	17.2%	13.4%	13.5%	15.2%	12.3%	16.3%
%H		96.0%	46.2%	14.2%	55.1%	26.2%	28.9%	97.8%
45 - 54	374	363	180	62	226	113	113	355
%V	17.1%	17.4%	20.7%	18.1%	17.1%	20.2%	14.8%	18.2%
%H		97.1%	48.1%	16.6%	60.4%	30.2%	30.2%	94.9%
55 - 64	357	350	151	76	232	112	120	333
%V	16.4%	16.8%	17.4%	22.2%	17.5%	20.0%	15.7%	17.1%
%H		98.0%	42.3%	21.3%	65.0%	31.4%	33.6%	93.3%
65+	514	509	165	73	394	125	269	339
%V	23.5%	24.4%	19.0%	21.3%	29.8%	22.4%	35.3%	17.4%
%H		99.0%	32.1%	14.2%	76.7%	24.3%	52.3%	66.0%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.29: 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+)	2183	2084	870	343	1322	559	763	1949
%H		95.5%	39.9%	15.7%	60.6%	25.6%	35.0%	89.3%
AB	543	520	226	93	320	146	174	529
%V	24.9%	25.0%	26.0%	27.1%	24.2%	26.1%	22.8%	27.1%
%H		95.8%	41.6%	17.1%	58.9%	26.9%	32.0%	97.4%
C1	673	627	271	100	399	178	221	619
%V	30.8%	30.1%	31.1%	29.2%	30.2%	31.8%	29.0%	31.8%
%H		93.2%	40.3%	14.9%	59.3%	26.4%	32.8%	92.0%
C2	397	387	186	62	238	115	123	369
%V	18.2%	18.6%	21.4%	18.1%	18.0%	20.6%	16.1%	18.9%
%H		97.5%	46.9%	15.6%	59.9%	29.0%	31.0%	92.9%
D	366	353	133	61	226	86	140	302
%V	16.8%	16.9%	15.3%	17.8%	17.1%	15.4%	18.3%	15.5%
%H		96.4%	36.3%	16.7%	61.7%	23.5%	38.3%	82.5%
E	204	196	53	28	139	35	105	131
%V	9.3%	9.4%	6.1%	8.2%	10.5%	6.3%	13.8%	6.7%
%H		96.1%	26.0%	13.7%	68.1%	17.2%	51.5%	64.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Scotland

Individual level data

Table 16.30: 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+)	2183	2084	870	343	1322	559	763	1949
%H		95.5%	39.9%	15.7%	60.6%	25.6%	35.0%	89.3%
Working full time	795	758	360	134	434	219	216	775
%V	36.4%	36.4%	41.4%	39.1%	32.8%	39.2%	28.3%	39.8%
%H		95.3%	45.3%	16.9%	54.6%	27.5%	27.2%	97.5%
Working part time	320	309	138	51	188	89	98	314
%V	14.7%	14.8%	15.9%	14.9%	14.2%	15.9%	12.8%	16.1%
%H		96.6%	43.1%	15.9%	58.8%	27.8%	30.6%	98.1%
Not working	1068	1016	371	159	700	251	449	861
%V	48.9%	48.8%	42.6%	46.4%	53.0%	44.9%	58.8%	44.2%
%H		95.1%	34.7%	14.9%	65.5%	23.5%	42.0%	80.6%
Houseperson	1813	1737	705	284	1105	448	657	1590
%V	83.1%	83.3%	81.0%	82.8%	83.6%	80.1%	86.1%	81.6%
%H		95.8%	38.9%	15.7%	60.9%	24.7%	36.2%	87.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.1: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
AB	575	557	247	56	363	127	236	551
%V	24.0%	24.2%	25.2%	22.6%	25.2%	26.0%	24.7%	26.5%
%H (All HH)		96.9%	43.0%	9.7%	63.1%	22.1%	41.0%	95.8%
%H (TV HH)			44.3%	10.1%	65.2%	22.8%	42.4%	
C1	686	654	267	82	398	134	264	633
%V	28.6%	28.5%	27.2%	33.1%	27.6%	27.5%	27.7%	30.4%
%H (All HH)		95.3%	38.9%	12.0%	58.0%	19.5%	38.5%	92.3%
%H (TV HH)			40.8%	12.5%	60.9%	20.5%	40.4%	
C2	548	532	243	58	338	128	210	475
%V	22.9%	23.2%	24.7%	23.4%	23.4%	26.2%	22.0%	22.8%
%H (All HH)		97.1%	44.3%	10.6%	61.7%	23.4%	38.3%	86.7%
%H (TV HH)			45.7%	10.9%	63.5%	24.1%	39.5%	
D	365	341	145	36	210	66	143	281
%V	15.2%	14.8%	14.8%	14.5%	14.6%	13.5%	15.0%	13.5%
%H (All HH)		93.4%	39.7%	9.9%	57.5%	18.1%	39.2%	77.0%
%H (TV HH)			42.5%	10.6%	61.6%	19.4%	41.9%	
E	224	212	79	17	134	32	101	141
%V	9.3%	9.2%	8.0%	6.9%	9.3%	6.6%	10.6%	6.8%
%H (All HH)		94.6%	35.3%	7.6%	59.8%	14.3%	45.1%	62.9%
%H (TV HH)			37.3%	8.0%	63.2%	15.1%	47.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.2: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Under 25	93	75	25	6	37	11	26	90
%V	3.9%	3.3%	2.5%	2.4%	2.6%	2.3%	2.7%	4.3%
%H (All HH)		80.6%	26.9%	6.5%	39.8%	11.8%	28.0%	96.8%
%H (TV HH)			33.3%	8.0%	49.3%	14.7%	34.7%	
25 - 34	349	321	124	38	166	52	114	338
%V	14.6%	14.0%	12.6%	15.3%	11.5%	10.7%	11.9%	16.2%
%H (All HH)		92.0%	35.5%	10.9%	47.6%	14.9%	32.7%	96.8%
%H (TV HH)			38.6%	11.8%	51.7%	16.2%	35.5%	
35 - 44	344	325	154	39	177	70	107	332
%V	14.3%	14.1%	15.7%	15.7%	12.3%	14.3%	11.2%	16.0%
%H (All HH)		94.5%	44.8%	11.3%	51.5%	20.3%	31.1%	96.5%
%H (TV HH)			47.4%	12.0%	54.5%	21.5%	32.9%	
45 - 54	447	433	212	56	257	106	151	428
%V	18.6%	18.9%	21.6%	22.6%	17.8%	21.7%	15.8%	20.6%
%H (All HH)		96.9%	47.4%	12.5%	57.5%	23.7%	33.8%	95.7%
%H (TV HH)			49.0%	12.9%	59.4%	24.5%	34.9%	
55 - 64	434	423	190	48	281	104	177	399
%V	18.1%	18.4%	19.3%	19.4%	19.5%	21.3%	18.6%	19.2%
%H (All HH)		97.5%	43.8%	11.1%	64.7%	24.0%	40.8%	91.9%
%H (TV HH)			44.9%	11.3%	66.4%	24.6%	41.8%	
65 +	730	719	278	63	523	146	378	494
%V	30.4%	31.3%	28.3%	25.4%	36.3%	29.9%	39.6%	23.7%
%H (All HH)		98.5%	38.1%	8.6%	71.6%	20.0%	51.8%	67.7%
%H (TV HH)			38.7%	8.8%	72.7%	20.3%	52.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.3: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
1	755	702	231	59	485	104	381	518
%V	31.5%	30.6%	23.5%	23.8%	33.6%	21.3%	39.9%	24.9%
%H (All HH)		93.0%	30.6%	7.8%	64.2%	13.8%	50.5%	68.6%
%H (TV HH)			32.9%	8.4%	69.1%	14.8%	54.3%	
2	834	813	351	84	513	173	340	768
%V	34.8%	35.4%	35.7%	33.9%	35.6%	35.5%	35.6%	36.9%
%H (All HH)		97.5%	42.1%	10.1%	61.5%	20.7%	40.8%	92.1%
%H (TV HH)			43.2%	10.3%	63.1%	21.3%	41.8%	
3	374	359	181	51	204	96	108	363
%V	15.6%	15.6%	18.4%	20.6%	14.1%	19.7%	11.3%	17.4%
%H (All HH)		96.0%	48.4%	13.6%	54.5%	25.7%	28.9%	97.1%
%H (TV HH)			50.4%	14.2%	56.8%	26.7%	30.1%	
4	304	295	152	38	170	79	91	299
%V	12.7%	12.8%	15.5%	15.3%	11.8%	16.2%	9.5%	14.4%
%H (All HH)		97.0%	50.0%	12.5%	55.9%	26.0%	29.9%	98.4%
%H (TV HH)			51.5%	12.9%	57.6%	26.8%	30.8%	
5+	132	128	68	17	70	36	34	131
%V	5.5%	5.6%	6.9%	6.9%	4.9%	7.4%	3.6%	6.3%
%H (All HH)		97.0%	51.5%	12.9%	53.0%	27.3%	25.8%	99.2%
%H (TV HH)			53.1%	13.3%	54.7%	28.1%	26.6%	
Average HH size	2.28	2.30	2.49	2.50	2.20	2.55	2.02	2.43

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.4: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Without	1820	1737	710	184	1135	366	770	1514
%V	75.9%	75.6%	72.3%	74.2%	78.7%	75.0%	80.7%	72.8%
%H (All HH)		95.4%	39.0%	10.1%	62.4%	20.1%	42.3%	83.2%
%H (TV HH)			40.9%	10.6%	65.3%	21.1%	44.3%	
With	578	560	272	64	307	122	184	567
%V	24.1%	24.4%	27.7%	25.8%	21.3%	25.0%	19.3%	27.2%
%H (All HH)		96.9%	47.1%	11.1%	53.1%	21.1%	31.8%	98.1%
%H (TV HH)			48.6%	11.4%	54.8%	21.8%	32.9%	
0 - 3	197	190	84	24	108	39	68	192
%V	8.2%	8.3%	8.6%	9.7%	7.5%	8.0%	7.1%	9.2%
%H (All HH)		96.4%	42.6%	12.2%	54.8%	19.8%	34.5%	97.5%
%H (TV HH)			44.2%	12.6%	56.8%	20.5%	35.8%	
4 - 9	305	297	141	32	161	61	100	300
%V	12.7%	12.9%	14.4%	12.9%	11.2%	12.5%	10.5%	14.4%
%H (All HH)		97.4%	46.2%	10.5%	52.8%	20.0%	32.8%	98.4%
%H (TV HH)			47.5%	10.8%	54.2%	20.5%	33.7%	
10 - 15	273	265	141	31	148	69	79	267
%V	11.4%	11.5%	14.4%	12.5%	10.3%	14.1%	8.3%	12.8%
%H (All HH)		97.1%	51.6%	11.4%	54.2%	25.3%	28.9%	97.8%
%H (TV HH)			53.2%	11.7%	55.8%	26.0%	29.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.5: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
1	914	914	285	94	514	61	452	733
%V	38.1%	39.8%	29.0%	37.9%	35.6%	12.5%	47.4%	35.2%
%H (All HH)		100.0%	31.2%	10.3%	56.2%	6.7%	49.5%	80.2%
%H (TV HH)			31.2%	10.3%	56.2%	6.7%	49.5%	
2	786	786	361	89	501	187	314	688
%V	32.8%	34.2%	36.8%	35.9%	34.7%	38.3%	32.9%	33.1%
%H (All HH)		100.0%	45.9%	11.3%	63.7%	23.8%	39.9%	87.5%
%H (TV HH)			45.9%	11.3%	63.7%	23.8%	39.9%	
3	365	365	191	43	260	135	126	344
%V	15.2%	15.9%	19.5%	17.3%	18.0%	27.7%	13.2%	16.5%
%H (All HH)		100.0%	52.3%	11.8%	71.2%	37.0%	34.5%	94.2%
%H (TV HH)			52.3%	11.8%	71.2%	37.0%	34.5%	
4	158	158	97	15	115	69	46	156
%V	6.6%	6.9%	9.9%	6.0%	8.0%	14.1%	4.8%	7.5%
%H (All HH)		100.0%	61.4%	9.5%	72.8%	43.7%	29.1%	98.7%
%H (TV HH)			61.4%	9.5%	72.8%	43.7%	29.1%	
5+	74	74	49	8	52	36	16	73
%V	3.1%	3.2%	5.0%	3.2%	3.6%	7.4%	1.7%	3.5%
%H (All HH)		100.0%	66.2%	10.8%	70.3%	48.6%	21.6%	98.6%
%H (TV HH)			66.2%	10.8%	70.3%	48.6%	21.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.6: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Under 20"	233	233	108	13	184	76	108	194
%V	9.7%	10.1%	11.0%	5.2%	12.8%	15.6%	11.3%	9.3%
%H (All HH)		100.0%	46.4%	5.6%	79.0%	32.6%	46.4%	83.3%
%H (TV HH)			46.4%	5.6%	79.0%	32.6%	46.4%	
20" - 29"	589	589	253	65	437	178	259	509
%V	24.6%	25.6%	25.8%	26.2%	30.3%	36.5%	27.1%	24.5%
%H (All HH)		100.0%	43.0%	11.0%	74.2%	30.2%	44.0%	86.4%
%H (TV HH)			43.0%	11.0%	74.2%	30.2%	44.0%	
30" - 39"	1100	1100	479	121	724	263	462	949
%V	45.9%	47.9%	48.8%	48.8%	50.2%	53.9%	48.4%	45.6%
%H (All HH)		100.0%	43.5%	11.0%	65.8%	23.9%	42.0%	86.3%
%H (TV HH)			43.5%	11.0%	65.8%	23.9%	42.0%	
40" - 49"	1131	1131	557	130	691	290	401	1037
%V	47.2%	49.2%	56.7%	52.4%	47.9%	59.4%	42.0%	49.8%
%H (All HH)		100.0%	49.2%	11.5%	61.1%	25.6%	35.5%	91.7%
%H (TV HH)			49.2%	11.5%	61.1%	25.6%	35.5%	
50" - 59"	432	432	241	55	235	118	117	413
%V	18.0%	18.8%	24.5%	22.2%	16.3%	24.2%	12.3%	19.8%
%H (All HH)		100.0%	55.8%	12.7%	54.4%	27.3%	27.1%	95.6%
%H (TV HH)			55.8%	12.7%	54.4%	27.3%	27.1%	
60"+	46	46	29	7	21	13	9	45
%V	1.9%	2.0%	3.0%	2.8%	1.5%	2.7%	0.9%	2.2%
%H (All HH)		100.0%	63.0%	15.2%	45.7%	28.3%	19.6%	97.8%
%H (TV HH)			63.0%	15.2%	45.7%	28.3%	19.6%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.7: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Main living room	2274	2274	978	247	1430	486	944	1976
%V	94.8%	99.0%	99.6%	99.6%	99.2%	99.6%	99.0%	95.0%
%H (All HH)		100.0%	43.0%	10.9%	62.9%	21.4%	41.5%	86.9%
%H (TV HH)			43.0%	10.9%	62.9%	21.4%	41.5%	
Kitchen	280	280	146	25	218	108	109	247
%V	11.7%	12.2%	14.9%	10.1%	15.1%	22.1%	11.4%	11.9%
%H (All HH)		100.0%	52.1%	8.9%	77.9%	38.6%	38.9%	88.2%
%H (TV HH)			52.1%	8.9%	77.9%	38.6%	38.9%	
Adult's bedroom	1008	1008	522	114	681	331	350	923
%V	42.0%	43.9%	53.2%	46.0%	47.2%	67.8%	36.7%	44.4%
%H (All HH)		100.0%	51.8%	11.3%	67.6%	32.8%	34.7%	91.6%
%H (TV HH)			51.8%	11.3%	67.6%	32.8%	34.7%	
Child's bedroom	197	197	116	22	116	65	51	194
%V	8.2%	8.6%	11.8%	8.9%	8.0%	13.3%	5.3%	9.3%
%H (All HH)		100.0%	58.9%	11.2%	58.9%	33.0%	25.9%	98.5%
%H (TV HH)			58.9%	11.2%	58.9%	33.0%	25.9%	
Other bedroom	165	165	92	15	114	61	54	160
%V	6.9%	7.2%	9.4%	6.0%	7.9%	12.5%	5.7%	7.7%
%H (All HH)		100.0%	55.8%	9.1%	69.1%	37.0%	32.7%	97.0%
%H (TV HH)			55.8%	9.1%	69.1%	37.0%	32.7%	
Second living/dining room	276	276	138	27	194	86	108	255
%V	11.5%	12.0%	14.1%	10.9%	13.5%	17.6%	11.3%	12.3%
%H (All HH)		100.0%	50.0%	9.8%	70.3%	31.2%	39.1%	92.4%
%H (TV HH)			50.0%	9.8%	70.3%	31.2%	39.1%	
Study/office	32	32	17	4	21	11	11	32
%V	1.3%	1.4%	1.7%	1.6%	1.5%	2.3%	1.2%	1.5%
%H (All HH)		100.0%	53.1%	12.5%	65.6%	34.4%	34.4%	100.0%
%H (TV HH)			53.1%	12.5%	65.6%	34.4%	34.4%	
TV room	12	12	6	2	7	4	3	11
%V	0.5%	0.5%	0.6%	0.8%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	50.0%	16.7%	58.3%	33.3%	25.0%	91.7%
%H (TV HH)			50.0%	16.7%	58.3%	33.3%	25.0%	
Conservatory	56	56	33	4	44	25	19	53
%V	2.3%	2.4%	3.4%	1.6%	3.1%	5.1%	2.0%	2.5%
%H (All HH)		100.0%	58.9%	7.1%	78.6%	44.6%	33.9%	94.6%
%H (TV HH)			58.9%	7.1%	78.6%	44.6%	33.9%	
Attic or loft room	7	7	3	1	5	2	3	7
%V	0.3%	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.3%
%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%	
No specific location	4	4	0	0	2	0	2	4
%V	0.2%	0.2%	0.0%	0.0%	0.1%	0.0%	0.2%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
%H (TV HH)			0.0%	0.0%	50.0%	0.0%	50.0%	
Other	17	17	10	2	13	7	6	17
%V	0.7%	0.7%	1.0%	0.8%	0.9%	1.4%	0.6%	0.8%
%H (All HH)		100.0%	58.8%	11.8%	76.5%	41.2%	35.3%	100.0%
%H (TV HH)			58.8%	11.8%	76.5%	41.2%	35.3%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.8: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Any DSAT provider	982	982	982	6	391	391	0	893
%V	41.0%	42.8%	100.0%	2.4%	27.1%	80.1%	0.0%	42.9%
%H (All HH)			100.0%	0.6%	39.8%	39.8%	0.0%	90.9%
%H (TV HH)			100.0%	0.6%	39.8%	39.8%	0.0%	
Sky with subscription	800	800	800	2	315	315	0	737
%V	33.4%	34.8%	81.5%	0.8%	21.8%	64.5%	0.0%	35.4%
%H (All HH)			100.0%	0.3%	39.4%	39.4%	0.0%	92.1%
%H (TV HH)			100.0%	0.3%	39.4%	39.4%	0.0%	
Sky without subscription	60	60	60	1	23	23	0	46
%V	2.5%	2.6%	6.1%	0.4%	1.6%	4.7%	0.0%	2.2%
%H (All HH)			100.0%	1.7%	38.3%	38.3%	0.0%	76.7%
%H (TV HH)			100.0%	1.7%	38.3%	38.3%	0.0%	
Freesat	112	112	112	2	47	47	0	102
%V	4.7%	4.9%	11.4%	0.8%	3.3%	9.6%	0.0%	4.9%
%H (All HH)			100.0%	1.8%	42.0%	42.0%	0.0%	91.1%
%H (TV HH)			100.0%	1.8%	42.0%	42.0%	0.0%	
Other satellite provider	40	40	40	2	16	16	0	35
%V	1.7%	1.7%	4.1%	0.8%	1.1%	3.3%	0.0%	1.7%
%H (All HH)			100.0%	5.0%	40.0%	40.0%	0.0%	87.5%
%H (TV HH)			100.0%	5.0%	40.0%	40.0%	0.0%	
DCAB	248	248	6	248	101	101	0	232
%V	10.3%	10.8%	0.6%	100.0%	7.0%	20.7%	0.0%	11.1%
%H (All HH)			2.4%	100.0%	40.7%	40.7%	0.0%	93.5%
%H (TV HH)			2.4%	100.0%	40.7%	40.7%	0.0%	
DTT	1442	1442	391	101	1442	488	954	1214
%V	60.1%	62.8%	39.8%	40.7%	100.0%	100.0%	100.0%	58.3%
%H (All HH)		100.0%	27.1%	7.0%	100.0%	33.8%	66.2%	84.2%
%H (TV HH)			27.1%	7.0%	100.0%	33.8%	66.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.9: 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	2398	2297	982	248	1442	488	954	2081
%H (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
PVR	1456	1456	887	239	785	451	334	1343
%V	60.7%	63.4%	90.3%	96.4%	54.4%	92.4%	35.0%	64.5%
%H (All HH)		100.0%	60.9%	16.4%	53.9%	31.0%	22.9%	92.2%
%H (TV HH)			60.9%	16.4%	53.9%	31.0%	22.9%	
DVDR	14	14	6	1	12	4	8	13
%V	0.6%	0.6%	0.6%	0.4%	0.8%	0.8%	0.8%	0.6%
%H (All HH)		100.0%	42.9%	7.1%	85.7%	28.6%	57.1%	92.9%
%H (TV HH)			42.9%	7.1%	85.7%	28.6%	57.1%	
VCR	7	7	2	1	6	1	4	5
%V	0.3%	0.3%	0.2%	0.4%	0.4%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	28.6%	14.3%	85.7%	14.3%	57.1%	71.4%
%H (TV HH)			28.6%	14.3%	85.7%	14.3%	57.1%	
Any recorder	1470	1470	890	239	798	453	344	1355
%V	61.3%	64.0%	90.6%	96.4%	55.3%	92.8%	36.1%	65.1%
%H (All HH)		100.0%	60.5%	16.3%	54.3%	30.8%	23.4%	92.2%
%H (TV HH)			60.5%	16.3%	54.3%	30.8%	23.4%	
Receives HDTV (via STB or built-in reception)	1639	1639	812	216	1041	424	617	1502
%V	68.3%	71.4%	82.7%	87.1%	72.2%	86.9%	64.7%	72.2%
%H (All HH)		100.0%	49.5%	13.2%	63.5%	25.9%	37.6%	91.6%
%H (TV HH)			49.5%	13.2%	63.5%	25.9%	37.6%	
DVD/Blu-ray player or recorder	1445	1445	637	162	938	350	588	1309
%V	60.3%	62.9%	64.9%	65.3%	65.0%	71.7%	61.6%	62.9%
%H (All HH)		100.0%	44.1%	11.2%	64.9%	24.2%	40.7%	90.6%
%H (TV HH)			44.1%	11.2%	64.9%	24.2%	40.7%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Household level data

Table 17.10: 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	2398	2297	982	248	1442	488	954	2081
%V (All HH)		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%
%H (TV HH)			42.8%	10.8%	62.8%	21.2%	41.5%	
Has broadband internet	2081	1994	893	232	1214	452	761	2081
%V	86.8%	86.8%	90.9%	93.5%	84.2%	92.6%	79.8%	100.0%
%H (All HH)		95.8%	42.9%	11.1%	58.3%	21.7%	36.6%	100.0%
%H (TV HH)			44.8%	11.6%	60.9%	22.7%	38.2%	
Number of computers (PCs and laptops)								
0	459	435	141	25	301	53	248	162
%V	19.1%	18.9%	14.4%	10.1%	20.9%	10.9%	26.0%	7.8%
%H (All HH)		94.8%	30.7%	5.4%	65.6%	11.5%	54.0%	35.3%
%H (TV HH)			32.4%	5.7%	69.2%	12.2%	57.0%	
1	614	579	239	61	363	114	249	599
%V	25.6%	25.2%	24.3%	24.6%	25.2%	23.4%	26.1%	28.8%
%H (All HH)		94.3%	38.9%	9.9%	59.1%	18.6%	40.6%	97.6%
%H (TV HH)			41.3%	10.5%	62.7%	19.7%	43.0%	
2	568	545	244	64	331	120	211	566
%V	23.7%	23.7%	24.8%	25.8%	23.0%	24.6%	22.1%	27.2%
%H (All HH)		96.0%	43.0%	11.3%	58.3%	21.1%	37.1%	99.6%
%H (TV HH)			44.8%	11.7%	60.7%	22.0%	38.7%	
3	342	333	159	36	200	81	119	340
%V	14.3%	14.5%	16.2%	14.5%	13.9%	16.6%	12.5%	16.3%
%H (All HH)		97.4%	46.5%	10.5%	58.5%	23.7%	34.8%	99.4%
%H (TV HH)			47.7%	10.8%	60.1%	24.3%	35.7%	
4	218	213	97	37	134	64	70	218
%V	9.1%	9.3%	9.9%	14.9%	9.3%	13.1%	7.3%	10.5%
%H (All HH)		97.7%	44.5%	17.0%	61.5%	29.4%	32.1%	100.0%
%H (TV HH)			45.5%	17.4%	62.9%	30.0%	32.9%	
5+	197	192	102	24	114	56	58	196
%V	8.2%	8.4%	10.4%	9.7%	7.9%	11.5%	6.1%	9.4%
%H (All HH)		97.5%	51.8%	12.2%	57.9%	28.4%	29.4%	99.5%
%H (TV HH)			53.1%	12.5%	59.4%	29.2%	30.2%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Set level data

Table 17.11: 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	4618	2232	501	3044	1311	1732	4160
%H		48.3%	10.8%	65.9%	28.4%	37.5%	90.1%
Under 20"	280	132	16	223	93	130	238
%V	6.1%	5.9%	3.2%	7.3%	7.1%	7.5%	5.7%
%H		47.1%	5.7%	79.6%	33.2%	46.4%	85.0%
20" - 29"	742	330	80	553	237	316	647
%V	16.1%	14.8%	16.0%	18.2%	18.1%	18.2%	15.6%
%H		44.5%	10.8%	74.5%	31.9%	42.6%	87.2%
30" - 39"	1401	645	160	926	374	552	1237
%V	30.3%	28.9%	31.9%	30.4%	28.5%	31.9%	29.7%
%H		46.0%	11.4%	66.1%	26.7%	39.4%	88.3%
40" - 49"	1362	702	151	826	367	459	1259
%V	29.5%	31.5%	30.1%	27.1%	28.0%	26.5%	30.3%
%H		51.5%	11.1%	60.6%	26.9%	33.7%	92.4%
50" - 59"	481	274	59	264	137	128	461
%V	10.4%	12.3%	11.8%	8.7%	10.5%	7.4%	11.1%
%H		57.0%	12.3%	54.9%	28.5%	26.6%	95.8%
60"+	48	30	7	23	14	9	48
%V	1.0%	1.3%	1.4%	0.8%	1.1%	0.5%	1.2%
%H		62.5%	14.6%	47.9%	29.2%	18.8%	100.0%
Don't know	302	119	29	228	89	139	270
%V	6.5%	5.3%	5.8%	7.5%	6.8%	8.0%	6.5%
%H		39.4%	9.6%	75.5%	29.5%	46.0%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Wales and West
Set level data
Table 17.12: 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	4618	2232	501	3044	1311	1732	4160
%H		48.3%	10.8%	65.9%	28.4%	37.5%	90.1%
Main living room	2283	982	247	1436	489	947	1985
%V	49.4%	44.0%	49.3%	47.2%	37.3%	54.7%	47.7%
%H		43.0%	10.8%	62.9%	21.4%	41.5%	86.9%
Kitchen	281	146	25	218	109	110	248
%V	6.1%	6.5%	5.0%	7.2%	8.3%	6.4%	6.0%
%H		52.0%	8.9%	77.6%	38.8%	39.1%	88.3%
Adult's bedroom	1189	629	141	806	411	395	1097
%V	25.7%	28.2%	28.1%	26.5%	31.4%	22.8%	26.4%
%H		52.9%	11.9%	67.8%	34.6%	33.2%	92.3%
Child's bedroom	258	149	32	156	90	67	255
%V	5.6%	6.7%	6.4%	5.1%	6.9%	3.9%	6.1%
%H		57.8%	12.4%	60.5%	34.9%	26.0%	98.8%
Other bedroom	199	115	18	137	75	62	193
%V	4.3%	5.2%	3.6%	4.5%	5.7%	3.6%	4.6%
%H		57.8%	9.0%	68.8%	37.7%	31.2%	97.0%
Second living/dining room	279	140	28	197	88	109	258
%V	6.0%	6.3%	5.6%	6.5%	6.7%	6.3%	6.2%
%H		50.2%	10.0%	70.6%	31.5%	39.1%	92.5%
Study/office	32	18	4	22	11	11	32
%V	0.7%	0.8%	0.8%	0.7%	0.8%	0.6%	0.8%
%H		56.3%	12.5%	68.8%	34.4%	34.4%	100.0%
TV room	12	6	2	7	4	3	11
%V	0.3%	0.3%	0.4%	0.2%	0.3%	0.2%	0.3%
%H		50.0%	16.7%	58.3%	33.3%	25.0%	91.7%
Conservatory	56	33	4	44	25	19	53
%V	1.2%	1.5%	0.8%	1.4%	1.9%	1.1%	1.3%
%H		58.9%	7.1%	78.6%	44.6%	33.9%	94.6%
Attic or loft room	7	3	1	5	2	3	7
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		42.9%	14.3%	71.4%	28.6%	42.9%	100.0%
No specific location	4	0	0	2	0	2	4
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		0.0%	0.0%	50.0%	0.0%	50.0%	100.0%
Other	18	11	2	14	8	6	18
%V	0.4%	0.5%	0.4%	0.5%	0.6%	0.3%	0.4%
%H		61.1%	11.1%	77.8%	44.4%	33.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 17.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4618	2232	501	3044	1311	1732	4160
%H		48.3%	10.8%	65.9%	28.4%	37.5%	90.1%
PVR	2077	1380	329	1001	626	375	1944
%V	45.0%	61.8%	65.7%	32.9%	47.7%	21.7%	46.7%
%H		66.4%	15.8%	48.2%	30.1%	18.1%	93.6%
DVDR	15	6	1	12	4	8	13
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.5%	0.3%
%H		40.0%	6.7%	80.0%	26.7%	53.3%	86.7%
VCR	7	2	1	6	1	4	5
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		28.6%	14.3%	85.7%	14.3%	57.1%	71.4%
Any recorder	2095	1384	329	1017	629	387	1959
%V	45.4%	62.0%	65.7%	33.4%	48.0%	22.3%	47.1%
%H		66.1%	15.7%	48.5%	30.0%	18.5%	93.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.14: 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	4618	2232	501	3044	1311	1732	4160
%H		48.3%	10.8%	65.9%	28.4%	37.5%	90.1%
Receives HDTV (via STB or built-in reception)	2606	1411	339	1654	788	866	2427
%V	56.4%	63.2%	67.7%	54.3%	60.1%	50.0%	58.3%
%H		54.1%	13.0%	63.5%	30.2%	33.2%	93.1%
DVD/Blu-ray player or recorder	2047	956	231	1353	568	785	1894
%V	44.3%	42.8%	46.1%	44.4%	43.3%	45.3%	45.5%
%H		46.7%	11.3%	66.1%	27.7%	38.3%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Table 17.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2297	982	248	1442	488	954	1994
%H		42.8%	10.8%	62.8%	21.2%	41.5%	86.8%
Under 20"	15	3	0	12	1	11	7
%V	0.7%	0.3%	0.0%	0.8%	0.2%	1.2%	0.4%
%H		20.0%	0.0%	80.0%	6.7%	73.3%	46.7%
20" - 29"	135	34	15	99	18	81	93
%V	5.9%	3.5%	6.0%	6.9%	3.7%	8.5%	4.7%
%H		25.2%	11.1%	73.3%	13.3%	60.0%	68.9%
30" - 39"	629	206	62	424	97	328	501
%V	27.4%	21.0%	25.0%	29.4%	19.9%	34.4%	25.1%
%H		32.8%	9.9%	67.4%	15.4%	52.1%	79.7%
40" - 49"	967	459	106	593	234	359	878
%V	42.1%	46.7%	42.7%	41.1%	48.0%	37.6%	44.0%
%H		47.5%	11.0%	61.3%	24.2%	37.1%	90.8%
50" - 59"	394	219	50	211	106	106	376
%V	17.2%	22.3%	20.2%	14.6%	21.7%	11.1%	18.9%
%H		55.6%	12.7%	53.6%	26.9%	26.9%	95.4%
60"+	40	26	6	19	11	7	40
%V	1.7%	2.6%	2.4%	1.3%	2.3%	0.7%	2.0%
%H		65.0%	15.0%	47.5%	27.5%	17.5%	100.0%
Don't know	117	37	8	84	22	62	99
%V	5.1%	3.8%	3.2%	5.8%	4.5%	6.5%	5.0%
%H		31.6%	6.8%	71.8%	18.8%	53.0%	84.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Set level data

Table 17.16: 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	2297	982	248	1442	488	954	1994
%H		42.8%	10.8%	62.8%	21.2%	41.5%	86.8%
PVR	1429	876	237	761	441	320	1318
%V	62.2%	89.2%	95.6%	52.8%	90.4%	33.5%	66.1%
%H		61.3%	16.6%	53.3%	30.9%	22.4%	92.2%
DVDR	11	4	1	9	3	6	10
%V	0.5%	0.4%	0.4%	0.6%	0.6%	0.6%	0.5%
%H		36.4%	9.1%	81.8%	27.3%	54.5%	90.9%
VCR	6	1	1	4	1	4	3
%V	0.3%	0.1%	0.4%	0.3%	0.2%	0.4%	0.2%
%H		16.7%	16.7%	66.7%	16.7%	66.7%	50.0%
Any recorder	1442	879	237	772	442	329	1328
%V	62.8%	89.5%	95.6%	53.5%	90.6%	34.5%	66.6%
%H		61.0%	16.4%	53.5%	30.7%	22.8%	92.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2297	982	248	1442	488	954	1994
%H		42.8%	10.8%	62.8%	21.2%	41.5%	86.8%
Receives HDTV (via STB or built-in reception)	1602	793	215	1009	409	599	1467
%V	69.7%	80.8%	86.7%	70.0%	83.8%	62.8%	73.6%
%H		49.5%	13.4%	63.0%	25.5%	37.4%	91.6%
DVD/Blu-ray player or recorder	1197	501	132	779	268	511	1075
%V	52.1%	51.0%	53.2%	54.0%	54.9%	53.6%	53.9%
%H		41.9%	11.0%	65.1%	22.4%	42.7%	89.8%

Base: ITV Wales and 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 17.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2321	1249	253	1602	823	778	2167
%H		53.8%	10.9%	69.0%	35.5%	33.5%	93.4%
Under 20"	265	129	15	211	93	118	231
%V	11.4%	10.3%	5.9%	13.2%	11.3%	15.2%	10.7%
%H		48.7%	5.7%	79.6%	35.1%	44.5%	87.2%
20" - 29"	607	296	65	454	219	235	554
%V	26.2%	23.7%	25.7%	28.3%	26.6%	30.2%	25.6%
%H		48.8%	10.7%	74.8%	36.1%	38.7%	91.3%
30" - 39"	772	439	97	502	278	224	736
%V	33.3%	35.1%	38.3%	31.3%	33.8%	28.8%	34.0%
%H		56.9%	12.6%	65.0%	36.0%	29.0%	95.3%
40" - 49"	396	243	45	233	133	100	381
%V	17.1%	19.5%	17.8%	14.5%	16.2%	12.9%	17.6%
%H		61.4%	11.4%	58.8%	33.6%	25.3%	96.2%
50" - 59"	88	55	9	53	31	22	85
%V	3.8%	4.4%	3.6%	3.3%	3.8%	2.8%	3.9%
%H		62.5%	10.2%	60.2%	35.2%	25.0%	96.6%
60"+	8	5	1	5	3	2	8
%V	0.3%	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Don't know	185	83	21	144	67	77	171
%V	8.0%	6.6%	8.3%	9.0%	8.1%	9.9%	7.9%
%H		44.9%	11.4%	77.8%	36.2%	41.6%	92.4%

Base: ITV Wales and 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 17.19: 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	2321	1249	253	1602	823	778	2167
%H		53.8%	10.9%	69.0%	35.5%	33.5%	93.4%
PVR	648	504	92	240	185	54	626
%V	27.9%	40.4%	36.4%	15.0%	22.5%	6.9%	28.9%
%H		77.8%	14.2%	37.0%	28.5%	8.3%	96.6%
DVDR	4	2	0	3	1	2	3
%V	0.2%	0.2%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
VCR	2	1	0	1	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	50.0%
Any recorder	653	505	92	245	187	58	631
%V	28.1%	40.4%	36.4%	15.3%	22.7%	7.5%	29.1%
%H		77.3%	14.1%	37.5%	28.6%	8.9%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 17.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2321	1249	253	1602	823	778	2167
%H		53.8%	10.9%	69.0%	35.5%	33.5%	93.4%
Receives HDTV (via STB or built-in reception)	1004	618	124	646	379	267	960
%V	43.3%	49.5%	49.0%	40.3%	46.1%	34.3%	44.3%
%H		61.6%	12.4%	64.3%	37.7%	26.6%	95.6%
DVD/Blu-ray player or recorder	850	455	99	574	300	274	819
%V	36.6%	36.4%	39.1%	35.8%	36.5%	35.2%	37.8%
%H		53.5%	11.6%	67.5%	35.3%	32.2%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 17.21: 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	5464	5271	2448	620	3176	1246	1930	5045
%H		96.5%	44.8%	11.3%	58.1%	22.8%	35.3%	92.3%
Total Children	985	959	471	108	528	214	314	965
%V	18.0%	18.2%	19.2%	17.4%	16.6%	17.2%	16.3%	19.1%
%H		97.4%	47.8%	11.0%	53.6%	21.7%	31.9%	98.0%
0 - 3	229	221	99	28	123	46	78	224
%V	4.2%	4.2%	4.0%	4.5%	3.9%	3.7%	4.0%	4.4%
%H		96.5%	43.2%	12.2%	53.7%	20.1%	34.1%	97.8%
4 - 15	755	738	372	80	404	168	236	741
%V	13.8%	14.0%	15.2%	12.9%	12.7%	13.5%	12.2%	14.7%
%H		97.7%	49.3%	10.6%	53.5%	22.3%	31.3%	98.1%
4 - 9	399	389	189	40	209	80	129	391
%V	7.3%	7.4%	7.7%	6.5%	6.6%	6.4%	6.7%	7.8%
%H		97.5%	47.4%	10.0%	52.4%	20.1%	32.3%	98.0%
10 - 15	357	349	183	40	195	88	107	350
%V	6.5%	6.6%	7.5%	6.5%	6.1%	7.1%	5.5%	6.9%
%H		97.8%	51.3%	11.2%	54.6%	24.6%	30.0%	98.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Wales and West

Individual level data

Table 17.22: 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	5464	5271	2448	620	3176	1246	1930	5045
%H		96.5%	44.8%	11.3%	58.1%	22.8%	35.3%	92.3%
Total Adults (16+)	4480	4312	1977	512	2648	1032	1616	4080
%V	82.0%	81.8%	80.8%	82.6%	83.4%	82.8%	83.7%	80.9%
%H		96.3%	44.1%	11.4%	59.1%	23.0%	36.1%	91.1%
16 - 19	224	217	115	34	117	62	55	222
%V	4.1%	4.1%	4.7%	5.5%	3.7%	5.0%	2.8%	4.4%
%H		96.9%	51.3%	15.2%	52.2%	27.7%	24.6%	99.1%
20 - 24	343	306	141	43	159	78	81	335
%V	6.3%	5.8%	5.8%	6.9%	5.0%	6.3%	4.2%	6.6%
%H		89.2%	41.1%	12.5%	46.4%	22.7%	23.6%	97.7%
25 - 34	712	660	276	78	358	131	227	694
%V	13.0%	12.5%	11.3%	12.6%	11.3%	10.5%	11.8%	13.8%
%H		92.7%	38.8%	11.0%	50.3%	18.4%	31.9%	97.5%
35 - 44	628	599	290	74	326	134	192	609
%V	11.5%	11.4%	11.8%	11.9%	10.3%	10.8%	9.9%	12.1%
%H		95.4%	46.2%	11.8%	51.9%	21.3%	30.6%	97.0%
45 - 54	763	745	380	100	445	201	245	736
%V	14.0%	14.1%	15.5%	16.1%	14.0%	16.1%	12.7%	14.6%
%H		97.6%	49.8%	13.1%	58.3%	26.3%	32.1%	96.5%
55 - 64	713	700	332	77	461	183	279	668
%V	13.0%	13.3%	13.6%	12.4%	14.5%	14.7%	14.5%	13.2%
%H		98.2%	46.6%	10.8%	64.7%	25.7%	39.1%	93.7%
65+	1097	1084	442	106	782	244	537	815
%V	20.1%	20.6%	18.1%	17.1%	24.6%	19.6%	27.8%	16.2%
%H		98.8%	40.3%	9.7%	71.3%	22.2%	49.0%	74.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 17.23: 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+)	4480	4312	1977	512	2648	1032	1616	4080
%H		96.3%	44.1%	11.4%	59.1%	23.0%	36.1%	91.1%
AB	1140	1108	521	124	707	276	431	1109
%V	25.4%	25.7%	26.4%	24.2%	26.7%	26.7%	26.7%	27.2%
%H		97.2%	45.7%	10.9%	62.0%	24.2%	37.8%	97.3%
C1	1292	1234	531	162	733	277	457	1227
%V	28.8%	28.6%	26.9%	31.6%	27.7%	26.8%	28.3%	30.1%
%H		95.5%	41.1%	12.5%	56.7%	21.4%	35.4%	95.0%
C2	1092	1068	531	128	666	295	371	989
%V	24.4%	24.8%	26.9%	25.0%	25.2%	28.6%	23.0%	24.2%
%H		97.8%	48.6%	11.7%	61.0%	27.0%	34.0%	90.6%
D	641	603	274	72	361	135	226	533
%V	14.3%	14.0%	13.9%	14.1%	13.6%	13.1%	14.0%	13.1%
%H		94.1%	42.7%	11.2%	56.3%	21.1%	35.3%	83.2%
E	315	299	119	27	181	49	132	223
%V	7.0%	6.9%	6.0%	5.3%	6.8%	4.7%	8.2%	5.5%
%H		94.9%	37.8%	8.6%	57.5%	15.6%	41.9%	70.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 17.24: 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+)	4480	4312	1977	512	2648	1032	1616	4080
%H		96.3%	44.1%	11.4%	59.1%	23.0%	36.1%	91.1%
Working full time	2110	2031	991	251	1178	510	668	2055
%V	47.1%	47.1%	50.1%	49.0%	44.5%	49.4%	41.3%	50.4%
%H		96.3%	47.0%	11.9%	55.8%	24.2%	31.7%	97.4%
Working part time	473	455	206	55	284	109	174	448
%V	10.6%	10.6%	10.4%	10.7%	10.7%	10.6%	10.8%	11.0%
%H		96.2%	43.6%	11.6%	60.0%	23.0%	36.8%	94.7%
Not working	1897	1826	779	206	1187	412	775	1577
%V	42.3%	42.3%	39.4%	40.2%	44.8%	39.9%	48.0%	38.7%
%H		96.3%	41.1%	10.9%	62.6%	21.7%	40.9%	83.1%
Houseperson	2398	2297	982	248	1442	488	954	2081
%V	53.5%	53.3%	49.7%	48.4%	54.5%	47.3%	59.0%	51.0%
%H		95.8%	41.0%	10.3%	60.1%	20.4%	39.8%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 17.25: 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+)	2202	2108	986	249	1280	517	762	2028
%H		95.7%	44.8%	11.3%	58.1%	23.5%	34.6%	92.1%
16 - 19	119	115	64	17	61	33	28	119
%V	5.4%	5.5%	6.5%	6.8%	4.8%	6.4%	3.7%	5.9%
%H		96.6%	53.8%	14.3%	51.3%	27.7%	23.5%	100.0%
20 - 24	176	156	79	18	81	42	39	173
%V	8.0%	7.4%	8.0%	7.2%	6.3%	8.1%	5.1%	8.5%
%H		88.6%	44.9%	10.2%	46.0%	23.9%	22.2%	98.3%
25 - 34	367	335	137	42	184	70	114	357
%V	16.7%	15.9%	13.9%	16.9%	14.4%	13.5%	15.0%	17.6%
%H		91.3%	37.3%	11.4%	50.1%	19.1%	31.1%	97.3%
35 - 44	308	293	137	39	157	63	94	298
%V	14.0%	13.9%	13.9%	15.7%	12.3%	12.2%	12.3%	14.7%
%H		95.1%	44.5%	12.7%	51.0%	20.5%	30.5%	96.8%
45 - 54	373	362	185	46	219	98	121	356
%V	16.9%	17.2%	18.8%	18.5%	17.1%	19.0%	15.9%	17.6%
%H		97.1%	49.6%	12.3%	58.7%	26.3%	32.4%	95.4%
55 - 64	351	343	169	33	222	89	133	327
%V	15.9%	16.3%	17.1%	13.3%	17.3%	17.2%	17.5%	16.1%
%H		97.7%	48.1%	9.4%	63.2%	25.4%	37.9%	93.2%
65+	508	503	216	54	356	122	233	397
%V	23.1%	23.9%	21.9%	21.7%	27.8%	23.6%	30.6%	19.6%
%H		99.0%	42.5%	10.6%	70.1%	24.0%	45.9%	78.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Individual level data

Table 17.26: 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+)	2202	2108	986	249	1280	517	762	2028
%H		95.7%	44.8%	11.3%	58.1%	23.5%	34.6%	92.1%
AB	582	565	268	63	361	145	216	567
%V	26.4%	26.8%	27.2%	25.3%	28.2%	28.0%	28.3%	28.0%
%H		97.1%	46.0%	10.8%	62.0%	24.9%	37.1%	97.4%
C1	602	569	257	72	326	131	195	575
%V	27.3%	27.0%	26.1%	28.9%	25.5%	25.3%	25.6%	28.4%
%H		94.5%	42.7%	12.0%	54.2%	21.8%	32.4%	95.5%
C2	590	575	285	71	358	158	200	533
%V	26.8%	27.3%	28.9%	28.5%	28.0%	30.6%	26.2%	26.3%
%H		97.5%	48.3%	12.0%	60.7%	26.8%	33.9%	90.3%
D	299	278	131	32	162	64	98	259
%V	13.6%	13.2%	13.3%	12.9%	12.7%	12.4%	12.9%	12.8%
%H		93.0%	43.8%	10.7%	54.2%	21.4%	32.8%	86.6%
E	130	120	44	12	73	19	54	94
%V	5.9%	5.7%	4.5%	4.8%	5.7%	3.7%	7.1%	4.6%
%H		92.3%	33.8%	9.2%	56.2%	14.6%	41.5%	72.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Individual level data

Table 17.27: 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+)	2202	2108	986	249	1280	517	762	2028
%H		95.7%	44.8%	11.3%	58.1%	23.5%	34.6%	92.1%
Working full time	1271	1220	601	145	705	304	401	1233
%V	57.7%	57.9%	61.0%	58.2%	55.1%	58.8%	52.6%	60.8%
%H		96.0%	47.3%	11.4%	55.5%	23.9%	31.5%	97.0%
Working part time	97	91	39	12	60	24	36	88
%V	4.4%	4.3%	4.0%	4.8%	4.7%	4.6%	4.7%	4.3%
%H		93.8%	40.2%	12.4%	61.9%	24.7%	37.1%	90.7%
Not working	835	797	347	92	515	189	326	706
%V	37.9%	37.8%	35.2%	36.9%	40.2%	36.6%	42.8%	34.8%
%H		95.4%	41.6%	11.0%	61.7%	22.6%	39.0%	84.6%
Houseperson	487	446	169	40	278	75	203	379
%V	22.1%	21.2%	17.1%	16.1%	21.7%	14.5%	26.6%	18.7%
%H		91.6%	34.7%	8.2%	57.1%	15.4%	41.7%	77.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Individual level data

Table 17.28: 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+)	2278	2204	991	263	1369	515	854	2052
%H		96.8%	43.5%	11.5%	60.1%	22.6%	37.5%	90.1%
16 - 19	105	102	52	17	56	28	27	103
%V	4.6%	4.6%	5.2%	6.5%	4.1%	5.4%	3.2%	5.0%
%H		97.1%	49.5%	16.2%	53.3%	26.7%	25.7%	98.1%
20 - 24	167	150	62	26	78	36	42	162
%V	7.3%	6.8%	6.3%	9.9%	5.7%	7.0%	4.9%	7.9%
%H		89.8%	37.1%	15.6%	46.7%	21.6%	25.1%	97.0%
25 - 34	345	325	139	37	174	61	112	337
%V	15.1%	14.7%	14.0%	14.1%	12.7%	11.8%	13.1%	16.4%
%H		94.2%	40.3%	10.7%	50.4%	17.7%	32.5%	97.7%
35 - 44	320	306	153	35	169	70	99	311
%V	14.0%	13.9%	15.4%	13.3%	12.3%	13.6%	11.6%	15.2%
%H		95.6%	47.8%	10.9%	52.8%	21.9%	30.9%	97.2%
45 - 54	390	382	195	54	226	103	123	380
%V	17.1%	17.3%	19.7%	20.5%	16.5%	20.0%	14.4%	18.5%
%H		97.9%	50.0%	13.8%	57.9%	26.4%	31.5%	97.4%
55 - 64	362	358	164	44	239	94	146	341
%V	15.9%	16.2%	16.5%	16.7%	17.5%	18.3%	17.1%	16.6%
%H		98.9%	45.3%	12.2%	66.0%	26.0%	40.3%	94.2%
65+	588	581	225	51	426	122	304	418
%V	25.8%	26.4%	22.7%	19.4%	31.1%	23.7%	35.6%	20.4%
%H		98.8%	38.3%	8.7%	72.4%	20.7%	51.7%	71.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Individual level data

Table 17.29: 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+)	2278	2204	991	263	1369	515	854	2052
%H		96.8%	43.5%	11.5%	60.1%	22.6%	37.5%	90.1%
AB	558	543	253	61	346	132	214	542
%V	24.5%	24.6%	25.5%	23.2%	25.3%	25.6%	25.1%	26.4%
%H		97.3%	45.3%	10.9%	62.0%	23.7%	38.4%	97.1%
C1	691	664	274	90	408	146	262	651
%V	30.3%	30.1%	27.6%	34.2%	29.8%	28.3%	30.7%	31.7%
%H		96.1%	39.7%	13.0%	59.0%	21.1%	37.9%	94.2%
C2	502	493	246	57	308	136	171	456
%V	22.0%	22.4%	24.8%	21.7%	22.5%	26.4%	20.0%	22.2%
%H		98.2%	49.0%	11.4%	61.4%	27.1%	34.1%	90.8%
D	342	324	143	40	199	71	128	274
%V	15.0%	14.7%	14.4%	15.2%	14.5%	13.8%	15.0%	13.4%
%H		94.7%	41.8%	11.7%	58.2%	20.8%	37.4%	80.1%
E	185	179	75	15	109	31	78	129
%V	8.1%	8.1%	7.6%	5.7%	8.0%	6.0%	9.1%	6.3%
%H		96.8%	40.5%	8.1%	58.9%	16.8%	42.2%	69.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Wales and West

Individual level data

Table 17.30: 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+)	2278	2204	991	263	1369	515	854	2052
%H		96.8%	43.5%	11.5%	60.1%	22.6%	37.5%	90.1%
Working full time	839	811	390	106	473	206	267	822
%V	36.8%	36.8%	39.4%	40.3%	34.6%	40.0%	31.3%	40.1%
%H		96.7%	46.5%	12.6%	56.4%	24.6%	31.8%	98.0%
Working part time	376	363	168	42	224	85	139	359
%V	16.5%	16.5%	17.0%	16.0%	16.4%	16.5%	16.3%	17.5%
%H		96.5%	44.7%	11.2%	59.6%	22.6%	37.0%	95.5%
Not working	1062	1029	433	115	672	224	449	871
%V	46.6%	46.7%	43.7%	43.7%	49.1%	43.5%	52.6%	42.4%
%H		96.9%	40.8%	10.8%	63.3%	21.1%	42.3%	82.0%
Houseperson	1912	1850	813	208	1164	413	751	1701
%V	83.9%	83.9%	82.0%	79.1%	85.0%	80.2%	87.9%	82.9%
%H		96.8%	42.5%	10.9%	60.9%	21.6%	39.3%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.1: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
AB	811	787	333	73	536	179	358	773
%V	25.2%	25.4%	26.0%	23.5%	26.4%	26.8%	26.3%	27.6%
%H (All HH)		97.0%	41.1%	9.0%	66.1%	22.1%	44.1%	95.3%
%H (TV HH)			42.3%	9.3%	68.1%	22.7%	45.5%	
C1	929	892	365	99	566	194	371	855
%V	28.9%	28.8%	28.5%	31.8%	27.9%	29.1%	27.2%	30.5%
%H (All HH)		96.0%	39.3%	10.7%	60.9%	20.9%	39.9%	92.0%
%H (TV HH)			40.9%	11.1%	63.5%	21.7%	41.6%	
C2	720	704	303	78	465	167	298	628
%V	22.4%	22.7%	23.7%	25.1%	22.9%	25.0%	21.9%	22.4%
%H (All HH)		97.8%	42.1%	10.8%	64.6%	23.2%	41.4%	87.2%
%H (TV HH)			43.0%	11.1%	66.1%	23.7%	42.3%	
D	472	443	179	43	284	84	200	366
%V	14.7%	14.3%	14.0%	13.8%	14.0%	12.6%	14.7%	13.1%
%H (All HH)		93.9%	37.9%	9.1%	60.2%	17.8%	42.4%	77.5%
%H (TV HH)			40.4%	9.7%	64.1%	19.0%	45.1%	
E	284	269	99	17	178	43	136	178
%V	8.8%	8.7%	7.7%	5.5%	8.8%	6.4%	10.0%	6.4%
%H (All HH)		94.7%	34.9%	6.0%	62.7%	15.1%	47.9%	62.7%
%H (TV HH)			36.8%	6.3%	66.2%	16.0%	50.6%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.2: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Under 25	133	112	33	13	59	20	39	130
%V	4.1%	3.6%	2.6%	4.2%	2.9%	3.0%	2.9%	4.6%
%H (All HH)		84.2%	24.8%	9.8%	44.4%	15.0%	29.3%	97.7%
%H (TV HH)			29.5%	11.6%	52.7%	17.9%	34.8%	
25 - 34	441	409	153	46	226	69	156	429
%V	13.7%	13.2%	12.0%	14.8%	11.1%	10.3%	11.5%	15.3%
%H (All HH)		92.7%	34.7%	10.4%	51.2%	15.6%	35.4%	97.3%
%H (TV HH)			37.4%	11.2%	55.3%	16.9%	38.1%	
35 - 44	437	413	185	48	237	88	150	423
%V	13.6%	13.3%	14.5%	15.4%	11.7%	13.2%	11.0%	15.1%
%H (All HH)		94.5%	42.3%	11.0%	54.2%	20.1%	34.3%	96.8%
%H (TV HH)			44.8%	11.6%	57.4%	21.3%	36.3%	
45 - 54	577	558	268	71	335	136	199	555
%V	17.9%	18.0%	21.0%	22.8%	16.5%	20.4%	14.6%	19.8%
%H (All HH)		96.7%	46.4%	12.3%	58.1%	23.6%	34.5%	96.2%
%H (TV HH)			48.0%	12.7%	60.0%	24.4%	35.7%	
55 - 64	593	580	262	56	394	142	252	553
%V	18.4%	18.7%	20.5%	18.0%	19.4%	21.3%	18.5%	19.8%
%H (All HH)		97.8%	44.2%	9.4%	66.4%	23.9%	42.5%	93.3%
%H (TV HH)			45.2%	9.7%	67.9%	24.5%	43.4%	
65 +	1036	1022	378	77	777	211	566	711
%V	32.2%	33.0%	29.6%	24.8%	38.3%	31.6%	41.6%	25.4%
%H (All HH)		98.6%	36.5%	7.4%	75.0%	20.4%	54.6%	68.6%
%H (TV HH)			37.0%	7.5%	76.0%	20.6%	55.4%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV West Macro
Household level data
Table 18.3: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
1	1011	947	299	70	681	143	538	698
%V	31.4%	30.6%	23.4%	22.5%	33.6%	21.4%	39.5%	24.9%
%H (All HH)		93.7%	29.6%	6.9%	67.4%	14.1%	53.2%	69.0%
%H (TV HH)			31.6%	7.4%	71.9%	15.1%	56.8%	
2	1159	1132	482	107	750	254	496	1071
%V	36.0%	36.6%	37.7%	34.4%	37.0%	38.1%	36.4%	38.3%
%H (All HH)		97.7%	41.6%	9.2%	64.7%	21.9%	42.8%	92.4%
%H (TV HH)			42.6%	9.5%	66.3%	22.4%	43.8%	
3	477	460	228	61	267	120	147	467
%V	14.8%	14.9%	17.8%	19.6%	13.2%	18.0%	10.8%	16.7%
%H (All HH)		96.4%	47.8%	12.8%	56.0%	25.2%	30.8%	97.9%
%H (TV HH)			49.6%	13.3%	58.0%	26.1%	32.0%	
4	396	387	185	51	236	103	133	391
%V	12.3%	12.5%	14.5%	16.4%	11.6%	15.4%	9.8%	14.0%
%H (All HH)		97.7%	46.7%	12.9%	59.6%	26.0%	33.6%	98.7%
%H (TV HH)			47.8%	13.2%	61.0%	26.6%	34.4%	
5+	174	169	85	22	95	47	49	173
%V	5.4%	5.5%	6.6%	7.1%	4.7%	7.0%	3.6%	6.2%
%H (All HH)		97.1%	48.9%	12.6%	54.6%	27.0%	28.2%	99.4%
%H (TV HH)			50.3%	13.0%	56.2%	27.8%	29.0%	
Average HH size	2.27	2.28	2.46	2.54	2.19	2.51	2.03	2.41

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.4: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Without	2462	2361	939	228	1604	504	1099	2057
%V	76.5%	76.3%	73.4%	73.3%	79.1%	75.6%	80.7%	73.5%
%H (All HH)		95.9%	38.1%	9.3%	65.2%	20.5%	44.6%	83.5%
%H (TV HH)			39.8%	9.7%	67.9%	21.3%	46.5%	
With	755	734	340	83	425	162	263	744
%V	23.5%	23.7%	26.6%	26.7%	20.9%	24.3%	19.3%	26.6%
%H (All HH)		97.2%	45.0%	11.0%	56.3%	21.5%	34.8%	98.5%
%H (TV HH)			46.3%	11.3%	57.9%	22.1%	35.8%	
0 - 3	256	248	104	30	150	54	96	252
%V	8.0%	8.0%	8.1%	9.6%	7.4%	8.1%	7.0%	9.0%
%H (All HH)		96.9%	40.6%	11.7%	58.6%	21.1%	37.5%	98.4%
%H (TV HH)			41.9%	12.1%	60.5%	21.8%	38.7%	
4 - 9	397	389	174	42	222	82	140	392
%V	12.3%	12.6%	13.6%	13.5%	10.9%	12.3%	10.3%	14.0%
%H (All HH)		98.0%	43.8%	10.6%	55.9%	20.7%	35.3%	98.7%
%H (TV HH)			44.7%	10.8%	57.1%	21.1%	36.0%	
10 - 15	361	352	176	40	206	88	118	356
%V	11.2%	11.4%	13.8%	12.9%	10.2%	13.2%	8.7%	12.7%
%H (All HH)		97.5%	48.8%	11.1%	57.1%	24.4%	32.7%	98.6%
%H (TV HH)			50.0%	11.4%	58.5%	25.0%	33.5%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.5: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
1	1249	1249	391	118	740	106	634	1012
%V	38.8%	40.4%	30.6%	37.9%	36.5%	15.9%	46.5%	36.1%
%H (All HH)		100.0%	31.3%	9.4%	59.2%	8.5%	50.8%	81.0%
%H (TV HH)			31.3%	9.4%	59.2%	8.5%	50.8%	
2	1079	1079	472	109	727	257	470	948
%V	33.5%	34.9%	36.9%	35.0%	35.8%	38.5%	34.5%	33.9%
%H (All HH)		100.0%	43.7%	10.1%	67.4%	23.8%	43.6%	87.9%
%H (TV HH)			43.7%	10.1%	67.4%	23.8%	43.6%	
3	477	477	245	56	350	179	171	449
%V	14.8%	15.4%	19.2%	18.0%	17.2%	26.8%	12.6%	16.0%
%H (All HH)		100.0%	51.4%	11.7%	73.4%	37.5%	35.8%	94.1%
%H (TV HH)			51.4%	11.7%	73.4%	37.5%	35.8%	
4	195	195	115	18	141	79	62	192
%V	6.1%	6.3%	9.0%	5.8%	6.9%	11.8%	4.6%	6.9%
%H (All HH)		100.0%	59.0%	9.2%	72.3%	40.5%	31.8%	98.5%
%H (TV HH)			59.0%	9.2%	72.3%	40.5%	31.8%	
5+	95	95	57	10	71	45	26	93
%V	3.0%	3.1%	4.5%	3.2%	3.5%	6.7%	1.9%	3.3%
%H (All HH)		100.0%	60.0%	10.5%	74.7%	47.4%	27.4%	97.9%
%H (TV HH)			60.0%	10.5%	74.7%	47.4%	27.4%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.6: 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	3217	3095	1279	311	2029	667	1362	2800
%V (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Under 20"	342	342	153	18	280	113	167	288
%V	10.6%	11.1%	12.0%	5.8%	13.8%	16.9%	12.3%	10.3%
%H (All HH)		100.0%	44.7%	5.3%	81.9%	33.0%	48.8%	84.2%
%H (TV HH)			44.7%	5.3%	81.9%	33.0%	48.8%	
20" - 29"	820	820	325	81	628	231	397	706
%V	25.5%	26.5%	25.4%	26.0%	31.0%	34.6%	29.1%	25.2%
%H (All HH)		100.0%	39.6%	9.9%	76.6%	28.2%	48.4%	86.1%
%H (TV HH)			39.6%	9.9%	76.6%	28.2%	48.4%	
30" - 39"	1499	1499	623	150	1025	352	672	1299
%V	46.6%	48.4%	48.7%	48.2%	50.5%	52.8%	49.3%	46.4%
%H (All HH)		100.0%	41.6%	10.0%	68.4%	23.5%	44.8%	86.7%
%H (TV HH)			41.6%	10.0%	68.4%	23.5%	44.8%	
40" - 49"	1515	1515	725	166	969	397	572	1390
%V	47.1%	48.9%	56.7%	53.4%	47.8%	59.5%	42.0%	49.6%
%H (All HH)		100.0%	47.9%	11.0%	64.0%	26.2%	37.8%	91.7%
%H (TV HH)			47.9%	11.0%	64.0%	26.2%	37.8%	
50" - 59"	564	564	303	68	323	154	168	543
%V	17.5%	18.2%	23.7%	21.9%	15.9%	23.1%	12.3%	19.4%
%H (All HH)		100.0%	53.7%	12.1%	57.3%	27.3%	29.8%	96.3%
%H (TV HH)			53.7%	12.1%	57.3%	27.3%	29.8%	
60"+	57	57	38	7	27	17	11	57
%V	1.8%	1.8%	3.0%	2.3%	1.3%	2.5%	0.8%	2.0%
%H (All HH)		100.0%	66.7%	12.3%	47.4%	29.8%	19.3%	100.0%
%H (TV HH)			66.7%	12.3%	47.4%	29.8%	19.3%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Household level data

Table 18.7: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Main living room	3068	3068	1274	309	2014	664	1350	2673
%V	95.4%	99.1%	99.6%	99.4%	99.3%	99.6%	99.1%	95.5%
%H (All HH)		100.0%	41.5%	10.1%	65.6%	21.6%	44.0%	87.1%
%H (TV HH)			41.5%	10.1%	65.6%	21.6%	44.0%	
Kitchen	386	386	189	34	307	143	163	342
%V	12.0%	12.5%	14.8%	10.9%	15.1%	21.4%	12.0%	12.2%
%H (All HH)		100.0%	49.0%	8.8%	79.5%	37.0%	42.2%	88.6%
%H (TV HH)			49.0%	8.8%	79.5%	37.0%	42.2%	
Adult's bedroom	1343	1343	669	142	936	434	502	1232
%V	41.7%	43.4%	52.3%	45.7%	46.1%	65.1%	36.9%	44.0%
%H (All HH)		100.0%	49.8%	10.6%	69.7%	32.3%	37.4%	91.7%
%H (TV HH)			49.8%	10.6%	69.7%	32.3%	37.4%	
Child's bedroom	250	250	139	28	151	77	74	246
%V	7.8%	8.1%	10.9%	9.0%	7.4%	11.5%	5.4%	8.8%
%H (All HH)		100.0%	55.6%	11.2%	60.4%	30.8%	29.6%	98.4%
%H (TV HH)			55.6%	11.2%	60.4%	30.8%	29.6%	
Other bedroom	205	205	109	18	148	75	73	198
%V	6.4%	6.6%	8.5%	5.8%	7.3%	11.2%	5.4%	7.1%
%H (All HH)		100.0%	53.2%	8.8%	72.2%	36.6%	35.6%	96.6%
%H (TV HH)			53.2%	8.8%	72.2%	36.6%	35.6%	
Second living/dining room	352	352	168	33	259	112	148	322
%V	10.9%	11.4%	13.1%	10.6%	12.8%	16.8%	10.9%	11.5%
%H (All HH)		100.0%	47.7%	9.4%	73.6%	31.8%	42.0%	91.5%
%H (TV HH)			47.7%	9.4%	73.6%	31.8%	42.0%	
Study/office	45	45	22	5	32	14	18	45
%V	1.4%	1.5%	1.7%	1.6%	1.6%	2.1%	1.3%	1.6%
%H (All HH)		100.0%	48.9%	11.1%	71.1%	31.1%	40.0%	100.0%
%H (TV HH)			48.9%	11.1%	71.1%	31.1%	40.0%	
TV room	17	17	11	2	11	7	4	17
%V	0.5%	0.5%	0.9%	0.6%	0.5%	1.0%	0.3%	0.6%
%H (All HH)		100.0%	64.7%	11.8%	64.7%	41.2%	23.5%	100.0%
%H (TV HH)			64.7%	11.8%	64.7%	41.2%	23.5%	
Conservatory	70	70	38	5	55	29	26	66
%V	2.2%	2.3%	3.0%	1.6%	2.7%	4.3%	1.9%	2.4%
%H (All HH)		100.0%	54.3%	7.1%	78.6%	41.4%	37.1%	94.3%
%H (TV HH)			54.3%	7.1%	78.6%	41.4%	37.1%	
Attic or loft room	9	9	3	1	6	2	4	9
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%	0.3%
%H (All HH)		100.0%	33.3%	11.1%	66.7%	22.2%	44.4%	100.0%
%H (TV HH)			33.3%	11.1%	66.7%	22.2%	44.4%	
No specific location	5	5	1	0	3	1	2	5
%V	0.2%	0.2%	0.1%	0.0%	0.1%	0.1%	0.1%	0.2%
%H (All HH)		100.0%	20.0%	0.0%	60.0%	20.0%	40.0%	100.0%
%H (TV HH)			20.0%	0.0%	60.0%	20.0%	40.0%	
Other	24	24	13	2	19	9	9	22
%V	0.7%	0.8%	1.0%	0.6%	0.9%	1.3%	0.7%	0.8%
%H (All HH)		100.0%	54.2%	8.3%	79.2%	37.5%	37.5%	91.7%
%H (TV HH)			54.2%	8.3%	79.2%	37.5%	37.5%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 18.8: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Any DSAT provider	1279	1279	1279	8	538	538	0	1166
%V	39.8%	41.3%	100.0%	2.6%	26.5%	80.7%	0.0%	41.6%
%H (All HH)			100.0%	0.6%	42.1%	42.1%	0.0%	91.2%
%H (TV HH)			100.0%	0.6%	42.1%	42.1%	0.0%	
Sky with subscription	1028	1028	1028	3	425	425	0	948
%V	32.0%	33.2%	80.4%	1.0%	20.9%	63.7%	0.0%	33.9%
%H (All HH)			100.0%	0.3%	41.3%	41.3%	0.0%	92.2%
%H (TV HH)			100.0%	0.3%	41.3%	41.3%	0.0%	
Sky without subscription	76	76	76	1	33	33	0	61
%V	2.4%	2.5%	5.9%	0.3%	1.6%	4.9%	0.0%	2.2%
%H (All HH)			100.0%	1.3%	43.4%	43.4%	0.0%	80.3%
%H (TV HH)			100.0%	1.3%	43.4%	43.4%	0.0%	
Freesat	159	159	159	2	71	71	0	144
%V	4.9%	5.1%	12.4%	0.6%	3.5%	10.6%	0.0%	5.1%
%H (All HH)			100.0%	1.3%	44.7%	44.7%	0.0%	90.6%
%H (TV HH)			100.0%	1.3%	44.7%	44.7%	0.0%	
Other satellite provider	58	58	58	2	25	25	0	53
%V	1.8%	1.9%	4.5%	0.6%	1.2%	3.7%	0.0%	1.9%
%H (All HH)			100.0%	3.4%	43.1%	43.1%	0.0%	91.4%
%H (TV HH)			100.0%	3.4%	43.1%	43.1%	0.0%	
DCAB	311	311	8	311	133	133	0	293
%V	9.7%	10.0%	0.6%	100.0%	6.6%	19.9%	0.0%	10.5%
%H (All HH)			2.6%	100.0%	42.8%	42.8%	0.0%	94.2%
%H (TV HH)			2.6%	100.0%	42.8%	42.8%	0.0%	
DTT	2029	2029	538	133	2029	667	1362	1718
%V	63.1%	65.6%	42.1%	42.8%	100.0%	100.0%	100.0%	61.4%
%H (All HH)		100.0%	26.5%	6.6%	100.0%	32.9%	67.1%	84.7%
%H (TV HH)			26.5%	6.6%	100.0%	32.9%	67.1%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 18.9: 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	3217	3095	1279	311	2029	667	1362	2800
%H (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
PVR	1977	1977	1152	298	1145	615	530	1821
%V	61.5%	63.9%	90.1%	95.8%	56.4%	92.2%	38.9%	65.0%
%H (All HH)		100.0%	58.3%	15.1%	57.9%	31.1%	26.8%	92.1%
%H (TV HH)			58.3%	15.1%	57.9%	31.1%	26.8%	
DVDR	19	19	7	2	16	5	10	17
%V	0.6%	0.6%	0.5%	0.6%	0.8%	0.7%	0.7%	0.6%
%H (All HH)		100.0%	36.8%	10.5%	84.2%	26.3%	52.6%	89.5%
%H (TV HH)			36.8%	10.5%	84.2%	26.3%	52.6%	
VCR	9	9	3	1	6	1	5	5
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.1%	0.4%	0.2%
%H (All HH)		100.0%	33.3%	11.1%	66.7%	11.1%	55.6%	55.6%
%H (TV HH)			33.3%	11.1%	66.7%	11.1%	55.6%	
Any recorder	1992	1992	1156	299	1159	617	542	1833
%V	61.9%	64.4%	90.4%	96.1%	57.1%	92.5%	39.8%	65.5%
%H (All HH)		100.0%	58.0%	15.0%	58.2%	31.0%	27.2%	92.0%
%H (TV HH)			58.0%	15.0%	58.2%	31.0%	27.2%	
Receives HDTV (via STB or built-in reception)	2259	2259	1078	276	1503	591	912	2072
%V	70.2%	73.0%	84.3%	88.7%	74.1%	88.6%	67.0%	74.0%
%H (All HH)		100.0%	47.7%	12.2%	66.5%	26.2%	40.4%	91.7%
%H (TV HH)			47.7%	12.2%	66.5%	26.2%	40.4%	
DVD/Blu-ray player or recorder	2048	2048	855	215	1386	489	896	1851
%V	63.7%	66.2%	66.8%	69.1%	68.3%	73.3%	65.8%	66.1%
%H (All HH)		100.0%	41.7%	10.5%	67.7%	23.9%	43.8%	90.4%
%H (TV HH)			41.7%	10.5%	67.7%	23.9%	43.8%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV West Macro

Household level data

Table 18.10: 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	3217	3095	1279	311	2029	667	1362	2800
%V (All HH)		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%
%H (TV HH)			41.3%	10.0%	65.6%	21.6%	44.0%	
Has broadband internet	2800	2695	1166	293	1718	619	1099	2800
%V	87.0%	87.1%	91.2%	94.2%	84.7%	92.8%	80.7%	100.0%
%H (All HH)		96.3%	41.6%	10.5%	61.4%	22.1%	39.3%	100.0%
%H (TV HH)			43.3%	10.9%	63.7%	23.0%	40.8%	
Number of computers (PCs and laptops)								
0	588	561	175	30	402	69	334	193
%V	18.3%	18.1%	13.7%	9.6%	19.8%	10.3%	24.5%	6.9%
%H (All HH)		95.4%	29.8%	5.1%	68.4%	11.7%	56.8%	32.8%
%H (TV HH)			31.2%	5.3%	71.7%	12.3%	59.5%	
1	805	765	303	72	503	150	353	788
%V	25.0%	24.7%	23.7%	23.2%	24.8%	22.5%	25.9%	28.1%
%H (All HH)		95.0%	37.6%	8.9%	62.5%	18.6%	43.9%	97.9%
%H (TV HH)			39.6%	9.4%	65.8%	19.6%	46.1%	
2	786	756	329	80	491	179	312	784
%V	24.4%	24.4%	25.7%	25.7%	24.2%	26.8%	22.9%	28.0%
%H (All HH)		96.2%	41.9%	10.2%	62.5%	22.8%	39.7%	99.7%
%H (TV HH)			43.5%	10.6%	64.9%	23.7%	41.3%	
3	468	456	211	47	283	111	172	467
%V	14.5%	14.7%	16.5%	15.1%	13.9%	16.6%	12.6%	16.7%
%H (All HH)		97.4%	45.1%	10.0%	60.5%	23.7%	36.8%	99.8%
%H (TV HH)			46.3%	10.3%	62.1%	24.3%	37.7%	
4	295	288	128	47	180	78	102	294
%V	9.2%	9.3%	10.0%	15.1%	8.9%	11.7%	7.5%	10.5%
%H (All HH)		97.6%	43.4%	15.9%	61.0%	26.4%	34.6%	99.7%
%H (TV HH)			44.4%	16.3%	62.5%	27.1%	35.4%	
5+	275	268	133	36	169	80	89	274
%V	8.5%	8.7%	10.4%	11.6%	8.3%	12.0%	6.5%	9.8%
%H (All HH)		97.5%	48.4%	13.1%	61.5%	29.1%	32.4%	99.6%
%H (TV HH)			49.6%	13.4%	63.1%	29.9%	33.2%	

Base: ITV West Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.11: 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	6134	2837	627	4196	1720	2476	5529
%H		46.3%	10.2%	68.4%	28.0%	40.4%	90.1%
Under 20"	411	183	21	339	137	202	352
%V	6.7%	6.5%	3.3%	8.1%	8.0%	8.2%	6.4%
%H		44.5%	5.1%	82.5%	33.3%	49.1%	85.6%
20" - 29"	1033	424	100	792	305	487	899
%V	16.8%	14.9%	15.9%	18.9%	17.7%	19.7%	16.3%
%H		41.0%	9.7%	76.7%	29.5%	47.1%	87.0%
30" - 39"	1876	821	198	1287	492	795	1655
%V	30.6%	28.9%	31.6%	30.7%	28.6%	32.1%	29.9%
%H		43.8%	10.6%	68.6%	26.2%	42.4%	88.2%
40" - 49"	1815	899	198	1154	498	656	1679
%V	29.6%	31.7%	31.6%	27.5%	29.0%	26.5%	30.4%
%H		49.5%	10.9%	63.6%	27.4%	36.1%	92.5%
50" - 59"	630	347	73	362	178	183	608
%V	10.3%	12.2%	11.6%	8.6%	10.3%	7.4%	11.0%
%H		55.1%	11.6%	57.5%	28.3%	29.0%	96.5%
60"+	60	40	7	30	18	11	60
%V	1.0%	1.4%	1.1%	0.7%	1.0%	0.4%	1.1%
%H		66.7%	11.7%	50.0%	30.0%	18.3%	100.0%
Don't know	309	124	29	232	91	141	277
%V	5.0%	4.4%	4.6%	5.5%	5.3%	5.7%	5.0%
%H		40.1%	9.4%	75.1%	29.4%	45.6%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.12: 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	6134	2837	627	4196	1720	2476	5529
%H		46.3%	10.2%	68.4%	28.0%	40.4%	90.1%
Main living room	3078	1278	310	2021	668	1353	2683
%V	50.2%	45.0%	49.4%	48.2%	38.8%	54.6%	48.5%
%H		41.5%	10.1%	65.7%	21.7%	44.0%	87.2%
Kitchen	386	189	34	307	144	164	342
%V	6.3%	6.7%	5.4%	7.3%	8.4%	6.6%	6.2%
%H		49.0%	8.8%	79.5%	37.3%	42.5%	88.6%
Adult's bedroom	1570	797	177	1096	532	564	1453
%V	25.6%	28.1%	28.2%	26.1%	30.9%	22.8%	26.3%
%H		50.8%	11.3%	69.8%	33.9%	35.9%	92.5%
Child's bedroom	328	179	38	205	107	98	324
%V	5.3%	6.3%	6.1%	4.9%	6.2%	4.0%	5.9%
%H		54.6%	11.6%	62.5%	32.6%	29.9%	98.8%
Other bedroom	242	133	21	173	91	83	234
%V	3.9%	4.7%	3.3%	4.1%	5.3%	3.4%	4.2%
%H		55.0%	8.7%	71.5%	37.6%	34.3%	96.7%
Second living/dining room	356	171	33	264	115	149	327
%V	5.8%	6.0%	5.3%	6.3%	6.7%	6.0%	5.9%
%H		48.0%	9.3%	74.2%	32.3%	41.9%	91.9%
Study/office	47	23	5	34	15	19	46
%V	0.8%	0.8%	0.8%	0.8%	0.9%	0.8%	0.8%
%H		48.9%	10.6%	72.3%	31.9%	40.4%	97.9%
TV room	17	11	2	11	7	4	17
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		64.7%	11.8%	64.7%	41.2%	23.5%	100.0%
Conservatory	70	38	5	55	29	26	66
%V	1.1%	1.3%	0.8%	1.3%	1.7%	1.1%	1.2%
%H		54.3%	7.1%	78.6%	41.4%	37.1%	94.3%
Attic or loft room	9	3	1	6	2	4	9
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.2%
%H		33.3%	11.1%	66.7%	22.2%	44.4%	100.0%
No specific location	5	1	0	3	1	2	5
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		20.0%	0.0%	60.0%	20.0%	40.0%	100.0%
Other	25	13	2	20	10	10	23
%V	0.4%	0.5%	0.3%	0.5%	0.6%	0.4%	0.4%
%H		52.0%	8.0%	80.0%	40.0%	40.0%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6134	2837	627	4196	1720	2476	5529
%H		46.3%	10.2%	68.4%	28.0%	40.4%	90.1%
PVR	2767	1771	411	1442	849	592	2585
%V	45.1%	62.4%	65.6%	34.4%	49.4%	23.9%	46.8%
%H		64.0%	14.9%	52.1%	30.7%	21.4%	93.4%
DVDR	19	7	2	16	6	10	17
%V	0.3%	0.2%	0.3%	0.4%	0.3%	0.4%	0.3%
%H		36.8%	10.5%	84.2%	31.6%	52.6%	89.5%
VCR	9	3	1	6	1	5	5
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	11.1%	66.7%	11.1%	55.6%	55.6%
Any recorder	2788	1776	412	1460	853	607	2602
%V	45.5%	62.6%	65.7%	34.8%	49.6%	24.5%	47.1%
%H		63.7%	14.8%	52.4%	30.6%	21.8%	93.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6134	2837	627	4196	1720	2476	5529
%H		46.3%	10.2%	68.4%	28.0%	40.4%	90.1%
Receives HDTV (via STB or built-in reception)	3533	1841	434	2339	1069	1270	3291
%V	57.6%	64.9%	69.2%	55.7%	62.2%	51.3%	59.5%
%H		52.1%	12.3%	66.2%	30.3%	35.9%	93.2%
DVD/Blu-ray player or recorder	2899	1278	310	1984	780	1205	2676
%V	47.3%	45.0%	49.4%	47.3%	45.3%	48.7%	48.4%
%H		44.1%	10.7%	68.4%	26.9%	41.6%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.15: 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	3095	1279	311	2029	667	1362	2695
%H		41.3%	10.0%	65.6%	21.6%	44.0%	87.1%
Under 20"	24	5	0	19	1	18	15
%V	0.8%	0.4%	0.0%	0.9%	0.1%	1.3%	0.6%
%H		20.8%	0.0%	79.2%	4.2%	75.0%	62.5%
20" - 29"	199	45	18	154	26	127	138
%V	6.4%	3.5%	5.8%	7.6%	3.9%	9.3%	5.1%
%H		22.6%	9.0%	77.4%	13.1%	63.8%	69.3%
30" - 39"	888	283	78	623	141	482	715
%V	28.7%	22.1%	25.1%	30.7%	21.1%	35.4%	26.5%
%H		31.9%	8.8%	70.2%	15.9%	54.3%	80.5%
40" - 49"	1296	598	138	831	322	509	1177
%V	41.9%	46.8%	44.4%	41.0%	48.3%	37.4%	43.7%
%H		46.1%	10.6%	64.1%	24.8%	39.3%	90.8%
50" - 59"	516	275	63	293	139	153	497
%V	16.7%	21.5%	20.3%	14.4%	20.8%	11.2%	18.4%
%H		53.3%	12.2%	56.8%	26.9%	29.7%	96.3%
60"+	52	34	6	24	15	9	51
%V	1.7%	2.7%	1.9%	1.2%	2.2%	0.7%	1.9%
%H		65.4%	11.5%	46.2%	28.8%	17.3%	98.1%
Don't know	120	39	8	86	22	64	102
%V	3.9%	3.0%	2.6%	4.2%	3.3%	4.7%	3.8%
%H		32.5%	6.7%	71.7%	18.3%	53.3%	85.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.16: 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	3095	1279	311	2029	667	1362	2695
%H		41.3%	10.0%	65.6%	21.6%	44.0%	87.1%
PVR	1936	1134	295	1108	599	510	1782
%V	62.6%	88.7%	94.9%	54.6%	89.8%	37.4%	66.1%
%H		58.6%	15.2%	57.2%	30.9%	26.3%	92.0%
DVDR	13	5	1	11	4	7	12
%V	0.4%	0.4%	0.3%	0.5%	0.6%	0.5%	0.4%
%H		38.5%	7.7%	84.6%	30.8%	53.8%	92.3%
VCR	7	2	1	5	1	4	4
%V	0.2%	0.2%	0.3%	0.2%	0.1%	0.3%	0.1%
%H		28.6%	14.3%	71.4%	14.3%	57.1%	57.1%
Any recorder	1950	1138	296	1120	601	520	1793
%V	63.0%	89.0%	95.2%	55.2%	90.1%	38.2%	66.5%
%H		58.4%	15.2%	57.4%	30.8%	26.7%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3095	1279	311	2029	667	1362	2695
%H		41.3%	10.0%	65.6%	21.6%	44.0%	87.1%
Receives HDTV (via STB or built-in reception)	2205	1049	274	1456	568	888	2022
%V	71.2%	82.0%	88.1%	71.8%	85.2%	65.2%	75.0%
%H		47.6%	12.4%	66.0%	25.8%	40.3%	91.7%
DVD/Blu-ray player or recorder	1748	694	181	1187	390	797	1567
%V	56.5%	54.3%	58.2%	58.5%	58.5%	58.5%	58.1%
%H		39.7%	10.4%	67.9%	22.3%	45.6%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV West Macro

Set level data

Table 18.18: 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	3039	1558	317	2167	1053	1114	2834
%H		51.3%	10.4%	71.3%	34.6%	36.7%	93.3%
Under 20"	387	178	21	320	136	185	337
%V	12.7%	11.4%	6.6%	14.8%	12.9%	16.6%	11.9%
%H		46.0%	5.4%	82.7%	35.1%	47.8%	87.1%
20" - 29"	834	379	82	639	279	360	761
%V	27.4%	24.3%	25.9%	29.5%	26.5%	32.3%	26.9%
%H		45.4%	9.8%	76.6%	33.5%	43.2%	91.2%
30" - 39"	988	538	120	664	351	313	940
%V	32.5%	34.5%	37.9%	30.6%	33.3%	28.1%	33.2%
%H		54.5%	12.1%	67.2%	35.5%	31.7%	95.1%
40" - 49"	519	301	61	323	176	147	502
%V	17.1%	19.3%	19.2%	14.9%	16.7%	13.2%	17.7%
%H		58.0%	11.8%	62.2%	33.9%	28.3%	96.7%
50" - 59"	115	72	10	69	39	30	111
%V	3.8%	4.6%	3.2%	3.2%	3.7%	2.7%	3.9%
%H		62.6%	8.7%	60.0%	33.9%	26.1%	96.5%
60"+	9	5	1	5	3	2	9
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
%H		55.6%	11.1%	55.6%	33.3%	22.2%	100.0%
Don't know	189	85	21	146	68	78	175
%V	6.2%	5.5%	6.6%	6.7%	6.5%	7.0%	6.2%
%H		45.0%	11.1%	77.2%	36.0%	41.3%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Set level data

Table 18.19: 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	3039	1558	317	2167	1053	1114	2834
%H		51.3%	10.4%	71.3%	34.6%	36.7%	93.3%
PVR	832	636	116	334	251	83	802
%V	27.4%	40.8%	36.6%	15.4%	23.8%	7.5%	28.3%
%H		76.4%	13.9%	40.1%	30.2%	10.0%	96.4%
DVDR	5	2	1	5	2	3	5
%V	0.2%	0.1%	0.3%	0.2%	0.2%	0.3%	0.2%
%H		40.0%	20.0%	100.0%	40.0%	60.0%	100.0%
VCR	2	1	0	1	1	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	50.0%	50.0%	50.0%	50.0%
Any recorder	839	638	116	340	252	88	809
%V	27.6%	40.9%	36.6%	15.7%	23.9%	7.9%	28.5%
%H		76.0%	13.8%	40.5%	30.0%	10.5%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3039	1558	317	2167	1053	1114	2834
%H		51.3%	10.4%	71.3%	34.6%	36.7%	93.3%
Receives HDTV (via STB or built-in reception)	1328	791	160	883	501	381	1269
%V	43.7%	50.8%	50.5%	40.7%	47.6%	34.2%	44.8%
%H		59.6%	12.0%	66.5%	37.7%	28.7%	95.6%
DVD/Blu-ray player or recorder	1151	585	130	798	390	408	1109
%V	37.9%	37.5%	41.0%	36.8%	37.0%	36.6%	39.1%
%H		50.8%	11.3%	69.3%	33.9%	35.4%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV West Macro

Individual level data

Table 18.21: 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	7281	7045	3148	788	4434	1674	2760	6740
%H		96.8%	43.2%	10.8%	60.9%	23.0%	37.9%	92.6%
Total Children	1289	1256	586	137	729	284	444	1270
%V	17.7%	17.8%	18.6%	17.4%	16.4%	17.0%	16.1%	18.8%
%H		97.4%	45.5%	10.6%	56.6%	22.0%	34.4%	98.5%
0 - 3	296	287	121	34	171	61	110	291
%V	4.1%	4.1%	3.8%	4.3%	3.9%	3.6%	4.0%	4.3%
%H		97.0%	40.9%	11.5%	57.8%	20.6%	37.2%	98.3%
4 - 15	993	969	464	103	558	223	335	979
%V	13.6%	13.8%	14.7%	13.1%	12.6%	13.3%	12.1%	14.5%
%H		97.6%	46.7%	10.4%	56.2%	22.5%	33.7%	98.6%
4 - 9	519	509	234	52	289	108	180	511
%V	7.1%	7.2%	7.4%	6.6%	6.5%	6.5%	6.5%	7.6%
%H		98.1%	45.1%	10.0%	55.7%	20.8%	34.7%	98.5%
10 - 15	474	460	231	51	269	115	154	467
%V	6.5%	6.5%	7.3%	6.5%	6.1%	6.9%	5.6%	6.9%
%H		97.0%	48.7%	10.8%	56.8%	24.3%	32.5%	98.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV West Macro

Individual level data

Table 18.22: 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	7281	7045	3148	788	4434	1674	2760	6740
%H		96.8%	43.2%	10.8%	60.9%	23.0%	37.9%	92.6%
Total Adults (16+)	5993	5790	2563	651	3705	1390	2315	5471
%V	82.3%	82.2%	81.4%	82.6%	83.6%	83.0%	83.9%	81.2%
%H		96.6%	42.8%	10.9%	61.8%	23.2%	38.6%	91.3%
16 - 19	299	289	144	44	160	77	83	296
%V	4.1%	4.1%	4.6%	5.6%	3.6%	4.6%	3.0%	4.4%
%H		96.7%	48.2%	14.7%	53.5%	25.8%	27.8%	99.0%
20 - 24	448	404	174	67	222	110	112	441
%V	6.2%	5.7%	5.5%	8.5%	5.0%	6.6%	4.1%	6.5%
%H		90.2%	38.8%	15.0%	49.6%	24.6%	25.0%	98.4%
25 - 34	897	841	341	96	475	169	306	879
%V	12.3%	11.9%	10.8%	12.2%	10.7%	10.1%	11.1%	13.0%
%H		93.8%	38.0%	10.7%	53.0%	18.8%	34.1%	98.0%
35 - 44	805	770	358	92	438	168	269	784
%V	11.1%	10.9%	11.4%	11.7%	9.9%	10.0%	9.7%	11.6%
%H		95.7%	44.5%	11.4%	54.4%	20.9%	33.4%	97.4%
45 - 54	1001	973	487	129	593	263	330	971
%V	13.7%	13.8%	15.5%	16.4%	13.4%	15.7%	12.0%	14.4%
%H		97.2%	48.7%	12.9%	59.2%	26.3%	33.0%	97.0%
55 - 64	975	960	450	95	647	246	401	924
%V	13.4%	13.6%	14.3%	12.1%	14.6%	14.7%	14.5%	13.7%
%H		98.5%	46.2%	9.7%	66.4%	25.2%	41.1%	94.8%
65+	1568	1551	609	128	1169	355	814	1176
%V	21.5%	22.0%	19.3%	16.2%	26.4%	21.2%	29.5%	17.4%
%H		98.9%	38.8%	8.2%	74.6%	22.6%	51.9%	75.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.23: 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+)	5993	5790	2563	651	3705	1390	2315	5471
%H		96.6%	42.8%	10.9%	61.8%	23.2%	38.6%	91.3%
AB	1605	1559	697	161	1038	377	661	1555
%V	26.8%	26.9%	27.2%	24.7%	28.0%	27.1%	28.6%	28.4%
%H		97.1%	43.4%	10.0%	64.7%	23.5%	41.2%	96.9%
C1	1751	1683	723	210	1040	404	637	1660
%V	29.2%	29.1%	28.2%	32.3%	28.1%	29.1%	27.5%	30.3%
%H		96.1%	41.3%	12.0%	59.4%	23.1%	36.4%	94.8%
C2	1416	1392	649	170	903	374	529	1288
%V	23.6%	24.0%	25.3%	26.1%	24.4%	26.9%	22.9%	23.5%
%H		98.3%	45.8%	12.0%	63.8%	26.4%	37.4%	91.0%
D	824	777	342	83	484	170	313	688
%V	13.7%	13.4%	13.3%	12.7%	13.1%	12.2%	13.5%	12.6%
%H		94.3%	41.5%	10.1%	58.7%	20.6%	38.0%	83.5%
E	397	378	152	27	240	65	175	279
%V	6.6%	6.5%	5.9%	4.1%	6.5%	4.7%	7.6%	5.1%
%H		95.2%	38.3%	6.8%	60.5%	16.4%	44.1%	70.3%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV West Macro
Individual level data
Table 18.24: 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+)	5993	5790	2563	651	3705	1390	2315	5471
%H		96.6%	42.8%	10.9%	61.8%	23.2%	38.6%	91.3%
Working full time	2714	2618	1241	314	1570	649	921	2655
%V	45.3%	45.2%	48.4%	48.2%	42.4%	46.7%	39.8%	48.5%
%H		96.5%	45.7%	11.6%	57.8%	23.9%	33.9%	97.8%
Working part time	659	638	276	76	414	158	256	627
%V	11.0%	11.0%	10.8%	11.7%	11.2%	11.4%	11.1%	11.5%
%H		96.8%	41.9%	11.5%	62.8%	24.0%	38.8%	95.1%
Not working	2619	2534	1046	261	1721	582	1139	2189
%V	43.7%	43.8%	40.8%	40.1%	46.5%	41.9%	49.2%	40.0%
%H		96.8%	39.9%	10.0%	65.7%	22.2%	43.5%	83.6%
Houseperson	3217	3095	1279	311	2029	667	1362	2800
%V	53.7%	53.5%	49.9%	47.8%	54.8%	48.0%	58.8%	51.2%
%H		96.2%	39.8%	9.7%	63.1%	20.7%	42.3%	87.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.25: 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+)	2925	2807	1265	317	1777	690	1086	2704
%H		96.0%	43.2%	10.8%	60.8%	23.6%	37.1%	92.4%
16 - 19	154	149	78	21	82	40	41	153
%V	5.3%	5.3%	6.2%	6.6%	4.6%	5.8%	3.8%	5.7%
%H		96.8%	50.6%	13.6%	53.2%	26.0%	26.6%	99.4%
20 - 24	232	206	95	28	113	56	57	229
%V	7.9%	7.3%	7.5%	8.8%	6.4%	8.1%	5.2%	8.5%
%H		88.8%	40.9%	12.1%	48.7%	24.1%	24.6%	98.7%
25 - 34	454	420	166	50	240	90	151	444
%V	15.5%	15.0%	13.1%	15.8%	13.5%	13.0%	13.9%	16.4%
%H		92.5%	36.6%	11.0%	52.9%	19.8%	33.3%	97.8%
35 - 44	396	377	170	49	210	79	131	385
%V	13.5%	13.4%	13.4%	15.5%	11.8%	11.4%	12.1%	14.2%
%H		95.2%	42.9%	12.4%	53.0%	19.9%	33.1%	97.2%
45 - 54	489	472	234	62	291	129	162	470
%V	16.7%	16.8%	18.5%	19.6%	16.4%	18.7%	14.9%	17.4%
%H		96.5%	47.9%	12.7%	59.5%	26.4%	33.1%	96.1%
55 - 64	470	461	221	42	306	117	190	443
%V	16.1%	16.4%	17.5%	13.2%	17.2%	17.0%	17.5%	16.4%
%H		98.1%	47.0%	8.9%	65.1%	24.9%	40.4%	94.3%
65+	730	722	301	66	535	180	355	580
%V	25.0%	25.7%	23.8%	20.8%	30.1%	26.1%	32.7%	21.4%
%H		98.9%	41.2%	9.0%	73.3%	24.7%	48.6%	79.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.26: 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+)	2925	2807	1265	317	1777	690	1086	2704
%H		96.0%	43.2%	10.8%	60.8%	23.6%	37.1%	92.4%
AB	806	782	352	82	520	193	327	785
%V	27.6%	27.9%	27.8%	25.9%	29.3%	28.0%	30.1%	29.0%
%H		97.0%	43.7%	10.2%	64.5%	23.9%	40.6%	97.4%
C1	823	786	352	95	472	195	278	788
%V	28.1%	28.0%	27.8%	30.0%	26.6%	28.3%	25.6%	29.1%
%H		95.5%	42.8%	11.5%	57.4%	23.7%	33.8%	95.7%
C2	755	740	344	92	483	201	282	686
%V	25.8%	26.4%	27.2%	29.0%	27.2%	29.1%	26.0%	25.4%
%H		98.0%	45.6%	12.2%	64.0%	26.6%	37.4%	90.9%
D	379	351	160	37	210	79	132	329
%V	13.0%	12.5%	12.6%	11.7%	11.8%	11.4%	12.2%	12.2%
%H		92.6%	42.2%	9.8%	55.4%	20.8%	34.8%	86.8%
E	161	149	57	12	91	24	68	116
%V	5.5%	5.3%	4.5%	3.8%	5.1%	3.5%	6.3%	4.3%
%H		92.5%	35.4%	7.5%	56.5%	14.9%	42.2%	72.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.27: 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+)	2925	2807	1265	317	1777	690	1086	2704
%H		96.0%	43.2%	10.8%	60.8%	23.6%	37.1%	92.4%
Working full time	1629	1566	744	183	939	388	551	1588
%V	55.7%	55.8%	58.8%	57.7%	52.8%	56.2%	50.7%	58.7%
%H		96.1%	45.7%	11.2%	57.6%	23.8%	33.8%	97.5%
Working part time	134	129	55	15	86	35	51	124
%V	4.6%	4.6%	4.3%	4.7%	4.8%	5.1%	4.7%	4.6%
%H		96.3%	41.0%	11.2%	64.2%	26.1%	38.1%	92.5%
Not working	1162	1112	466	118	752	268	484	992
%V	39.7%	39.6%	36.8%	37.2%	42.3%	38.8%	44.6%	36.7%
%H		95.7%	40.1%	10.2%	64.7%	23.1%	41.7%	85.4%
Houseperson	645	592	215	51	386	105	282	512
%V	22.1%	21.1%	17.0%	16.1%	21.7%	15.2%	26.0%	18.9%
%H		91.8%	33.3%	7.9%	59.8%	16.3%	43.7%	79.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.28: 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+)	3067	2983	1297	334	1928	699	1229	2767
%H		97.3%	42.3%	10.9%	62.9%	22.8%	40.1%	90.2%
16 - 19	145	141	66	23	79	36	42	143
%V	4.7%	4.7%	5.1%	6.9%	4.1%	5.2%	3.4%	5.2%
%H		97.2%	45.5%	15.9%	54.5%	24.8%	29.0%	98.6%
20 - 24	217	198	79	38	109	54	55	212
%V	7.1%	6.6%	6.1%	11.4%	5.7%	7.7%	4.5%	7.7%
%H		91.2%	36.4%	17.5%	50.2%	24.9%	25.3%	97.7%
25 - 34	443	421	175	46	235	80	155	436
%V	14.4%	14.1%	13.5%	13.8%	12.2%	11.4%	12.6%	15.8%
%H		95.0%	39.5%	10.4%	53.0%	18.1%	35.0%	98.4%
35 - 44	409	393	187	43	228	89	139	399
%V	13.3%	13.2%	14.4%	12.9%	11.8%	12.7%	11.3%	14.4%
%H		96.1%	45.7%	10.5%	55.7%	21.8%	34.0%	97.6%
45 - 54	512	501	252	68	302	135	168	501
%V	16.7%	16.8%	19.4%	20.4%	15.7%	19.3%	13.7%	18.1%
%H		97.9%	49.2%	13.3%	59.0%	26.4%	32.8%	97.9%
55 - 64	505	499	229	53	340	129	211	480
%V	16.5%	16.7%	17.7%	15.9%	17.6%	18.5%	17.2%	17.3%
%H		98.8%	45.3%	10.5%	67.3%	25.5%	41.8%	95.0%
65+	837	829	308	62	635	176	459	596
%V	27.3%	27.8%	23.7%	18.6%	32.9%	25.2%	37.3%	21.5%
%H		99.0%	36.8%	7.4%	75.9%	21.0%	54.8%	71.2%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.29: 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+)	3067	2983	1297	334	1928	699	1229	2767
%H		97.3%	42.3%	10.9%	62.9%	22.8%	40.1%	90.2%
AB	799	777	345	79	518	184	334	770
%V	26.1%	26.0%	26.6%	23.7%	26.9%	26.3%	27.2%	27.8%
%H		97.2%	43.2%	9.9%	64.8%	23.0%	41.8%	96.4%
C1	927	898	371	115	568	209	359	872
%V	30.2%	30.1%	28.6%	34.4%	29.5%	29.9%	29.2%	31.5%
%H		96.9%	40.0%	12.4%	61.3%	22.5%	38.7%	94.1%
C2	661	652	304	78	421	173	247	603
%V	21.6%	21.9%	23.4%	23.4%	21.8%	24.7%	20.1%	21.8%
%H		98.6%	46.0%	11.8%	63.7%	26.2%	37.4%	91.2%
D	445	426	182	46	273	92	182	359
%V	14.5%	14.3%	14.0%	13.8%	14.2%	13.2%	14.8%	13.0%
%H		95.7%	40.9%	10.3%	61.3%	20.7%	40.9%	80.7%
E	236	230	95	16	149	41	107	163
%V	7.7%	7.7%	7.3%	4.8%	7.7%	5.9%	8.7%	5.9%
%H		97.5%	40.3%	6.8%	63.1%	17.4%	45.3%	69.1%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV West Macro

Individual level data

Table 18.30: 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+)	3067	2983	1297	334	1928	699	1229	2767
%H		97.3%	42.3%	10.9%	62.9%	22.8%	40.1%	90.2%
Working full time	1085	1052	497	130	631	261	370	1066
%V	35.4%	35.3%	38.3%	38.9%	32.7%	37.3%	30.1%	38.5%
%H		97.0%	45.8%	12.0%	58.2%	24.1%	34.1%	98.2%
Working part time	525	509	221	61	328	123	205	504
%V	17.1%	17.1%	17.0%	18.3%	17.0%	17.6%	16.7%	18.2%
%H		97.0%	42.1%	11.6%	62.5%	23.4%	39.0%	96.0%
Not working	1457	1422	579	143	969	314	655	1197
%V	47.5%	47.7%	44.6%	42.8%	50.3%	44.9%	53.3%	43.3%
%H		97.6%	39.7%	9.8%	66.5%	21.6%	45.0%	82.2%
Houseperson	2572	2503	1064	259	1643	562	1080	2289
%V	83.9%	83.9%	82.0%	77.5%	85.2%	80.4%	87.9%	82.7%
%H		97.3%	41.4%	10.1%	63.9%	21.9%	42.0%	89.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data
Table 19.1: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
AB	1643	1600	649	212	1108	421	687	1583
%V	23.7%	24.0%	25.5%	22.8%	24.1%	25.5%	23.4%	26.5%
%H (All HH)		97.4%	39.5%	12.9%	67.4%	25.6%	41.8%	96.3%
%H (TV HH)			40.6%	13.3%	69.3%	26.3%	42.9%	
C1	1908	1829	713	265	1231	464	767	1743
%V	27.5%	27.4%	28.0%	28.5%	26.8%	28.1%	26.1%	29.2%
%H (All HH)		95.9%	37.4%	13.9%	64.5%	24.3%	40.2%	91.4%
%H (TV HH)			39.0%	14.5%	67.3%	25.4%	41.9%	
C2	1530	1488	570	224	1055	404	651	1322
%V	22.1%	22.3%	22.4%	24.1%	23.0%	24.4%	22.1%	22.1%
%H (All HH)		97.3%	37.3%	14.6%	69.0%	26.4%	42.5%	86.4%
%H (TV HH)			38.3%	15.1%	70.9%	27.2%	43.8%	
D	1131	1071	406	161	716	255	462	894
%V	16.3%	16.1%	15.9%	17.3%	15.6%	15.4%	15.7%	15.0%
%H (All HH)		94.7%	35.9%	14.2%	63.3%	22.5%	40.8%	79.0%
%H (TV HH)			37.9%	15.0%	66.9%	23.8%	43.1%	
E	720	680	211	69	484	110	375	431
%V	10.4%	10.2%	8.3%	7.4%	10.5%	6.7%	12.7%	7.2%
%H (All HH)		94.4%	29.3%	9.6%	67.2%	15.3%	52.1%	59.9%
%H (TV HH)			31.0%	10.1%	71.2%	16.2%	55.1%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV MidWest

Household level data

Table 19.2: 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	6933	6668	2549	931	4594	1653	2942	5972
%V (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Under 25	298	253	74	36	150	47	102	284
%V	4.3%	3.8%	2.9%	3.9%	3.3%	2.8%	3.5%	4.8%
%H (All HH)		84.9%	24.8%	12.1%	50.3%	15.8%	34.2%	95.3%
%H (TV HH)			29.2%	14.2%	59.3%	18.6%	40.3%	
25 - 34	993	923	336	141	527	190	337	959
%V	14.3%	13.8%	13.2%	15.1%	11.5%	11.5%	11.5%	16.1%
%H (All HH)		93.0%	33.8%	14.2%	53.1%	19.1%	33.9%	96.6%
%H (TV HH)			36.4%	15.3%	57.1%	20.6%	36.5%	
35 - 44	1052	995	423	154	615	258	356	1014
%V	15.2%	14.9%	16.6%	16.5%	13.4%	15.6%	12.1%	17.0%
%H (All HH)		94.6%	40.2%	14.6%	58.5%	24.5%	33.8%	96.4%
%H (TV HH)			42.5%	15.5%	61.8%	25.9%	35.8%	
45 - 54	1275	1236	547	207	814	360	455	1215
%V	18.4%	18.5%	21.5%	22.2%	17.7%	21.8%	15.5%	20.3%
%H (All HH)		96.9%	42.9%	16.2%	63.8%	28.2%	35.7%	95.3%
%H (TV HH)			44.3%	16.7%	65.9%	29.1%	36.8%	
55 - 64	1216	1186	481	180	853	338	515	1115
%V	17.5%	17.8%	18.9%	19.3%	18.6%	20.4%	17.5%	18.7%
%H (All HH)		97.5%	39.6%	14.8%	70.1%	27.8%	42.4%	91.7%
%H (TV HH)			40.6%	15.2%	71.9%	28.5%	43.4%	
65 +	2099	2075	688	213	1636	460	1176	1384
%V	30.3%	31.1%	27.0%	22.9%	35.6%	27.8%	40.0%	23.2%
%H (All HH)		98.9%	32.8%	10.1%	77.9%	21.9%	56.0%	65.9%
%H (TV HH)			33.2%	10.3%	78.8%	22.2%	56.7%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV MidWest
Household level data
Table 19.3: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
1	2124	1995	569	196	1498	328	1170	1419
%V	30.6%	29.9%	22.3%	21.1%	32.6%	19.8%	39.8%	23.8%
%H (All HH)		93.9%	26.8%	9.2%	70.5%	15.4%	55.1%	66.8%
%H (TV HH)			28.5%	9.8%	75.1%	16.4%	58.6%	
2	2376	2322	915	308	1626	605	1021	2165
%V	34.3%	34.8%	35.9%	33.1%	35.4%	36.6%	34.7%	36.3%
%H (All HH)		97.7%	38.5%	13.0%	68.4%	25.5%	43.0%	91.1%
%H (TV HH)			39.4%	13.3%	70.0%	26.1%	44.0%	
3	1092	1051	468	189	665	321	344	1067
%V	15.8%	15.8%	18.4%	20.3%	14.5%	19.4%	11.7%	17.9%
%H (All HH)		96.2%	42.9%	17.3%	60.9%	29.4%	31.5%	97.7%
%H (TV HH)			44.5%	18.0%	63.3%	30.5%	32.7%	
4	906	881	397	167	556	274	282	894
%V	13.1%	13.2%	15.6%	17.9%	12.1%	16.6%	9.6%	15.0%
%H (All HH)		97.2%	43.8%	18.4%	61.4%	30.2%	31.1%	98.7%
%H (TV HH)			45.1%	19.0%	63.1%	31.1%	32.0%	
5+	435	419	200	72	250	125	124	428
%V	6.3%	6.3%	7.8%	7.7%	5.4%	7.6%	4.2%	7.2%
%H (All HH)		96.3%	46.0%	16.6%	57.5%	28.7%	28.5%	98.4%
%H (TV HH)			47.7%	17.2%	59.7%	29.8%	29.6%	
Average HH size	2.33	2.34	2.55	2.61	2.25	2.59	2.05	2.49

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV MidWest
Household level data
Table 19.4: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Without	5181	4971	1799	661	3562	1197	2365	4256
%V	74.7%	74.6%	70.6%	71.0%	77.5%	72.4%	80.4%	71.3%
%H (All HH)		95.9%	34.7%	12.8%	68.8%	23.1%	45.6%	82.1%
%H (TV HH)			36.2%	13.3%	71.7%	24.1%	47.6%	
With	1752	1697	751	270	1032	456	577	1716
%V	25.3%	25.4%	29.5%	29.0%	22.5%	27.6%	19.6%	28.7%
%H (All HH)		96.9%	42.9%	15.4%	58.9%	26.0%	32.9%	97.9%
%H (TV HH)			44.3%	15.9%	60.8%	26.9%	34.0%	
0 - 3	619	597	252	91	360	149	212	604
%V	8.9%	9.0%	9.9%	9.8%	7.8%	9.0%	7.2%	10.1%
%H (All HH)		96.4%	40.7%	14.7%	58.2%	24.1%	34.2%	97.6%
%H (TV HH)			42.2%	15.2%	60.3%	25.0%	35.5%	
4 - 9	912	882	393	136	522	225	297	892
%V	13.2%	13.2%	15.4%	14.6%	11.4%	13.6%	10.1%	14.9%
%H (All HH)		96.7%	43.1%	14.9%	57.2%	24.7%	32.6%	97.8%
%H (TV HH)			44.6%	15.4%	59.2%	25.5%	33.7%	
10 - 15	853	828	384	139	517	249	268	839
%V	12.3%	12.4%	15.1%	14.9%	11.3%	15.1%	9.1%	14.0%
%H (All HH)		97.1%	45.0%	16.3%	60.6%	29.2%	31.4%	98.4%
%H (TV HH)			46.4%	16.8%	62.4%	30.1%	32.4%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV MidWest

Household level data

Table 19.5: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
1	2744	2744	808	323	1707	284	1423	2169
%V	39.6%	41.2%	31.7%	34.7%	37.2%	17.2%	48.4%	36.3%
%H (All HH)		100.0%	29.4%	11.8%	62.2%	10.3%	51.9%	79.0%
%H (TV HH)			29.4%	11.8%	62.2%	10.3%	51.9%	
2	2252	2252	918	333	1586	634	952	1992
%V	32.5%	33.8%	36.0%	35.8%	34.5%	38.4%	32.4%	33.4%
%H (All HH)		100.0%	40.8%	14.8%	70.4%	28.2%	42.3%	88.5%
%H (TV HH)			40.8%	14.8%	70.4%	28.2%	42.3%	
3	1033	1033	483	175	800	430	370	974
%V	14.9%	15.5%	18.9%	18.8%	17.4%	26.0%	12.6%	16.3%
%H (All HH)		100.0%	46.8%	16.9%	77.4%	41.6%	35.8%	94.3%
%H (TV HH)			46.8%	16.9%	77.4%	41.6%	35.8%	
4	427	427	219	68	334	194	140	414
%V	6.2%	6.4%	8.6%	7.3%	7.3%	11.7%	4.8%	6.9%
%H (All HH)		100.0%	51.3%	15.9%	78.2%	45.4%	32.8%	97.0%
%H (TV HH)			51.3%	15.9%	78.2%	45.4%	32.8%	
5+	212	212	122	32	167	110	58	210
%V	3.1%	3.2%	4.8%	3.4%	3.6%	6.7%	2.0%	3.5%
%H (All HH)		100.0%	57.5%	15.1%	78.8%	51.9%	27.4%	99.1%
%H (TV HH)			57.5%	15.1%	78.8%	51.9%	27.4%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 19.6: 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	6933	6668	2549	931	4594	1653	2942	5972
%V (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Under 20"	672	672	256	82	566	239	327	577
%V	9.7%	10.1%	10.0%	8.8%	12.3%	14.5%	11.1%	9.7%
%H (All HH)		100.0%	38.1%	12.2%	84.2%	35.6%	48.7%	85.9%
%H (TV HH)			38.1%	12.2%	84.2%	35.6%	48.7%	
20" - 29"	1795	1795	669	255	1421	574	848	1534
%V	25.9%	26.9%	26.2%	27.4%	30.9%	34.7%	28.8%	25.7%
%H (All HH)		100.0%	37.3%	14.2%	79.2%	32.0%	47.2%	85.5%
%H (TV HH)			37.3%	14.2%	79.2%	32.0%	47.2%	
30" - 39"	3228	3228	1245	449	2332	880	1452	2776
%V	46.6%	48.4%	48.8%	48.2%	50.8%	53.2%	49.4%	46.5%
%H (All HH)		100.0%	38.6%	13.9%	72.2%	27.3%	45.0%	86.0%
%H (TV HH)			38.6%	13.9%	72.2%	27.3%	45.0%	
40" - 49"	3285	3285	1431	509	2203	962	1241	3018
%V	47.4%	49.3%	56.1%	54.7%	48.0%	58.2%	42.2%	50.5%
%H (All HH)		100.0%	43.6%	15.5%	67.1%	29.3%	37.8%	91.9%
%H (TV HH)			43.6%	15.5%	67.1%	29.3%	37.8%	
50" - 59"	1229	1229	636	195	764	410	354	1187
%V	17.7%	18.4%	25.0%	20.9%	16.6%	24.8%	12.0%	19.9%
%H (All HH)		100.0%	51.7%	15.9%	62.2%	33.4%	28.8%	96.6%
%H (TV HH)			51.7%	15.9%	62.2%	33.4%	28.8%	
60"+	125	125	79	18	69	46	23	124
%V	1.8%	1.9%	3.1%	1.9%	1.5%	2.8%	0.8%	2.1%
%H (All HH)		100.0%	63.2%	14.4%	55.2%	36.8%	18.4%	99.2%
%H (TV HH)			63.2%	14.4%	55.2%	36.8%	18.4%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 19.7: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Main living room	6605	6605	2535	925	4555	1644	2911	5709
%V	95.3%	99.1%	99.5%	99.4%	99.2%	99.5%	98.9%	95.6%
%H (All HH)		100.0%	38.4%	14.0%	69.0%	24.9%	44.1%	86.4%
%H (TV HH)			38.4%	14.0%	69.0%	24.9%	44.1%	
Kitchen	747	747	346	89	618	305	313	669
%V	10.8%	11.2%	13.6%	9.6%	13.5%	18.5%	10.6%	11.2%
%H (All HH)		100.0%	46.3%	11.9%	82.7%	40.8%	41.9%	89.6%
%H (TV HH)			46.3%	11.9%	82.7%	40.8%	41.9%	
Adult's bedroom	2962	2962	1338	469	2197	1083	1114	2724
%V	42.7%	44.4%	52.5%	50.4%	47.8%	65.5%	37.9%	45.6%
%H (All HH)		100.0%	45.2%	15.8%	74.2%	36.6%	37.6%	92.0%
%H (TV HH)			45.2%	15.8%	74.2%	36.6%	37.6%	
Child's bedroom	535	535	277	86	359	203	156	529
%V	7.7%	8.0%	10.9%	9.2%	7.8%	12.3%	5.3%	8.9%
%H (All HH)		100.0%	51.8%	16.1%	67.1%	37.9%	29.2%	98.9%
%H (TV HH)			51.8%	16.1%	67.1%	37.9%	29.2%	
Other bedroom	384	384	192	60	293	166	128	370
%V	5.5%	5.8%	7.5%	6.4%	6.4%	10.0%	4.4%	6.2%
%H (All HH)		100.0%	50.0%	15.6%	76.3%	43.2%	33.3%	96.4%
%H (TV HH)			50.0%	15.6%	76.3%	43.2%	33.3%	
Second living/dining room	723	723	327	98	550	258	291	662
%V	10.4%	10.8%	12.8%	10.5%	12.0%	15.6%	9.9%	11.1%
%H (All HH)		100.0%	45.2%	13.6%	76.1%	35.7%	40.2%	91.6%
%H (TV HH)			45.2%	13.6%	76.1%	35.7%	40.2%	
Study/office	96	96	48	15	69	35	34	95
%V	1.4%	1.4%	1.9%	1.6%	1.5%	2.1%	1.2%	1.6%
%H (All HH)		100.0%	50.0%	15.6%	71.9%	36.5%	35.4%	99.0%
%H (TV HH)			50.0%	15.6%	71.9%	36.5%	35.4%	
TV room	43	43	27	5	32	20	11	42
%V	0.6%	0.6%	1.1%	0.5%	0.7%	1.2%	0.4%	0.7%
%H (All HH)		100.0%	62.8%	11.6%	74.4%	46.5%	25.6%	97.7%
%H (TV HH)			62.8%	11.6%	74.4%	46.5%	25.6%	
Conservatory	163	163	83	25	132	75	56	151
%V	2.4%	2.4%	3.3%	2.7%	2.9%	4.5%	1.9%	2.5%
%H (All HH)		100.0%	50.9%	15.3%	81.0%	46.0%	34.4%	92.6%
%H (TV HH)			50.9%	15.3%	81.0%	46.0%	34.4%	
Attic or loft room	15	15	6	2	10	4	6	15
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%
%H (All HH)		100.0%	40.0%	13.3%	66.7%	26.7%	40.0%	100.0%
%H (TV HH)			40.0%	13.3%	66.7%	26.7%	40.0%	
No specific location	10	10	3	1	6	2	5	10
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.2%
%H (All HH)		100.0%	30.0%	10.0%	60.0%	20.0%	50.0%	100.0%
%H (TV HH)			30.0%	10.0%	60.0%	20.0%	50.0%	
Other	68	68	34	8	52	26	25	66
%V	1.0%	1.0%	1.3%	0.9%	1.1%	1.6%	0.8%	1.1%
%H (All HH)		100.0%	50.0%	11.8%	76.5%	38.2%	36.8%	97.1%
%H (TV HH)			50.0%	11.8%	76.5%	38.2%	36.8%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.8: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Any DSAT provider	2549	2549	2549	24	1187	1187	0	2353
%V	36.8%	38.2%	100.0%	2.6%	25.8%	71.8%	0.0%	39.4%
%H (All HH)			100.0%	0.9%	46.6%	46.6%	0.0%	92.3%
%H (TV HH)			100.0%	0.9%	46.6%	46.6%	0.0%	
Sky with subscription	2094	2094	2094	12	964	964	0	1952
%V	30.2%	31.4%	82.1%	1.3%	21.0%	58.3%	0.0%	32.7%
%H (All HH)			100.0%	0.6%	46.0%	46.0%	0.0%	93.2%
%H (TV HH)			100.0%	0.6%	46.0%	46.0%	0.0%	
Sky without subscription	127	127	127	2	63	63	0	105
%V	1.8%	1.9%	5.0%	0.2%	1.4%	3.8%	0.0%	1.8%
%H (All HH)			100.0%	1.6%	49.6%	49.6%	0.0%	82.7%
%H (TV HH)			100.0%	1.6%	49.6%	49.6%	0.0%	
Freesat	288	288	288	7	146	146	0	261
%V	4.2%	4.3%	11.3%	0.8%	3.2%	8.8%	0.0%	4.4%
%H (All HH)			100.0%	2.4%	50.7%	50.7%	0.0%	90.6%
%H (TV HH)			100.0%	2.4%	50.7%	50.7%	0.0%	
Other satellite provider	136	136	136	3	61	61	0	128
%V	2.0%	2.0%	5.3%	0.3%	1.3%	3.7%	0.0%	2.1%
%H (All HH)			100.0%	2.2%	44.9%	44.9%	0.0%	94.1%
%H (TV HH)			100.0%	2.2%	44.9%	44.9%	0.0%	
DCAB	931	931	24	931	479	479	0	878
%V	13.4%	14.0%	0.9%	100.0%	10.4%	29.0%	0.0%	14.7%
%H (All HH)			2.6%	100.0%	51.5%	51.5%	0.0%	94.3%
%H (TV HH)			2.6%	100.0%	51.5%	51.5%	0.0%	
DTT	4594	4594	1187	479	4594	1653	2942	3843
%V	66.3%	68.9%	46.6%	51.5%	100.0%	100.0%	100.0%	64.4%
%H (All HH)		100.0%	25.8%	10.4%	100.0%	36.0%	64.0%	83.7%
%H (TV HH)			25.8%	10.4%	100.0%	36.0%	64.0%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 19.9: 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	6933	6668	2549	931	4594	1653	2942	5972
%H (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
PVR	4190	4190	2289	901	2551	1535	1017	3880
%V	60.4%	62.8%	89.8%	96.8%	55.5%	92.9%	34.6%	65.0%
%H (All HH)		100.0%	54.6%	21.5%	60.9%	36.6%	24.3%	92.6%
%H (TV HH)			54.6%	21.5%	60.9%	36.6%	24.3%	
DVDR	60	60	25	5	46	16	30	52
%V	0.9%	0.9%	1.0%	0.5%	1.0%	1.0%	1.0%	0.9%
%H (All HH)		100.0%	41.7%	8.3%	76.7%	26.7%	50.0%	86.7%
%H (TV HH)			41.7%	8.3%	76.7%	26.7%	50.0%	
VCR	21	21	4	3	19	4	15	14
%V	0.3%	0.3%	0.2%	0.3%	0.4%	0.2%	0.5%	0.2%
%H (All HH)		100.0%	19.0%	14.3%	90.5%	19.0%	71.4%	66.7%
%H (TV HH)			19.0%	14.3%	90.5%	19.0%	71.4%	
Any recorder	4226	4226	2295	902	2583	1536	1047	3908
%V	61.0%	63.4%	90.0%	96.9%	56.2%	92.9%	35.6%	65.4%
%H (All HH)		100.0%	54.3%	21.3%	61.1%	36.3%	24.8%	92.5%
%H (TV HH)			54.3%	21.3%	61.1%	36.3%	24.8%	
Receives HDTV (via STB or built-in reception)	4790	4790	2138	831	3309	1465	1844	4410
%V	69.1%	71.8%	83.9%	89.3%	72.0%	88.6%	62.7%	73.8%
%H (All HH)		100.0%	44.6%	17.3%	69.1%	30.6%	38.5%	92.1%
%H (TV HH)			44.6%	17.3%	69.1%	30.6%	38.5%	
DVD/Blu-ray player or recorder	4094	4094	1615	594	2870	1120	1750	3684
%V	59.1%	61.4%	63.4%	63.8%	62.5%	67.8%	59.5%	61.7%
%H (All HH)		100.0%	39.4%	14.5%	70.1%	27.4%	42.7%	90.0%
%H (TV HH)			39.4%	14.5%	70.1%	27.4%	42.7%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 19.10: 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	6933	6668	2549	931	4594	1653	2942	5972
%V (All HH)		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%
%H (TV HH)			38.2%	14.0%	68.9%	24.8%	44.1%	
Has broadband internet	5972	5760	2353	878	3843	1548	2295	5972
%V	86.1%	86.4%	92.3%	94.3%	83.7%	93.6%	78.0%	100.0%
%H (All HH)		96.5%	39.4%	14.7%	64.4%	25.9%	38.4%	100.0%
%H (TV HH)			40.9%	15.2%	66.7%	26.9%	39.8%	
Number of computers (PCs and laptops)								
0	1366	1287	338	102	978	174	805	456
%V	19.7%	19.3%	13.3%	11.0%	21.3%	10.5%	27.4%	7.6%
%H (All HH)		94.2%	24.7%	7.5%	71.6%	12.7%	58.9%	33.4%
%H (TV HH)			26.3%	7.9%	76.0%	13.5%	62.5%	
1	1822	1744	633	242	1183	386	797	1783
%V	26.3%	26.2%	24.8%	26.0%	25.8%	23.4%	27.1%	29.9%
%H (All HH)		95.7%	34.7%	13.3%	64.9%	21.2%	43.7%	97.9%
%H (TV HH)			36.3%	13.9%	67.8%	22.1%	45.7%	
2	1629	1578	656	239	1071	445	626	1622
%V	23.5%	23.7%	25.7%	25.7%	23.3%	26.9%	21.3%	27.2%
%H (All HH)		96.9%	40.3%	14.7%	65.7%	27.3%	38.4%	99.6%
%H (TV HH)			41.6%	15.1%	67.9%	28.2%	39.7%	
3	967	939	412	151	617	282	335	966
%V	13.9%	14.1%	16.2%	16.2%	13.4%	17.1%	11.4%	16.2%
%H (All HH)		97.1%	42.6%	15.6%	63.8%	29.2%	34.6%	99.9%
%H (TV HH)			43.9%	16.1%	65.7%	30.0%	35.7%	
4	567	555	247	103	367	177	190	566
%V	8.2%	8.3%	9.7%	11.1%	8.0%	10.7%	6.5%	9.5%
%H (All HH)		97.9%	43.6%	18.2%	64.7%	31.2%	33.5%	99.8%
%H (TV HH)			44.5%	18.6%	66.1%	31.9%	34.2%	
5+	581	565	262	94	379	190	189	580
%V	8.4%	8.5%	10.3%	10.1%	8.2%	11.5%	6.4%	9.7%
%H (All HH)		97.2%	45.1%	16.2%	65.2%	32.7%	32.5%	99.8%
%H (TV HH)			46.4%	16.6%	67.1%	33.6%	33.5%	

Base: ITV MidWest - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV MidWest

Set level data

Table 19.11: 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	13205	5633	1956	9521	4216	5305	11870
%H		42.7%	14.8%	72.1%	31.9%	40.2%	89.9%
Under 20"	806	305	103	684	292	392	700
%V	6.1%	5.4%	5.3%	7.2%	6.9%	7.4%	5.9%
%H		37.8%	12.8%	84.9%	36.2%	48.6%	86.8%
20" - 29"	2277	886	329	1823	786	1036	1974
%V	17.2%	15.7%	16.8%	19.1%	18.6%	19.5%	16.6%
%H		38.9%	14.4%	80.1%	34.5%	45.5%	86.7%
30" - 39"	4087	1649	595	2979	1227	1752	3592
%V	31.0%	29.3%	30.4%	31.3%	29.1%	33.0%	30.3%
%H		40.3%	14.6%	72.9%	30.0%	42.9%	87.9%
40" - 49"	3931	1778	627	2645	1231	1414	3642
%V	29.8%	31.6%	32.1%	27.8%	29.2%	26.7%	30.7%
%H		45.2%	16.0%	67.3%	31.3%	36.0%	92.6%
50" - 59"	1379	729	214	867	479	388	1334
%V	10.4%	12.9%	10.9%	9.1%	11.4%	7.3%	11.2%
%H		52.9%	15.5%	62.9%	34.7%	28.1%	96.7%
60"+	133	85	19	73	49	24	133
%V	1.0%	1.5%	1.0%	0.8%	1.2%	0.5%	1.1%
%H		63.9%	14.3%	54.9%	36.8%	18.0%	100.0%
Don't know	590	201	69	450	152	298	495
%V	4.5%	3.6%	3.5%	4.7%	3.6%	5.6%	4.2%
%H		34.1%	11.7%	76.3%	25.8%	50.5%	83.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV MidWest
Set level data
Table 19.12: 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	13205	5633	1956	9521	4216	5305	11870
%H		42.7%	14.8%	72.1%	31.9%	40.2%	89.9%
Main living room	6637	2549	931	4579	1659	2921	5738
%V	50.3%	45.3%	47.6%	48.1%	39.4%	55.1%	48.3%
%H		38.4%	14.0%	69.0%	25.0%	44.0%	86.5%
Kitchen	748	346	89	619	305	315	670
%V	5.7%	6.1%	4.6%	6.5%	7.2%	5.9%	5.6%
%H		46.3%	11.9%	82.8%	40.8%	42.1%	89.6%
Adult's bedroom	3541	1612	598	2641	1352	1288	3282
%V	26.8%	28.6%	30.6%	27.7%	32.1%	24.3%	27.6%
%H		45.5%	16.9%	74.6%	38.2%	36.4%	92.7%
Child's bedroom	695	356	113	475	268	207	689
%V	5.3%	6.3%	5.8%	5.0%	6.4%	3.9%	5.8%
%H		51.2%	16.3%	68.3%	38.6%	29.8%	99.1%
Other bedroom	450	233	69	345	202	143	435
%V	3.4%	4.1%	3.5%	3.6%	4.8%	2.7%	3.7%
%H		51.8%	15.3%	76.7%	44.9%	31.8%	96.7%
Second living/dining room	732	332	100	558	265	294	671
%V	5.5%	5.9%	5.1%	5.9%	6.3%	5.5%	5.7%
%H		45.4%	13.7%	76.2%	36.2%	40.2%	91.7%
Study/office	99	49	15	71	36	34	98
%V	0.7%	0.9%	0.8%	0.7%	0.9%	0.6%	0.8%
%H		49.5%	15.2%	71.7%	36.4%	34.3%	99.0%
TV room	44	28	5	32	21	11	43
%V	0.3%	0.5%	0.3%	0.3%	0.5%	0.2%	0.4%
%H		63.6%	11.4%	72.7%	47.7%	25.0%	97.7%
Conservatory	163	83	25	132	75	56	151
%V	1.2%	1.5%	1.3%	1.4%	1.8%	1.1%	1.3%
%H		50.9%	15.3%	81.0%	46.0%	34.4%	92.6%
Attic or loft room	16	7	2	10	4	6	16
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		43.8%	12.5%	62.5%	25.0%	37.5%	100.0%
No specific location	10	3	1	6	2	5	10
%V	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%	0.1%
%H		30.0%	10.0%	60.0%	20.0%	50.0%	100.0%
Other	70	36	9	53	27	26	68
%V	0.5%	0.6%	0.5%	0.6%	0.6%	0.5%	0.6%
%H		51.4%	12.9%	75.7%	38.6%	37.1%	97.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 19.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13205	5633	1956	9521	4216	5305	11870
%H		42.7%	14.8%	72.1%	31.9%	40.2%	89.9%
PVR	5867	3481	1271	3290	2141	1149	5507
%V	44.4%	61.8%	65.0%	34.6%	50.8%	21.7%	46.4%
%H		59.3%	21.7%	56.1%	36.5%	19.6%	93.9%
DVDR	62	27	5	48	18	30	54
%V	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%	0.5%
%H		43.5%	8.1%	77.4%	29.0%	48.4%	87.1%
VCR	23	6	4	20	5	15	16
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.3%	0.1%
%H		26.1%	17.4%	87.0%	21.7%	65.2%	69.6%
Any recorder	5919	3492	1274	3336	2150	1187	5548
%V	44.8%	62.0%	65.1%	35.0%	51.0%	22.4%	46.7%
%H		59.0%	21.5%	56.4%	36.3%	20.1%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13205	5633	1956	9521	4216	5305	11870
%H		42.7%	14.8%	72.1%	31.9%	40.2%	89.9%
Receives HDTV (via STB or built-in reception)	7476	3634	1306	5170	2594	2576	7002
%V	56.6%	64.5%	66.8%	54.3%	61.5%	48.6%	59.0%
%H		48.6%	17.5%	69.2%	34.7%	34.5%	93.7%
DVD/Blu-ray player or recorder	5722	2383	870	4066	1756	2309	5257
%V	43.3%	42.3%	44.5%	42.7%	41.7%	43.5%	44.3%
%H		41.6%	15.2%	71.1%	30.7%	40.4%	91.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 19.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6668	2549	931	4594	1653	2942	5760
%H		38.2%	14.0%	68.9%	24.8%	44.1%	86.4%
Under 20"	45	11	2	36	5	31	30
%V	0.7%	0.4%	0.2%	0.8%	0.3%	1.1%	0.5%
%H		24.4%	4.4%	80.0%	11.1%	68.9%	66.7%
20" - 29"	417	84	42	331	53	278	276
%V	6.3%	3.3%	4.5%	7.2%	3.2%	9.4%	4.8%
%H		20.1%	10.1%	79.4%	12.7%	66.7%	66.2%
30" - 39"	1881	560	235	1385	368	1017	1483
%V	28.2%	22.0%	25.2%	30.1%	22.3%	34.6%	25.7%
%H		29.8%	12.5%	73.6%	19.6%	54.1%	78.8%
40" - 49"	2827	1175	436	1895	776	1118	2571
%V	42.4%	46.1%	46.8%	41.2%	46.9%	38.0%	44.6%
%H		41.6%	15.4%	67.0%	27.4%	39.5%	90.9%
50" - 59"	1119	579	175	690	368	322	1081
%V	16.8%	22.7%	18.8%	15.0%	22.3%	10.9%	18.8%
%H		51.7%	15.6%	61.7%	32.9%	28.8%	96.6%
60"+	112	72	16	59	39	20	111
%V	1.7%	2.8%	1.7%	1.3%	2.4%	0.7%	1.9%
%H		64.3%	14.3%	52.7%	34.8%	17.9%	99.1%
Don't know	267	70	24	199	43	156	207
%V	4.0%	2.7%	2.6%	4.3%	2.6%	5.3%	3.6%
%H		26.2%	9.0%	74.5%	16.1%	58.4%	77.5%

Base: ITV MidWest - 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 19.16: 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	6668	2549	931	4594	1653	2942	5760
%H		38.2%	14.0%	68.9%	24.8%	44.1%	86.4%
PVR	4102	2257	891	2473	1503	970	3801
%V	61.5%	88.5%	95.7%	53.8%	90.9%	33.0%	66.0%
%H		55.0%	21.7%	60.3%	36.6%	23.6%	92.7%
DVDR	48	21	3	36	12	25	42
%V	0.7%	0.8%	0.3%	0.8%	0.7%	0.8%	0.7%
%H		43.8%	6.3%	75.0%	25.0%	52.1%	87.5%
VCR	18	4	3	15	3	12	11
%V	0.3%	0.2%	0.3%	0.3%	0.2%	0.4%	0.2%
%H		22.2%	16.7%	83.3%	16.7%	66.7%	61.1%
Any recorder	4137	2263	892	2505	1505	1000	3827
%V	62.0%	88.8%	95.8%	54.5%	91.0%	34.0%	66.4%
%H		54.7%	21.6%	60.6%	36.4%	24.2%	92.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6668	2549	931	4594	1653	2942	5760
%H		38.2%	14.0%	68.9%	24.8%	44.1%	86.4%
Receives HDTV (via STB or built-in reception)	4675	2083	819	3210	1417	1794	4304
%V	70.1%	81.7%	88.0%	69.9%	85.7%	61.0%	74.7%
%H		44.6%	17.5%	68.7%	30.3%	38.4%	92.1%
DVD/Blu-ray player or recorder	3523	1330	507	2476	911	1565	3136
%V	52.8%	52.2%	54.5%	53.9%	55.1%	53.2%	54.4%
%H		37.8%	14.4%	70.3%	25.9%	44.4%	89.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 19.18: 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	6537	3084	1024	4927	2563	2364	6111
%H		47.2%	15.7%	75.4%	39.2%	36.2%	93.5%
Under 20"	761	295	100	648	286	361	670
%V	11.6%	9.6%	9.8%	13.2%	11.2%	15.3%	11.0%
%H		38.8%	13.1%	85.2%	37.6%	47.4%	88.0%
20" - 29"	1860	802	287	1491	733	758	1698
%V	28.5%	26.0%	28.0%	30.3%	28.6%	32.1%	27.8%
%H		43.1%	15.4%	80.2%	39.4%	40.8%	91.3%
30" - 39"	2206	1089	360	1595	859	736	2109
%V	33.7%	35.3%	35.2%	32.4%	33.5%	31.1%	34.5%
%H		49.4%	16.3%	72.3%	38.9%	33.4%	95.6%
40" - 49"	1104	604	191	751	455	296	1071
%V	16.9%	19.6%	18.7%	15.2%	17.8%	12.5%	17.5%
%H		54.7%	17.3%	68.0%	41.2%	26.8%	97.0%
50" - 59"	260	150	39	177	111	66	252
%V	4.0%	4.9%	3.8%	3.6%	4.3%	2.8%	4.1%
%H		57.7%	15.0%	68.1%	42.7%	25.4%	96.9%
60"+	22	13	3	14	10	4	21
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.2%	0.3%
%H		59.1%	13.6%	63.6%	45.5%	18.2%	95.5%
Don't know	324	131	44	251	110	142	288
%V	5.0%	4.2%	4.3%	5.1%	4.3%	6.0%	4.7%
%H		40.4%	13.6%	77.5%	34.0%	43.8%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Set level data

Table 19.19: 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	6537	3084	1024	4927	2563	2364	6111
%H		47.2%	15.7%	75.4%	39.2%	36.2%	93.5%
PVR	1765	1224	380	817	638	179	1706
%V	27.0%	39.7%	37.1%	16.6%	24.9%	7.6%	27.9%
%H		69.3%	21.5%	46.3%	36.1%	10.1%	96.7%
DVDR	13	6	2	11	6	5	12
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		46.2%	15.4%	84.6%	46.2%	38.5%	92.3%
VCR	5	2	0	5	2	3	5
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	100.0%
Any recorder	1781	1230	382	832	645	187	1721
%V	27.2%	39.9%	37.3%	16.9%	25.2%	7.9%	28.2%
%H		69.1%	21.4%	46.7%	36.2%	10.5%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 19.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6537	3084	1024	4927	2563	2364	6111
%H		47.2%	15.7%	75.4%	39.2%	36.2%	93.5%
Receives HDTV (via STB or built-in reception)	2801	1551	487	1959	1177	782	2699
%V	42.8%	50.3%	47.6%	39.8%	45.9%	33.1%	44.2%
%H		55.4%	17.4%	69.9%	42.0%	27.9%	96.4%
DVD/Blu-ray player or recorder	2199	1053	363	1590	845	745	2121
%V	33.6%	34.1%	35.4%	32.3%	33.0%	31.5%	34.7%
%H		47.9%	16.5%	72.3%	38.4%	33.9%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.21: 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	16149	15598	6488	2434	10327	4286	6041	14858
%H		96.6%	40.2%	15.1%	63.9%	26.5%	37.4%	92.0%
Total Children	3038	2936	1313	468	1771	793	978	2973
%V	18.8%	18.8%	20.2%	19.2%	17.1%	18.5%	16.2%	20.0%
%H		96.6%	43.2%	15.4%	58.3%	26.1%	32.2%	97.9%
0 - 3	708	685	290	102	408	165	242	691
%V	4.4%	4.4%	4.5%	4.2%	4.0%	3.8%	4.0%	4.7%
%H		96.8%	41.0%	14.4%	57.6%	23.3%	34.2%	97.6%
4 - 15	2330	2252	1023	366	1363	628	736	2281
%V	14.4%	14.4%	15.8%	15.0%	13.2%	14.7%	12.2%	15.4%
%H		96.7%	43.9%	15.7%	58.5%	27.0%	31.6%	97.9%
4 - 9	1208	1166	524	177	685	298	387	1177
%V	7.5%	7.5%	8.1%	7.3%	6.6%	7.0%	6.4%	7.9%
%H		96.5%	43.4%	14.7%	56.7%	24.7%	32.0%	97.4%
10 - 15	1122	1086	499	190	678	330	348	1104
%V	6.9%	7.0%	7.7%	7.8%	6.6%	7.7%	5.8%	7.4%
%H		96.8%	44.5%	16.9%	60.4%	29.4%	31.0%	98.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV MidWest

Individual level data

Table 19.22: 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	16149	15598	6488	2434	10327	4286	6041	14858
%H		96.6%	40.2%	15.1%	63.9%	26.5%	37.4%	92.0%
Total Adults (16+)	13111	12661	5175	1966	8556	3493	5063	11885
%V	81.2%	81.2%	79.8%	80.8%	82.9%	81.5%	83.8%	80.0%
%H		96.6%	39.5%	15.0%	65.3%	26.6%	38.6%	90.6%
16 - 19	662	645	300	106	410	198	213	652
%V	4.1%	4.1%	4.6%	4.4%	4.0%	4.6%	3.5%	4.4%
%H		97.4%	45.3%	16.0%	61.9%	29.9%	32.2%	98.5%
20 - 24	1039	935	364	183	562	264	299	1017
%V	6.4%	6.0%	5.6%	7.5%	5.4%	6.2%	4.9%	6.8%
%H		90.0%	35.0%	17.6%	54.1%	25.4%	28.8%	97.9%
25 - 34	2086	1966	769	339	1155	487	668	2029
%V	12.9%	12.6%	11.9%	13.9%	11.2%	11.4%	11.1%	13.7%
%H		94.2%	36.9%	16.3%	55.4%	23.3%	32.0%	97.3%
35 - 44	1892	1806	798	290	1094	478	616	1840
%V	11.7%	11.6%	12.3%	11.9%	10.6%	11.2%	10.2%	12.4%
%H		95.5%	42.2%	15.3%	57.8%	25.3%	32.6%	97.3%
45 - 54	2197	2141	981	378	1421	680	742	2112
%V	13.6%	13.7%	15.1%	15.5%	13.8%	15.9%	12.3%	14.2%
%H		97.5%	44.7%	17.2%	64.7%	31.0%	33.8%	96.1%
55 - 64	2030	1991	839	316	1423	600	824	1906
%V	12.6%	12.8%	12.9%	13.0%	13.8%	14.0%	13.6%	12.8%
%H		98.1%	41.3%	15.6%	70.1%	29.6%	40.6%	93.9%
65+	3205	3176	1125	353	2489	787	1702	2328
%V	19.8%	20.4%	17.3%	14.5%	24.1%	18.4%	28.2%	15.7%
%H		99.1%	35.1%	11.0%	77.7%	24.6%	53.1%	72.6%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.23: 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+)	13111	12661	5175	1966	8556	3493	5063	11885
%H		96.6%	39.5%	15.0%	65.3%	26.6%	38.6%	90.6%
AB	3299	3217	1376	454	2203	906	1297	3220
%V	25.2%	25.4%	26.6%	23.1%	25.7%	25.9%	25.6%	27.1%
%H		97.5%	41.7%	13.8%	66.8%	27.5%	39.3%	97.6%
C1	3692	3545	1447	591	2336	996	1341	3486
%V	28.2%	28.0%	28.0%	30.1%	27.3%	28.5%	26.5%	29.3%
%H		96.0%	39.2%	16.0%	63.3%	27.0%	36.3%	94.4%
C2	3041	2977	1224	487	2082	896	1186	2748
%V	23.2%	23.5%	23.7%	24.8%	24.3%	25.7%	23.4%	23.1%
%H		97.9%	40.2%	16.0%	68.5%	29.5%	39.0%	90.4%
D	2067	1958	806	327	1262	524	738	1762
%V	15.8%	15.5%	15.6%	16.6%	14.7%	15.0%	14.6%	14.8%
%H		94.7%	39.0%	15.8%	61.1%	25.4%	35.7%	85.2%
E	1012	964	321	108	673	172	502	668
%V	7.7%	7.6%	6.2%	5.5%	7.9%	4.9%	9.9%	5.6%
%H		95.3%	31.7%	10.7%	66.5%	17.0%	49.6%	66.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Individual level data

Table 19.24: 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+)	13111	12661	5175	1966	8556	3493	5063	11885
%H		96.6%	39.5%	15.0%	65.3%	26.6%	38.6%	90.6%
Working full time	6116	5916	2564	1033	3780	1736	2044	5967
%V	46.6%	46.7%	49.5%	52.5%	44.2%	49.7%	40.4%	50.2%
%H		96.7%	41.9%	16.9%	61.8%	28.4%	33.4%	97.6%
Working part time	1324	1287	543	216	866	378	487	1269
%V	10.1%	10.2%	10.5%	11.0%	10.1%	10.8%	9.6%	10.7%
%H		97.2%	41.0%	16.3%	65.4%	28.5%	36.8%	95.8%
Not working	5671	5458	2067	717	3910	1378	2532	4648
%V	43.3%	43.1%	39.9%	36.5%	45.7%	39.5%	50.0%	39.1%
%H		96.2%	36.4%	12.6%	68.9%	24.3%	44.6%	82.0%
Houseperson	6933	6668	2549	931	4594	1653	2942	5972
%V	52.9%	52.7%	49.3%	47.4%	53.7%	47.3%	58.1%	50.2%
%H		96.2%	36.8%	13.4%	66.3%	23.8%	42.4%	86.1%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV MidWest

Individual level data

Table 19.25: 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+)	6422	6164	2551	971	4124	1732	2391	5881
%H		96.0%	39.7%	15.1%	64.2%	27.0%	37.2%	91.6%
16 - 19	338	328	161	53	204	103	101	334
%V	5.3%	5.3%	6.3%	5.5%	4.9%	5.9%	4.2%	5.7%
%H		97.0%	47.6%	15.7%	60.4%	30.5%	29.9%	98.8%
20 - 24	533	482	196	88	283	137	146	525
%V	8.3%	7.8%	7.7%	9.1%	6.9%	7.9%	6.1%	8.9%
%H		90.4%	36.8%	16.5%	53.1%	25.7%	27.4%	98.5%
25 - 34	1063	989	380	178	583	254	329	1028
%V	16.6%	16.0%	14.9%	18.3%	14.1%	14.7%	13.8%	17.5%
%H		93.0%	35.7%	16.7%	54.8%	23.9%	31.0%	96.7%
35 - 44	928	879	375	143	524	217	307	897
%V	14.5%	14.3%	14.7%	14.7%	12.7%	12.5%	12.8%	15.3%
%H		94.7%	40.4%	15.4%	56.5%	23.4%	33.1%	96.7%
45 - 54	1071	1037	473	180	697	334	363	1020
%V	16.7%	16.8%	18.5%	18.5%	16.9%	19.3%	15.2%	17.3%
%H		96.8%	44.2%	16.8%	65.1%	31.2%	33.9%	95.2%
55 - 64	996	971	414	151	690	294	396	932
%V	15.5%	15.8%	16.2%	15.6%	16.7%	17.0%	16.6%	15.8%
%H		97.5%	41.6%	15.2%	69.3%	29.5%	39.8%	93.6%
65+	1493	1478	551	178	1142	393	749	1147
%V	23.2%	24.0%	21.6%	18.3%	27.7%	22.7%	31.3%	19.5%
%H		99.0%	36.9%	11.9%	76.5%	26.3%	50.2%	76.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.26: 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+)	6422	6164	2551	971	4124	1732	2391	5881
%H		96.0%	39.7%	15.1%	64.2%	27.0%	37.2%	91.6%
AB	1665	1625	698	232	1109	463	646	1629
%V	25.9%	26.4%	27.4%	23.9%	26.9%	26.7%	27.0%	27.7%
%H		97.6%	41.9%	13.9%	66.6%	27.8%	38.8%	97.8%
C1	1737	1659	694	284	1065	478	587	1655
%V	27.0%	26.9%	27.2%	29.2%	25.8%	27.6%	24.6%	28.1%
%H		95.5%	40.0%	16.4%	61.3%	27.5%	33.8%	95.3%
C2	1616	1575	647	257	1103	476	628	1447
%V	25.2%	25.6%	25.4%	26.5%	26.7%	27.5%	26.3%	24.6%
%H		97.5%	40.0%	15.9%	68.3%	29.5%	38.9%	89.5%
D	992	924	385	157	583	249	334	873
%V	15.4%	15.0%	15.1%	16.2%	14.1%	14.4%	14.0%	14.8%
%H		93.1%	38.8%	15.8%	58.8%	25.1%	33.7%	88.0%
E	412	381	127	40	264	67	197	279
%V	6.4%	6.2%	5.0%	4.1%	6.4%	3.9%	8.2%	4.7%
%H		92.5%	30.8%	9.7%	64.1%	16.3%	47.8%	67.7%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.27: 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+)	6422	6164	2551	971	4124	1732	2391	5881
%H		96.0%	39.7%	15.1%	64.2%	27.0%	37.2%	91.6%
Working full time	3693	3557	1539	617	2265	1040	1225	3593
%V	57.5%	57.7%	60.3%	63.5%	54.9%	60.0%	51.2%	61.1%
%H		96.3%	41.7%	16.7%	61.3%	28.2%	33.2%	97.3%
Working part time	286	274	117	46	184	82	102	268
%V	4.5%	4.4%	4.6%	4.7%	4.5%	4.7%	4.3%	4.6%
%H		95.8%	40.9%	16.1%	64.3%	28.7%	35.7%	93.7%
Not working	2443	2333	894	308	1674	609	1065	2021
%V	38.0%	37.8%	35.0%	31.7%	40.6%	35.2%	44.5%	34.4%
%H		95.5%	36.6%	12.6%	68.5%	24.9%	43.6%	82.7%
Houseperson	1442	1325	427	160	914	254	660	1122
%V	22.5%	21.5%	16.7%	16.5%	22.2%	14.7%	27.6%	19.1%
%H		91.9%	29.6%	11.1%	63.4%	17.6%	45.8%	77.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.28: 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+)	6689	6497	2624	995	4432	1761	2671	6004
%H		97.1%	39.2%	14.9%	66.3%	26.3%	39.9%	89.8%
16 - 19	324	317	138	53	206	95	111	319
%V	4.8%	4.9%	5.3%	5.3%	4.6%	5.4%	4.2%	5.3%
%H		97.8%	42.6%	16.4%	63.6%	29.3%	34.3%	98.5%
20 - 24	506	453	167	96	279	126	153	492
%V	7.6%	7.0%	6.4%	9.6%	6.3%	7.2%	5.7%	8.2%
%H		89.5%	33.0%	19.0%	55.1%	24.9%	30.2%	97.2%
25 - 34	1023	977	389	161	572	233	339	1002
%V	15.3%	15.0%	14.8%	16.2%	12.9%	13.2%	12.7%	16.7%
%H		95.5%	38.0%	15.7%	55.9%	22.8%	33.1%	97.9%
35 - 44	963	927	423	147	570	261	310	943
%V	14.4%	14.3%	16.1%	14.8%	12.9%	14.8%	11.6%	15.7%
%H		96.3%	43.9%	15.3%	59.2%	27.1%	32.2%	97.9%
45 - 54	1126	1104	508	198	724	346	379	1093
%V	16.8%	17.0%	19.4%	19.9%	16.3%	19.6%	14.2%	18.2%
%H		98.0%	45.1%	17.6%	64.3%	30.7%	33.7%	97.1%
55 - 64	1034	1020	425	165	733	306	427	974
%V	15.5%	15.7%	16.2%	16.6%	16.5%	17.4%	16.0%	16.2%
%H		98.6%	41.1%	16.0%	70.9%	29.6%	41.3%	94.2%
65+	1712	1698	573	176	1347	394	953	1182
%V	25.6%	26.1%	21.8%	17.7%	30.4%	22.4%	35.7%	19.7%
%H		99.2%	33.5%	10.3%	78.7%	23.0%	55.7%	69.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.29: 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+)	6689	6497	2624	995	4432	1761	2671	6004
%H		97.1%	39.2%	14.9%	66.3%	26.3%	39.9%	89.8%
AB	1633	1592	678	222	1094	443	651	1592
%V	24.4%	24.5%	25.8%	22.3%	24.7%	25.2%	24.4%	26.5%
%H		97.5%	41.5%	13.6%	67.0%	27.1%	39.9%	97.5%
C1	1955	1886	753	306	1271	518	754	1831
%V	29.2%	29.0%	28.7%	30.8%	28.7%	29.4%	28.2%	30.5%
%H		96.5%	38.5%	15.7%	65.0%	26.5%	38.6%	93.7%
C2	1425	1402	577	230	978	420	558	1301
%V	21.3%	21.6%	22.0%	23.1%	22.1%	23.9%	20.9%	21.7%
%H		98.4%	40.5%	16.1%	68.6%	29.5%	39.2%	91.3%
D	1075	1035	421	170	679	275	404	890
%V	16.1%	15.9%	16.0%	17.1%	15.3%	15.6%	15.1%	14.8%
%H		96.3%	39.2%	15.8%	63.2%	25.6%	37.6%	82.8%
E	601	583	195	68	410	105	305	390
%V	9.0%	9.0%	7.4%	6.8%	9.3%	6.0%	11.4%	6.5%
%H		97.0%	32.4%	11.3%	68.2%	17.5%	50.7%	64.9%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV MidWest

Individual level data

Table 19.30: 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+)	6689	6497	2624	995	4432	1761	2671	6004
%H		97.1%	39.2%	14.9%	66.3%	26.3%	39.9%	89.8%
Working full time	2423	2359	1026	416	1514	696	819	2374
%V	36.2%	36.3%	39.1%	41.8%	34.2%	39.5%	30.7%	39.5%
%H		97.4%	42.3%	17.2%	62.5%	28.7%	33.8%	98.0%
Working part time	1038	1013	426	170	682	296	386	1002
%V	15.5%	15.6%	16.2%	17.1%	15.4%	16.8%	14.5%	16.7%
%H		97.6%	41.0%	16.4%	65.7%	28.5%	37.2%	96.5%
Not working	3228	3125	1173	410	2236	769	1467	2628
%V	48.3%	48.1%	44.7%	41.2%	50.5%	43.7%	54.9%	43.8%
%H		96.8%	36.3%	12.7%	69.3%	23.8%	45.4%	81.4%
Houseperson	5491	5343	2122	772	3680	1399	2282	4850
%V	82.1%	82.2%	80.9%	77.6%	83.0%	79.4%	85.4%	80.8%
%H		97.3%	38.6%	14.1%	67.0%	25.5%	41.6%	88.3%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Household level data

Table 20.1: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
AB	873	839	346	108	533	187	346	844
%V	27.9%	28.0%	29.9%	28.2%	27.0%	30.0%	25.6%	30.3%
%H (All HH)		96.1%	39.6%	12.4%	61.1%	21.4%	39.6%	96.7%
%H (TV HH)			41.2%	12.9%	63.5%	22.3%	41.2%	
C1	1066	1021	402	131	670	210	460	964
%V	34.1%	34.1%	34.7%	34.2%	33.9%	33.7%	34.0%	34.6%
%H (All HH)		95.8%	37.7%	12.3%	62.9%	19.7%	43.2%	90.4%
%H (TV HH)			39.4%	12.8%	65.6%	20.6%	45.1%	
C2	620	602	237	92	396	138	258	547
%V	19.8%	20.1%	20.5%	24.0%	20.0%	22.1%	19.1%	19.6%
%H (All HH)		97.1%	38.2%	14.8%	63.9%	22.3%	41.6%	88.2%
%H (TV HH)			39.4%	15.3%	65.8%	22.9%	42.9%	
D	351	338	117	39	229	61	168	284
%V	11.2%	11.3%	10.1%	10.2%	11.6%	9.8%	12.4%	10.2%
%H (All HH)		96.3%	33.3%	11.1%	65.2%	17.4%	47.9%	80.9%
%H (TV HH)			34.6%	11.5%	67.8%	18.0%	49.7%	
E	218	197	55	13	150	27	122	150
%V	7.0%	6.6%	4.8%	3.4%	7.6%	4.3%	9.0%	5.4%
%H (All HH)		90.4%	25.2%	6.0%	68.8%	12.4%	56.0%	68.8%
%H (TV HH)			27.9%	6.6%	76.1%	13.7%	61.9%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Household level data

Table 20.2: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Under 25	96	76	25	8	42	14	28	92
%V	3.1%	2.5%	2.2%	2.1%	2.1%	2.2%	2.1%	3.3%
%H (All HH)		79.2%	26.0%	8.3%	43.8%	14.6%	29.2%	95.8%
%H (TV HH)			32.9%	10.5%	55.3%	18.4%	36.8%	
25 - 34	406	377	150	47	174	48	126	403
%V	13.0%	12.6%	13.0%	12.3%	8.8%	7.7%	9.3%	14.4%
%H (All HH)		92.9%	36.9%	11.6%	42.9%	11.8%	31.0%	99.3%
%H (TV HH)			39.8%	12.5%	46.2%	12.7%	33.4%	
35 - 44	514	480	203	71	272	84	188	501
%V	16.4%	16.0%	17.5%	18.5%	13.8%	13.5%	13.9%	18.0%
%H (All HH)		93.4%	39.5%	13.8%	52.9%	16.3%	36.6%	97.5%
%H (TV HH)			42.3%	14.8%	56.7%	17.5%	39.2%	
45 - 54	561	545	241	96	333	138	196	552
%V	17.9%	18.2%	20.8%	25.1%	16.8%	22.1%	14.5%	19.8%
%H (All HH)		97.1%	43.0%	17.1%	59.4%	24.6%	34.9%	98.4%
%H (TV HH)			44.2%	17.6%	61.1%	25.3%	36.0%	
55 - 64	560	551	224	73	395	142	253	531
%V	17.9%	18.4%	19.4%	19.1%	20.0%	22.8%	18.7%	19.0%
%H (All HH)		98.4%	40.0%	13.0%	70.5%	25.4%	45.2%	94.8%
%H (TV HH)			40.7%	13.2%	71.7%	25.8%	45.9%	
65 +	991	968	315	88	760	198	562	711
%V	31.7%	32.3%	27.2%	23.0%	38.4%	31.7%	41.5%	25.5%
%H (All HH)		97.7%	31.8%	8.9%	76.7%	20.0%	56.7%	71.7%
%H (TV HH)			32.5%	9.1%	78.5%	20.5%	58.1%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South and South East
Household level data
Table 20.3: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
1	939	876	231	63	677	115	562	686
%V	30.0%	29.2%	20.0%	16.4%	34.2%	18.4%	41.5%	24.6%
%H (All HH)		93.3%	24.6%	6.7%	72.1%	12.2%	59.9%	73.1%
%H (TV HH)			26.4%	7.2%	77.3%	13.1%	64.2%	
2	1102	1069	419	141	738	260	478	1031
%V	35.2%	35.7%	36.2%	36.8%	37.3%	41.7%	35.3%	37.0%
%H (All HH)		97.0%	38.0%	12.8%	67.0%	23.6%	43.4%	93.6%
%H (TV HH)			39.2%	13.2%	69.0%	24.3%	44.7%	
3	424	413	192	63	241	99	141	415
%V	13.6%	13.8%	16.6%	16.4%	12.2%	15.9%	10.4%	14.9%
%H (All HH)		97.4%	45.3%	14.9%	56.8%	23.3%	33.3%	97.9%
%H (TV HH)			46.5%	15.3%	58.4%	24.0%	34.1%	
4	462	447	221	73	224	99	125	459
%V	14.8%	14.9%	19.1%	19.1%	11.3%	15.9%	9.2%	16.5%
%H (All HH)		96.8%	47.8%	15.8%	48.5%	21.4%	27.1%	99.4%
%H (TV HH)			49.4%	16.3%	50.1%	22.1%	28.0%	
5+	201	193	94	43	99	50	48	198
%V	6.4%	6.4%	8.1%	11.2%	5.0%	8.0%	3.5%	7.1%
%H (All HH)		96.0%	46.8%	21.4%	49.3%	24.9%	23.9%	98.5%
%H (TV HH)			48.7%	22.3%	51.3%	25.9%	24.9%	
Average HH size	2.34	2.35	2.61	2.75	2.17	2.54	1.99	2.47

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Household level data

Table 20.4: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Without	2339	2232	785	273	1589	469	1120	2010
%V	74.8%	74.5%	67.8%	71.3%	80.4%	75.2%	82.7%	72.1%
%H (All HH)		95.4%	33.6%	11.7%	67.9%	20.1%	47.9%	85.9%
%H (TV HH)			35.2%	12.2%	71.2%	21.0%	50.2%	
With	788	765	372	110	389	155	234	779
%V	25.2%	25.5%	32.2%	28.7%	19.7%	24.8%	17.3%	27.9%
%H (All HH)		97.1%	47.2%	14.0%	49.4%	19.7%	29.7%	98.9%
%H (TV HH)			48.6%	14.4%	50.8%	20.3%	30.6%	
0 - 3	266	260	129	31	124	50	74	265
%V	8.5%	8.7%	11.1%	8.1%	6.3%	8.0%	5.5%	9.5%
%H (All HH)		97.7%	48.5%	11.7%	46.6%	18.8%	27.8%	99.6%
%H (TV HH)			49.6%	11.9%	47.7%	19.2%	28.5%	
4 - 9	428	411	189	60	209	74	134	420
%V	13.7%	13.7%	16.3%	15.7%	10.6%	11.9%	9.9%	15.1%
%H (All HH)		96.0%	44.2%	14.0%	48.8%	17.3%	31.3%	98.1%
%H (TV HH)			46.0%	14.6%	50.9%	18.0%	32.6%	
10 - 15	397	389	201	66	197	86	112	395
%V	12.7%	13.0%	17.4%	17.2%	10.0%	13.8%	8.3%	14.2%
%H (All HH)		98.0%	50.6%	16.6%	49.6%	21.7%	28.2%	99.5%
%H (TV HH)			51.7%	17.0%	50.6%	22.1%	28.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Household level data

Table 20.5: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
1	1321	1321	355	137	825	86	740	1101
%V	42.2%	44.1%	30.7%	35.8%	41.7%	13.8%	54.7%	39.5%
%H (All HH)		100.0%	26.9%	10.4%	62.5%	6.5%	56.0%	83.3%
%H (TV HH)			26.9%	10.4%	62.5%	6.5%	56.0%	
2	960	960	430	125	644	256	388	882
%V	30.7%	32.0%	37.2%	32.6%	32.6%	41.0%	28.7%	31.6%
%H (All HH)		100.0%	44.8%	13.0%	67.1%	26.7%	40.4%	91.9%
%H (TV HH)			44.8%	13.0%	67.1%	26.7%	40.4%	
3	422	422	199	65	299	143	156	406
%V	13.5%	14.1%	17.2%	17.0%	15.1%	22.9%	11.5%	14.6%
%H (All HH)		100.0%	47.2%	15.4%	70.9%	33.9%	37.0%	96.2%
%H (TV HH)			47.2%	15.4%	70.9%	33.9%	37.0%	
4	204	204	112	42	140	87	53	200
%V	6.5%	6.8%	9.7%	11.0%	7.1%	13.9%	3.9%	7.2%
%H (All HH)		100.0%	54.9%	20.6%	68.6%	42.6%	26.0%	98.0%
%H (TV HH)			54.9%	20.6%	68.6%	42.6%	26.0%	
5+	91	91	61	13	69	52	18	90
%V	2.9%	3.0%	5.3%	3.4%	3.5%	8.3%	1.3%	3.2%
%H (All HH)		100.0%	67.0%	14.3%	75.8%	57.1%	19.8%	98.9%
%H (TV HH)			67.0%	14.3%	75.8%	57.1%	19.8%	

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

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Household level data

Table 20.6: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Under 20"	286	286	123	35	234	107	127	255
%V	9.1%	9.5%	10.6%	9.1%	11.8%	17.1%	9.4%	9.1%
%H (All HH)		100.0%	43.0%	12.2%	81.8%	37.4%	44.4%	89.2%
%H (TV HH)			43.0%	12.2%	81.8%	37.4%	44.4%	
20" - 29"	789	789	324	95	594	226	368	694
%V	25.2%	26.3%	28.0%	24.8%	30.0%	36.2%	27.2%	24.9%
%H (All HH)		100.0%	41.1%	12.0%	75.3%	28.6%	46.6%	88.0%
%H (TV HH)			41.1%	12.0%	75.3%	28.6%	46.6%	
30" - 39"	1346	1346	498	198	952	329	623	1210
%V	43.0%	44.9%	43.0%	51.7%	48.2%	52.7%	46.0%	43.4%
%H (All HH)		100.0%	37.0%	14.7%	70.7%	24.4%	46.3%	89.9%
%H (TV HH)			37.0%	14.7%	70.7%	24.4%	46.3%	
40" - 49"	1350	1350	620	189	836	344	492	1269
%V	43.2%	45.0%	53.6%	49.3%	42.3%	55.1%	36.3%	45.5%
%H (All HH)		100.0%	45.9%	14.0%	61.9%	25.5%	36.4%	94.0%
%H (TV HH)			45.9%	14.0%	61.9%	25.5%	36.4%	
50" - 59"	494	494	268	81	280	157	124	482
%V	15.8%	16.5%	23.2%	21.1%	14.2%	25.2%	9.2%	17.3%
%H (All HH)		100.0%	54.3%	16.4%	56.7%	31.8%	25.1%	97.6%
%H (TV HH)			54.3%	16.4%	56.7%	31.8%	25.1%	
60"+	72	72	46	13	25	17	8	70
%V	2.3%	2.4%	4.0%	3.4%	1.3%	2.7%	0.6%	2.5%
%H (All HH)		100.0%	63.9%	18.1%	34.7%	23.6%	11.1%	97.2%
%H (TV HH)			63.9%	18.1%	34.7%	23.6%	11.1%	

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

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 20.7: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Main living room	2961	2961	1151	382	1950	622	1328	2652
%V	94.7%	98.8%	99.5%	99.7%	98.6%	99.7%	98.1%	95.1%
%H (All HH)		100.0%	38.9%	12.9%	65.9%	21.0%	44.8%	89.6%
%H (TV HH)			38.9%	12.9%	65.9%	21.0%	44.8%	
Kitchen	315	315	156	35	256	130	126	296
%V	10.1%	10.5%	13.5%	9.1%	12.9%	20.8%	9.3%	10.6%
%H (All HH)		100.0%	49.5%	11.1%	81.3%	41.3%	40.0%	94.0%
%H (TV HH)			49.5%	11.1%	81.3%	41.3%	40.0%	
Adult's bedroom	1312	1312	611	201	912	424	488	1224
%V	41.9%	43.8%	52.8%	52.5%	46.1%	67.9%	36.0%	43.9%
%H (All HH)		100.0%	46.6%	15.3%	69.5%	32.3%	37.2%	93.3%
%H (TV HH)			46.6%	15.3%	69.5%	32.3%	37.2%	
Child's bedroom	224	224	131	39	122	73	49	223
%V	7.2%	7.5%	11.3%	10.2%	6.2%	11.7%	3.6%	8.0%
%H (All HH)		100.0%	58.5%	17.4%	54.5%	32.6%	21.9%	99.6%
%H (TV HH)			58.5%	17.4%	54.5%	32.6%	21.9%	
Other bedroom	216	216	122	32	157	94	63	209
%V	6.9%	7.2%	10.5%	8.4%	7.9%	15.1%	4.7%	7.5%
%H (All HH)		100.0%	56.5%	14.8%	72.7%	43.5%	29.2%	96.8%
%H (TV HH)			56.5%	14.8%	72.7%	43.5%	29.2%	
Second living/dining room	259	259	129	43	178	88	90	251
%V	8.3%	8.6%	11.1%	11.2%	9.0%	14.1%	6.6%	9.0%
%H (All HH)		100.0%	49.8%	16.6%	68.7%	34.0%	34.7%	96.9%
%H (TV HH)			49.8%	16.6%	68.7%	34.0%	34.7%	
Study/office	64	64	33	7	51	27	24	63
%V	2.0%	2.1%	2.9%	1.8%	2.6%	4.3%	1.8%	2.3%
%H (All HH)		100.0%	51.6%	10.9%	79.7%	42.2%	37.5%	98.4%
%H (TV HH)			51.6%	10.9%	79.7%	42.2%	37.5%	
TV room	22	22	15	1	12	6	6	22
%V	0.7%	0.7%	1.3%	0.3%	0.6%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	68.2%	4.5%	54.5%	27.3%	27.3%	100.0%
%H (TV HH)			68.2%	4.5%	54.5%	27.3%	27.3%	
Conservatory	58	58	30	12	47	28	19	57
%V	1.9%	1.9%	2.6%	3.1%	2.4%	4.5%	1.4%	2.0%
%H (All HH)		100.0%	51.7%	20.7%	81.0%	48.3%	32.8%	98.3%
%H (TV HH)			51.7%	20.7%	81.0%	48.3%	32.8%	
Attic or loft room	5	5	3	1	4	3	1	5
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	20.0%	80.0%	60.0%	20.0%	
No specific location	4	4	3	1	3	3	0	4
%V	0.1%	0.1%	0.3%	0.3%	0.2%	0.5%	0.0%	0.1%
%H (All HH)		100.0%	75.0%	25.0%	75.0%	75.0%	0.0%	100.0%
%H (TV HH)			75.0%	25.0%	75.0%	75.0%	0.0%	
Other	27	27	19	3	21	14	6	26
%V	0.9%	0.9%	1.6%	0.8%	1.1%	2.2%	0.4%	0.9%
%H (All HH)		100.0%	70.4%	11.1%	77.8%	51.9%	22.2%	96.3%
%H (TV HH)			70.4%	11.1%	77.8%	51.9%	22.2%	

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

%V = percentage of vertical total

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

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

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Table 20.8: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Any DSAT provider	1157	1157	1157	18	493	493	0	1106
%V	37.0%	38.6%	100.0%	4.7%	24.9%	79.0%	0.0%	39.7%
%H (All HH)			100.0%	1.6%	42.6%	42.6%	0.0%	95.6%
%H (TV HH)			100.0%	1.6%	42.6%	42.6%	0.0%	
Sky with subscription	959	959	959	6	402	402	0	921
%V	30.7%	32.0%	82.9%	1.6%	20.3%	64.4%	0.0%	33.0%
%H (All HH)			100.0%	0.6%	41.9%	41.9%	0.0%	96.0%
%H (TV HH)			100.0%	0.6%	41.9%	41.9%	0.0%	
Sky without subscription	32	32	32	1	17	17	0	30
%V	1.0%	1.1%	2.8%	0.3%	0.9%	2.7%	0.0%	1.1%
%H (All HH)			100.0%	3.1%	53.1%	53.1%	0.0%	93.8%
%H (TV HH)			100.0%	3.1%	53.1%	53.1%	0.0%	
Freesat	150	150	150	7	69	69	0	140
%V	4.8%	5.0%	13.0%	1.8%	3.5%	11.1%	0.0%	5.0%
%H (All HH)			100.0%	4.7%	46.0%	46.0%	0.0%	93.3%
%H (TV HH)			100.0%	4.7%	46.0%	46.0%	0.0%	
Other satellite provider	58	58	58	3	25	25	0	58
%V	1.9%	1.9%	5.0%	0.8%	1.3%	4.0%	0.0%	2.1%
%H (All HH)			100.0%	5.2%	43.1%	43.1%	0.0%	100.0%
%H (TV HH)			100.0%	5.2%	43.1%	43.1%	0.0%	
DCAB	383	383	18	383	140	140	0	366
%V	12.2%	12.8%	1.6%	100.0%	7.1%	22.4%	0.0%	13.1%
%H (All HH)			4.7%	100.0%	36.6%	36.6%	0.0%	95.6%
%H (TV HH)			4.7%	100.0%	36.6%	36.6%	0.0%	
DTT	1977	1977	493	140	1977	624	1354	1703
%V	63.2%	66.0%	42.6%	36.6%	100.0%	100.0%	100.0%	61.1%
%H (All HH)		100.0%	24.9%	7.1%	100.0%	31.6%	68.5%	86.1%
%H (TV HH)			24.9%	7.1%	100.0%	31.6%	68.5%	

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

%V = percentage of vertical total

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

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

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Table 20.9: 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	3128	2997	1157	383	1977	624	1354	2789
%H (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
PVR	1898	1898	1052	367	1066	576	490	1801
%V	60.7%	63.3%	90.9%	95.8%	53.9%	92.3%	36.2%	64.6%
%H (All HH)		100.0%	55.4%	19.3%	56.2%	30.3%	25.8%	94.9%
%H (TV HH)			55.4%	19.3%	56.2%	30.3%	25.8%	
DVDR	60	60	28	12	48	26	22	51
%V	1.9%	2.0%	2.4%	3.1%	2.4%	4.2%	1.6%	1.8%
%H (All HH)		100.0%	46.7%	20.0%	80.0%	43.3%	36.7%	85.0%
%H (TV HH)			46.7%	20.0%	80.0%	43.3%	36.7%	
VCR	11	11	4	0	10	3	6	7
%V	0.4%	0.4%	0.3%	0.0%	0.5%	0.5%	0.4%	0.3%
%H (All HH)		100.0%	36.4%	0.0%	90.9%	27.3%	54.5%	63.6%
%H (TV HH)			36.4%	0.0%	90.9%	27.3%	54.5%	
Any recorder	1920	1920	1056	367	1088	580	508	1817
%V	61.4%	64.1%	91.3%	95.8%	55.0%	92.9%	37.5%	65.1%
%H (All HH)		100.0%	55.0%	19.1%	56.7%	30.2%	26.5%	94.6%
%H (TV HH)			55.0%	19.1%	56.7%	30.2%	26.5%	
Receives HDTV (via STB or built-in reception)	2302	2302	1034	343	1521	580	941	2156
%V	73.6%	76.8%	89.4%	89.6%	76.9%	92.9%	69.5%	77.3%
%H (All HH)		100.0%	44.9%	14.9%	66.1%	25.2%	40.9%	93.7%
%H (TV HH)			44.9%	14.9%	66.1%	25.2%	40.9%	
DVD/Blu-ray player or recorder	1988	1988	811	260	1347	486	861	1844
%V	63.6%	66.3%	70.1%	67.9%	68.1%	77.9%	63.6%	66.1%
%H (All HH)		100.0%	40.8%	13.1%	67.8%	24.4%	43.3%	92.8%
%H (TV HH)			40.8%	13.1%	67.8%	24.4%	43.3%	

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

%V = percentage of vertical total

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

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

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Table 20.10: 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	3128	2997	1157	383	1977	624	1354	2789
%V (All HH)		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%
%H (TV HH)			38.6%	12.8%	66.0%	20.8%	45.2%	
Has broadband internet	2789	2679	1106	366	1703	598	1104	2789
%V	89.2%	89.4%	95.6%	95.6%	86.1%	95.8%	81.5%	100.0%
%H (All HH)		96.1%	39.7%	13.1%	61.1%	21.4%	39.6%	100.0%
%H (TV HH)			41.3%	13.7%	63.6%	22.3%	41.2%	
Number of computers (PCs and laptops)								
0	438	411	94	24	323	39	285	132
%V	14.0%	13.7%	8.1%	6.3%	16.3%	6.3%	21.0%	4.7%
%H (All HH)		93.8%	21.5%	5.5%	73.7%	8.9%	65.1%	30.1%
%H (TV HH)			22.9%	5.8%	78.6%	9.5%	69.3%	
1	778	745	243	78	507	116	391	759
%V	24.9%	24.9%	21.0%	20.4%	25.6%	18.6%	28.9%	27.2%
%H (All HH)		95.8%	31.2%	10.0%	65.2%	14.9%	50.3%	97.6%
%H (TV HH)			32.6%	10.5%	68.1%	15.6%	52.5%	
2	817	785	318	105	507	177	330	808
%V	26.1%	26.2%	27.5%	27.4%	25.6%	28.4%	24.4%	29.0%
%H (All HH)		96.1%	38.9%	12.9%	62.1%	21.7%	40.4%	98.9%
%H (TV HH)			40.5%	13.4%	64.6%	22.5%	42.0%	
3	459	444	199	60	282	117	165	456
%V	14.7%	14.8%	17.2%	15.7%	14.3%	18.8%	12.2%	16.3%
%H (All HH)		96.7%	43.4%	13.1%	61.4%	25.5%	35.9%	99.3%
%H (TV HH)			44.8%	13.5%	63.5%	26.4%	37.2%	
4	307	294	149	46	179	81	98	307
%V	9.8%	9.8%	12.9%	12.0%	9.1%	13.0%	7.2%	11.0%
%H (All HH)		95.8%	48.5%	15.0%	58.3%	26.4%	31.9%	100.0%
%H (TV HH)			50.7%	15.6%	60.9%	27.6%	33.3%	
5+	328	318	154	69	180	95	85	327
%V	10.5%	10.6%	13.3%	18.0%	9.1%	15.2%	6.3%	11.7%
%H (All HH)		97.0%	47.0%	21.0%	54.9%	29.0%	25.9%	99.7%
%H (TV HH)			48.4%	21.7%	56.6%	29.9%	26.7%	

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

%V = percentage of vertical total

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

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

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Set level data

Table 20.11: 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	5813	2588	827	3948	1662	2286	5368
%H		44.5%	14.2%	67.9%	28.6%	39.3%	92.3%
Under 20"	360	155	46	302	142	160	327
%V	6.2%	6.0%	5.6%	7.6%	8.5%	7.0%	6.1%
%H		43.1%	12.8%	83.9%	39.4%	44.4%	90.8%
20" - 29"	1006	435	126	773	330	443	899
%V	17.3%	16.8%	15.2%	19.6%	19.9%	19.4%	16.7%
%H		43.2%	12.5%	76.8%	32.8%	44.0%	89.4%
30" - 39"	1686	662	255	1188	442	746	1541
%V	29.0%	25.6%	30.8%	30.1%	26.6%	32.6%	28.7%
%H		39.3%	15.1%	70.5%	26.2%	44.2%	91.4%
40" - 49"	1609	780	234	995	451	544	1519
%V	27.7%	30.1%	28.3%	25.2%	27.1%	23.8%	28.3%
%H		48.5%	14.5%	61.8%	28.0%	33.8%	94.4%
50" - 59"	537	294	89	304	173	131	526
%V	9.2%	11.4%	10.8%	7.7%	10.4%	5.7%	9.8%
%H		54.7%	16.6%	56.6%	32.2%	24.4%	98.0%
60"+	78	50	14	28	19	9	76
%V	1.3%	1.9%	1.7%	0.7%	1.1%	0.4%	1.4%
%H		64.1%	17.9%	35.9%	24.4%	11.5%	97.4%
Don't know	538	213	62	360	106	253	481
%V	9.3%	8.2%	7.5%	9.1%	6.4%	11.1%	9.0%
%H		39.6%	11.5%	66.9%	19.7%	47.0%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 20.12: 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	5813	2588	827	3948	1662	2286	5368
%H		44.5%	14.2%	67.9%	28.6%	39.3%	92.3%
Main living room	2981	1160	384	1962	627	1335	2668
%V	51.3%	44.8%	46.4%	49.7%	37.7%	58.4%	49.7%
%H		38.9%	12.9%	65.8%	21.0%	44.8%	89.5%
Kitchen	316	156	36	257	131	126	298
%V	5.4%	6.0%	4.4%	6.5%	7.9%	5.5%	5.6%
%H		49.4%	11.4%	81.3%	41.5%	39.9%	94.3%
Adult's bedroom	1528	727	246	1069	526	543	1435
%V	26.3%	28.1%	29.7%	27.1%	31.6%	23.8%	26.7%
%H		47.6%	16.1%	70.0%	34.4%	35.5%	93.9%
Child's bedroom	292	174	52	154	95	59	291
%V	5.0%	6.7%	6.3%	3.9%	5.7%	2.6%	5.4%
%H		59.6%	17.8%	52.7%	32.5%	20.2%	99.7%
Other bedroom	249	135	41	183	110	73	242
%V	4.3%	5.2%	5.0%	4.6%	6.6%	3.2%	4.5%
%H		54.2%	16.5%	73.5%	44.2%	29.3%	97.2%
Second living/dining room	263	131	43	180	88	92	254
%V	4.5%	5.1%	5.2%	4.6%	5.3%	4.0%	4.7%
%H		49.8%	16.3%	68.4%	33.5%	35.0%	96.6%
Study/office	64	33	7	51	27	24	63
%V	1.1%	1.3%	0.8%	1.3%	1.6%	1.0%	1.2%
%H		51.6%	10.9%	79.7%	42.2%	37.5%	98.4%
TV room	22	15	1	12	6	6	22
%V	0.4%	0.6%	0.1%	0.3%	0.4%	0.3%	0.4%
%H		68.2%	4.5%	54.5%	27.3%	27.3%	100.0%
Conservatory	58	30	12	47	28	19	57
%V	1.0%	1.2%	1.5%	1.2%	1.7%	0.8%	1.1%
%H		51.7%	20.7%	81.0%	48.3%	32.8%	98.3%
Attic or loft room	5	3	1	4	3	1	5
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		60.0%	20.0%	80.0%	60.0%	20.0%	100.0%
No specific location	4	3	1	4	4	0	4
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		75.0%	25.0%	100.0%	100.0%	0.0%	100.0%
Other	31	21	3	24	17	7	30
%V	0.5%	0.8%	0.4%	0.6%	1.0%	0.3%	0.6%
%H		67.7%	9.7%	77.4%	54.8%	22.6%	96.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV South and South East

Set level data

Table 20.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5813	2588	827	3948	1662	2286	5368
%H		44.5%	14.2%	67.9%	28.6%	39.3%	92.3%
PVR	2726	1664	553	1384	849	535	2615
%V	46.9%	64.3%	66.9%	35.1%	51.1%	23.4%	48.7%
%H		61.0%	20.3%	50.8%	31.1%	19.6%	95.9%
DVDR	65	29	14	52	27	24	54
%V	1.1%	1.1%	1.7%	1.3%	1.6%	1.0%	1.0%
%H		44.6%	21.5%	80.0%	41.5%	36.9%	83.1%
VCR	11	4	0	10	3	6	7
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.3%	0.1%
%H		36.4%	0.0%	90.9%	27.3%	54.5%	63.6%
Any recorder	2762	1672	559	1416	859	558	2641
%V	47.5%	64.6%	67.6%	35.9%	51.7%	24.4%	49.2%
%H		60.5%	20.2%	51.3%	31.1%	20.2%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5813	2588	827	3948	1662	2286	5368
%H		44.5%	14.2%	67.9%	28.6%	39.3%	92.3%
Receives HDTV (via STB or built-in reception)	3648	1829	547	2414	1111	1303	3465
%V	62.8%	70.7%	66.1%	61.1%	66.8%	57.0%	64.5%
%H		50.1%	15.0%	66.2%	30.5%	35.7%	95.0%
DVD/Blu-ray player or recorder	2777	1234	408	1867	792	1075	2609
%V	47.8%	47.7%	49.3%	47.3%	47.7%	47.0%	48.6%
%H		44.4%	14.7%	67.2%	28.5%	38.7%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2996	1157	383	1976	624	1352	2677
%H		38.6%	12.8%	66.0%	20.8%	45.1%	89.4%
Under 20"	19	4	0	16	1	15	10
%V	0.6%	0.3%	0.0%	0.8%	0.2%	1.1%	0.4%
%H		21.1%	0.0%	84.2%	5.3%	78.9%	52.6%
20" - 29"	208	39	17	167	18	149	151
%V	6.9%	3.4%	4.4%	8.5%	2.9%	11.0%	5.6%
%H		18.8%	8.2%	80.3%	8.7%	71.6%	72.6%
30" - 39"	811	224	100	594	134	460	689
%V	27.1%	19.4%	26.1%	30.1%	21.5%	34.0%	25.7%
%H		27.6%	12.3%	73.2%	16.5%	56.7%	85.0%
40" - 49"	1155	521	154	722	284	438	1078
%V	38.6%	45.0%	40.2%	36.5%	45.5%	32.4%	40.3%
%H		45.1%	13.3%	62.5%	24.6%	37.9%	93.3%
50" - 59"	437	229	71	252	135	117	428
%V	14.6%	19.8%	18.5%	12.8%	21.6%	8.7%	16.0%
%H		52.4%	16.2%	57.7%	30.9%	26.8%	97.9%
60"+	66	42	13	24	16	8	64
%V	2.2%	3.6%	3.4%	1.2%	2.6%	0.6%	2.4%
%H		63.6%	19.7%	36.4%	24.2%	12.1%	97.0%
Don't know	300	98	28	200	36	164	258
%V	10.0%	8.5%	7.3%	10.1%	5.8%	12.1%	9.6%
%H		32.7%	9.3%	66.7%	12.0%	54.7%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Set level data

Table 20.16: 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	2996	1157	383	1976	624	1352	2677
%H		38.6%	12.8%	66.0%	20.8%	45.1%	89.4%
PVR	1866	1041	364	1039	567	472	1770
%V	62.3%	90.0%	95.0%	52.6%	90.9%	34.9%	66.1%
%H		55.8%	19.5%	55.7%	30.4%	25.3%	94.9%
DVDR	50	23	9	40	20	21	42
%V	1.7%	2.0%	2.3%	2.0%	3.2%	1.6%	1.6%
%H		46.0%	18.0%	80.0%	40.0%	42.0%	84.0%
VCR	7	3	0	7	2	5	4
%V	0.2%	0.3%	0.0%	0.4%	0.3%	0.4%	0.1%
%H		42.9%	0.0%	100.0%	28.6%	71.4%	57.1%
Any recorder	1886	1044	364	1059	570	489	1784
%V	63.0%	90.2%	95.0%	53.6%	91.3%	36.2%	66.6%
%H		55.4%	19.3%	56.2%	30.2%	25.9%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.17: 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	2996	1157	383	1976	624	1352	2677
%H		38.6%	12.8%	66.0%	20.8%	45.1%	89.4%
Receives HDTV (via STB or built-in reception)	2267	1020	341	1491	569	922	2127
%V	75.7%	88.2%	89.0%	75.5%	91.2%	68.2%	79.5%
%H		45.0%	15.0%	65.8%	25.1%	40.7%	93.8%
DVD/Blu-ray player or recorder	1775	710	229	1197	418	779	1640
%V	59.2%	61.4%	59.8%	60.6%	67.0%	57.6%	61.3%
%H		40.0%	12.9%	67.4%	23.5%	43.9%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.18: 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	2817	1431	444	1973	1039	934	2691
%H		50.8%	15.8%	70.0%	36.9%	33.2%	95.5%
Under 20"	341	151	46	286	142	145	317
%V	12.1%	10.6%	10.4%	14.5%	13.7%	15.5%	11.8%
%H		44.3%	13.5%	83.9%	41.6%	42.5%	93.0%
20" - 29"	798	396	109	606	312	294	748
%V	28.3%	27.7%	24.5%	30.7%	30.0%	31.5%	27.8%
%H		49.6%	13.7%	75.9%	39.1%	36.8%	93.7%
30" - 39"	875	438	155	593	307	286	852
%V	31.1%	30.6%	34.9%	30.1%	29.5%	30.6%	31.7%
%H		50.1%	17.7%	67.8%	35.1%	32.7%	97.4%
40" - 49"	454	259	81	273	167	106	441
%V	16.1%	18.1%	18.2%	13.8%	16.1%	11.3%	16.4%
%H		57.0%	17.8%	60.1%	36.8%	23.3%	97.1%
50" - 59"	100	65	18	52	38	14	98
%V	3.5%	4.5%	4.1%	2.6%	3.7%	1.5%	3.6%
%H		65.0%	18.0%	52.0%	38.0%	14.0%	98.0%
60"+	11	8	2	3	3	1	11
%V	0.4%	0.6%	0.5%	0.2%	0.3%	0.1%	0.4%
%H		72.7%	18.2%	27.3%	27.3%	9.1%	100.0%
Don't know	237	115	34	160	71	89	223
%V	8.4%	8.0%	7.7%	8.1%	6.8%	9.5%	8.3%
%H		48.5%	14.3%	67.5%	30.0%	37.6%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Set level data

Table 20.19: 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	2817	1431	444	1973	1039	934	2691
%H		50.8%	15.8%	70.0%	36.9%	33.2%	95.5%
PVR	860	623	189	344	281	63	845
%V	30.5%	43.5%	42.6%	17.4%	27.0%	6.7%	31.4%
%H		72.4%	22.0%	40.0%	32.7%	7.3%	98.3%
DVDR	14	6	5	12	8	4	11
%V	0.5%	0.4%	1.1%	0.6%	0.8%	0.4%	0.4%
%H		42.9%	35.7%	85.7%	57.1%	28.6%	78.6%
VCR	3	2	0	3	2	2	3
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		66.7%	0.0%	100.0%	66.7%	66.7%	100.0%
Any recorder	875	627	194	358	289	69	857
%V	31.1%	43.8%	43.7%	18.1%	27.8%	7.4%	31.8%
%H		71.7%	22.2%	40.9%	33.0%	7.9%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 20.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2817	1431	444	1973	1039	934	2691
%H		50.8%	15.8%	70.0%	36.9%	33.2%	95.5%
Receives HDTV (via STB or built-in reception)	1380	809	206	923	542	381	1338
%V	49.0%	56.5%	46.4%	46.8%	52.2%	40.8%	49.7%
%H		58.6%	14.9%	66.9%	39.3%	27.6%	97.0%
DVD/Blu-ray player or recorder	1003	524	179	670	374	296	969
%V	35.6%	36.6%	40.3%	34.0%	36.0%	31.7%	36.0%
%H		52.2%	17.8%	66.8%	37.3%	29.5%	96.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 20.21: 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	7325	7059	3021	1052	4284	1586	2699	6878
%H		96.4%	41.2%	14.4%	58.5%	21.7%	36.8%	93.9%
Total Children	1402	1364	657	208	677	260	417	1384
%V	19.1%	19.3%	21.7%	19.8%	15.8%	16.4%	15.5%	20.1%
%H		97.3%	46.9%	14.8%	48.3%	18.5%	29.7%	98.7%
0 - 3	322	316	155	40	148	59	90	320
%V	4.4%	4.5%	5.1%	3.8%	3.5%	3.7%	3.3%	4.7%
%H		98.1%	48.1%	12.4%	46.0%	18.3%	28.0%	99.4%
4 - 15	1079	1048	502	168	529	202	327	1064
%V	14.7%	14.8%	16.6%	16.0%	12.3%	12.7%	12.1%	15.5%
%H		97.1%	46.5%	15.6%	49.0%	18.7%	30.3%	98.6%
4 - 9	560	538	245	80	268	90	178	548
%V	7.6%	7.6%	8.1%	7.6%	6.3%	5.7%	6.6%	8.0%
%H		96.1%	43.8%	14.3%	47.9%	16.1%	31.8%	97.9%
10 - 15	520	510	258	88	260	112	149	516
%V	7.1%	7.2%	8.5%	8.4%	6.1%	7.1%	5.5%	7.5%
%H		98.1%	49.6%	16.9%	50.0%	21.5%	28.7%	99.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.22: 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	7325	7059	3021	1052	4284	1586	2699	6878
%H		96.4%	41.2%	14.4%	58.5%	21.7%	36.8%	93.9%
Total Adults (16+)	5924	5694	2364	843	3607	1325	2282	5494
%V	80.9%	80.7%	78.3%	80.1%	84.2%	83.5%	84.5%	79.9%
%H		96.1%	39.9%	14.2%	60.9%	22.4%	38.5%	92.7%
16 - 19	283	269	129	49	160	74	86	281
%V	3.9%	3.8%	4.3%	4.7%	3.7%	4.7%	3.2%	4.1%
%H		95.1%	45.6%	17.3%	56.5%	26.1%	30.4%	99.3%
20 - 24	397	348	152	69	187	97	91	387
%V	5.4%	4.9%	5.0%	6.6%	4.4%	6.1%	3.4%	5.6%
%H		87.7%	38.3%	17.4%	47.1%	24.4%	22.9%	97.5%
25 - 34	857	807	315	130	393	131	263	851
%V	11.7%	11.4%	10.4%	12.4%	9.2%	8.3%	9.7%	12.4%
%H		94.2%	36.8%	15.2%	45.9%	15.3%	30.7%	99.3%
35 - 44	936	880	378	127	482	149	333	913
%V	12.8%	12.5%	12.5%	12.1%	11.3%	9.4%	12.3%	13.3%
%H		94.0%	40.4%	13.6%	51.5%	15.9%	35.6%	97.5%
45 - 54	998	976	464	175	573	255	318	983
%V	13.6%	13.8%	15.4%	16.6%	13.4%	16.1%	11.8%	14.3%
%H		97.8%	46.5%	17.5%	57.4%	25.6%	31.9%	98.5%
55 - 64	926	913	387	132	652	258	393	893
%V	12.6%	12.9%	12.8%	12.5%	15.2%	16.3%	14.6%	13.0%
%H		98.6%	41.8%	14.3%	70.4%	27.9%	42.4%	96.4%
65+	1527	1501	540	160	1161	362	799	1186
%V	20.8%	21.3%	17.9%	15.2%	27.1%	22.8%	29.6%	17.2%
%H		98.3%	35.4%	10.5%	76.0%	23.7%	52.3%	77.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.23: 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+)	5924	5694	2364	843	3607	1325	2282	5494
%H		96.1%	39.9%	14.2%	60.9%	22.4%	38.5%	92.7%
AB	1744	1689	720	251	1045	403	642	1703
%V	29.4%	29.7%	30.5%	29.8%	29.0%	30.4%	28.1%	31.0%
%H		96.8%	41.3%	14.4%	59.9%	23.1%	36.8%	97.6%
C1	2059	1965	844	292	1226	460	766	1934
%V	34.8%	34.5%	35.7%	34.6%	34.0%	34.7%	33.6%	35.2%
%H		95.4%	41.0%	14.2%	59.5%	22.3%	37.2%	93.9%
C2	1203	1176	505	202	750	309	441	1106
%V	20.3%	20.7%	21.4%	24.0%	20.8%	23.3%	19.3%	20.1%
%H		97.8%	42.0%	16.8%	62.3%	25.7%	36.7%	91.9%
D	630	600	221	73	391	113	278	540
%V	10.6%	10.5%	9.3%	8.7%	10.8%	8.5%	12.2%	9.8%
%H		95.2%	35.1%	11.6%	62.1%	17.9%	44.1%	85.7%
E	288	264	74	25	196	41	155	210
%V	4.9%	4.6%	3.1%	3.0%	5.4%	3.1%	6.8%	3.8%
%H		91.7%	25.7%	8.7%	68.1%	14.2%	53.8%	72.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.24: 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+)	5924	5694	2364	843	3607	1325	2282	5494
%H		96.1%	39.9%	14.2%	60.9%	22.4%	38.5%	92.7%
Working full time	2862	2745	1204	472	1584	641	943	2815
%V	48.3%	48.2%	50.9%	56.0%	43.9%	48.4%	41.3%	51.2%
%H		95.9%	42.1%	16.5%	55.3%	22.4%	32.9%	98.4%
Working part time	675	657	303	99	389	156	234	661
%V	11.4%	11.5%	12.8%	11.7%	10.8%	11.8%	10.3%	12.0%
%H		97.3%	44.9%	14.7%	57.6%	23.1%	34.7%	97.9%
Not working	2386	2292	856	272	1634	529	1105	2018
%V	40.3%	40.3%	36.2%	32.3%	45.3%	39.9%	48.4%	36.7%
%H		96.1%	35.9%	11.4%	68.5%	22.2%	46.3%	84.6%
Houseperson	3128	2997	1157	383	1977	624	1354	2789
%V	52.8%	52.6%	48.9%	45.4%	54.8%	47.1%	59.3%	50.8%
%H		95.8%	37.0%	12.2%	63.2%	19.9%	43.3%	89.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV South and South East

Individual level data

Table 20.25: 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+)	2894	2756	1151	422	1706	643	1063	2715
%H		95.2%	39.8%	14.6%	58.9%	22.2%	36.7%	93.8%
16 - 19	134	129	59	25	70	29	41	133
%V	4.6%	4.7%	5.1%	5.9%	4.1%	4.5%	3.9%	4.9%
%H		96.3%	44.0%	18.7%	52.2%	21.6%	30.6%	99.3%
20 - 24	213	186	82	36	95	49	46	205
%V	7.4%	6.7%	7.1%	8.5%	5.6%	7.6%	4.3%	7.6%
%H		87.3%	38.5%	16.9%	44.6%	23.0%	21.6%	96.2%
25 - 34	434	399	153	66	190	66	124	431
%V	15.0%	14.5%	13.3%	15.6%	11.1%	10.3%	11.7%	15.9%
%H		91.9%	35.3%	15.2%	43.8%	15.2%	28.6%	99.3%
35 - 44	463	434	178	62	233	67	166	450
%V	16.0%	15.7%	15.5%	14.7%	13.7%	10.4%	15.6%	16.6%
%H		93.7%	38.4%	13.4%	50.3%	14.5%	35.9%	97.2%
45 - 54	496	481	239	82	280	127	153	486
%V	17.1%	17.5%	20.8%	19.4%	16.4%	19.8%	14.4%	17.9%
%H		97.0%	48.2%	16.5%	56.5%	25.6%	30.8%	98.0%
55 - 64	449	443	176	70	318	124	194	434
%V	15.5%	16.1%	15.3%	16.6%	18.6%	19.3%	18.3%	16.0%
%H		98.7%	39.2%	15.6%	70.8%	27.6%	43.2%	96.7%
65+	705	684	265	80	520	181	339	575
%V	24.4%	24.8%	23.0%	19.0%	30.5%	28.1%	31.9%	21.2%
%H		97.0%	37.6%	11.3%	73.8%	25.7%	48.1%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Individual level data

Table 20.26: 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+)	2894	2756	1151	422	1706	643	1063	2715
%H		95.2%	39.8%	14.6%	58.9%	22.2%	36.7%	93.8%
AB	880	847	361	125	510	195	314	863
%V	30.4%	30.7%	31.4%	29.6%	29.9%	30.3%	29.5%	31.8%
%H		96.3%	41.0%	14.2%	58.0%	22.2%	35.7%	98.1%
C1	972	914	394	142	556	214	342	927
%V	33.6%	33.2%	34.2%	33.6%	32.6%	33.3%	32.2%	34.1%
%H		94.0%	40.5%	14.6%	57.2%	22.0%	35.2%	95.4%
C2	648	629	264	111	401	166	235	593
%V	22.4%	22.8%	22.9%	26.3%	23.5%	25.8%	22.1%	21.8%
%H		97.1%	40.7%	17.1%	61.9%	25.6%	36.3%	91.5%
D	275	263	102	33	165	53	112	243
%V	9.5%	9.5%	8.9%	7.8%	9.7%	8.2%	10.5%	9.0%
%H		95.6%	37.1%	12.0%	60.0%	19.3%	40.7%	88.4%
E	120	102	31	10	74	15	59	88
%V	4.1%	3.7%	2.7%	2.4%	4.3%	2.3%	5.6%	3.2%
%H		85.0%	25.8%	8.3%	61.7%	12.5%	49.2%	73.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Individual level data

Table 20.27: 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+)	2894	2756	1151	422	1706	643	1063	2715
%H		95.2%	39.8%	14.6%	58.9%	22.2%	36.7%	93.8%
Working full time	1764	1679	740	290	954	389	565	1730
%V	61.0%	60.9%	64.3%	68.7%	55.9%	60.5%	53.2%	63.7%
%H		95.2%	42.0%	16.4%	54.1%	22.1%	32.0%	98.1%
Working part time	134	130	52	17	82	28	54	128
%V	4.6%	4.7%	4.5%	4.0%	4.8%	4.4%	5.1%	4.7%
%H		97.0%	38.8%	12.7%	61.2%	20.9%	40.3%	95.5%
Not working	996	946	358	115	671	226	445	857
%V	34.4%	34.3%	31.1%	27.3%	39.3%	35.1%	41.9%	31.6%
%H		95.0%	35.9%	11.5%	67.4%	22.7%	44.7%	86.0%
Houseperson	636	576	182	62	398	102	296	536
%V	22.0%	20.9%	15.8%	14.7%	23.3%	15.9%	27.8%	19.7%
%H		90.6%	28.6%	9.7%	62.6%	16.0%	46.5%	84.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Individual level data

Table 20.28: 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+)	3029	2939	1213	421	1902	683	1219	2779
%H		97.0%	40.0%	13.9%	62.8%	22.5%	40.2%	91.7%
16 - 19	148	140	70	23	90	45	45	148
%V	4.9%	4.8%	5.8%	5.5%	4.7%	6.6%	3.7%	5.3%
%H		94.6%	47.3%	15.5%	60.8%	30.4%	30.4%	100.0%
20 - 24	184	162	70	33	92	48	44	182
%V	6.1%	5.5%	5.8%	7.8%	4.8%	7.0%	3.6%	6.5%
%H		88.0%	38.0%	17.9%	50.0%	26.1%	23.9%	98.9%
25 - 34	424	408	162	64	204	65	139	420
%V	14.0%	13.9%	13.4%	15.2%	10.7%	9.5%	11.4%	15.1%
%H		96.2%	38.2%	15.1%	48.1%	15.3%	32.8%	99.1%
35 - 44	473	446	200	65	249	83	166	463
%V	15.6%	15.2%	16.5%	15.4%	13.1%	12.2%	13.6%	16.7%
%H		94.3%	42.3%	13.7%	52.6%	17.5%	35.1%	97.9%
45 - 54	501	495	226	93	293	128	165	497
%V	16.5%	16.8%	18.6%	22.1%	15.4%	18.7%	13.5%	17.9%
%H		98.8%	45.1%	18.6%	58.5%	25.5%	32.9%	99.2%
55 - 64	477	471	211	62	334	134	199	459
%V	15.7%	16.0%	17.4%	14.7%	17.6%	19.6%	16.3%	16.5%
%H		98.7%	44.2%	13.0%	70.0%	28.1%	41.7%	96.2%
65+	822	817	275	80	641	181	460	611
%V	27.1%	27.8%	22.7%	19.0%	33.7%	26.5%	37.7%	22.0%
%H		99.4%	33.5%	9.7%	78.0%	22.0%	56.0%	74.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Individual level data

Table 20.29: 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+)	3029	2939	1213	421	1902	683	1219	2779
%H		97.0%	40.0%	13.9%	62.8%	22.5%	40.2%	91.7%
AB	864	842	359	126	535	207	328	840
%V	28.5%	28.6%	29.6%	29.9%	28.1%	30.3%	26.9%	30.2%
%H		97.5%	41.6%	14.6%	61.9%	24.0%	38.0%	97.2%
C1	1087	1052	450	150	670	246	424	1008
%V	35.9%	35.8%	37.1%	35.6%	35.2%	36.0%	34.8%	36.3%
%H		96.8%	41.4%	13.8%	61.6%	22.6%	39.0%	92.7%
C2	556	547	241	91	349	143	206	513
%V	18.4%	18.6%	19.9%	21.6%	18.3%	20.9%	16.9%	18.5%
%H		98.4%	43.3%	16.4%	62.8%	25.7%	37.1%	92.3%
D	355	337	119	40	226	60	166	297
%V	11.7%	11.5%	9.8%	9.5%	11.9%	8.8%	13.6%	10.7%
%H		94.9%	33.5%	11.3%	63.7%	16.9%	46.8%	83.7%
E	167	161	43	14	122	26	96	122
%V	5.5%	5.5%	3.5%	3.3%	6.4%	3.8%	7.9%	4.4%
%H		96.4%	25.7%	8.4%	73.1%	15.6%	57.5%	73.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South and South East

Individual level data

Table 20.30: 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+)	3029	2939	1213	421	1902	683	1219	2779
%H		97.0%	40.0%	13.9%	62.8%	22.5%	40.2%	91.7%
Working full time	1098	1066	464	182	631	252	379	1085
%V	36.2%	36.3%	38.3%	43.2%	33.2%	36.9%	31.1%	39.0%
%H		97.1%	42.3%	16.6%	57.5%	23.0%	34.5%	98.8%
Working part time	541	527	251	82	308	128	180	533
%V	17.9%	17.9%	20.7%	19.5%	16.2%	18.7%	14.8%	19.2%
%H		97.4%	46.4%	15.2%	56.9%	23.7%	33.3%	98.5%
Not working	1391	1346	498	157	963	303	660	1162
%V	45.9%	45.8%	41.1%	37.3%	50.6%	44.4%	54.1%	41.8%
%H		96.8%	35.8%	11.3%	69.2%	21.8%	47.4%	83.5%
Houseperson	2491	2422	976	321	1579	521	1058	2253
%V	82.2%	82.4%	80.5%	76.2%	83.0%	76.3%	86.8%	81.1%
%H		97.2%	39.2%	12.9%	63.4%	20.9%	42.5%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Household level data

Table 21.1: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
AB	1435	1381	597	166	917	352	565	1387
%V	27.1%	27.2%	28.9%	27.4%	26.8%	29.7%	25.3%	29.4%
%H (All HH)		96.2%	41.6%	11.6%	63.9%	24.5%	39.4%	96.7%
%H (TV HH)			43.2%	12.0%	66.4%	25.5%	40.9%	
C1	1709	1641	670	204	1104	387	717	1553
%V	32.3%	32.3%	32.4%	33.7%	32.3%	32.6%	32.1%	32.9%
%H (All HH)		96.0%	39.2%	11.9%	64.6%	22.6%	42.0%	90.9%
%H (TV HH)			40.8%	12.4%	67.3%	23.6%	43.7%	
C2	1101	1072	448	142	724	272	453	978
%V	20.8%	21.1%	21.7%	23.4%	21.2%	22.9%	20.3%	20.7%
%H (All HH)		97.4%	40.7%	12.9%	65.8%	24.7%	41.1%	88.8%
%H (TV HH)			41.8%	13.2%	67.5%	25.4%	42.3%	
D	654	631	236	74	408	120	288	541
%V	12.4%	12.4%	11.4%	12.2%	11.9%	10.1%	12.9%	11.5%
%H (All HH)		96.5%	36.1%	11.3%	62.4%	18.3%	44.0%	82.7%
%H (TV HH)			37.4%	11.7%	64.7%	19.0%	45.6%	
E	392	360	117	21	270	56	213	261
%V	7.4%	7.1%	5.7%	3.5%	7.9%	4.7%	9.5%	5.5%
%H (All HH)		91.8%	29.8%	5.4%	68.9%	14.3%	54.3%	66.6%
%H (TV HH)			32.5%	5.8%	75.0%	15.6%	59.2%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Household level data

Table 21.2: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Under 25	154	128	43	12	72	24	48	148
%V	2.9%	2.5%	2.1%	2.0%	2.1%	2.0%	2.1%	3.1%
%H (All HH)		83.1%	27.9%	7.8%	46.8%	15.6%	31.2%	96.1%
%H (TV HH)			33.6%	9.4%	56.3%	18.8%	37.5%	
25 - 34	727	677	270	84	341	102	239	719
%V	13.7%	13.3%	13.0%	13.9%	10.0%	8.6%	10.7%	15.2%
%H (All HH)		93.1%	37.1%	11.6%	46.9%	14.0%	32.9%	98.9%
%H (TV HH)			39.9%	12.4%	50.4%	15.1%	35.3%	
35 - 44	854	801	361	100	465	162	303	837
%V	16.1%	15.7%	17.4%	16.5%	13.6%	13.6%	13.6%	17.7%
%H (All HH)		93.8%	42.3%	11.7%	54.4%	19.0%	35.5%	98.0%
%H (TV HH)			45.1%	12.5%	58.1%	20.2%	37.8%	
45 - 54	984	961	454	156	609	276	333	961
%V	18.6%	18.9%	21.9%	25.7%	17.8%	23.3%	14.9%	20.4%
%H (All HH)		97.7%	46.1%	15.9%	61.9%	28.0%	33.8%	97.7%
%H (TV HH)			47.2%	16.2%	63.4%	28.7%	34.7%	
55 - 64	941	919	402	119	656	263	393	894
%V	17.8%	18.1%	19.4%	19.6%	19.2%	22.2%	17.6%	18.9%
%H (All HH)		97.7%	42.7%	12.6%	69.7%	27.9%	41.8%	95.0%
%H (TV HH)			43.7%	12.9%	71.4%	28.6%	42.8%	
65 +	1631	1599	540	136	1279	359	919	1160
%V	30.8%	31.4%	26.1%	22.4%	37.4%	30.2%	41.1%	24.6%
%H (All HH)		98.0%	33.1%	8.3%	78.4%	22.0%	56.3%	71.1%
%H (TV HH)			33.8%	8.5%	80.0%	22.5%	57.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Household level data
Table 21.3: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
1	1559	1456	404	111	1130	221	910	1125
%V	29.5%	28.6%	19.5%	18.3%	33.0%	18.6%	40.7%	23.8%
%H (All HH)		93.4%	25.9%	7.1%	72.5%	14.2%	58.4%	72.2%
%H (TV HH)			27.7%	7.6%	77.6%	15.2%	62.5%	
2	1839	1786	763	210	1238	483	755	1725
%V	34.8%	35.1%	36.9%	34.7%	36.2%	40.7%	33.8%	36.5%
%H (All HH)		97.1%	41.5%	11.4%	67.3%	26.3%	41.1%	93.8%
%H (TV HH)			42.7%	11.8%	69.3%	27.0%	42.3%	
3	776	759	365	105	458	205	253	762
%V	14.7%	14.9%	17.6%	17.3%	13.4%	17.3%	11.3%	16.1%
%H (All HH)		97.8%	47.0%	13.5%	59.0%	26.4%	32.6%	98.2%
%H (TV HH)			48.1%	13.8%	60.3%	27.0%	33.3%	
4	784	762	378	116	420	192	228	779
%V	14.8%	15.0%	18.3%	19.1%	12.3%	16.2%	10.2%	16.5%
%H (All HH)		97.2%	48.2%	14.8%	53.6%	24.5%	29.1%	99.4%
%H (TV HH)			49.6%	15.2%	55.1%	25.2%	29.9%	
5+	334	324	159	63	176	86	90	329
%V	6.3%	6.4%	7.7%	10.4%	5.1%	7.2%	4.0%	7.0%
%H (All HH)		97.0%	47.6%	18.9%	52.7%	25.7%	26.9%	98.5%
%H (TV HH)			49.1%	19.4%	54.3%	26.5%	27.8%	
Average HH size	2.36	2.37	2.60	2.73	2.22	2.54	2.04	2.49

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Household level data
Table 21.4: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Without	3925	3752	1423	431	2684	881	1803	3366
%V	74.2%	73.8%	68.8%	71.1%	78.4%	74.2%	80.6%	71.3%
%H (All HH)		95.6%	36.3%	11.0%	68.4%	22.4%	45.9%	85.8%
%H (TV HH)			37.9%	11.5%	71.5%	23.5%	48.1%	
With	1367	1334	646	175	738	306	433	1354
%V	25.8%	26.2%	31.2%	28.9%	21.6%	25.8%	19.4%	28.7%
%H (All HH)		97.6%	47.3%	12.8%	54.0%	22.4%	31.7%	99.0%
%H (TV HH)			48.4%	13.1%	55.3%	22.9%	32.5%	
0 - 3	479	466	224	49	244	95	149	476
%V	9.1%	9.2%	10.8%	8.1%	7.1%	8.0%	6.7%	10.1%
%H (All HH)		97.3%	46.8%	10.2%	50.9%	19.8%	31.1%	99.4%
%H (TV HH)			48.1%	10.5%	52.4%	20.4%	32.0%	
4 - 9	726	704	334	96	381	153	229	716
%V	13.7%	13.8%	16.1%	15.8%	11.1%	12.9%	10.2%	15.2%
%H (All HH)		97.0%	46.0%	13.2%	52.5%	21.1%	31.5%	98.6%
%H (TV HH)			47.4%	13.6%	54.1%	21.7%	32.5%	
10 - 15	676	668	341	100	373	165	207	671
%V	12.8%	13.1%	16.5%	16.5%	10.9%	13.9%	9.3%	14.2%
%H (All HH)		98.8%	50.4%	14.8%	55.2%	24.4%	30.6%	99.3%
%H (TV HH)			51.0%	15.0%	55.8%	24.7%	31.0%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South East Macro

Household level data

Table 21.5: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
1	2147	2147	633	228	1343	203	1140	1801
%V	40.6%	42.2%	30.6%	37.6%	39.2%	17.1%	51.0%	38.2%
%H (All HH)		100.0%	29.5%	10.6%	62.6%	9.5%	53.1%	83.9%
%H (TV HH)			29.5%	10.6%	62.6%	9.5%	53.1%	
2	1647	1647	734	195	1134	447	688	1495
%V	31.1%	32.4%	35.5%	32.2%	33.1%	37.7%	30.8%	31.7%
%H (All HH)		100.0%	44.6%	11.8%	68.9%	27.1%	41.8%	90.8%
%H (TV HH)			44.6%	11.8%	68.9%	27.1%	41.8%	
3	754	754	393	96	546	284	262	723
%V	14.2%	14.8%	19.0%	15.8%	16.0%	23.9%	11.7%	15.3%
%H (All HH)		100.0%	52.1%	12.7%	72.4%	37.7%	34.7%	95.9%
%H (TV HH)			52.1%	12.7%	72.4%	37.7%	34.7%	
4	362	362	192	61	261	152	109	353
%V	6.8%	7.1%	9.3%	10.1%	7.6%	12.8%	4.9%	7.5%
%H (All HH)		100.0%	53.0%	16.9%	72.1%	42.0%	30.1%	97.5%
%H (TV HH)			53.0%	16.9%	72.1%	42.0%	30.1%	
5+	177	177	116	26	138	101	37	174
%V	3.3%	3.5%	5.6%	4.3%	4.0%	8.5%	1.7%	3.7%
%H (All HH)		100.0%	65.5%	14.7%	78.0%	57.1%	20.9%	98.3%
%H (TV HH)			65.5%	14.7%	78.0%	57.1%	20.9%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Household level data
Table 21.6: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Under 20"	617	617	266	68	515	237	278	540
%V	11.7%	12.1%	12.9%	11.2%	15.0%	20.0%	12.4%	11.4%
%H (All HH)		100.0%	43.1%	11.0%	83.5%	38.4%	45.1%	87.5%
%H (TV HH)			43.1%	11.0%	83.5%	38.4%	45.1%	
20" - 29"	1381	1381	577	151	1057	420	638	1216
%V	26.1%	27.2%	27.9%	24.9%	30.9%	35.4%	28.5%	25.8%
%H (All HH)		100.0%	41.8%	10.9%	76.5%	30.4%	46.2%	88.1%
%H (TV HH)			41.8%	10.9%	76.5%	30.4%	46.2%	
30" - 39"	2290	2290	911	300	1632	600	1032	2052
%V	43.3%	45.0%	44.0%	49.5%	47.7%	50.5%	46.2%	43.5%
%H (All HH)		100.0%	39.8%	13.1%	71.3%	26.2%	45.1%	89.6%
%H (TV HH)			39.8%	13.1%	71.3%	26.2%	45.1%	
40" - 49"	2385	2385	1130	316	1524	663	861	2248
%V	45.1%	46.9%	54.6%	52.1%	44.5%	55.9%	38.5%	47.6%
%H (All HH)		100.0%	47.4%	13.2%	63.9%	27.8%	36.1%	94.3%
%H (TV HH)			47.4%	13.2%	63.9%	27.8%	36.1%	
50" - 59"	913	913	511	125	541	302	240	890
%V	17.3%	18.0%	24.7%	20.6%	15.8%	25.4%	10.7%	18.9%
%H (All HH)		100.0%	56.0%	13.7%	59.3%	33.1%	26.3%	97.5%
%H (TV HH)			56.0%	13.7%	59.3%	33.1%	26.3%	
60"+	140	140	87	19	67	39	29	137
%V	2.6%	2.8%	4.2%	3.1%	2.0%	3.3%	1.3%	2.9%
%H (All HH)		100.0%	62.1%	13.6%	47.9%	27.9%	20.7%	97.9%
%H (TV HH)			62.1%	13.6%	47.9%	27.9%	20.7%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South East Macro

Household level data

Table 21.7: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Main living room	5028	5028	2059	602	3380	1183	2197	4498
%V	95.0%	98.9%	99.5%	99.3%	98.8%	99.7%	98.3%	95.3%
%H (All HH)		100.0%	41.0%	12.0%	67.2%	23.5%	43.7%	89.5%
%H (TV HH)			41.0%	12.0%	67.2%	23.5%	43.7%	
Kitchen	592	592	293	58	495	253	242	545
%V	11.2%	11.6%	14.2%	9.6%	14.5%	21.3%	10.8%	11.5%
%H (All HH)		100.0%	49.5%	9.8%	83.6%	42.7%	40.9%	92.1%
%H (TV HH)			49.5%	9.8%	83.6%	42.7%	40.9%	
Adult's bedroom	2272	2272	1103	307	1622	785	837	2119
%V	42.9%	44.7%	53.3%	50.7%	47.4%	66.1%	37.4%	44.9%
%H (All HH)		100.0%	48.5%	13.5%	71.4%	34.6%	36.8%	93.3%
%H (TV HH)			48.5%	13.5%	71.4%	34.6%	36.8%	
Child's bedroom	408	408	238	61	234	137	97	406
%V	7.7%	8.0%	11.5%	10.1%	6.8%	11.5%	4.3%	8.6%
%H (All HH)		100.0%	58.3%	15.0%	57.4%	33.6%	23.8%	99.5%
%H (TV HH)			58.3%	15.0%	57.4%	33.6%	23.8%	
Other bedroom	324	324	187	40	246	151	95	313
%V	6.1%	6.4%	9.0%	6.6%	7.2%	12.7%	4.2%	6.6%
%H (All HH)		100.0%	57.7%	12.3%	75.9%	46.6%	29.3%	96.6%
%H (TV HH)			57.7%	12.3%	75.9%	46.6%	29.3%	
Second living/dining room	466	466	231	70	331	164	167	446
%V	8.8%	9.2%	11.2%	11.6%	9.7%	13.8%	7.5%	9.4%
%H (All HH)		100.0%	49.6%	15.0%	71.0%	35.2%	35.8%	95.7%
%H (TV HH)			49.6%	15.0%	71.0%	35.2%	35.8%	
Study/office	113	113	60	13	91	51	40	110
%V	2.1%	2.2%	2.9%	2.1%	2.7%	4.3%	1.8%	2.3%
%H (All HH)		100.0%	53.1%	11.5%	80.5%	45.1%	35.4%	97.3%
%H (TV HH)			53.1%	11.5%	80.5%	45.1%	35.4%	
TV room	48	48	31	1	32	15	17	48
%V	0.9%	0.9%	1.5%	0.2%	0.9%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	64.6%	2.1%	66.7%	31.3%	35.4%	100.0%
%H (TV HH)			64.6%	2.1%	66.7%	31.3%	35.4%	
Conservatory	108	108	55	18	89	51	38	103
%V	2.0%	2.1%	2.7%	3.0%	2.6%	4.3%	1.7%	2.2%
%H (All HH)		100.0%	50.9%	16.7%	82.4%	47.2%	35.2%	95.4%
%H (TV HH)			50.9%	16.7%	82.4%	47.2%	35.2%	
Attic or loft room	9	9	4	1	8	4	4	9
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	88.9%	44.4%	44.4%	
No specific location	6	6	4	1	5	4	1	6
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.3%	0.0%	0.1%
%H (All HH)		100.0%	66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
%H (TV HH)			66.7%	16.7%	83.3%	66.7%	16.7%	
Other	66	66	46	6	49	34	15	63
%V	1.2%	1.3%	2.2%	1.0%	1.4%	2.9%	0.7%	1.3%
%H (All HH)		100.0%	69.7%	9.1%	74.2%	51.5%	22.7%	95.5%
%H (TV HH)			69.7%	9.1%	74.2%	51.5%	22.7%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 21.8: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Any DSAT provider	2069	2069	2069	32	970	970	0	1967
%V	39.1%	40.7%	100.0%	5.3%	28.3%	81.7%	0.0%	41.7%
%H (All HH)			100.0%	1.5%	46.9%	46.9%	0.0%	95.1%
%H (TV HH)			100.0%	1.5%	46.9%	46.9%	0.0%	
Sky with subscription	1697	1697	1697	13	778	778	0	1631
%V	32.1%	33.4%	82.0%	2.1%	22.7%	65.5%	0.0%	34.6%
%H (All HH)			100.0%	0.8%	45.8%	45.8%	0.0%	96.1%
%H (TV HH)			100.0%	0.8%	45.8%	45.8%	0.0%	
Sky without subscription	70	70	70	4	39	39	0	59
%V	1.3%	1.4%	3.4%	0.7%	1.1%	3.3%	0.0%	1.3%
%H (All HH)			100.0%	5.7%	55.7%	55.7%	0.0%	84.3%
%H (TV HH)			100.0%	5.7%	55.7%	55.7%	0.0%	
Freesat	266	266	266	11	138	138	0	243
%V	5.0%	5.2%	12.9%	1.8%	4.0%	11.6%	0.0%	5.1%
%H (All HH)			100.0%	4.1%	51.9%	51.9%	0.0%	91.4%
%H (TV HH)			100.0%	4.1%	51.9%	51.9%	0.0%	
Other satellite provider	118	118	118	5	58	58	0	114
%V	2.2%	2.3%	5.7%	0.8%	1.7%	4.9%	0.0%	2.4%
%H (All HH)			100.0%	4.2%	49.2%	49.2%	0.0%	96.6%
%H (TV HH)			100.0%	4.2%	49.2%	49.2%	0.0%	
DCAB	606	606	32	606	237	237	0	584
%V	11.5%	11.9%	1.5%	100.0%	6.9%	20.0%	0.0%	12.4%
%H (All HH)			5.3%	100.0%	39.1%	39.1%	0.0%	96.4%
%H (TV HH)			5.3%	100.0%	39.1%	39.1%	0.0%	
DTT	3422	3422	970	237	3422	1187	2236	2956
%V	64.7%	67.3%	46.9%	39.1%	100.0%	100.0%	100.0%	62.6%
%H (All HH)		100.0%	28.3%	6.9%	100.0%	34.7%	65.3%	86.4%
%H (TV HH)			28.3%	6.9%	100.0%	34.7%	65.3%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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ITV South East Macro

Household level data

Table 21.9: 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	5292	5086	2069	606	3422	1187	2236	4720
%H (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
PVR	3194	3194	1865	575	1863	1088	775	3027
%V	60.4%	62.8%	90.1%	94.9%	54.4%	91.7%	34.7%	64.1%
%H (All HH)		100.0%	58.4%	18.0%	58.3%	34.1%	24.3%	94.8%
%H (TV HH)			58.4%	18.0%	58.3%	34.1%	24.3%	
DVDR	78	78	37	14	62	33	29	67
%V	1.5%	1.5%	1.8%	2.3%	1.8%	2.8%	1.3%	1.4%
%H (All HH)		100.0%	47.4%	17.9%	79.5%	42.3%	37.2%	85.9%
%H (TV HH)			47.4%	17.9%	79.5%	42.3%	37.2%	
VCR	33	33	16	2	31	15	16	24
%V	0.6%	0.6%	0.8%	0.3%	0.9%	1.3%	0.7%	0.5%
%H (All HH)		100.0%	48.5%	6.1%	93.9%	45.5%	48.5%	72.7%
%H (TV HH)			48.5%	6.1%	93.9%	45.5%	48.5%	
Any recorder	3227	3227	1873	575	1893	1093	799	3049
%V	61.0%	63.4%	90.5%	94.9%	55.3%	92.1%	35.7%	64.6%
%H (All HH)		100.0%	58.0%	17.8%	58.7%	33.9%	24.8%	94.5%
%H (TV HH)			58.0%	17.8%	58.7%	33.9%	24.8%	
Receives HDTV (via STB or built-in reception)	3928	3928	1835	547	2672	1095	1577	3665
%V	74.2%	77.2%	88.7%	90.3%	78.1%	92.2%	70.5%	77.6%
%H (All HH)		100.0%	46.7%	13.9%	68.0%	27.9%	40.1%	93.3%
%H (TV HH)			46.7%	13.9%	68.0%	27.9%	40.1%	
DVD/Blu-ray player or recorder	3395	3395	1466	406	2342	910	1432	3133
%V	64.2%	66.8%	70.9%	67.0%	68.4%	76.7%	64.0%	66.4%
%H (All HH)		100.0%	43.2%	12.0%	69.0%	26.8%	42.2%	92.3%
%H (TV HH)			43.2%	12.0%	69.0%	26.8%	42.2%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Household level data

Table 21.10: 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	5292	5086	2069	606	3422	1187	2236	4720
%V (All HH)		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%
%H (TV HH)			40.7%	11.9%	67.3%	23.3%	44.0%	
Has broadband internet	4720	4545	1967	584	2956	1132	1824	4720
%V	89.2%	89.4%	95.1%	96.4%	86.4%	95.4%	81.6%	100.0%
%H (All HH)		96.3%	41.7%	12.4%	62.6%	24.0%	38.6%	100.0%
%H (TV HH)			43.3%	12.8%	65.0%	24.9%	40.1%	
Number of computers (PCs and laptops)								
0	756	711	175	38	559	81	479	233
%V	14.3%	14.0%	8.5%	6.3%	16.3%	6.8%	21.4%	4.9%
%H (All HH)		94.0%	23.1%	5.0%	73.9%	10.7%	63.4%	30.8%
%H (TV HH)			24.6%	5.3%	78.6%	11.4%	67.4%	
1	1305	1241	461	130	838	241	597	1273
%V	24.7%	24.4%	22.3%	21.5%	24.5%	20.3%	26.7%	27.0%
%H (All HH)		95.1%	35.3%	10.0%	64.2%	18.5%	45.7%	97.5%
%H (TV HH)			37.1%	10.5%	67.5%	19.4%	48.1%	
2	1348	1306	543	167	868	322	546	1336
%V	25.5%	25.7%	26.2%	27.6%	25.4%	27.1%	24.4%	28.3%
%H (All HH)		96.9%	40.3%	12.4%	64.4%	23.9%	40.5%	99.1%
%H (TV HH)			41.6%	12.8%	66.5%	24.7%	41.8%	
3	817	794	371	99	518	225	293	814
%V	15.4%	15.6%	17.9%	16.3%	15.1%	19.0%	13.1%	17.2%
%H (All HH)		97.2%	45.4%	12.1%	63.4%	27.5%	35.9%	99.6%
%H (TV HH)			46.7%	12.5%	65.2%	28.3%	36.9%	
4	506	488	257	64	305	145	160	506
%V	9.6%	9.6%	12.4%	10.6%	8.9%	12.2%	7.2%	10.7%
%H (All HH)		96.4%	50.8%	12.6%	60.3%	28.7%	31.6%	100.0%
%H (TV HH)			52.7%	13.1%	62.5%	29.7%	32.8%	
5+	560	545	262	108	334	173	161	557
%V	10.6%	10.7%	12.7%	17.8%	9.8%	14.6%	7.2%	11.8%
%H (All HH)		97.3%	46.8%	19.3%	59.6%	30.9%	28.8%	99.5%
%H (TV HH)			48.1%	19.8%	61.3%	31.7%	29.5%	

Base: ITV South East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Set level data

Table 21.11: 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	10107	4670	1296	7046	3109	3936	9313
%H		46.2%	12.8%	69.7%	30.8%	38.9%	92.1%
Under 20"	762	337	87	642	308	334	673
%V	7.5%	7.2%	6.7%	9.1%	9.9%	8.5%	7.2%
%H		44.2%	11.4%	84.3%	40.4%	43.8%	88.3%
20" - 29"	1762	778	192	1371	595	776	1574
%V	17.4%	16.7%	14.8%	19.5%	19.1%	19.7%	16.9%
%H		44.2%	10.9%	77.8%	33.8%	44.0%	89.3%
30" - 39"	2879	1206	392	2056	819	1237	2618
%V	28.5%	25.8%	30.2%	29.2%	26.3%	31.4%	28.1%
%H		41.9%	13.6%	71.4%	28.4%	43.0%	90.9%
40" - 49"	2880	1426	389	1836	854	982	2729
%V	28.5%	30.5%	30.0%	26.1%	27.5%	24.9%	29.3%
%H		49.5%	13.5%	63.8%	29.7%	34.1%	94.8%
50" - 59"	1009	573	143	593	339	255	985
%V	10.0%	12.3%	11.0%	8.4%	10.9%	6.5%	10.6%
%H		56.8%	14.2%	58.8%	33.6%	25.3%	97.6%
60"+	154	95	21	76	45	30	151
%V	1.5%	2.0%	1.6%	1.1%	1.4%	0.8%	1.6%
%H		61.7%	13.6%	49.4%	29.2%	19.5%	98.1%
Don't know	661	255	73	471	149	323	583
%V	6.5%	5.5%	5.6%	6.7%	4.8%	8.2%	6.3%
%H		38.6%	11.0%	71.3%	22.5%	48.9%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Set level data
Table 21.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	10107	4670	1296	7046	3109	3936	9313
%H		46.2%	12.8%	69.7%	30.8%	38.9%	92.1%
Main living room	5052	2072	605	3395	1190	2205	4517
%V	50.0%	44.4%	46.7%	48.2%	38.3%	56.0%	48.5%
%H		41.0%	12.0%	67.2%	23.6%	43.6%	89.4%
Kitchen	594	294	59	497	255	242	547
%V	5.9%	6.3%	4.6%	7.1%	8.2%	6.1%	5.9%
%H		49.5%	9.9%	83.7%	42.9%	40.7%	92.1%
Adult's bedroom	2716	1336	390	1946	977	970	2548
%V	26.9%	28.6%	30.1%	27.6%	31.4%	24.6%	27.4%
%H		49.2%	14.4%	71.6%	36.0%	35.7%	93.8%
Child's bedroom	533	316	80	304	182	123	531
%V	5.3%	6.8%	6.2%	4.3%	5.9%	3.1%	5.7%
%H		59.3%	15.0%	57.0%	34.1%	23.1%	99.6%
Other bedroom	376	213	50	284	175	109	365
%V	3.7%	4.6%	3.9%	4.0%	5.6%	2.8%	3.9%
%H		56.6%	13.3%	75.5%	46.5%	29.0%	97.1%
Second living/dining room	475	235	72	337	166	171	454
%V	4.7%	5.0%	5.6%	4.8%	5.3%	4.3%	4.9%
%H		49.5%	15.2%	70.9%	34.9%	36.0%	95.6%
Study/office	115	61	13	93	52	41	112
%V	1.1%	1.3%	1.0%	1.3%	1.7%	1.0%	1.2%
%H		53.0%	11.3%	80.9%	45.2%	35.7%	97.4%
TV room	49	32	1	32	15	17	49
%V	0.5%	0.7%	0.1%	0.5%	0.5%	0.4%	0.5%
%H		65.3%	2.0%	65.3%	30.6%	34.7%	100.0%
Conservatory	108	55	18	89	51	38	103
%V	1.1%	1.2%	1.4%	1.3%	1.6%	1.0%	1.1%
%H		50.9%	16.7%	82.4%	47.2%	35.2%	95.4%
Attic or loft room	9	4	1	8	4	4	9
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
No specific location	6	4	1	6	4	1	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	16.7%	100.0%	66.7%	16.7%	100.0%
Other	74	49	7	54	39	16	70
%V	0.7%	1.0%	0.5%	0.8%	1.3%	0.4%	0.8%
%H		66.2%	9.5%	73.0%	52.7%	21.6%	94.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Set level data
Table 21.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	10107	4670	1296	7046	3109	3936	9313
%H		46.2%	12.8%	69.7%	30.8%	38.9%	92.1%
PVR	4638	2966	856	2484	1622	862	4449
%V	45.9%	63.5%	66.0%	35.3%	52.2%	21.9%	47.8%
%H		63.9%	18.5%	53.6%	35.0%	18.6%	95.9%
DVDR	85	39	16	68	36	32	73
%V	0.8%	0.8%	1.2%	1.0%	1.2%	0.8%	0.8%
%H		45.9%	18.8%	80.0%	42.4%	37.6%	85.9%
VCR	34	16	2	31	15	16	25
%V	0.3%	0.3%	0.2%	0.4%	0.5%	0.4%	0.3%
%H		47.1%	5.9%	91.2%	44.1%	47.1%	73.5%
Any recorder	4692	2980	862	2533	1638	895	4486
%V	46.4%	63.8%	66.5%	35.9%	52.7%	22.7%	48.2%
%H		63.5%	18.4%	54.0%	34.9%	19.1%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data
Table 21.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	10107	4670	1296	7046	3109	3936	9313
%H		46.2%	12.8%	69.7%	30.8%	38.9%	92.1%
Receives HDTV (via STB or built-in reception)	6335	3272	875	4333	2086	2248	5996
%V	62.7%	70.1%	67.5%	61.5%	67.1%	57.1%	64.4%
%H		51.6%	13.8%	68.4%	32.9%	35.5%	94.6%
DVD/Blu-ray player or recorder	4776	2222	622	3287	1463	1824	4463
%V	47.3%	47.6%	48.0%	46.7%	47.1%	46.3%	47.9%
%H		46.5%	13.0%	68.8%	30.6%	38.2%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Set level data

Table 21.15: 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	5083	2069	606	3419	1187	2232	4543
%H		40.7%	11.9%	67.3%	23.4%	43.9%	89.4%
Under 20"	40	9	3	32	5	27	26
%V	0.8%	0.4%	0.5%	0.9%	0.4%	1.2%	0.6%
%H		22.5%	7.5%	80.0%	12.5%	67.5%	65.0%
20" - 29"	371	76	32	297	41	257	270
%V	7.3%	3.7%	5.3%	8.7%	3.5%	11.5%	5.9%
%H		20.5%	8.6%	80.1%	11.1%	69.3%	72.8%
30" - 39"	1345	417	148	988	255	733	1134
%V	26.5%	20.2%	24.4%	28.9%	21.5%	32.8%	25.0%
%H		31.0%	11.0%	73.5%	19.0%	54.5%	84.3%
40" - 49"	2027	929	263	1303	538	765	1896
%V	39.9%	44.9%	43.4%	38.1%	45.3%	34.3%	41.7%
%H		45.8%	13.0%	64.3%	26.5%	37.7%	93.5%
50" - 59"	815	451	109	487	267	220	795
%V	16.0%	21.8%	18.0%	14.2%	22.5%	9.9%	17.5%
%H		55.3%	13.4%	59.8%	32.8%	27.0%	97.5%
60"+	125	78	17	58	34	24	122
%V	2.5%	3.8%	2.8%	1.7%	2.9%	1.1%	2.7%
%H		62.4%	13.6%	46.4%	27.2%	19.2%	97.6%
Don't know	360	109	35	254	48	206	301
%V	7.1%	5.3%	5.8%	7.4%	4.0%	9.2%	6.6%
%H		30.3%	9.7%	70.6%	13.3%	57.2%	83.6%

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Set level data

Table 21.16: 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	5083	2069	606	3419	1187	2232	4543
%H		40.7%	11.9%	67.3%	23.4%	43.9%	89.4%
PVR	3138	1844	571	1814	1069	745	2975
%V	61.7%	89.1%	94.2%	53.1%	90.1%	33.4%	65.5%
%H		58.8%	18.2%	57.8%	34.1%	23.7%	94.8%
DVDR	67	31	11	53	26	27	57
%V	1.3%	1.5%	1.8%	1.6%	2.2%	1.2%	1.3%
%H		46.3%	16.4%	79.1%	38.8%	40.3%	85.1%
VCR	24	10	1	22	9	12	18
%V	0.5%	0.5%	0.2%	0.6%	0.8%	0.5%	0.4%
%H		41.7%	4.2%	91.7%	37.5%	50.0%	75.0%
Any recorder	3167	1850	571	1840	1072	768	2993
%V	62.3%	89.4%	94.2%	53.8%	90.3%	34.4%	65.9%
%H		58.4%	18.0%	58.1%	33.8%	24.3%	94.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.17: 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	5083	2069	606	3419	1187	2232	4543
%H		40.7%	11.9%	67.3%	23.4%	43.9%	89.4%
Receives HDTV (via STB or built-in reception)	3859	1809	540	2611	1072	1539	3602
%V	75.9%	87.4%	89.1%	76.4%	90.3%	69.0%	79.3%
%H		46.9%	14.0%	67.7%	27.8%	39.9%	93.3%
DVD/Blu-ray player or recorder	3016	1284	354	2079	788	1291	2774
%V	59.3%	62.1%	58.4%	60.8%	66.4%	57.8%	61.1%
%H		42.6%	11.7%	68.9%	26.1%	42.8%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Set level data

Table 21.18: 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	5024	2601	691	3627	1922	1704	4770
%H		51.8%	13.8%	72.2%	38.3%	33.9%	94.9%
Under 20"	722	328	84	610	304	306	648
%V	14.4%	12.6%	12.2%	16.8%	15.8%	18.0%	13.6%
%H		45.4%	11.6%	84.5%	42.1%	42.4%	89.8%
20" - 29"	1391	701	161	1074	554	519	1304
%V	27.7%	27.0%	23.3%	29.6%	28.8%	30.5%	27.3%
%H		50.4%	11.6%	77.2%	39.8%	37.3%	93.7%
30" - 39"	1534	789	244	1069	565	504	1484
%V	30.5%	30.3%	35.3%	29.5%	29.4%	29.6%	31.1%
%H		51.4%	15.9%	69.7%	36.8%	32.9%	96.7%
40" - 49"	853	497	126	533	316	217	833
%V	17.0%	19.1%	18.2%	14.7%	16.4%	12.7%	17.5%
%H		58.3%	14.8%	62.5%	37.0%	25.4%	97.7%
50" - 59"	193	123	34	106	72	35	190
%V	3.8%	4.7%	4.9%	2.9%	3.7%	2.1%	4.0%
%H		63.7%	17.6%	54.9%	37.3%	18.1%	98.4%
60"+	30	17	5	18	11	6	30
%V	0.6%	0.7%	0.7%	0.5%	0.6%	0.4%	0.6%
%H		56.7%	16.7%	60.0%	36.7%	20.0%	100.0%
Don't know	301	146	38	218	101	117	282
%V	6.0%	5.6%	5.5%	6.0%	5.3%	6.9%	5.9%
%H		48.5%	12.6%	72.4%	33.6%	38.9%	93.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Set level data

Table 21.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	5024	2601	691	3627	1922	1704	4770
%H		51.8%	13.8%	72.2%	38.3%	33.9%	94.9%
PVR	1500	1122	285	671	554	117	1474
%V	29.9%	43.1%	41.2%	18.5%	28.8%	6.9%	30.9%
%H		74.8%	19.0%	44.7%	36.9%	7.8%	98.3%
DVDR	19	8	5	15	10	5	16
%V	0.4%	0.3%	0.7%	0.4%	0.5%	0.3%	0.3%
%H		42.1%	26.3%	78.9%	52.6%	26.3%	84.2%
VCR	10	6	1	9	6	3	8
%V	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H		60.0%	10.0%	90.0%	60.0%	30.0%	80.0%
Any recorder	1525	1130	291	693	566	127	1493
%V	30.4%	43.4%	42.1%	19.1%	29.4%	7.5%	31.3%
%H		74.1%	19.1%	45.4%	37.1%	8.3%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 21.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	5024	2601	691	3627	1922	1704	4770
%H		51.8%	13.8%	72.2%	38.3%	33.9%	94.9%
Receives HDTV (via STB or built-in reception)	2476	1463	335	1723	1014	709	2394
%V	49.3%	56.2%	48.5%	47.5%	52.8%	41.6%	50.2%
%H		59.1%	13.5%	69.6%	41.0%	28.6%	96.7%
DVD/Blu-ray player or recorder	1760	939	267	1208	675	533	1688
%V	35.0%	36.1%	38.6%	33.3%	35.1%	31.3%	35.4%
%H		53.4%	15.2%	68.6%	38.4%	30.3%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.21: 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	12479	12074	5375	1652	7587	3020	4567	11731
%H		96.8%	43.1%	13.2%	60.8%	24.2%	36.6%	94.0%
Total Children	2411	2359	1140	327	1279	523	756	2387
%V	19.3%	19.5%	21.2%	19.8%	16.9%	17.3%	16.6%	20.3%
%H		97.8%	47.3%	13.6%	53.0%	21.7%	31.4%	99.0%
0 - 3	569	556	268	63	290	114	176	565
%V	4.6%	4.6%	5.0%	3.8%	3.8%	3.8%	3.9%	4.8%
%H		97.7%	47.1%	11.1%	51.0%	20.0%	30.9%	99.3%
4 - 15	1842	1803	872	264	989	409	580	1822
%V	14.8%	14.9%	16.2%	16.0%	13.0%	13.5%	12.7%	15.5%
%H		97.9%	47.3%	14.3%	53.7%	22.2%	31.5%	98.9%
4 - 9	950	922	434	128	491	192	299	937
%V	7.6%	7.6%	8.1%	7.7%	6.5%	6.4%	6.5%	8.0%
%H		97.1%	45.7%	13.5%	51.7%	20.2%	31.5%	98.6%
10 - 15	892	881	437	136	498	216	281	885
%V	7.1%	7.3%	8.1%	8.2%	6.6%	7.2%	6.2%	7.5%
%H		98.8%	49.0%	15.2%	55.8%	24.2%	31.5%	99.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.22: 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	12479	12074	5375	1652	7587	3020	4567	11731
%H		96.8%	43.1%	13.2%	60.8%	24.2%	36.6%	94.0%
Total Adults (16+)	10068	9715	4235	1325	6309	2497	3811	9344
%V	80.7%	80.5%	78.8%	80.2%	83.2%	82.7%	83.4%	79.7%
%H		96.5%	42.1%	13.2%	62.7%	24.8%	37.9%	92.8%
16 - 19	493	478	239	82	294	147	147	487
%V	4.0%	4.0%	4.4%	5.0%	3.9%	4.9%	3.2%	4.2%
%H		97.0%	48.5%	16.6%	59.6%	29.8%	29.8%	98.8%
20 - 24	669	599	266	110	339	174	165	657
%V	5.4%	5.0%	4.9%	6.7%	4.5%	5.8%	3.6%	5.6%
%H		89.5%	39.8%	16.4%	50.7%	26.0%	24.7%	98.2%
25 - 34	1526	1440	569	220	748	260	488	1511
%V	12.2%	11.9%	10.6%	13.3%	9.9%	8.6%	10.7%	12.9%
%H		94.4%	37.3%	14.4%	49.0%	17.0%	32.0%	99.0%
35 - 44	1570	1489	692	185	840	304	536	1538
%V	12.6%	12.3%	12.9%	11.2%	11.1%	10.1%	11.7%	13.1%
%H		94.8%	44.1%	11.8%	53.5%	19.4%	34.1%	98.0%
45 - 54	1728	1696	839	278	1051	499	552	1699
%V	13.8%	14.0%	15.6%	16.8%	13.9%	16.5%	12.1%	14.5%
%H		98.1%	48.6%	16.1%	60.8%	28.9%	31.9%	98.3%
55 - 64	1579	1551	720	203	1097	475	622	1523
%V	12.7%	12.8%	13.4%	12.3%	14.5%	15.7%	13.6%	13.0%
%H		98.2%	45.6%	12.9%	69.5%	30.1%	39.4%	96.5%
65+	2502	2463	909	246	1941	639	1302	1930
%V	20.0%	20.4%	16.9%	14.9%	25.6%	21.2%	28.5%	16.5%
%H		98.4%	36.3%	9.8%	77.6%	25.5%	52.0%	77.1%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Individual level data
Table 21.23: 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+)	10068	9715	4235	1325	6309	2497	3811	9344
%H		96.5%	42.1%	13.2%	62.7%	24.8%	37.9%	92.8%
AB	2853	2767	1241	370	1797	743	1054	2787
%V	28.3%	28.5%	29.3%	27.9%	28.5%	29.8%	27.7%	29.8%
%H		97.0%	43.5%	13.0%	63.0%	26.0%	36.9%	97.7%
C1	3281	3147	1408	441	2025	837	1188	3090
%V	32.6%	32.4%	33.2%	33.3%	32.1%	33.5%	31.2%	33.1%
%H		95.9%	42.9%	13.4%	61.7%	25.5%	36.2%	94.2%
C2	2185	2140	963	320	1404	597	807	2016
%V	21.7%	22.0%	22.7%	24.2%	22.3%	23.9%	21.2%	21.6%
%H		97.9%	44.1%	14.6%	64.3%	27.3%	36.9%	92.3%
D	1220	1169	457	152	728	236	492	1072
%V	12.1%	12.0%	10.8%	11.5%	11.5%	9.5%	12.9%	11.5%
%H		95.8%	37.5%	12.5%	59.7%	19.3%	40.3%	87.9%
E	530	492	166	42	355	85	270	379
%V	5.3%	5.1%	3.9%	3.2%	5.6%	3.4%	7.1%	4.1%
%H		92.8%	31.3%	7.9%	67.0%	16.0%	50.9%	71.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV South East Macro
Individual level data
Table 21.24: 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+)	10068	9715	4235	1325	6309	2497	3811	9344
%H		96.5%	42.1%	13.2%	62.7%	24.8%	37.9%	92.8%
Working full time	4876	4696	2149	717	2813	1204	1609	4791
%V	48.4%	48.3%	50.7%	54.1%	44.6%	48.2%	42.2%	51.3%
%H		96.3%	44.1%	14.7%	57.7%	24.7%	33.0%	98.3%
Working part time	1161	1133	533	156	708	301	407	1140
%V	11.5%	11.7%	12.6%	11.8%	11.2%	12.1%	10.7%	12.2%
%H		97.6%	45.9%	13.4%	61.0%	25.9%	35.1%	98.2%
Not working	4031	3887	1553	452	2788	992	1796	3412
%V	40.0%	40.0%	36.7%	34.1%	44.2%	39.7%	47.1%	36.5%
%H		96.4%	38.5%	11.2%	69.2%	24.6%	44.6%	84.6%
Houseperson	5292	5086	2069	606	3422	1187	2236	4720
%V	52.6%	52.4%	48.9%	45.7%	54.2%	47.5%	58.7%	50.5%
%H		96.1%	39.1%	11.5%	64.7%	22.4%	42.3%	89.2%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.25: 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+)	4931	4721	2095	665	3008	1240	1768	4625
%H		95.7%	42.5%	13.5%	61.0%	25.1%	35.9%	93.8%
16 - 19	249	244	117	45	138	68	70	244
%V	5.0%	5.2%	5.6%	6.8%	4.6%	5.5%	4.0%	5.3%
%H		98.0%	47.0%	18.1%	55.4%	27.3%	28.1%	98.0%
20 - 24	345	308	141	61	169	96	73	337
%V	7.0%	6.5%	6.7%	9.2%	5.6%	7.7%	4.1%	7.3%
%H		89.3%	40.9%	17.7%	49.0%	27.8%	21.2%	97.7%
25 - 34	769	711	280	111	366	133	233	762
%V	15.6%	15.1%	13.4%	16.7%	12.2%	10.7%	13.2%	16.5%
%H		92.5%	36.4%	14.4%	47.6%	17.3%	30.3%	99.1%
35 - 44	784	741	335	92	412	141	270	765
%V	15.9%	15.7%	16.0%	13.8%	13.7%	11.4%	15.3%	16.5%
%H		94.5%	42.7%	11.7%	52.6%	18.0%	34.4%	97.6%
45 - 54	846	824	416	132	509	243	266	828
%V	17.2%	17.5%	19.9%	19.8%	16.9%	19.6%	15.0%	17.9%
%H		97.4%	49.2%	15.6%	60.2%	28.7%	31.4%	97.9%
55 - 64	781	766	353	102	540	233	307	754
%V	15.8%	16.2%	16.8%	15.3%	18.0%	18.8%	17.4%	16.3%
%H		98.1%	45.2%	13.1%	69.1%	29.8%	39.3%	96.5%
65+	1158	1128	453	124	874	326	549	936
%V	23.5%	23.9%	21.6%	18.6%	29.1%	26.3%	31.1%	20.2%
%H		97.4%	39.1%	10.7%	75.5%	28.2%	47.4%	80.8%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.26: 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+)	4931	4721	2095	665	3008	1240	1768	4625
%H		95.7%	42.5%	13.5%	61.0%	25.1%	35.9%	93.8%
AB	1447	1396	633	185	894	376	518	1422
%V	29.3%	29.6%	30.2%	27.8%	29.7%	30.3%	29.3%	30.7%
%H		96.5%	43.7%	12.8%	61.8%	26.0%	35.8%	98.3%
C1	1529	1448	659	214	908	395	513	1462
%V	31.0%	30.7%	31.5%	32.2%	30.2%	31.9%	29.0%	31.6%
%H		94.7%	43.1%	14.0%	59.4%	25.8%	33.6%	95.6%
C2	1169	1138	508	176	745	322	423	1073
%V	23.7%	24.1%	24.2%	26.5%	24.8%	26.0%	23.9%	23.2%
%H		97.3%	43.5%	15.1%	63.7%	27.5%	36.2%	91.8%
D	560	539	218	73	323	112	211	503
%V	11.4%	11.4%	10.4%	11.0%	10.7%	9.0%	11.9%	10.9%
%H		96.3%	38.9%	13.0%	57.7%	20.0%	37.7%	89.8%
E	227	200	76	17	138	36	103	165
%V	4.6%	4.2%	3.6%	2.6%	4.6%	2.9%	5.8%	3.6%
%H		88.1%	33.5%	7.5%	60.8%	15.9%	45.4%	72.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.27: 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+)	4931	4721	2095	665	3008	1240	1768	4625
%H		95.7%	42.5%	13.5%	61.0%	25.1%	35.9%	93.8%
Working full time	3002	2874	1327	442	1711	747	964	2945
%V	60.9%	60.9%	63.3%	66.5%	56.9%	60.2%	54.5%	63.7%
%H		95.7%	44.2%	14.7%	57.0%	24.9%	32.1%	98.1%
Working part time	237	229	101	33	146	60	87	228
%V	4.8%	4.9%	4.8%	5.0%	4.9%	4.8%	4.9%	4.9%
%H		96.6%	42.6%	13.9%	61.6%	25.3%	36.7%	96.2%
Not working	1692	1619	667	191	1151	434	717	1452
%V	34.3%	34.3%	31.8%	28.7%	38.3%	35.0%	40.6%	31.4%
%H		95.7%	39.4%	11.3%	68.0%	25.7%	42.4%	85.8%
Houseperson	1091	995	356	106	696	215	481	915
%V	22.1%	21.1%	17.0%	15.9%	23.1%	17.3%	27.2%	19.8%
%H		91.2%	32.6%	9.7%	63.8%	19.7%	44.1%	83.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.28: 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+)	5137	4994	2140	659	3300	1257	2043	4719
%H		97.2%	41.7%	12.8%	64.2%	24.5%	39.8%	91.9%
16 - 19	244	235	121	37	155	79	76	244
%V	4.7%	4.7%	5.7%	5.6%	4.7%	6.3%	3.7%	5.2%
%H		96.3%	49.6%	15.2%	63.5%	32.4%	31.1%	100.0%
20 - 24	324	292	125	50	171	78	92	320
%V	6.3%	5.8%	5.8%	7.6%	5.2%	6.2%	4.5%	6.8%
%H		90.1%	38.6%	15.4%	52.8%	24.1%	28.4%	98.8%
25 - 34	758	729	289	109	382	127	255	749
%V	14.8%	14.6%	13.5%	16.5%	11.6%	10.1%	12.5%	15.9%
%H		96.2%	38.1%	14.4%	50.4%	16.8%	33.6%	98.8%
35 - 44	786	748	357	93	428	163	266	773
%V	15.3%	15.0%	16.7%	14.1%	13.0%	13.0%	13.0%	16.4%
%H		95.2%	45.4%	11.8%	54.5%	20.7%	33.8%	98.3%
45 - 54	883	872	423	147	542	256	286	870
%V	17.2%	17.5%	19.8%	22.3%	16.4%	20.4%	14.0%	18.4%
%H		98.8%	47.9%	16.6%	61.4%	29.0%	32.4%	98.5%
55 - 64	798	785	368	101	556	241	315	769
%V	15.5%	15.7%	17.2%	15.3%	16.8%	19.2%	15.4%	16.3%
%H		98.4%	46.1%	12.7%	69.7%	30.2%	39.5%	96.4%
65+	1344	1335	457	123	1067	313	753	994
%V	26.2%	26.7%	21.4%	18.7%	32.3%	24.9%	36.9%	21.1%
%H		99.3%	34.0%	9.2%	79.4%	23.3%	56.0%	74.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.29: 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+)	5137	4994	2140	659	3300	1257	2043	4719
%H		97.2%	41.7%	12.8%	64.2%	24.5%	39.8%	91.9%
AB	1406	1371	608	185	903	368	535	1365
%V	27.4%	27.5%	28.4%	28.1%	27.4%	29.3%	26.2%	28.9%
%H		97.5%	43.2%	13.2%	64.2%	26.2%	38.1%	97.1%
C1	1752	1699	749	227	1117	442	675	1627
%V	34.1%	34.0%	35.0%	34.4%	33.8%	35.2%	33.0%	34.5%
%H		97.0%	42.8%	13.0%	63.8%	25.2%	38.5%	92.9%
C2	1016	1003	455	143	659	275	384	942
%V	19.8%	20.1%	21.3%	21.7%	20.0%	21.9%	18.8%	20.0%
%H		98.7%	44.8%	14.1%	64.9%	27.1%	37.8%	92.7%
D	660	630	239	80	405	123	281	570
%V	12.8%	12.6%	11.2%	12.1%	12.3%	9.8%	13.8%	12.1%
%H		95.5%	36.2%	12.1%	61.4%	18.6%	42.6%	86.4%
E	303	292	90	25	216	49	167	214
%V	5.9%	5.8%	4.2%	3.8%	6.5%	3.9%	8.2%	4.5%
%H		96.4%	29.7%	8.3%	71.3%	16.2%	55.1%	70.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV South East Macro

Individual level data

Table 21.30: 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+)	5137	4994	2140	659	3300	1257	2043	4719
%H		97.2%	41.7%	12.8%	64.2%	24.5%	39.8%	91.9%
Working full time	1874	1822	822	275	1102	457	645	1847
%V	36.5%	36.5%	38.4%	41.7%	33.4%	36.4%	31.6%	39.1%
%H		97.2%	43.9%	14.7%	58.8%	24.4%	34.4%	98.6%
Working part time	924	904	432	123	562	242	320	912
%V	18.0%	18.1%	20.2%	18.7%	17.0%	19.3%	15.7%	19.3%
%H		97.8%	46.8%	13.3%	60.8%	26.2%	34.6%	98.7%
Not working	2339	2269	886	261	1637	559	1079	1960
%V	45.5%	45.4%	41.4%	39.6%	49.6%	44.5%	52.8%	41.5%
%H		97.0%	37.9%	11.2%	70.0%	23.9%	46.1%	83.8%
Houseperson	4200	4092	1713	499	2726	972	1754	3804
%V	81.8%	81.9%	80.0%	75.7%	82.6%	77.3%	85.9%	80.6%
%H		97.4%	40.8%	11.9%	64.9%	23.1%	41.8%	90.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV North Macro

Household level data

Table 22.1: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
AB	1550	1506	637	210	1047	432	615	1493
%V	21.0%	21.2%	23.6%	21.4%	21.0%	24.1%	19.2%	23.7%
%H (All HH)		97.2%	41.1%	13.5%	67.5%	27.9%	39.7%	96.3%
%H (TV HH)			42.3%	13.9%	69.5%	28.7%	40.8%	
C1	2016	1941	769	288	1341	528	812	1840
%V	27.3%	27.3%	28.5%	29.4%	26.9%	29.4%	25.4%	29.2%
%H (All HH)		96.3%	38.1%	14.3%	66.5%	26.2%	40.3%	91.3%
%H (TV HH)			39.6%	14.8%	69.1%	27.2%	41.8%	
C2	1546	1497	613	222	1037	416	621	1340
%V	20.9%	21.0%	22.7%	22.7%	20.8%	23.2%	19.4%	21.3%
%H (All HH)		96.8%	39.7%	14.4%	67.1%	26.9%	40.2%	86.7%
%H (TV HH)			40.9%	14.8%	69.3%	27.8%	41.5%	
D	1177	1130	415	142	784	262	522	953
%V	15.9%	15.9%	15.4%	14.5%	15.7%	14.6%	16.3%	15.1%
%H (All HH)		96.0%	35.3%	12.1%	66.6%	22.3%	44.4%	81.0%
%H (TV HH)			36.7%	12.6%	69.4%	23.2%	46.2%	
E	1100	1044	261	118	786	158	628	674
%V	14.9%	14.7%	9.7%	12.0%	15.7%	8.8%	19.6%	10.7%
%H (All HH)		94.9%	23.7%	10.7%	71.5%	14.4%	57.1%	61.3%
%H (TV HH)			25.0%	11.3%	75.3%	15.1%	60.2%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Household level data

Table 22.2: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Under 25	284	248	56	36	154	34	120	268
%V	3.8%	3.5%	2.1%	3.7%	3.1%	1.9%	3.8%	4.3%
%H (All HH)		87.3%	19.7%	12.7%	54.2%	12.0%	42.3%	94.4%
%H (TV HH)			22.6%	14.5%	62.1%	13.7%	48.4%	
25 - 34	1103	1012	421	128	549	204	345	1064
%V	14.9%	14.2%	15.6%	13.1%	11.0%	11.4%	10.8%	16.9%
%H (All HH)		91.7%	38.2%	11.6%	49.8%	18.5%	31.3%	96.5%
%H (TV HH)			41.6%	12.6%	54.2%	20.2%	34.1%	
35 - 44	1128	1063	460	177	652	286	366	1091
%V	15.3%	14.9%	17.1%	18.1%	13.1%	15.9%	11.4%	17.3%
%H (All HH)		94.2%	40.8%	15.7%	57.8%	25.4%	32.4%	96.7%
%H (TV HH)			43.3%	16.7%	61.3%	26.9%	34.4%	
45 - 54	1384	1351	595	225	935	427	508	1312
%V	18.7%	19.0%	22.1%	23.0%	18.7%	23.8%	15.9%	20.8%
%H (All HH)		97.6%	43.0%	16.3%	67.6%	30.9%	36.7%	94.8%
%H (TV HH)			44.0%	16.7%	69.2%	31.6%	37.6%	
55 - 64	1317	1292	516	181	960	369	591	1178
%V	17.8%	18.2%	19.1%	18.5%	19.2%	20.5%	18.5%	18.7%
%H (All HH)		98.1%	39.2%	13.7%	72.9%	28.0%	44.9%	89.4%
%H (TV HH)			39.9%	14.0%	74.3%	28.6%	45.7%	
65 +	2173	2151	649	232	1745	476	1269	1387
%V	29.4%	30.2%	24.1%	23.7%	34.9%	26.5%	39.7%	22.0%
%H (All HH)		99.0%	29.9%	10.7%	80.3%	21.9%	58.4%	63.8%
%H (TV HH)			30.2%	10.8%	81.1%	22.1%	59.0%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North Macro
Household level data
Table 22.3: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
1	2356	2221	582	209	1720	349	1371	1556
%V	31.9%	31.2%	21.6%	21.3%	34.4%	19.4%	42.9%	24.7%
%H (All HH)		94.3%	24.7%	8.9%	73.0%	14.8%	58.2%	66.0%
%H (TV HH)			26.2%	9.4%	77.4%	15.7%	61.7%	
2	2572	2506	1003	352	1787	718	1069	2334
%V	34.8%	35.2%	37.2%	35.9%	35.8%	40.0%	33.4%	37.0%
%H (All HH)		97.4%	39.0%	13.7%	69.5%	27.9%	41.6%	90.7%
%H (TV HH)			40.0%	14.0%	71.3%	28.7%	42.7%	
3	1110	1080	486	185	682	319	364	1075
%V	15.0%	15.2%	18.0%	18.9%	13.7%	17.8%	11.4%	17.1%
%H (All HH)		97.3%	43.8%	16.7%	61.4%	28.7%	32.8%	96.8%
%H (TV HH)			45.0%	17.1%	63.1%	29.5%	33.7%	
4	911	888	413	158	565	280	285	905
%V	12.3%	12.5%	15.3%	16.1%	11.3%	15.6%	8.9%	14.4%
%H (All HH)		97.5%	45.3%	17.3%	62.0%	30.7%	31.3%	99.3%
%H (TV HH)			46.5%	17.8%	63.6%	31.5%	32.1%	
5+	440	424	211	76	240	130	110	430
%V	6.0%	6.0%	7.8%	7.8%	4.8%	7.2%	3.4%	6.8%
%H (All HH)		96.4%	48.0%	17.3%	54.5%	29.5%	25.0%	97.7%
%H (TV HH)			49.8%	17.9%	56.6%	30.7%	25.9%	
Average HH size	2.28	2.29	2.54	2.57	2.18	2.54	1.98	2.45

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Household level data

Table 22.4: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Without	5560	5332	1897	689	3906	1303	2603	4509
%V	75.2%	74.9%	70.4%	70.3%	78.2%	72.6%	81.4%	71.6%
%H (All HH)		95.9%	34.1%	12.4%	70.3%	23.4%	46.8%	81.1%
%H (TV HH)			35.6%	12.9%	73.3%	24.4%	48.8%	
With	1829	1785	799	290	1088	492	596	1791
%V	24.8%	25.1%	29.6%	29.6%	21.8%	27.4%	18.6%	28.4%
%H (All HH)		97.6%	43.7%	15.9%	59.5%	26.9%	32.6%	97.9%
%H (TV HH)			44.8%	16.2%	61.0%	27.6%	33.4%	
0 - 3	661	640	283	89	353	141	212	644
%V	8.9%	9.0%	10.5%	9.1%	7.1%	7.9%	6.6%	10.2%
%H (All HH)		96.8%	42.8%	13.5%	53.4%	21.3%	32.1%	97.4%
%H (TV HH)			44.2%	13.9%	55.2%	22.0%	33.1%	
4 - 9	963	935	427	147	555	254	301	942
%V	13.0%	13.1%	15.8%	15.0%	11.1%	14.1%	9.4%	15.0%
%H (All HH)		97.1%	44.3%	15.3%	57.6%	26.4%	31.3%	97.8%
%H (TV HH)			45.7%	15.7%	59.4%	27.2%	32.2%	
10 - 15	902	883	409	163	565	282	283	885
%V	12.2%	12.4%	15.2%	16.6%	11.3%	15.7%	8.8%	14.0%
%H (All HH)		97.9%	45.3%	18.1%	62.6%	31.3%	31.4%	98.1%
%H (TV HH)			46.3%	18.5%	64.0%	31.9%	32.0%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Household level data

Table 22.5: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
1	2859	2859	798	306	1851	293	1558	2199
%V	38.7%	40.2%	29.6%	31.2%	37.1%	16.3%	48.7%	34.9%
%H (All HH)		100.0%	27.9%	10.7%	64.7%	10.2%	54.5%	76.9%
%H (TV HH)			27.9%	10.7%	64.7%	10.2%	54.5%	
2	2390	2390	990	347	1711	703	1008	2094
%V	32.3%	33.6%	36.7%	35.4%	34.3%	39.1%	31.5%	33.2%
%H (All HH)		100.0%	41.4%	14.5%	71.6%	29.4%	42.2%	87.6%
%H (TV HH)			41.4%	14.5%	71.6%	29.4%	42.2%	
3	1165	1165	534	197	891	461	430	1107
%V	15.8%	16.4%	19.8%	20.1%	17.8%	25.7%	13.4%	17.6%
%H (All HH)		100.0%	45.8%	16.9%	76.5%	39.6%	36.9%	95.0%
%H (TV HH)			45.8%	16.9%	76.5%	39.6%	36.9%	
4	468	468	234	84	358	205	153	452
%V	6.3%	6.6%	8.7%	8.6%	7.2%	11.4%	4.8%	7.2%
%H (All HH)		100.0%	50.0%	17.9%	76.5%	43.8%	32.7%	96.6%
%H (TV HH)			50.0%	17.9%	76.5%	43.8%	32.7%	
5+	235	235	139	44	184	134	49	232
%V	3.2%	3.3%	5.2%	4.5%	3.7%	7.5%	1.5%	3.7%
%H (All HH)		100.0%	59.1%	18.7%	78.3%	57.0%	20.9%	98.7%
%H (TV HH)			59.1%	18.7%	78.3%	57.0%	20.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
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ITV North Macro
Household level data
Table 22.6: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Under 20"	595	595	235	77	507	227	280	512
%V	8.1%	8.4%	8.7%	7.9%	10.2%	12.6%	8.8%	8.1%
%H (All HH)		100.0%	39.5%	12.9%	85.2%	38.2%	47.1%	86.1%
%H (TV HH)			39.5%	12.9%	85.2%	38.2%	47.1%	
20" - 29"	1743	1743	645	240	1407	579	828	1501
%V	23.6%	24.5%	23.9%	24.5%	28.2%	32.2%	25.9%	23.8%
%H (All HH)		100.0%	37.0%	13.8%	80.7%	33.2%	47.5%	86.1%
%H (TV HH)			37.0%	13.8%	80.7%	33.2%	47.5%	
30" - 39"	3358	3358	1277	501	2458	952	1505	2910
%V	45.4%	47.2%	47.4%	51.1%	49.2%	53.0%	47.1%	46.2%
%H (All HH)		100.0%	38.0%	14.9%	73.2%	28.4%	44.8%	86.7%
%H (TV HH)			38.0%	14.9%	73.2%	28.4%	44.8%	
40" - 49"	3501	3501	1532	558	2354	1047	1307	3176
%V	47.4%	49.2%	56.8%	56.9%	47.1%	58.3%	40.9%	50.4%
%H (All HH)		100.0%	43.8%	15.9%	67.2%	29.9%	37.3%	90.7%
%H (TV HH)			43.8%	15.9%	67.2%	29.9%	37.3%	
50" - 59"	1473	1473	746	230	958	505	453	1401
%V	19.9%	20.7%	27.7%	23.5%	19.2%	28.1%	14.2%	22.2%
%H (All HH)		100.0%	50.6%	15.6%	65.0%	34.3%	30.8%	95.1%
%H (TV HH)			50.6%	15.6%	65.0%	34.3%	30.8%	
60"+	198	198	107	30	121	66	55	191
%V	2.7%	2.8%	4.0%	3.1%	2.4%	3.7%	1.7%	3.0%
%H (All HH)		100.0%	54.0%	15.2%	61.1%	33.3%	27.8%	96.5%
%H (TV HH)			54.0%	15.2%	61.1%	33.3%	27.8%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North Macro

Household level data

Table 22.7: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Main living room	7048	7048	2682	975	4951	1789	3162	6029
%V	95.4%	99.0%	99.5%	99.5%	99.1%	99.6%	98.9%	95.7%
%H (All HH)		100.0%	38.1%	13.8%	70.2%	25.4%	44.9%	85.5%
%H (TV HH)			38.1%	13.8%	70.2%	25.4%	44.9%	
Kitchen	719	719	333	86	588	290	298	647
%V	9.7%	10.1%	12.4%	8.8%	11.8%	16.1%	9.3%	10.3%
%H (All HH)		100.0%	46.3%	12.0%	81.8%	40.3%	41.4%	90.0%
%H (TV HH)			46.3%	12.0%	81.8%	40.3%	41.4%	
Adult's bedroom	3204	3204	1440	528	2368	1170	1197	2942
%V	43.4%	45.0%	53.4%	53.9%	47.4%	65.1%	37.4%	46.7%
%H (All HH)		100.0%	44.9%	16.5%	73.9%	36.5%	37.4%	91.8%
%H (TV HH)			44.9%	16.5%	73.9%	36.5%	37.4%	
Child's bedroom	625	625	308	115	436	246	190	612
%V	8.5%	8.8%	11.4%	11.7%	8.7%	13.7%	5.9%	9.7%
%H (All HH)		100.0%	49.3%	18.4%	69.8%	39.4%	30.4%	97.9%
%H (TV HH)			49.3%	18.4%	69.8%	39.4%	30.4%	
Other bedroom	545	545	256	107	409	223	186	522
%V	7.4%	7.7%	9.5%	10.9%	8.2%	12.4%	5.8%	8.3%
%H (All HH)		100.0%	47.0%	19.6%	75.0%	40.9%	34.1%	95.8%
%H (TV HH)			47.0%	19.6%	75.0%	40.9%	34.1%	
Second living/dining room	809	809	373	141	615	322	292	746
%V	10.9%	11.4%	13.8%	14.4%	12.3%	17.9%	9.1%	11.8%
%H (All HH)		100.0%	46.1%	17.4%	76.0%	39.8%	36.1%	92.2%
%H (TV HH)			46.1%	17.4%	76.0%	39.8%	36.1%	
Study/office	96	96	46	11	78	37	41	95
%V	1.3%	1.3%	1.7%	1.1%	1.6%	2.1%	1.3%	1.5%
%H (All HH)		100.0%	47.9%	11.5%	81.3%	38.5%	42.7%	99.0%
%H (TV HH)			47.9%	11.5%	81.3%	38.5%	42.7%	
TV room	40	40	21	3	31	15	16	40
%V	0.5%	0.6%	0.8%	0.3%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	52.5%	7.5%	77.5%	37.5%	40.0%	100.0%
%H (TV HH)			52.5%	7.5%	77.5%	37.5%	40.0%	
Conservatory	183	183	89	33	151	90	61	171
%V	2.5%	2.6%	3.3%	3.4%	3.0%	5.0%	1.9%	2.7%
%H (All HH)		100.0%	48.6%	18.0%	82.5%	49.2%	33.3%	93.4%
%H (TV HH)			48.6%	18.0%	82.5%	49.2%	33.3%	
Attic or loft room	12	12	6	1	11	6	5	12
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	41.7%	100.0%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	41.7%	
No specific location	12	12	5	1	11	6	5	11
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	41.7%	8.3%	91.7%	50.0%	41.7%	91.7%
%H (TV HH)			41.7%	8.3%	91.7%	50.0%	41.7%	
Other	62	62	32	3	48	22	26	58
%V	0.8%	0.9%	1.2%	0.3%	1.0%	1.2%	0.8%	0.9%
%H (All HH)		100.0%	51.6%	4.8%	77.4%	35.5%	41.9%	93.5%
%H (TV HH)			51.6%	4.8%	77.4%	35.5%	41.9%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Household level data

Table 22.8: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Any DSAT provider	2696	2696	2696	35	1349	1349	0	2516
%V	36.5%	37.9%	100.0%	3.6%	27.0%	75.1%	0.0%	39.9%
%H (All HH)			100.0%	1.3%	50.0%	50.0%	0.0%	93.3%
%H (TV HH)			100.0%	1.3%	50.0%	50.0%	0.0%	
Sky with subscription	2317	2317	2317	15	1159	1159	0	2176
%V	31.4%	32.6%	85.9%	1.5%	23.2%	64.5%	0.0%	34.5%
%H (All HH)			100.0%	0.6%	50.0%	50.0%	0.0%	93.9%
%H (TV HH)			100.0%	0.6%	50.0%	50.0%	0.0%	
Sky without subscription	120	120	120	6	57	57	0	102
%V	1.6%	1.7%	4.5%	0.6%	1.1%	3.2%	0.0%	1.6%
%H (All HH)			100.0%	5.0%	47.5%	47.5%	0.0%	85.0%
%H (TV HH)			100.0%	5.0%	47.5%	47.5%	0.0%	
Freesat	233	233	233	9	126	126	0	216
%V	3.2%	3.3%	8.6%	0.9%	2.5%	7.0%	0.0%	3.4%
%H (All HH)			100.0%	3.9%	54.1%	54.1%	0.0%	92.7%
%H (TV HH)			100.0%	3.9%	54.1%	54.1%	0.0%	
Other satellite provider	146	146	146	10	73	73	0	136
%V	2.0%	2.1%	5.4%	1.0%	1.5%	4.1%	0.0%	2.2%
%H (All HH)			100.0%	6.8%	50.0%	50.0%	0.0%	93.2%
%H (TV HH)			100.0%	6.8%	50.0%	50.0%	0.0%	
DCAB	980	980	35	980	465	465	0	931
%V	13.3%	13.8%	1.3%	100.0%	9.3%	25.9%	0.0%	14.8%
%H (All HH)			3.6%	100.0%	47.4%	47.4%	0.0%	95.0%
%H (TV HH)			3.6%	100.0%	47.4%	47.4%	0.0%	
DTT	4994	4994	1349	465	4994	1796	3198	4095
%V	67.6%	70.2%	50.0%	47.4%	100.0%	100.0%	100.0%	65.0%
%H (All HH)		100.0%	27.0%	9.3%	100.0%	36.0%	64.0%	82.0%
%H (TV HH)			27.0%	9.3%	100.0%	36.0%	64.0%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 22.9: 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	7389	7117	2696	980	4994	1796	3198	6300
%H (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
PVR	4255	4255	2444	943	2558	1662	896	3947
%V	57.6%	59.8%	90.7%	96.2%	51.2%	92.5%	28.0%	62.7%
%H (All HH)		100.0%	57.4%	22.2%	60.1%	39.1%	21.1%	92.8%
%H (TV HH)			57.4%	22.2%	60.1%	39.1%	21.1%	
DVDR	75	75	35	6	62	29	33	66
%V	1.0%	1.1%	1.3%	0.6%	1.2%	1.6%	1.0%	1.0%
%H (All HH)		100.0%	46.7%	8.0%	82.7%	38.7%	44.0%	88.0%
%H (TV HH)			46.7%	8.0%	82.7%	38.7%	44.0%	
VCR	46	46	16	4	36	10	26	27
%V	0.6%	0.6%	0.6%	0.4%	0.7%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	34.8%	8.7%	78.3%	21.7%	56.5%	58.7%
%H (TV HH)			34.8%	8.7%	78.3%	21.7%	56.5%	
Any recorder	4301	4301	2448	943	2601	1664	937	3979
%V	58.2%	60.4%	90.8%	96.2%	52.1%	92.7%	29.3%	63.2%
%H (All HH)		100.0%	56.9%	21.9%	60.5%	38.7%	21.8%	92.5%
%H (TV HH)			56.9%	21.9%	60.5%	38.7%	21.8%	
Receives HDTV (via STB or built-in reception)	4920	4920	2295	844	3407	1593	1814	4508
%V	66.6%	69.1%	85.1%	86.1%	68.2%	88.7%	56.7%	71.6%
%H (All HH)		100.0%	46.6%	17.2%	69.2%	32.4%	36.9%	91.6%
%H (TV HH)			46.6%	17.2%	69.2%	32.4%	36.9%	
DVD/Blu-ray player or recorder	4195	4195	1630	613	3047	1215	1832	3719
%V	56.8%	58.9%	60.5%	62.6%	61.0%	67.7%	57.3%	59.0%
%H (All HH)		100.0%	38.9%	14.6%	72.6%	29.0%	43.7%	88.7%
%H (TV HH)			38.9%	14.6%	72.6%	29.0%	43.7%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

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Table 22.10: 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	7389	7117	2696	980	4994	1796	3198	6300
%V (All HH)		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%
%H (TV HH)			37.9%	13.8%	70.2%	25.2%	44.9%	
Has broadband internet	6300	6085	2516	931	4095	1692	2403	6300
%V	85.3%	85.5%	93.3%	95.0%	82.0%	94.2%	75.1%	100.0%
%H (All HH)		96.6%	39.9%	14.8%	65.0%	26.9%	38.1%	100.0%
%H (TV HH)			41.3%	15.3%	67.3%	27.8%	39.5%	
Number of computers (PCs and laptops)								
0	1633	1532	370	114	1205	198	1007	608
%V	22.1%	21.5%	13.7%	11.6%	24.1%	11.0%	31.5%	9.7%
%H (All HH)		93.8%	22.7%	7.0%	73.8%	12.1%	61.7%	37.2%
%H (TV HH)			24.2%	7.4%	78.7%	12.9%	65.7%	
1	2088	1997	723	265	1361	435	926	2036
%V	28.3%	28.1%	26.8%	27.0%	27.3%	24.2%	29.0%	32.3%
%H (All HH)		95.6%	34.6%	12.7%	65.2%	20.8%	44.3%	97.5%
%H (TV HH)			36.2%	13.3%	68.2%	21.8%	46.4%	
2	1717	1672	701	259	1132	477	654	1710
%V	23.2%	23.5%	26.0%	26.4%	22.7%	26.6%	20.5%	27.1%
%H (All HH)		97.4%	40.8%	15.1%	65.9%	27.8%	38.1%	99.6%
%H (TV HH)			41.9%	15.5%	67.7%	28.5%	39.1%	
3	928	908	413	153	606	296	310	925
%V	12.6%	12.8%	15.3%	15.6%	12.1%	16.5%	9.7%	14.7%
%H (All HH)		97.8%	44.5%	16.5%	65.3%	31.9%	33.4%	99.7%
%H (TV HH)			45.5%	16.9%	66.7%	32.6%	34.1%	
4	512	504	252	93	346	195	151	512
%V	6.9%	7.1%	9.3%	9.5%	6.9%	10.9%	4.7%	8.1%
%H (All HH)		98.4%	49.2%	18.2%	67.6%	38.1%	29.5%	100.0%
%H (TV HH)			50.0%	18.5%	68.7%	38.7%	30.0%	
5+	512	504	238	96	345	195	150	510
%V	6.9%	7.1%	8.8%	9.8%	6.9%	10.9%	4.7%	8.1%
%H (All HH)		98.4%	46.5%	18.8%	67.4%	38.1%	29.3%	99.6%
%H (TV HH)			47.2%	19.0%	68.5%	38.7%	29.8%	

Base: ITV North Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 22.11: 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	14278	6075	2162	10377	4630	5747	12775
%H		42.5%	15.1%	72.7%	32.4%	40.3%	89.5%
Under 20"	726	290	98	621	285	336	636
%V	5.1%	4.8%	4.5%	6.0%	6.2%	5.8%	5.0%
%H		39.9%	13.5%	85.5%	39.3%	46.3%	87.6%
20" - 29"	2189	825	300	1778	753	1025	1899
%V	15.3%	13.6%	13.9%	17.1%	16.3%	17.8%	14.9%
%H		37.7%	13.7%	81.2%	34.4%	46.8%	86.8%
30" - 39"	4356	1746	673	3194	1338	1856	3854
%V	30.5%	28.7%	31.1%	30.8%	28.9%	32.3%	30.2%
%H		40.1%	15.4%	73.3%	30.7%	42.6%	88.5%
40" - 49"	4293	1955	712	2881	1361	1520	3943
%V	30.1%	32.2%	32.9%	27.8%	29.4%	26.4%	30.9%
%H		45.5%	16.6%	67.1%	31.7%	35.4%	91.8%
50" - 59"	1663	852	264	1078	575	503	1589
%V	11.6%	14.0%	12.2%	10.4%	12.4%	8.8%	12.4%
%H		51.2%	15.9%	64.8%	34.6%	30.2%	95.6%
60"+	209	117	31	128	72	57	203
%V	1.5%	1.9%	1.4%	1.2%	1.6%	1.0%	1.6%
%H		56.0%	14.8%	61.2%	34.4%	27.3%	97.1%
Don't know	842	289	84	697	245	452	652
%V	5.9%	4.8%	3.9%	6.7%	5.3%	7.9%	5.1%
%H		34.3%	10.0%	82.8%	29.1%	53.7%	77.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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ITV North Macro
Set level data
Table 22.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14278	6075	2162	10377	4630	5747	12775
%H		42.5%	15.1%	72.7%	32.4%	40.3%	89.5%
Main living room	7097	2705	980	4988	1806	3182	6072
%V	49.7%	44.5%	45.3%	48.1%	39.0%	55.4%	47.5%
%H		38.1%	13.8%	70.3%	25.4%	44.8%	85.6%
Kitchen	720	334	86	590	291	299	649
%V	5.0%	5.5%	4.0%	5.7%	6.3%	5.2%	5.1%
%H		46.4%	11.9%	81.9%	40.4%	41.5%	90.1%
Adult's bedroom	3762	1721	626	2788	1424	1365	3481
%V	26.3%	28.3%	29.0%	26.9%	30.8%	23.8%	27.2%
%H		45.7%	16.6%	74.1%	37.9%	36.3%	92.5%
Child's bedroom	811	414	144	562	325	237	793
%V	5.7%	6.8%	6.7%	5.4%	7.0%	4.1%	6.2%
%H		51.0%	17.8%	69.3%	40.1%	29.2%	97.8%
Other bedroom	651	314	131	488	275	213	626
%V	4.6%	5.2%	6.1%	4.7%	5.9%	3.7%	4.9%
%H		48.2%	20.1%	75.0%	42.2%	32.7%	96.2%
Second living/dining room	823	382	143	626	330	297	760
%V	5.8%	6.3%	6.6%	6.0%	7.1%	5.2%	5.9%
%H		46.4%	17.4%	76.1%	40.1%	36.1%	92.3%
Study/office	99	48	11	80	39	42	98
%V	0.7%	0.8%	0.5%	0.8%	0.8%	0.7%	0.8%
%H		48.5%	11.1%	80.8%	39.4%	42.4%	99.0%
TV room	40	21	3	31	15	16	40
%V	0.3%	0.3%	0.1%	0.3%	0.3%	0.3%	0.3%
%H		52.5%	7.5%	77.5%	37.5%	40.0%	100.0%
Conservatory	183	89	33	151	90	61	171
%V	1.3%	1.5%	1.5%	1.5%	1.9%	1.1%	1.3%
%H		48.6%	18.0%	82.5%	49.2%	33.3%	93.4%
Attic or loft room	13	6	2	11	6	5	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		46.2%	15.4%	84.6%	46.2%	38.5%	100.0%
No specific location	13	6	1	12	7	5	12
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		46.2%	7.7%	92.3%	53.8%	38.5%	92.3%
Other	65	34	3	50	23	27	61
%V	0.5%	0.6%	0.1%	0.5%	0.5%	0.5%	0.5%
%H		52.3%	4.6%	76.9%	35.4%	41.5%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Macro

Set level data

Table 22.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	14278	6075	2162	10377	4630	5747	12775
%H		42.5%	15.1%	72.7%	32.4%	40.3%	89.5%
PVR	6214	3820	1411	3424	2392	1033	5855
%V	43.5%	62.9%	65.3%	33.0%	51.7%	18.0%	45.8%
%H		61.5%	22.7%	55.1%	38.5%	16.6%	94.2%
DVDR	79	36	7	66	30	36	70
%V	0.6%	0.6%	0.3%	0.6%	0.6%	0.6%	0.5%
%H		45.6%	8.9%	83.5%	38.0%	45.6%	88.6%
VCR	49	16	4	39	10	29	30
%V	0.3%	0.3%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		32.7%	8.2%	79.6%	20.4%	59.2%	61.2%
Any recorder	6282	3832	1413	3486	2402	1085	5903
%V	44.0%	63.1%	65.4%	33.6%	51.9%	18.9%	46.2%
%H		61.0%	22.5%	55.5%	38.2%	17.3%	94.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.14: 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	14278	6075	2162	10377	4630	5747	12775
%H		42.5%	15.1%	72.7%	32.4%	40.3%	89.5%
Receives HDTV (via STB or built-in reception)	8004	3996	1418	5526	2872	2654	7482
%V	56.1%	65.8%	65.6%	53.3%	62.0%	46.2%	58.6%
%H		49.9%	17.7%	69.0%	35.9%	33.2%	93.5%
DVD/Blu-ray player or recorder	5750	2372	885	4208	1869	2339	5201
%V	40.3%	39.0%	40.9%	40.6%	40.4%	40.7%	40.7%
%H		41.3%	15.4%	73.2%	32.5%	40.7%	90.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 22.15: 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	7113	2695	980	4992	1795	3197	6081
%H		37.9%	13.8%	70.2%	25.2%	44.9%	85.5%
Under 20"	40	5	2	33	3	30	24
%V	0.6%	0.2%	0.2%	0.7%	0.2%	0.9%	0.4%
%H		12.5%	5.0%	82.5%	7.5%	75.0%	60.0%
20" - 29"	372	56	26	312	42	270	254
%V	5.2%	2.1%	2.7%	6.3%	2.3%	8.4%	4.2%
%H		15.1%	7.0%	83.9%	11.3%	72.6%	68.3%
30" - 39"	1850	541	226	1376	347	1029	1469
%V	26.0%	20.1%	23.1%	27.6%	19.3%	32.2%	24.2%
%H		29.2%	12.2%	74.4%	18.8%	55.6%	79.4%
40" - 49"	2922	1220	454	1963	816	1147	2611
%V	41.1%	45.3%	46.3%	39.3%	45.5%	35.9%	42.9%
%H		41.8%	15.5%	67.2%	27.9%	39.3%	89.4%
50" - 59"	1336	676	208	858	447	410	1268
%V	18.8%	25.1%	21.2%	17.2%	24.9%	12.8%	20.9%
%H		50.6%	15.6%	64.2%	33.5%	30.7%	94.9%
60"+	169	88	28	103	55	47	163
%V	2.4%	3.3%	2.9%	2.1%	3.1%	1.5%	2.7%
%H		52.1%	16.6%	60.9%	32.5%	27.8%	96.4%
Don't know	424	109	35	348	84	264	292
%V	6.0%	4.0%	3.6%	7.0%	4.7%	8.3%	4.8%
%H		25.7%	8.3%	82.1%	19.8%	62.3%	68.9%

Base: ITV North Macro - 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 22.16: 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	7113	2695	980	4992	1795	3197	6081
%H		37.9%	13.8%	70.2%	25.2%	44.9%	85.5%
PVR	4162	2406	931	2482	1630	852	3867
%V	58.5%	89.3%	95.0%	49.7%	90.8%	26.6%	63.6%
%H		57.8%	22.4%	59.6%	39.2%	20.5%	92.9%
DVDR	59	27	6	49	23	26	51
%V	0.8%	1.0%	0.6%	1.0%	1.3%	0.8%	0.8%
%H		45.8%	10.2%	83.1%	39.0%	44.1%	86.4%
VCR	36	12	3	28	7	21	20
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.7%	0.3%
%H		33.3%	8.3%	77.8%	19.4%	58.3%	55.6%
Any recorder	4207	2412	931	2523	1633	890	3895
%V	59.1%	89.5%	95.0%	50.5%	91.0%	27.8%	64.1%
%H		57.3%	22.1%	60.0%	38.8%	21.2%	92.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	7113	2695	980	4992	1795	3197	6081
%H		37.9%	13.8%	70.2%	25.2%	44.9%	85.5%
Receives HDTV (via STB or built-in reception)	4804	2244	834	3309	1550	1758	4412
%V	67.5%	83.3%	85.1%	66.3%	86.4%	55.0%	72.6%
%H		46.7%	17.4%	68.9%	32.3%	36.6%	91.8%
DVD/Blu-ray player or recorder	3611	1343	510	2626	989	1638	3168
%V	50.8%	49.8%	52.0%	52.6%	55.1%	51.2%	52.1%
%H		37.2%	14.1%	72.7%	27.4%	45.4%	87.7%

Base: ITV North Macro - 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 22.18: 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	7165	3379	1182	5386	2835	2551	6694
%H		47.2%	16.5%	75.2%	39.6%	35.6%	93.4%
Under 20"	686	284	95	588	282	306	612
%V	9.6%	8.4%	8.0%	10.9%	9.9%	12.0%	9.1%
%H		41.4%	13.8%	85.7%	41.1%	44.6%	89.2%
20" - 29"	1817	769	274	1466	711	755	1645
%V	25.4%	22.8%	23.2%	27.2%	25.1%	29.6%	24.6%
%H		42.3%	15.1%	80.7%	39.1%	41.6%	90.5%
30" - 39"	2506	1205	447	1818	991	827	2385
%V	35.0%	35.7%	37.8%	33.8%	35.0%	32.4%	35.6%
%H		48.1%	17.8%	72.5%	39.5%	33.0%	95.2%
40" - 49"	1371	735	257	918	545	372	1332
%V	19.1%	21.8%	21.7%	17.0%	19.2%	14.6%	19.9%
%H		53.6%	18.7%	67.0%	39.8%	27.1%	97.2%
50" - 59"	327	177	56	221	128	93	321
%V	4.6%	5.2%	4.7%	4.1%	4.5%	3.6%	4.8%
%H		54.1%	17.1%	67.6%	39.1%	28.4%	98.2%
60"+	40	28	3	26	17	9	40
%V	0.6%	0.8%	0.3%	0.5%	0.6%	0.4%	0.6%
%H		70.0%	7.5%	65.0%	42.5%	22.5%	100.0%
Don't know	418	180	49	349	161	188	360
%V	5.8%	5.3%	4.1%	6.5%	5.7%	7.4%	5.4%
%H		43.1%	11.7%	83.5%	38.5%	45.0%	86.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Set level data

Table 22.19: 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	7165	3379	1182	5386	2835	2551	6694
%H		47.2%	16.5%	75.2%	39.6%	35.6%	93.4%
PVR	2052	1414	480	942	762	180	1988
%V	28.6%	41.8%	40.6%	17.5%	26.9%	7.1%	29.7%
%H		68.9%	23.4%	45.9%	37.1%	8.8%	96.9%
DVDR	20	9	1	17	7	10	19
%V	0.3%	0.3%	0.1%	0.3%	0.2%	0.4%	0.3%
%H		45.0%	5.0%	85.0%	35.0%	50.0%	95.0%
VCR	13	4	1	11	3	8	10
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.1%
%H		30.8%	7.7%	84.6%	23.1%	61.5%	76.9%
Any recorder	2076	1420	482	963	768	195	2008
%V	29.0%	42.0%	40.8%	17.9%	27.1%	7.6%	30.0%
%H		68.4%	23.2%	46.4%	37.0%	9.4%	96.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 22.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	7165	3379	1182	5386	2835	2551	6694
%H		47.2%	16.5%	75.2%	39.6%	35.6%	93.4%
Receives HDTV (via STB or built-in reception)	3200	1752	584	2217	1322	895	3070
%V	44.7%	51.8%	49.4%	41.2%	46.6%	35.1%	45.9%
%H		54.8%	18.3%	69.3%	41.3%	28.0%	95.9%
DVD/Blu-ray player or recorder	2139	1030	375	1582	881	701	2034
%V	29.9%	30.5%	31.7%	29.4%	31.1%	27.5%	30.4%
%H		48.2%	17.5%	74.0%	41.2%	32.8%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North Macro
Individual level data
Table 22.21: 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	16877	16328	6842	2518	10908	4562	6346	15414
%H		96.7%	40.5%	14.9%	64.6%	27.0%	37.6%	91.3%
Total Children	3233	3144	1415	514	1878	852	1026	3157
%V	19.2%	19.3%	20.7%	20.4%	17.2%	18.7%	16.2%	20.5%
%H		97.2%	43.8%	15.9%	58.1%	26.4%	31.7%	97.6%
0 - 3	772	747	322	105	416	159	257	751
%V	4.6%	4.6%	4.7%	4.2%	3.8%	3.5%	4.0%	4.9%
%H		96.8%	41.7%	13.6%	53.9%	20.6%	33.3%	97.3%
4 - 15	2461	2397	1094	410	1462	693	769	2406
%V	14.6%	14.7%	16.0%	16.3%	13.4%	15.2%	12.1%	15.6%
%H		97.4%	44.5%	16.7%	59.4%	28.2%	31.2%	97.8%
4 - 9	1273	1231	554	196	724	329	395	1243
%V	7.5%	7.5%	8.1%	7.8%	6.6%	7.2%	6.2%	8.1%
%H		96.7%	43.5%	15.4%	56.9%	25.8%	31.0%	97.6%
10 - 15	1189	1166	539	213	738	364	374	1163
%V	7.0%	7.1%	7.9%	8.5%	6.8%	8.0%	5.9%	7.5%
%H		98.1%	45.3%	17.9%	62.1%	30.6%	31.5%	97.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Macro

Individual level data

Table 22.22: 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	16877	16328	6842	2518	10908	4562	6346	15414
%H		96.7%	40.5%	14.9%	64.6%	27.0%	37.6%	91.3%
Total Adults (16+)	13644	13184	5427	2003	9029	3709	5320	12257
%V	80.8%	80.7%	79.3%	79.5%	82.8%	81.3%	83.8%	79.5%
%H		96.6%	39.8%	14.7%	66.2%	27.2%	39.0%	89.8%
16 - 19	656	633	298	119	414	218	196	647
%V	3.9%	3.9%	4.4%	4.7%	3.8%	4.8%	3.1%	4.2%
%H		96.5%	45.4%	18.1%	63.1%	33.2%	29.9%	98.6%
20 - 24	1036	954	346	177	618	270	349	1007
%V	6.1%	5.8%	5.1%	7.0%	5.7%	5.9%	5.5%	6.5%
%H		92.1%	33.4%	17.1%	59.7%	26.1%	33.7%	97.2%
25 - 34	2206	2062	895	290	1137	467	670	2139
%V	13.1%	12.6%	13.1%	11.5%	10.4%	10.2%	10.6%	13.9%
%H		93.5%	40.6%	13.1%	51.5%	21.2%	30.4%	97.0%
35 - 44	2003	1907	847	323	1172	530	642	1952
%V	11.9%	11.7%	12.4%	12.8%	10.7%	11.6%	10.1%	12.7%
%H		95.2%	42.3%	16.1%	58.5%	26.5%	32.1%	97.5%
45 - 54	2313	2267	1047	393	1549	748	800	2213
%V	13.7%	13.9%	15.3%	15.6%	14.2%	16.4%	12.6%	14.4%
%H		98.0%	45.3%	17.0%	67.0%	32.3%	34.6%	95.7%
55 - 64	2194	2157	922	322	1575	668	907	2024
%V	13.0%	13.2%	13.5%	12.8%	14.4%	14.6%	14.3%	13.1%
%H		98.3%	42.0%	14.7%	71.8%	30.4%	41.3%	92.3%
65+	3235	3206	1072	379	2565	809	1756	2275
%V	19.2%	19.6%	15.7%	15.1%	23.5%	17.7%	27.7%	14.8%
%H		99.1%	33.1%	11.7%	79.3%	25.0%	54.3%	70.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Individual level data

Table 22.23: 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+)	13644	13184	5427	2003	9029	3709	5320	12257
%H		96.6%	39.8%	14.7%	66.2%	27.2%	39.0%	89.8%
AB	3066	2989	1331	446	2058	921	1137	2991
%V	22.5%	22.7%	24.5%	22.3%	22.8%	24.8%	21.4%	24.4%
%H		97.5%	43.4%	14.5%	67.1%	30.0%	37.1%	97.6%
C1	3816	3668	1543	591	2504	1092	1412	3594
%V	28.0%	27.8%	28.4%	29.5%	27.7%	29.4%	26.5%	29.3%
%H		96.1%	40.4%	15.5%	65.6%	28.6%	37.0%	94.2%
C2	3019	2938	1285	467	1968	873	1095	2741
%V	22.1%	22.3%	23.7%	23.3%	21.8%	23.5%	20.6%	22.4%
%H		97.3%	42.6%	15.5%	65.2%	28.9%	36.3%	90.8%
D	2176	2101	850	304	1411	560	851	1885
%V	15.9%	15.9%	15.7%	15.2%	15.6%	15.1%	16.0%	15.4%
%H		96.6%	39.1%	14.0%	64.8%	25.7%	39.1%	86.6%
E	1567	1489	418	196	1089	264	825	1046
%V	11.5%	11.3%	7.7%	9.8%	12.1%	7.1%	15.5%	8.5%
%H		95.0%	26.7%	12.5%	69.5%	16.8%	52.6%	66.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Individual level data

Table 22.24: 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+)	13644	13184	5427	2003	9029	3709	5320	12257
%H		96.6%	39.8%	14.7%	66.2%	27.2%	39.0%	89.8%
Working full time	6376	6169	2821	1033	3900	1838	2062	6208
%V	46.7%	46.8%	52.0%	51.6%	43.2%	49.6%	38.8%	50.6%
%H		96.8%	44.2%	16.2%	61.2%	28.8%	32.3%	97.4%
Working part time	1269	1226	514	199	857	373	484	1229
%V	9.3%	9.3%	9.5%	9.9%	9.5%	10.1%	9.1%	10.0%
%H		96.6%	40.5%	15.7%	67.5%	29.4%	38.1%	96.8%
Not working	5999	5790	2093	771	4272	1499	2774	4820
%V	44.0%	43.9%	38.6%	38.5%	47.3%	40.4%	52.1%	39.3%
%H		96.5%	34.9%	12.9%	71.2%	25.0%	46.2%	80.3%
Any recorder	7389	7117	2696	980	4994	1796	3198	6300
%V	54.2%	54.0%	49.7%	48.9%	55.3%	48.4%	60.1%	51.4%
%H		96.3%	36.5%	13.3%	67.6%	24.3%	43.3%	85.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Individual level data

Table 22.25: 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+)	6664	6389	2688	983	4316	1827	2489	6037
%H		95.9%	40.3%	14.8%	64.8%	27.4%	37.3%	90.6%
16 - 19	342	328	158	65	216	120	97	338
%V	5.1%	5.1%	5.9%	6.6%	5.0%	6.6%	3.9%	5.6%
%H		95.9%	46.2%	19.0%	63.2%	35.1%	28.4%	98.8%
20 - 24	529	475	173	92	300	138	162	513
%V	7.9%	7.4%	6.4%	9.4%	7.0%	7.6%	6.5%	8.5%
%H		89.8%	32.7%	17.4%	56.7%	26.1%	30.6%	97.0%
25 - 34	1097	1018	441	144	555	232	323	1060
%V	16.5%	15.9%	16.4%	14.6%	12.9%	12.7%	13.0%	17.6%
%H		92.8%	40.2%	13.1%	50.6%	21.1%	29.4%	96.6%
35 - 44	982	921	414	150	567	259	308	953
%V	14.7%	14.4%	15.4%	15.3%	13.1%	14.2%	12.4%	15.8%
%H		93.8%	42.2%	15.3%	57.7%	26.4%	31.4%	97.0%
45 - 54	1142	1115	510	190	751	349	402	1082
%V	17.1%	17.5%	19.0%	19.3%	17.4%	19.1%	16.2%	17.9%
%H		97.6%	44.7%	16.6%	65.8%	30.6%	35.2%	94.7%
55 - 64	1070	1047	457	155	758	324	434	973
%V	16.1%	16.4%	17.0%	15.8%	17.6%	17.7%	17.4%	16.1%
%H		97.9%	42.7%	14.5%	70.8%	30.3%	40.6%	90.9%
65+	1502	1484	535	187	1169	406	763	1118
%V	22.5%	23.2%	19.9%	19.0%	27.1%	22.2%	30.7%	18.5%
%H		98.8%	35.6%	12.5%	77.8%	27.0%	50.8%	74.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North Macro

Individual level data

Table 22.26: 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+)	6664	6389	2688	983	4316	1827	2489	6037
%H		95.9%	40.3%	14.8%	64.8%	27.4%	37.3%	90.6%
AB	1533	1488	663	225	1012	453	559	1499
%V	23.0%	23.3%	24.7%	22.9%	23.4%	24.8%	22.5%	24.8%
%H		97.1%	43.2%	14.7%	66.0%	29.5%	36.5%	97.8%
C1	1785	1704	744	284	1133	523	609	1702
%V	26.8%	26.7%	27.7%	28.9%	26.3%	28.6%	24.5%	28.2%
%H		95.5%	41.7%	15.9%	63.5%	29.3%	34.1%	95.4%
C2	1630	1571	684	245	1062	471	591	1467
%V	24.5%	24.6%	25.4%	24.9%	24.6%	25.8%	23.7%	24.3%
%H		96.4%	42.0%	15.0%	65.2%	28.9%	36.3%	90.0%
D	1028	982	416	140	638	263	375	908
%V	15.4%	15.4%	15.5%	14.2%	14.8%	14.4%	15.1%	15.0%
%H		95.5%	40.5%	13.6%	62.1%	25.6%	36.5%	88.3%
E	687	643	181	88	470	116	354	462
%V	10.3%	10.1%	6.7%	9.0%	10.9%	6.3%	14.2%	7.7%
%H		93.6%	26.3%	12.8%	68.4%	16.9%	51.5%	67.2%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Individual level data

Table 22.27: 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+)	6664	6389	2688	983	4316	1827	2489	6037
%H		95.9%	40.3%	14.8%	64.8%	27.4%	37.3%	90.6%
Working full time	3772	3624	1683	591	2259	1070	1189	3656
%V	56.6%	56.7%	62.6%	60.1%	52.3%	58.6%	47.8%	60.6%
%H		96.1%	44.6%	15.7%	59.9%	28.4%	31.5%	96.9%
Working part time	284	261	100	44	189	79	110	269
%V	4.3%	4.1%	3.7%	4.5%	4.4%	4.3%	4.4%	4.5%
%H		91.9%	35.2%	15.5%	66.5%	27.8%	38.7%	94.7%
Not working	2608	2503	904	348	1868	678	1190	2112
%V	39.1%	39.2%	33.6%	35.4%	43.3%	37.1%	47.8%	35.0%
%H		96.0%	34.7%	13.3%	71.6%	26.0%	45.6%	81.0%
Houseperson	1824	1690	562	197	1191	344	847	1428
%V	27.4%	26.5%	20.9%	20.0%	27.6%	18.8%	34.0%	23.7%
%H		92.7%	30.8%	10.8%	65.3%	18.9%	46.4%	78.3%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 22.28: 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+)	6980	6796	2739	1021	4714	1882	2831	6220
%H		97.4%	39.2%	14.6%	67.5%	27.0%	40.6%	89.1%
16 - 19	314	305	140	55	197	98	99	309
%V	4.5%	4.5%	5.1%	5.4%	4.2%	5.2%	3.5%	5.0%
%H		97.1%	44.6%	17.5%	62.7%	31.2%	31.5%	98.4%
20 - 24	506	479	173	85	318	132	186	495
%V	7.2%	7.0%	6.3%	8.3%	6.7%	7.0%	6.6%	8.0%
%H		94.7%	34.2%	16.8%	62.8%	26.1%	36.8%	97.8%
25 - 34	1109	1043	454	146	582	235	347	1079
%V	15.9%	15.3%	16.6%	14.3%	12.3%	12.5%	12.3%	17.3%
%H		94.0%	40.9%	13.2%	52.5%	21.2%	31.3%	97.3%
35 - 44	1021	985	434	173	605	271	334	998
%V	14.6%	14.5%	15.8%	16.9%	12.8%	14.4%	11.8%	16.0%
%H		96.5%	42.5%	16.9%	59.3%	26.5%	32.7%	97.7%
45 - 54	1171	1152	537	202	798	400	398	1131
%V	16.8%	17.0%	19.6%	19.8%	16.9%	21.3%	14.1%	18.2%
%H		98.4%	45.9%	17.3%	68.1%	34.2%	34.0%	96.6%
55 - 64	1125	1109	464	168	817	344	473	1051
%V	16.1%	16.3%	16.9%	16.5%	17.3%	18.3%	16.7%	16.9%
%H		98.6%	41.2%	14.9%	72.6%	30.6%	42.0%	93.4%
65+	1733	1722	537	192	1396	403	993	1156
%V	24.8%	25.3%	19.6%	18.8%	29.6%	21.4%	35.1%	18.6%
%H		99.4%	31.0%	11.1%	80.6%	23.3%	57.3%	66.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North Macro
Individual level data
Table 22.29: 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+)	6980	6796	2739	1021	4714	1882	2831	6220
%H		97.4%	39.2%	14.6%	67.5%	27.0%	40.6%	89.1%
AB	1533	1501	668	220	1046	468	578	1492
%V	22.0%	22.1%	24.4%	21.5%	22.2%	24.9%	20.4%	24.0%
%H		97.9%	43.6%	14.4%	68.2%	30.5%	37.7%	97.3%
C1	2031	1964	799	307	1371	569	803	1893
%V	29.1%	28.9%	29.2%	30.1%	29.1%	30.2%	28.4%	30.4%
%H		96.7%	39.3%	15.1%	67.5%	28.0%	39.5%	93.2%
C2	1388	1367	601	222	905	401	504	1274
%V	19.9%	20.1%	21.9%	21.7%	19.2%	21.3%	17.8%	20.5%
%H		98.5%	43.3%	16.0%	65.2%	28.9%	36.3%	91.8%
D	1148	1118	434	164	773	297	476	977
%V	16.4%	16.5%	15.8%	16.1%	16.4%	15.8%	16.8%	15.7%
%H		97.4%	37.8%	14.3%	67.3%	25.9%	41.5%	85.1%
E	880	845	236	107	619	148	471	584
%V	12.6%	12.4%	8.6%	10.5%	13.1%	7.9%	16.6%	9.4%
%H		96.0%	26.8%	12.2%	70.3%	16.8%	53.5%	66.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North Macro

Individual level data

Table 22.30: 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+)	6980	6796	2739	1021	4714	1882	2831	6220
%H		97.4%	39.2%	14.6%	67.5%	27.0%	40.6%	89.1%
Working full time	2605	2544	1137	443	1642	768	873	2552
%V	37.3%	37.4%	41.5%	43.4%	34.8%	40.8%	30.8%	41.0%
%H		97.7%	43.6%	17.0%	63.0%	29.5%	33.5%	98.0%
Working part time	985	965	413	155	668	293	374	960
%V	14.1%	14.2%	15.1%	15.2%	14.2%	15.6%	13.2%	15.4%
%H		98.0%	41.9%	15.7%	67.8%	29.7%	38.0%	97.5%
Not working	3390	3286	1188	423	2405	821	1584	2708
%V	48.6%	48.4%	43.4%	41.4%	51.0%	43.6%	56.0%	43.5%
%H		96.9%	35.0%	12.5%	70.9%	24.2%	46.7%	79.9%
Houseperson	5565	5427	2134	783	3803	1452	2352	4872
%V	79.7%	79.9%	77.9%	76.7%	80.7%	77.2%	83.1%	78.3%
%H		97.5%	38.3%	14.1%	68.3%	26.1%	42.3%	87.5%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire / North East Macro
Household level data
Table 23.1: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
AB	898	871	373	121	627	269	358	861
%V	22.3%	22.4%	24.9%	23.8%	22.1%	25.2%	20.3%	25.2%
%H (All HH)		97.0%	41.5%	13.5%	69.8%	30.0%	39.9%	95.9%
%H (TV HH)			42.8%	13.9%	72.0%	30.9%	41.1%	
C1	1111	1076	425	158	765	303	462	1002
%V	27.6%	27.7%	28.4%	31.1%	27.0%	28.4%	26.1%	29.3%
%H (All HH)		96.8%	38.3%	14.2%	68.9%	27.3%	41.6%	90.2%
%H (TV HH)			39.5%	14.7%	71.1%	28.2%	42.9%	
C2	887	863	364	116	625	264	361	757
%V	22.1%	22.2%	24.3%	22.8%	22.0%	24.7%	20.4%	22.1%
%H (All HH)		97.3%	41.0%	13.1%	70.5%	29.8%	40.7%	85.3%
%H (TV HH)			42.2%	13.4%	72.4%	30.6%	41.8%	
D	626	603	218	71	442	155	287	507
%V	15.6%	15.5%	14.6%	14.0%	15.6%	14.5%	16.2%	14.8%
%H (All HH)		96.3%	34.8%	11.3%	70.6%	24.8%	45.8%	81.0%
%H (TV HH)			36.2%	11.8%	73.3%	25.7%	47.6%	
E	500	475	114	42	376	76	299	296
%V	12.4%	12.2%	7.6%	8.3%	13.3%	7.1%	16.9%	8.6%
%H (All HH)		95.0%	22.8%	8.4%	75.2%	15.2%	59.8%	59.2%
%H (TV HH)			24.0%	8.8%	79.2%	16.0%	62.9%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire / North East Macro
Household level data
Table 23.2: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Under 25	150	129	35	16	80	22	59	145
%V	3.7%	3.3%	2.3%	3.1%	2.8%	2.1%	3.3%	4.2%
%H (All HH)		86.0%	23.3%	10.7%	53.3%	14.7%	39.3%	96.7%
%H (TV HH)			27.1%	12.4%	62.0%	17.1%	45.7%	
25 - 34	597	552	236	72	308	124	185	578
%V	14.8%	14.2%	15.8%	14.2%	10.9%	11.6%	10.5%	16.9%
%H (All HH)		92.5%	39.5%	12.1%	51.6%	20.8%	31.0%	96.8%
%H (TV HH)			42.8%	13.0%	55.8%	22.5%	33.5%	
35 - 44	607	576	252	95	373	173	199	587
%V	15.1%	14.8%	16.9%	18.7%	13.2%	16.2%	11.3%	17.1%
%H (All HH)		94.9%	41.5%	15.7%	61.4%	28.5%	32.8%	96.7%
%H (TV HH)			43.8%	16.5%	64.8%	30.0%	34.5%	
45 - 54	739	722	318	115	520	239	281	704
%V	18.4%	18.6%	21.3%	22.6%	18.3%	22.4%	15.9%	20.6%
%H (All HH)		97.7%	43.0%	15.6%	70.4%	32.3%	38.0%	95.3%
%H (TV HH)			44.0%	15.9%	72.0%	33.1%	38.9%	
55 - 64	726	716	295	84	556	222	335	650
%V	18.1%	18.4%	19.7%	16.5%	19.6%	20.8%	19.0%	19.0%
%H (All HH)		98.6%	40.6%	11.6%	76.6%	30.6%	46.1%	89.5%
%H (TV HH)			41.2%	11.7%	77.7%	31.0%	46.8%	
65 +	1203	1194	358	126	998	288	709	760
%V	29.9%	30.7%	23.9%	24.8%	35.2%	27.0%	40.1%	22.2%
%H (All HH)		99.3%	29.8%	10.5%	83.0%	23.9%	58.9%	63.2%
%H (TV HH)			30.0%	10.6%	83.6%	24.1%	59.4%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire / North East Macro
Household level data
Table 23.3: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
1	1268	1199	301	110	972	210	762	820
%V	31.5%	30.8%	20.1%	21.7%	34.3%	19.7%	43.1%	24.0%
%H (All HH)		94.6%	23.7%	8.7%	76.7%	16.6%	60.1%	64.7%
%H (TV HH)			25.1%	9.2%	81.1%	17.5%	63.6%	
2	1423	1390	594	179	1025	445	579	1294
%V	35.4%	35.7%	39.7%	35.2%	36.2%	41.7%	32.8%	37.8%
%H (All HH)		97.7%	41.7%	12.6%	72.0%	31.3%	40.7%	90.9%
%H (TV HH)			42.7%	12.9%	73.7%	32.0%	41.7%	
3	594	579	255	93	378	174	204	579
%V	14.8%	14.9%	17.1%	18.3%	13.3%	16.3%	11.5%	16.9%
%H (All HH)		97.5%	42.9%	15.7%	63.6%	29.3%	34.3%	97.5%
%H (TV HH)			44.0%	16.1%	65.3%	30.1%	35.2%	
4	498	489	228	85	322	161	161	496
%V	12.4%	12.6%	15.3%	16.7%	11.4%	15.1%	9.1%	14.5%
%H (All HH)		98.2%	45.8%	17.1%	64.7%	32.3%	32.3%	99.6%
%H (TV HH)			46.6%	17.4%	65.8%	32.9%	32.9%	
5+	240	231	117	41	139	78	61	234
%V	6.0%	5.9%	7.8%	8.1%	4.9%	7.3%	3.5%	6.8%
%H (All HH)		96.3%	48.8%	17.1%	57.9%	32.5%	25.4%	97.5%
%H (TV HH)			50.6%	17.7%	60.2%	33.8%	26.4%	
Average HH size	2.29	2.30	2.54	2.58	2.19	2.51	1.99	2.46

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire / North East Macro
Household level data
Table 23.4: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Without	3034	2920	1066	354	2221	789	1432	2452
%V	75.4%	75.1%	71.3%	69.7%	78.3%	73.9%	81.0%	71.6%
%H (All HH)		96.2%	35.1%	11.7%	73.2%	26.0%	47.2%	80.8%
%H (TV HH)			36.5%	12.1%	76.1%	27.0%	49.0%	
With	988	969	429	154	615	280	335	971
%V	24.6%	24.9%	28.7%	30.3%	21.7%	26.2%	19.0%	28.4%
%H (All HH)		98.1%	43.4%	15.6%	62.2%	28.3%	33.9%	98.3%
%H (TV HH)			44.3%	15.9%	63.5%	28.9%	34.6%	
0 - 3	348	339	150	43	192	78	114	344
%V	8.7%	8.7%	10.0%	8.5%	6.8%	7.3%	6.5%	10.0%
%H (All HH)		97.4%	43.1%	12.4%	55.2%	22.4%	32.8%	98.9%
%H (TV HH)			44.2%	12.7%	56.6%	23.0%	33.6%	
4 - 9	519	508	235	79	313	148	165	508
%V	12.9%	13.1%	15.7%	15.6%	11.0%	13.9%	9.3%	14.8%
%H (All HH)		97.9%	45.3%	15.2%	60.3%	28.5%	31.8%	97.9%
%H (TV HH)			46.3%	15.6%	61.6%	29.1%	32.5%	
10 - 15	489	481	219	87	323	157	166	479
%V	12.2%	12.4%	14.6%	17.1%	11.4%	14.7%	9.4%	14.0%
%H (All HH)		98.4%	44.8%	17.8%	66.1%	32.1%	33.9%	98.0%
%H (TV HH)			45.5%	18.1%	67.2%	32.6%	34.5%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Household level data

Table 23.5: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
1	1576	1576	434	167	1073	203	869	1206
%V	39.2%	40.5%	29.0%	32.9%	37.8%	19.0%	49.2%	35.2%
%H (All HH)		100.0%	27.5%	10.6%	68.1%	12.9%	55.1%	76.5%
%H (TV HH)			27.5%	10.6%	68.1%	12.9%	55.1%	
2	1295	1295	556	179	967	423	544	1137
%V	32.2%	33.3%	37.2%	35.2%	34.1%	39.6%	30.8%	33.2%
%H (All HH)		100.0%	42.9%	13.8%	74.7%	32.7%	42.0%	87.8%
%H (TV HH)			42.9%	13.8%	74.7%	32.7%	42.0%	
3	615	615	290	93	486	253	232	582
%V	15.3%	15.8%	19.4%	18.3%	17.1%	23.7%	13.1%	17.0%
%H (All HH)		100.0%	47.2%	15.1%	79.0%	41.1%	37.7%	94.6%
%H (TV HH)			47.2%	15.1%	79.0%	41.1%	37.7%	
4	267	267	127	45	208	111	97	257
%V	6.6%	6.9%	8.5%	8.9%	7.3%	10.4%	5.5%	7.5%
%H (All HH)		100.0%	47.6%	16.9%	77.9%	41.6%	36.3%	96.3%
%H (TV HH)			47.6%	16.9%	77.9%	41.6%	36.3%	
5+	135	135	88	23	102	78	24	134
%V	3.4%	3.5%	5.9%	4.5%	3.6%	7.3%	1.4%	3.9%
%H (All HH)		100.0%	65.2%	17.0%	75.6%	57.8%	17.8%	99.3%
%H (TV HH)			65.2%	17.0%	75.6%	57.8%	17.8%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Household level data

Table 23.6: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Under 20"	356	356	145	46	311	145	166	308
%V	8.9%	9.2%	9.7%	9.1%	11.0%	13.6%	9.4%	9.0%
%H (All HH)		100.0%	40.7%	12.9%	87.4%	40.7%	46.6%	86.5%
%H (TV HH)			40.7%	12.9%	87.4%	40.7%	46.6%	
20" - 29"	970	970	372	126	797	335	462	841
%V	24.1%	24.9%	24.9%	24.8%	28.1%	31.4%	26.1%	24.6%
%H (All HH)		100.0%	38.4%	13.0%	82.2%	34.5%	47.6%	86.7%
%H (TV HH)			38.4%	13.0%	82.2%	34.5%	47.6%	
30" - 39"	1680	1680	659	243	1256	511	746	1466
%V	41.8%	43.2%	44.1%	47.8%	44.3%	47.8%	42.2%	42.8%
%H (All HH)		100.0%	39.2%	14.5%	74.8%	30.4%	44.4%	87.3%
%H (TV HH)			39.2%	14.5%	74.8%	30.4%	44.4%	
40" - 49"	1931	1931	846	297	1343	605	737	1733
%V	48.0%	49.7%	56.6%	58.5%	47.4%	56.6%	41.7%	50.6%
%H (All HH)		100.0%	43.8%	15.4%	69.5%	31.3%	38.2%	89.7%
%H (TV HH)			43.8%	15.4%	69.5%	31.3%	38.2%	
50" - 59"	856	856	453	127	579	321	258	814
%V	21.3%	22.0%	30.3%	25.0%	20.4%	30.1%	14.6%	23.8%
%H (All HH)		100.0%	52.9%	14.8%	67.6%	37.5%	30.1%	95.1%
%H (TV HH)			52.9%	14.8%	67.6%	37.5%	30.1%	
60"+	123	123	67	17	76	39	36	118
%V	3.1%	3.2%	4.5%	3.3%	2.7%	3.7%	2.0%	3.4%
%H (All HH)		100.0%	54.5%	13.8%	61.8%	31.7%	29.3%	95.9%
%H (TV HH)			54.5%	13.8%	61.8%	31.7%	29.3%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Household level data

Table 23.7: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Main living room	3839	3839	1485	503	2803	1063	1740	3275
%V	95.5%	98.7%	99.3%	99.0%	98.9%	99.5%	98.5%	95.7%
%H (All HH)		100.0%	38.7%	13.1%	73.0%	27.7%	45.3%	85.3%
%H (TV HH)			38.7%	13.1%	73.0%	27.7%	45.3%	
Kitchen	433	433	208	47	363	184	179	387
%V	10.8%	11.1%	13.9%	9.3%	12.8%	17.2%	10.1%	11.3%
%H (All HH)		100.0%	48.0%	10.9%	83.8%	42.5%	41.3%	89.4%
%H (TV HH)			48.0%	10.9%	83.8%	42.5%	41.3%	
Adult's bedroom	1705	1705	798	259	1302	668	634	1571
%V	42.4%	43.8%	53.4%	51.0%	45.9%	62.5%	35.9%	45.9%
%H (All HH)		100.0%	46.8%	15.2%	76.4%	39.2%	37.2%	92.1%
%H (TV HH)			46.8%	15.2%	76.4%	39.2%	37.2%	
Child's bedroom	361	361	183	63	250	138	112	352
%V	9.0%	9.3%	12.2%	12.4%	8.8%	12.9%	6.3%	10.3%
%H (All HH)		100.0%	50.7%	17.5%	69.3%	38.2%	31.0%	97.5%
%H (TV HH)			50.7%	17.5%	69.3%	38.2%	31.0%	
Other bedroom	308	308	145	55	243	132	111	294
%V	7.7%	7.9%	9.7%	10.8%	8.6%	12.4%	6.3%	8.6%
%H (All HH)		100.0%	47.1%	17.9%	78.9%	42.9%	36.0%	95.5%
%H (TV HH)			47.1%	17.9%	78.9%	42.9%	36.0%	
Second living/dining room	424	424	192	78	326	172	154	389
%V	10.5%	10.9%	12.8%	15.4%	11.5%	16.1%	8.7%	11.4%
%H (All HH)		100.0%	45.3%	18.4%	76.9%	40.6%	36.3%	91.7%
%H (TV HH)			45.3%	18.4%	76.9%	40.6%	36.3%	
Study/office	63	63	27	7	52	22	30	62
%V	1.6%	1.6%	1.8%	1.4%	1.8%	2.1%	1.7%	1.8%
%H (All HH)		100.0%	42.9%	11.1%	82.5%	34.9%	47.6%	98.4%
%H (TV HH)			42.9%	11.1%	82.5%	34.9%	47.6%	
TV room	17	17	9	0	15	6	8	17
%V	0.4%	0.4%	0.6%	0.0%	0.5%	0.6%	0.5%	0.5%
%H (All HH)		100.0%	52.9%	0.0%	88.2%	35.3%	47.1%	100.0%
%H (TV HH)			52.9%	0.0%	88.2%	35.3%	47.1%	
Conservatory	108	108	53	19	92	57	35	99
%V	2.7%	2.8%	3.5%	3.7%	3.2%	5.3%	2.0%	2.9%
%H (All HH)		100.0%	49.1%	17.6%	85.2%	52.8%	32.4%	91.7%
%H (TV HH)			49.1%	17.6%	85.2%	52.8%	32.4%	
Attic or loft room	9	9	4	1	8	4	4	9
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	88.9%	44.4%	44.4%	
No specific location	11	11	4	1	9	5	5	10
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.5%	0.3%	0.3%
%H (All HH)		100.0%	36.4%	9.1%	81.8%	45.5%	45.5%	90.9%
%H (TV HH)			36.4%	9.1%	81.8%	45.5%	45.5%	
Other	46	46	23	2	37	16	21	43
%V	1.1%	1.2%	1.5%	0.4%	1.3%	1.5%	1.2%	1.3%
%H (All HH)		100.0%	50.0%	4.3%	80.4%	34.8%	45.7%	93.5%
%H (TV HH)			50.0%	4.3%	80.4%	34.8%	45.7%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 23.8: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Any DSAT provider	1495	1495	1495	22	825	825	0	1406
%V	37.2%	38.4%	100.0%	4.3%	29.1%	77.2%	0.0%	41.1%
%H (All HH)			100.0%	1.5%	55.2%	55.2%	0.0%	94.0%
%H (TV HH)			100.0%	1.5%	55.2%	55.2%	0.0%	
Sky with subscription	1247	1247	1247	8	696	696	0	1177
%V	31.0%	32.1%	83.4%	1.6%	24.6%	65.2%	0.0%	34.4%
%H (All HH)			100.0%	0.6%	55.8%	55.8%	0.0%	94.4%
%H (TV HH)			100.0%	0.6%	55.8%	55.8%	0.0%	
Sky without subscription	77	77	77	4	40	40	0	69
%V	1.9%	2.0%	5.2%	0.8%	1.4%	3.7%	0.0%	2.0%
%H (All HH)			100.0%	5.2%	51.9%	51.9%	0.0%	89.6%
%H (TV HH)			100.0%	5.2%	51.9%	51.9%	0.0%	
Freesat	156	156	156	7	86	86	0	144
%V	3.9%	4.0%	10.4%	1.4%	3.0%	8.1%	0.0%	4.2%
%H (All HH)			100.0%	4.5%	55.1%	55.1%	0.0%	92.3%
%H (TV HH)			100.0%	4.5%	55.1%	55.1%	0.0%	
Other satellite provider	99	99	99	6	47	47	0	95
%V	2.5%	2.5%	6.6%	1.2%	1.7%	4.4%	0.0%	2.8%
%H (All HH)			100.0%	6.1%	47.5%	47.5%	0.0%	96.0%
%H (TV HH)			100.0%	6.1%	47.5%	47.5%	0.0%	
DCAB	508	508	22	508	254	254	0	484
%V	12.6%	13.1%	1.5%	100.0%	9.0%	23.8%	0.0%	14.1%
%H (All HH)			4.3%	100.0%	50.0%	50.0%	0.0%	95.3%
%H (TV HH)			4.3%	100.0%	50.0%	50.0%	0.0%	
DTT	2835	2835	825	254	2835	1068	1767	2323
%V	70.5%	72.9%	55.2%	50.0%	100.0%	100.0%	100.0%	67.9%
%H (All HH)		100.0%	29.1%	9.0%	100.0%	37.7%	62.3%	81.9%
%H (TV HH)			29.1%	9.0%	100.0%	37.7%	62.3%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

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

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

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Household level data

Table 23.9: 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	4022	3889	1495	508	2835	1068	1767	3423
%H (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
PVR	2324	2324	1335	486	1503	981	522	2149
%V	57.8%	59.8%	89.3%	95.7%	53.0%	91.9%	29.5%	62.8%
%H (All HH)		100.0%	57.4%	20.9%	64.7%	42.2%	22.5%	92.5%
%H (TV HH)			57.4%	20.9%	64.7%	42.2%	22.5%	
DVDR	38	38	19	4	31	16	16	34
%V	0.9%	1.0%	1.3%	0.8%	1.1%	1.5%	0.9%	1.0%
%H (All HH)		100.0%	50.0%	10.5%	81.6%	42.1%	42.1%	89.5%
%H (TV HH)			50.0%	10.5%	81.6%	42.1%	42.1%	
VCR	29	29	11	3	22	6	15	19
%V	0.7%	0.7%	0.7%	0.6%	0.8%	0.6%	0.8%	0.6%
%H (All HH)		100.0%	37.9%	10.3%	75.9%	20.7%	51.7%	65.5%
%H (TV HH)			37.9%	10.3%	75.9%	20.7%	51.7%	
Any recorder	2346	2346	1338	486	1524	982	541	2162
%V	58.3%	60.3%	89.5%	95.7%	53.8%	91.9%	30.6%	63.2%
%H (All HH)		100.0%	57.0%	20.7%	65.0%	41.9%	23.1%	92.2%
%H (TV HH)			57.0%	20.7%	65.0%	41.9%	23.1%	
Receives HDTV (via STB or built-in reception)	2673	2673	1232	463	1937	939	998	2453
%V	66.5%	68.7%	82.4%	91.1%	68.3%	87.9%	56.5%	71.7%
%H (All HH)		100.0%	46.1%	17.3%	72.5%	35.1%	37.3%	91.8%
%H (TV HH)			46.1%	17.3%	72.5%	35.1%	37.3%	
DVD/Blu-ray player or recorder	2437	2437	953	341	1832	747	1085	2155
%V	60.6%	62.7%	63.7%	67.1%	64.6%	69.9%	61.4%	63.0%
%H (All HH)		100.0%	39.1%	14.0%	75.2%	30.7%	44.5%	88.4%
%H (TV HH)			39.1%	14.0%	75.2%	30.7%	44.5%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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ITV Yorkshire / North East Macro

Household level data

Table 23.10: 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	4022	3889	1495	508	2835	1068	1767	3423
%V (All HH)		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%
%H (TV HH)			38.4%	13.1%	72.9%	27.5%	45.4%	
Has broadband internet	3423	3315	1406	484	2323	1011	1313	3423
%V	85.1%	85.2%	94.0%	95.3%	81.9%	94.7%	74.3%	100.0%
%H (All HH)		96.8%	41.1%	14.1%	67.9%	29.5%	38.4%	100.0%
%H (TV HH)			42.4%	14.6%	70.1%	30.5%	39.6%	
Number of computers (PCs and laptops)								
0	891	839	196	53	687	118	569	325
%V	22.2%	21.6%	13.1%	10.4%	24.2%	11.0%	32.2%	9.5%
%H (All HH)		94.2%	22.0%	5.9%	77.1%	13.2%	63.9%	36.5%
%H (TV HH)			23.4%	6.3%	81.9%	14.1%	67.8%	
1	1076	1036	391	119	745	259	487	1050
%V	26.8%	26.6%	26.2%	23.4%	26.3%	24.3%	27.6%	30.7%
%H (All HH)		96.3%	36.3%	11.1%	69.2%	24.1%	45.3%	97.6%
%H (TV HH)			37.7%	11.5%	71.9%	25.0%	47.0%	
2	911	889	376	130	633	282	351	907
%V	22.7%	22.9%	25.2%	25.6%	22.3%	26.4%	19.9%	26.5%
%H (All HH)		97.6%	41.3%	14.3%	69.5%	31.0%	38.5%	99.6%
%H (TV HH)			42.3%	14.6%	71.2%	31.7%	39.5%	
3	537	528	238	90	356	174	183	535
%V	13.4%	13.6%	15.9%	17.7%	12.6%	16.3%	10.4%	15.6%
%H (All HH)		98.3%	44.3%	16.8%	66.3%	32.4%	34.1%	99.6%
%H (TV HH)			45.1%	17.0%	67.4%	33.0%	34.7%	
4	298	295	147	58	204	117	87	298
%V	7.4%	7.6%	9.8%	11.4%	7.2%	11.0%	4.9%	8.7%
%H (All HH)		99.0%	49.3%	19.5%	68.5%	39.3%	29.2%	100.0%
%H (TV HH)			49.8%	19.7%	69.2%	39.7%	29.5%	
5+	309	303	146	58	208	118	90	307
%V	7.7%	7.8%	9.8%	11.4%	7.3%	11.0%	5.1%	9.0%
%H (All HH)		98.1%	47.2%	18.8%	67.3%	38.2%	29.1%	99.4%
%H (TV HH)			48.2%	19.1%	68.6%	38.9%	29.7%	

Base: ITV Yorkshire / North East Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 23.11: 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	7816	3402	1107	5857	2679	3178	6981
%H		43.5%	14.2%	74.9%	34.3%	40.7%	89.3%
Under 20"	435	177	61	379	180	199	384
%V	5.6%	5.2%	5.5%	6.5%	6.7%	6.3%	5.5%
%H		40.7%	14.0%	87.1%	41.4%	45.7%	88.3%
20" - 29"	1222	468	156	1008	428	579	1064
%V	15.6%	13.8%	14.1%	17.2%	16.0%	18.2%	15.2%
%H		38.3%	12.8%	82.5%	35.0%	47.4%	87.1%
30" - 39"	2118	877	316	1578	685	892	1883
%V	27.1%	25.8%	28.5%	26.9%	25.6%	28.1%	27.0%
%H		41.4%	14.9%	74.5%	32.3%	42.1%	88.9%
40" - 49"	2336	1075	365	1619	773	846	2125
%V	29.9%	31.6%	33.0%	27.6%	28.9%	26.6%	30.4%
%H		46.0%	15.6%	69.3%	33.1%	36.2%	91.0%
50" - 59"	969	519	144	653	363	290	926
%V	12.4%	15.3%	13.0%	11.1%	13.5%	9.1%	13.3%
%H		53.6%	14.9%	67.4%	37.5%	29.9%	95.6%
60"+	131	74	17	80	43	37	125
%V	1.7%	2.2%	1.5%	1.4%	1.6%	1.2%	1.8%
%H		56.5%	13.0%	61.1%	32.8%	28.2%	95.4%
Don't know	605	212	47	540	206	334	474
%V	7.7%	6.2%	4.2%	9.2%	7.7%	10.5%	6.8%
%H		35.0%	7.8%	89.3%	34.0%	55.2%	78.3%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Set level data

Table 23.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7816	3402	1107	5857	2679	3178	6981
%H		43.5%	14.2%	74.9%	34.3%	40.7%	89.3%
Main living room	3862	1498	506	2821	1073	1748	3295
%V	49.4%	44.0%	45.7%	48.2%	40.1%	55.0%	47.2%
%H		38.8%	13.1%	73.0%	27.8%	45.3%	85.3%
Kitchen	433	209	47	363	184	179	387
%V	5.5%	6.1%	4.2%	6.2%	6.9%	5.6%	5.5%
%H		48.3%	10.9%	83.8%	42.5%	41.3%	89.4%
Adult's bedroom	1985	941	306	1511	791	720	1841
%V	25.4%	27.7%	27.6%	25.8%	29.5%	22.7%	26.4%
%H		47.4%	15.4%	76.1%	39.8%	36.3%	92.7%
Child's bedroom	477	252	76	322	180	142	465
%V	6.1%	7.4%	6.9%	5.5%	6.7%	4.5%	6.7%
%H		52.8%	15.9%	67.5%	37.7%	29.8%	97.5%
Other bedroom	367	180	65	290	163	127	351
%V	4.7%	5.3%	5.9%	5.0%	6.1%	4.0%	5.0%
%H		49.0%	17.7%	79.0%	44.4%	34.6%	95.6%
Second living/dining room	433	197	78	333	176	157	398
%V	5.5%	5.8%	7.0%	5.7%	6.6%	4.9%	5.7%
%H		45.5%	18.0%	76.9%	40.6%	36.3%	91.9%
Study/office	64	27	7	53	22	31	63
%V	0.8%	0.8%	0.6%	0.9%	0.8%	1.0%	0.9%
%H		42.2%	10.9%	82.8%	34.4%	48.4%	98.4%
TV room	17	9	0	15	6	8	17
%V	0.2%	0.3%	0.0%	0.3%	0.2%	0.3%	0.2%
%H		52.9%	0.0%	88.2%	35.3%	47.1%	100.0%
Conservatory	108	53	19	92	57	35	99
%V	1.4%	1.6%	1.7%	1.6%	2.1%	1.1%	1.4%
%H		49.1%	17.6%	85.2%	52.8%	32.4%	91.7%
Attic or loft room	9	4	1	8	4	4	9
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	11.1%	88.9%	44.4%	44.4%	100.0%
No specific location	12	5	1	10	6	5	11
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		41.7%	8.3%	83.3%	50.0%	41.7%	91.7%
Other	48	25	2	38	16	22	45
%V	0.6%	0.7%	0.2%	0.6%	0.6%	0.7%	0.6%
%H		52.1%	4.2%	79.2%	33.3%	45.8%	93.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV Yorkshire / North East Macro

Set level data

Table 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7816	3402	1107	5857	2679	3178	6981
%H		43.5%	14.2%	74.9%	34.3%	40.7%	89.3%
PVR	3324	2064	704	1982	1397	586	3127
%V	42.5%	60.7%	63.6%	33.8%	52.1%	18.4%	44.8%
%H		62.1%	21.2%	59.6%	42.0%	17.6%	94.1%
DVDR	39	19	4	32	16	16	34
%V	0.5%	0.6%	0.4%	0.5%	0.6%	0.5%	0.5%
%H		48.7%	10.3%	82.1%	41.0%	41.0%	87.2%
VCR	32	11	3	24	6	18	21
%V	0.4%	0.3%	0.3%	0.4%	0.2%	0.6%	0.3%
%H		34.4%	9.4%	75.0%	18.8%	56.3%	65.6%
Any recorder	3358	2072	705	2014	1403	611	3149
%V	43.0%	60.9%	63.7%	34.4%	52.4%	19.2%	45.1%
%H		61.7%	21.0%	60.0%	41.8%	18.2%	93.8%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7816	3402	1107	5857	2679	3178	6981
%H		43.5%	14.2%	74.9%	34.3%	40.7%	89.3%
Receives HDTV (via STB or built-in reception)	4368	2165	757	3171	1687	1484	4094
%V	55.9%	63.6%	68.4%	54.1%	63.0%	46.7%	58.6%
%H		49.6%	17.3%	72.6%	38.6%	34.0%	93.7%
DVD/Blu-ray player or recorder	3331	1386	493	2506	1127	1379	3003
%V	42.6%	40.7%	44.5%	42.8%	42.1%	43.4%	43.0%
%H		41.6%	14.8%	75.2%	33.8%	41.4%	90.2%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Set level data

Table 23.15: 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	3886	1495	508	2834	1068	1765	3313
%H		38.5%	13.1%	72.9%	27.5%	45.4%	85.3%
Under 20"	25	4	2	21	3	19	16
%V	0.6%	0.3%	0.4%	0.7%	0.3%	1.1%	0.5%
%H		16.0%	8.0%	84.0%	12.0%	76.0%	64.0%
20" - 29"	210	39	13	180	30	149	151
%V	5.4%	2.6%	2.6%	6.4%	2.8%	8.4%	4.6%
%H		18.6%	6.2%	85.7%	14.3%	71.0%	71.9%
30" - 39"	879	254	110	675	185	490	701
%V	22.6%	17.0%	21.7%	23.8%	17.3%	27.8%	21.2%
%H		28.9%	12.5%	76.8%	21.0%	55.7%	79.7%
40" - 49"	1588	656	235	1111	461	650	1399
%V	40.9%	43.9%	46.3%	39.2%	43.2%	36.8%	42.2%
%H		41.3%	14.8%	70.0%	29.0%	40.9%	88.1%
50" - 59"	771	410	111	515	284	231	731
%V	19.8%	27.4%	21.9%	18.2%	26.6%	13.1%	22.1%
%H		53.2%	14.4%	66.8%	36.8%	30.0%	94.8%
60"+	108	57	16	65	33	32	103
%V	2.8%	3.8%	3.1%	2.3%	3.1%	1.8%	3.1%
%H		52.8%	14.8%	60.2%	30.6%	29.6%	95.4%
Don't know	305	76	22	266	71	194	212
%V	7.8%	5.1%	4.3%	9.4%	6.6%	11.0%	6.4%
%H		24.9%	7.2%	87.2%	23.3%	63.6%	69.5%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Set level data

Table 23.16: 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	3886	1495	508	2834	1068	1765	3313
%H		38.5%	13.1%	72.9%	27.5%	45.4%	85.3%
PVR	2267	1311	478	1457	960	497	2102
%V	58.3%	87.7%	94.1%	51.4%	89.9%	28.2%	63.4%
%H		57.8%	21.1%	64.3%	42.3%	21.9%	92.7%
DVDR	27	13	4	22	12	10	23
%V	0.7%	0.9%	0.8%	0.8%	1.1%	0.6%	0.7%
%H		48.1%	14.8%	81.5%	44.4%	37.0%	85.2%
VCR	24	9	3	17	5	12	13
%V	0.6%	0.6%	0.6%	0.6%	0.5%	0.7%	0.4%
%H		37.5%	12.5%	70.8%	20.8%	50.0%	54.2%
Any recorder	2288	1316	478	1476	963	513	2113
%V	58.9%	88.0%	94.1%	52.1%	90.2%	29.1%	63.8%
%H		57.5%	20.9%	64.5%	42.1%	22.4%	92.4%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3886	1495	508	2834	1068	1765	3313
%H		38.5%	13.1%	72.9%	27.5%	45.4%	85.3%
Receives HDTV (via STB or built-in reception)	2597	1198	456	1875	911	964	2395
%V	66.8%	80.1%	89.8%	66.2%	85.3%	54.6%	72.3%
%H		46.1%	17.6%	72.2%	35.1%	37.1%	92.2%
DVD/Blu-ray player or recorder	2103	784	279	1592	611	980	1842
%V	54.1%	52.4%	54.9%	56.2%	57.2%	55.5%	55.6%
%H		37.3%	13.3%	75.7%	29.1%	46.6%	87.6%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Set level data

Table 23.18: 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	3930	1907	599	3024	1611	1412	3669
%H		48.5%	15.2%	76.9%	41.0%	35.9%	93.4%
Under 20"	410	174	60	358	178	180	368
%V	10.4%	9.1%	10.0%	11.8%	11.0%	12.7%	10.0%
%H		42.4%	14.6%	87.3%	43.4%	43.9%	89.8%
20" - 29"	1012	429	143	828	398	430	913
%V	25.8%	22.5%	23.9%	27.4%	24.7%	30.5%	24.9%
%H		42.4%	14.1%	81.8%	39.3%	42.5%	90.2%
30" - 39"	1239	623	206	903	500	402	1183
%V	31.5%	32.7%	34.4%	29.9%	31.0%	28.5%	32.2%
%H		50.3%	16.6%	72.9%	40.4%	32.4%	95.5%
40" - 49"	748	419	130	508	312	197	726
%V	19.0%	22.0%	21.7%	16.8%	19.4%	14.0%	19.8%
%H		56.0%	17.4%	67.9%	41.7%	26.3%	97.1%
50" - 59"	198	109	33	138	79	59	194
%V	5.0%	5.7%	5.5%	4.6%	4.9%	4.2%	5.3%
%H		55.1%	16.7%	69.7%	39.9%	29.8%	98.0%
60"+	22	17	1	15	10	5	22
%V	0.6%	0.9%	0.2%	0.5%	0.6%	0.4%	0.6%
%H		77.3%	4.5%	68.2%	45.5%	22.7%	100.0%
Don't know	301	136	25	275	135	140	262
%V	7.7%	7.1%	4.2%	9.1%	8.4%	9.9%	7.1%
%H		45.2%	8.3%	91.4%	44.9%	46.5%	87.0%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Set level data

Table 23.19: 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	3930	1907	599	3024	1611	1412	3669
%H		48.5%	15.2%	76.9%	41.0%	35.9%	93.4%
PVR	1056	753	226	525	437	89	1025
%V	26.9%	39.5%	37.7%	17.4%	27.1%	6.3%	27.9%
%H		71.3%	21.4%	49.7%	41.4%	8.4%	97.1%
DVDR	12	6	0	10	5	6	11
%V	0.3%	0.3%	0.0%	0.3%	0.3%	0.4%	0.3%
%H		50.0%	0.0%	83.3%	41.7%	50.0%	91.7%
VCR	8	2	1	7	1	6	8
%V	0.2%	0.1%	0.2%	0.2%	0.1%	0.4%	0.2%
%H		25.0%	12.5%	87.5%	12.5%	75.0%	100.0%
Any recorder	1069	756	227	538	440	98	1037
%V	27.2%	39.6%	37.9%	17.8%	27.3%	6.9%	28.3%
%H		70.7%	21.2%	50.3%	41.2%	9.2%	97.0%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 23.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3930	1907	599	3024	1611	1412	3669
%H		48.5%	15.2%	76.9%	41.0%	35.9%	93.4%
Receives HDTV (via STB or built-in reception)	1771	968	301	1296	776	521	1699
%V	45.1%	50.8%	50.3%	42.9%	48.2%	36.9%	46.3%
%H		54.7%	17.0%	73.2%	43.8%	29.4%	95.9%
DVD/Blu-ray player or recorder	1228	602	215	915	516	399	1161
%V	31.2%	31.6%	35.9%	30.3%	32.0%	28.3%	31.6%
%H		49.0%	17.5%	74.5%	42.0%	32.5%	94.5%

Base: ITV Yorkshire / North East Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

Individual level data

Table 23.21: 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	9198	8933	3800	1311	6200	2684	3516	8404
%H		97.1%	41.3%	14.3%	67.4%	29.2%	38.2%	91.4%
Total Children	1750	1713	762	275	1066	483	583	1712
%V	19.0%	19.2%	20.1%	21.0%	17.2%	18.0%	16.6%	20.4%
%H		97.9%	43.5%	15.7%	60.9%	27.6%	33.3%	97.8%
0 - 3	413	401	170	51	231	86	145	406
%V	4.5%	4.5%	4.5%	3.9%	3.7%	3.2%	4.1%	4.8%
%H		97.1%	41.2%	12.3%	55.9%	20.8%	35.1%	98.3%
4 - 15	1337	1311	592	224	835	397	438	1305
%V	14.5%	14.7%	15.6%	17.1%	13.5%	14.8%	12.5%	15.5%
%H		98.1%	44.3%	16.8%	62.5%	29.7%	32.8%	97.6%
4 - 9	690	674	306	109	410	194	216	675
%V	7.5%	7.5%	8.1%	8.3%	6.6%	7.2%	6.1%	8.0%
%H		97.7%	44.3%	15.8%	59.4%	28.1%	31.3%	97.8%
10 - 15	647	637	286	115	425	203	222	630
%V	7.0%	7.1%	7.5%	8.8%	6.9%	7.6%	6.3%	7.5%
%H		98.5%	44.2%	17.8%	65.7%	31.4%	34.3%	97.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.22: 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	9198	8933	3800	1311	6200	2684	3516	8404
%H		97.1%	41.3%	14.3%	67.4%	29.2%	38.2%	91.4%
Total Adults (16+)	7448	7221	3038	1036	5134	2201	2933	6693
%V	81.0%	80.8%	79.9%	79.0%	82.8%	82.0%	83.4%	79.6%
%H		97.0%	40.8%	13.9%	68.9%	29.6%	39.4%	89.9%
16 - 19	364	348	174	67	235	136	99	359
%V	4.0%	3.9%	4.6%	5.1%	3.8%	5.1%	2.8%	4.3%
%H		95.6%	47.8%	18.4%	64.6%	37.4%	27.2%	98.6%
20 - 24	565	518	194	91	346	153	193	555
%V	6.1%	5.8%	5.1%	6.9%	5.6%	5.7%	5.5%	6.6%
%H		91.7%	34.3%	16.1%	61.2%	27.1%	34.2%	98.2%
25 - 34	1181	1114	499	153	630	278	351	1153
%V	12.8%	12.5%	13.1%	11.7%	10.2%	10.4%	10.0%	13.7%
%H		94.3%	42.3%	13.0%	53.3%	23.5%	29.7%	97.6%
35 - 44	1072	1031	471	167	666	319	346	1046
%V	11.7%	11.5%	12.4%	12.7%	10.7%	11.9%	9.8%	12.4%
%H		96.2%	43.9%	15.6%	62.1%	29.8%	32.3%	97.6%
45 - 54	1253	1229	571	205	878	431	447	1199
%V	13.6%	13.8%	15.0%	15.6%	14.2%	16.1%	12.7%	14.3%
%H		98.1%	45.6%	16.4%	70.1%	34.4%	35.7%	95.7%
55 - 64	1214	1195	527	153	909	399	511	1122
%V	13.2%	13.4%	13.9%	11.7%	14.7%	14.9%	14.5%	13.4%
%H		98.4%	43.4%	12.6%	74.9%	32.9%	42.1%	92.4%
65+	1800	1786	602	200	1471	484	986	1258
%V	19.6%	20.0%	15.8%	15.3%	23.7%	18.0%	28.0%	15.0%
%H		99.2%	33.4%	11.1%	81.7%	26.9%	54.8%	69.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 23.23: 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+)	7448	7221	3038	1036	5134	2201	2933	6693
%H		97.0%	40.8%	13.9%	68.9%	29.6%	39.4%	89.9%
AB	1793	1742	787	261	1237	575	662	1745
%V	24.1%	24.1%	25.9%	25.2%	24.1%	26.1%	22.6%	26.1%
%H		97.2%	43.9%	14.6%	69.0%	32.1%	36.9%	97.3%
C1	2084	2010	863	313	1409	623	786	1949
%V	28.0%	27.8%	28.4%	30.2%	27.4%	28.3%	26.8%	29.1%
%H		96.4%	41.4%	15.0%	67.6%	29.9%	37.7%	93.5%
C2	1732	1693	756	249	1186	552	634	1558
%V	23.3%	23.4%	24.9%	24.0%	23.1%	25.1%	21.6%	23.3%
%H		97.7%	43.6%	14.4%	68.5%	31.9%	36.6%	90.0%
D	1152	1119	448	151	799	332	467	998
%V	15.5%	15.5%	14.7%	14.6%	15.6%	15.1%	15.9%	14.9%
%H		97.1%	38.9%	13.1%	69.4%	28.8%	40.5%	86.6%
E	687	657	184	62	503	120	384	442
%V	9.2%	9.1%	6.1%	6.0%	9.8%	5.5%	13.1%	6.6%
%H		95.6%	26.8%	9.0%	73.2%	17.5%	55.9%	64.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV Yorkshire / North East Macro
Individual level data
Table 23.24: 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+)	7448	7221	3038	1036	5134	2201	2933	6693
%H		97.0%	40.8%	13.9%	68.9%	29.6%	39.4%	89.9%
Working full time	3352	3249	1534	513	2148	1067	1081	3275
%V	45.0%	45.0%	50.5%	49.5%	41.8%	48.5%	36.9%	48.9%
%H		96.9%	45.8%	15.3%	64.1%	31.8%	32.2%	97.7%
Working part time	761	738	311	122	524	235	290	741
%V	10.2%	10.2%	10.2%	11.8%	10.2%	10.7%	9.9%	11.1%
%H		97.0%	40.9%	16.0%	68.9%	30.9%	38.1%	97.4%
Not working	3335	3234	1193	402	2461	899	1562	2676
%V	44.8%	44.8%	39.3%	38.8%	47.9%	40.8%	53.3%	40.0%
%H		97.0%	35.8%	12.1%	73.8%	27.0%	46.8%	80.2%
Houseperson	4022	3889	1495	508	2835	1068	1767	3423
%V	54.0%	53.9%	49.2%	49.0%	55.2%	48.5%	60.2%	51.1%
%H		96.7%	37.2%	12.6%	70.5%	26.6%	43.9%	85.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.25: 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+)	3638	3503	1518	499	2459	1086	1373	3301
%H		96.3%	41.7%	13.7%	67.6%	29.9%	37.7%	90.7%
16 - 19	182	174	90	34	119	72	47	178
%V	5.0%	5.0%	5.9%	6.8%	4.8%	6.6%	3.4%	5.4%
%H		95.6%	49.5%	18.7%	65.4%	39.6%	25.8%	97.8%
20 - 24	297	260	96	50	169	78	91	290
%V	8.2%	7.4%	6.3%	10.0%	6.9%	7.2%	6.6%	8.8%
%H		87.5%	32.3%	16.8%	56.9%	26.3%	30.6%	97.6%
25 - 34	584	547	248	73	306	139	167	570
%V	16.1%	15.6%	16.3%	14.6%	12.4%	12.8%	12.2%	17.3%
%H		93.7%	42.5%	12.5%	52.4%	23.8%	28.6%	97.6%
35 - 44	527	504	238	75	325	157	167	513
%V	14.5%	14.4%	15.7%	15.0%	13.2%	14.5%	12.2%	15.5%
%H		95.6%	45.2%	14.2%	61.7%	29.8%	31.7%	97.3%
45 - 54	621	609	278	100	432	205	227	588
%V	17.1%	17.4%	18.3%	20.0%	17.6%	18.9%	16.5%	17.8%
%H		98.1%	44.8%	16.1%	69.6%	33.0%	36.6%	94.7%
55 - 64	591	581	264	71	439	194	245	537
%V	16.2%	16.6%	17.4%	14.2%	17.9%	17.9%	17.8%	16.3%
%H		98.3%	44.7%	12.0%	74.3%	32.8%	41.5%	90.9%
65+	836	829	305	96	670	240	430	624
%V	23.0%	23.7%	20.1%	19.2%	27.2%	22.1%	31.3%	18.9%
%H		99.2%	36.5%	11.5%	80.1%	28.7%	51.4%	74.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.26: 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+)	3638	3503	1518	499	2459	1086	1373	3301
%H		96.3%	41.7%	13.7%	67.6%	29.9%	37.7%	90.7%
AB	899	870	392	133	609	282	327	879
%V	24.7%	24.8%	25.8%	26.7%	24.8%	26.0%	23.8%	26.6%
%H		96.8%	43.6%	14.8%	67.7%	31.4%	36.4%	97.8%
C1	973	930	425	144	633	300	334	925
%V	26.7%	26.5%	28.0%	28.9%	25.7%	27.6%	24.3%	28.0%
%H		95.6%	43.7%	14.8%	65.1%	30.8%	34.3%	95.1%
C2	940	908	404	132	639	298	341	839
%V	25.8%	25.9%	26.6%	26.5%	26.0%	27.4%	24.8%	25.4%
%H		96.6%	43.0%	14.0%	68.0%	31.7%	36.3%	89.3%
D	532	514	216	67	360	156	204	468
%V	14.6%	14.7%	14.2%	13.4%	14.6%	14.4%	14.9%	14.2%
%H		96.6%	40.6%	12.6%	67.7%	29.3%	38.3%	88.0%
E	294	282	81	24	218	50	168	190
%V	8.1%	8.1%	5.3%	4.8%	8.9%	4.6%	12.2%	5.8%
%H		95.9%	27.6%	8.2%	74.1%	17.0%	57.1%	64.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.27: 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+)	3638	3503	1518	499	2459	1086	1373	3301
%H		96.3%	41.7%	13.7%	67.6%	29.9%	37.7%	90.7%
Working full time	2023	1954	938	298	1269	635	634	1970
%V	55.6%	55.8%	61.8%	59.7%	51.6%	58.5%	46.2%	59.7%
%H		96.6%	46.4%	14.7%	62.7%	31.4%	31.3%	97.4%
Working part time	162	145	52	26	109	47	62	154
%V	4.5%	4.1%	3.4%	5.2%	4.4%	4.3%	4.5%	4.7%
%H		89.5%	32.1%	16.0%	67.3%	29.0%	38.3%	95.1%
Not working	1454	1404	528	175	1081	404	677	1177
%V	40.0%	40.1%	34.8%	35.1%	44.0%	37.2%	49.3%	35.7%
%H		96.6%	36.3%	12.0%	74.3%	27.8%	46.6%	80.9%
Houseperson	908	849	289	82	636	199	438	701
%V	25.0%	24.2%	19.0%	16.4%	25.9%	18.3%	31.9%	21.2%
%H		93.5%	31.8%	9.0%	70.0%	21.9%	48.2%	77.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.28: 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+)	3810	3718	1520	537	2675	1115	1560	3392
%H		97.6%	39.9%	14.1%	70.2%	29.3%	40.9%	89.0%
16 - 19	182	174	83	33	115	64	52	181
%V	4.8%	4.7%	5.5%	6.1%	4.3%	5.7%	3.3%	5.3%
%H		95.6%	45.6%	18.1%	63.2%	35.2%	28.6%	99.5%
20 - 24	268	258	98	41	177	75	102	265
%V	7.0%	6.9%	6.4%	7.6%	6.6%	6.7%	6.5%	7.8%
%H		96.3%	36.6%	15.3%	66.0%	28.0%	38.1%	98.9%
25 - 34	597	567	251	80	324	140	185	583
%V	15.7%	15.3%	16.5%	14.9%	12.1%	12.6%	11.9%	17.2%
%H		95.0%	42.0%	13.4%	54.3%	23.5%	31.0%	97.7%
35 - 44	544	527	234	91	341	162	179	533
%V	14.3%	14.2%	15.4%	16.9%	12.7%	14.5%	11.5%	15.7%
%H		96.9%	43.0%	16.7%	62.7%	29.8%	32.9%	98.0%
45 - 54	632	620	293	105	446	226	220	611
%V	16.6%	16.7%	19.3%	19.6%	16.7%	20.3%	14.1%	18.0%
%H		98.1%	46.4%	16.6%	70.6%	35.8%	34.8%	96.7%
55 - 64	622	614	263	82	470	205	265	585
%V	16.3%	16.5%	17.3%	15.3%	17.6%	18.4%	17.0%	17.2%
%H		98.7%	42.3%	13.2%	75.6%	33.0%	42.6%	94.1%
65+	965	957	297	104	801	244	557	635
%V	25.3%	25.7%	19.5%	19.4%	29.9%	21.9%	35.7%	18.7%
%H		99.2%	30.8%	10.8%	83.0%	25.3%	57.7%	65.8%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.29: 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+)	3810	3718	1520	537	2675	1115	1560	3392
%H		97.6%	39.9%	14.1%	70.2%	29.3%	40.9%	89.0%
AB	894	872	395	128	628	292	335	866
%V	23.5%	23.5%	26.0%	23.8%	23.5%	26.2%	21.5%	25.5%
%H		97.5%	44.2%	14.3%	70.2%	32.7%	37.5%	96.9%
C1	1111	1081	439	169	776	323	453	1024
%V	29.2%	29.1%	28.9%	31.5%	29.0%	29.0%	29.0%	30.2%
%H		97.3%	39.5%	15.2%	69.8%	29.1%	40.8%	92.2%
C2	792	785	351	117	546	254	293	719
%V	20.8%	21.1%	23.1%	21.8%	20.4%	22.8%	18.8%	21.2%
%H		99.1%	44.3%	14.8%	68.9%	32.1%	37.0%	90.8%
D	620	605	232	85	439	176	263	530
%V	16.3%	16.3%	15.3%	15.8%	16.4%	15.8%	16.9%	15.6%
%H		97.6%	37.4%	13.7%	70.8%	28.4%	42.4%	85.5%
E	393	375	103	38	286	70	216	252
%V	10.3%	10.1%	6.8%	7.1%	10.7%	6.3%	13.8%	7.4%
%H		95.4%	26.2%	9.7%	72.8%	17.8%	55.0%	64.1%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV Yorkshire / North East Macro

Individual level data

Table 23.30: 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+)	3810	3718	1520	537	2675	1115	1560	3392
%H		97.6%	39.9%	14.1%	70.2%	29.3%	40.9%	89.0%
Working full time	1329	1296	596	215	879	432	447	1305
%V	34.9%	34.9%	39.2%	40.0%	32.9%	38.7%	28.7%	38.5%
%H		97.5%	44.8%	16.2%	66.1%	32.5%	33.6%	98.2%
Working part time	599	592	258	95	415	188	227	587
%V	15.7%	15.9%	17.0%	17.7%	15.5%	16.9%	14.6%	17.3%
%H		98.8%	43.1%	15.9%	69.3%	31.4%	37.9%	98.0%
Not working	1881	1830	665	228	1380	495	885	1500
%V	49.4%	49.2%	43.8%	42.5%	51.6%	44.4%	56.7%	44.2%
%H		97.3%	35.4%	12.1%	73.4%	26.3%	47.0%	79.7%
Houseperson	3114	3040	1206	426	2199	869	1330	2723
%V	81.7%	81.8%	79.3%	79.3%	82.2%	77.9%	85.3%	80.3%
%H		97.6%	38.7%	13.7%	70.6%	27.9%	42.7%	87.4%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Household level data
Table 24.1: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
AB	652	634	264	89	420	163	257	632
%V	19.4%	19.6%	22.0%	18.9%	19.5%	22.4%	18.0%	22.0%
%H (All HH)		97.2%	40.5%	13.7%	64.4%	25.0%	39.4%	96.9%
%H (TV HH)			41.6%	14.0%	66.2%	25.7%	40.5%	
C1	905	864	344	130	575	225	350	837
%V	26.9%	26.8%	28.6%	27.5%	26.6%	30.9%	24.5%	29.1%
%H (All HH)		95.5%	38.0%	14.4%	63.5%	24.9%	38.7%	92.5%
%H (TV HH)			39.8%	15.0%	66.6%	26.0%	40.5%	
C2	659	634	248	106	411	151	260	583
%V	19.6%	19.6%	20.6%	22.5%	19.0%	20.8%	18.2%	20.3%
%H (All HH)		96.2%	37.6%	16.1%	62.4%	22.9%	39.5%	88.5%
%H (TV HH)			39.1%	16.7%	64.8%	23.8%	41.0%	
D	551	527	197	70	342	107	235	447
%V	16.4%	16.3%	16.4%	14.8%	15.8%	14.7%	16.4%	15.5%
%H (All HH)		95.6%	35.8%	12.7%	62.1%	19.4%	42.6%	81.1%
%H (TV HH)			37.4%	13.3%	64.9%	20.3%	44.6%	
E	600	568	147	76	410	81	329	378
%V	17.8%	17.6%	12.2%	16.1%	19.0%	11.1%	23.0%	13.1%
%H (All HH)		94.7%	24.5%	12.7%	68.3%	13.5%	54.8%	63.0%
%H (TV HH)			25.9%	13.4%	72.2%	14.3%	57.9%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West / Border Macro
Household level data
Table 24.2: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Under 25	133	118	21	20	73	12	61	123
%V	4.0%	3.7%	1.7%	4.2%	3.4%	1.7%	4.3%	4.3%
%H (All HH)		88.7%	15.8%	15.0%	54.9%	9.0%	45.9%	92.5%
%H (TV HH)			17.8%	16.9%	61.9%	10.2%	51.7%	
25 - 34	506	459	185	56	241	80	161	486
%V	15.0%	14.2%	15.4%	11.9%	11.2%	11.0%	11.3%	16.9%
%H (All HH)		90.7%	36.6%	11.1%	47.6%	15.8%	31.8%	96.0%
%H (TV HH)			40.3%	12.2%	52.5%	17.4%	35.1%	
35 - 44	521	487	208	82	279	112	167	504
%V	15.5%	15.1%	17.3%	17.4%	12.9%	15.4%	11.7%	17.5%
%H (All HH)		93.5%	39.9%	15.7%	53.6%	21.5%	32.1%	96.7%
%H (TV HH)			42.7%	16.8%	57.3%	23.0%	34.3%	
45 - 54	645	630	276	110	415	187	227	608
%V	19.2%	19.5%	23.0%	23.3%	19.2%	25.7%	15.9%	21.1%
%H (All HH)		97.7%	42.8%	17.1%	64.3%	29.0%	35.2%	94.3%
%H (TV HH)			43.8%	17.5%	65.9%	29.7%	36.0%	
55 - 64	591	576	221	97	404	147	256	528
%V	17.6%	17.8%	18.4%	20.6%	18.7%	20.2%	17.9%	18.4%
%H (All HH)		97.5%	37.4%	16.4%	68.4%	24.9%	43.3%	89.3%
%H (TV HH)			38.4%	16.8%	70.1%	25.5%	44.4%	
65 +	970	958	290	106	748	188	559	627
%V	28.8%	29.7%	24.1%	22.5%	34.6%	25.9%	39.1%	21.8%
%H (All HH)		98.8%	29.9%	10.9%	77.1%	19.4%	57.6%	64.6%
%H (TV HH)			30.3%	11.1%	78.1%	19.6%	58.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West / Border Macro
Household level data
Table 24.3: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
1	1088	1021	281	99	749	140	609	735
%V	32.3%	31.6%	23.4%	21.0%	34.7%	19.3%	42.6%	25.5%
%H (All HH)		93.8%	25.8%	9.1%	68.8%	12.9%	56.0%	67.6%
%H (TV HH)			27.5%	9.7%	73.4%	13.7%	59.6%	
2	1149	1116	409	173	762	272	490	1040
%V	34.1%	34.6%	34.1%	36.7%	35.3%	37.4%	34.2%	36.1%
%H (All HH)		97.1%	35.6%	15.1%	66.3%	23.7%	42.6%	90.5%
%H (TV HH)			36.6%	15.5%	68.3%	24.4%	43.9%	
3	516	501	231	93	304	144	160	497
%V	15.3%	15.5%	19.2%	19.7%	14.1%	19.8%	11.2%	17.3%
%H (All HH)		97.1%	44.8%	18.0%	58.9%	27.9%	31.0%	96.3%
%H (TV HH)			46.1%	18.6%	60.7%	28.7%	31.9%	
4	413	399	185	73	243	119	124	409
%V	12.3%	12.4%	15.4%	15.5%	11.3%	16.4%	8.7%	14.2%
%H (All HH)		96.6%	44.8%	17.7%	58.8%	28.8%	30.0%	99.0%
%H (TV HH)			46.4%	18.3%	60.9%	29.8%	31.1%	
5+	200	192	95	35	101	53	49	196
%V	5.9%	5.9%	7.9%	7.4%	4.7%	7.3%	3.4%	6.8%
%H (All HH)		96.0%	47.5%	17.5%	50.5%	26.5%	24.5%	98.0%
%H (TV HH)			49.5%	18.2%	52.6%	27.6%	25.5%	
Average HH size	2.28	2.29	2.53	2.56	2.18	2.58	1.98	2.44

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Household level data

Table 24.4: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Without	2525	2412	831	335	1685	515	1171	2057
%V	75.0%	74.7%	69.2%	71.0%	78.0%	70.8%	81.8%	71.5%
%H (All HH)		95.5%	32.9%	13.3%	66.7%	20.4%	46.4%	81.5%
%H (TV HH)			34.5%	13.9%	69.9%	21.4%	48.5%	
With	841	816	370	137	473	213	261	820
%V	25.0%	25.3%	30.8%	29.0%	21.9%	29.3%	18.2%	28.5%
%H (All HH)		97.0%	44.0%	16.3%	56.2%	25.3%	31.0%	97.5%
%H (TV HH)			45.3%	16.8%	58.0%	26.1%	32.0%	
0 - 3	314	301	133	46	161	64	98	300
%V	9.3%	9.3%	11.1%	9.7%	7.5%	8.8%	6.8%	10.4%
%H (All HH)		95.9%	42.4%	14.6%	51.3%	20.4%	31.2%	95.5%
%H (TV HH)			44.2%	15.3%	53.5%	21.3%	32.6%	
4 - 9	444	427	192	68	242	106	136	434
%V	13.2%	13.2%	16.0%	14.4%	11.2%	14.6%	9.5%	15.1%
%H (All HH)		96.2%	43.2%	15.3%	54.5%	23.9%	30.6%	97.7%
%H (TV HH)			45.0%	15.9%	56.7%	24.8%	31.9%	
10 - 15	413	402	190	76	242	125	118	406
%V	12.3%	12.5%	15.8%	16.1%	11.2%	17.2%	8.2%	14.1%
%H (All HH)		97.3%	46.0%	18.4%	58.6%	30.3%	28.6%	98.3%
%H (TV HH)			47.3%	18.9%	60.2%	31.1%	29.4%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Household level data

Table 24.5: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
1	1283	1283	364	139	778	89	689	993
%V	38.1%	39.7%	30.3%	29.4%	36.0%	12.2%	48.1%	34.5%
%H (All HH)		100.0%	28.4%	10.8%	60.6%	6.9%	53.7%	77.4%
%H (TV HH)			28.4%	10.8%	60.6%	6.9%	53.7%	
2	1096	1096	434	168	744	280	464	957
%V	32.6%	34.0%	36.1%	35.6%	34.5%	38.5%	32.4%	33.3%
%H (All HH)		100.0%	39.6%	15.3%	67.9%	25.5%	42.3%	87.3%
%H (TV HH)			39.6%	15.3%	67.9%	25.5%	42.3%	
3	550	550	244	104	405	207	198	525
%V	16.3%	17.0%	20.3%	22.0%	18.8%	28.5%	13.8%	18.2%
%H (All HH)		100.0%	44.4%	18.9%	73.6%	37.6%	36.0%	95.5%
%H (TV HH)			44.4%	18.9%	73.6%	37.6%	36.0%	
4	201	201	107	39	150	94	55	196
%V	6.0%	6.2%	8.9%	8.3%	6.9%	12.9%	3.8%	6.8%
%H (All HH)		100.0%	53.2%	19.4%	74.6%	46.8%	27.4%	97.5%
%H (TV HH)			53.2%	19.4%	74.6%	46.8%	27.4%	
5+	99	99	52	21	81	56	25	98
%V	2.9%	3.1%	4.3%	4.4%	3.8%	7.7%	1.7%	3.4%
%H (All HH)		100.0%	52.5%	21.2%	81.8%	56.6%	25.3%	99.0%
%H (TV HH)			52.5%	21.2%	81.8%	56.6%	25.3%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Household level data

Table 24.6: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Under 20"	239	239	89	31	196	82	114	204
%V	7.1%	7.4%	7.4%	6.6%	9.1%	11.3%	8.0%	7.1%
%H (All HH)		100.0%	37.2%	13.0%	82.0%	34.3%	47.7%	85.4%
%H (TV HH)			37.2%	13.0%	82.0%	34.3%	47.7%	
20" - 29"	773	773	273	114	610	244	366	660
%V	23.0%	23.9%	22.7%	24.2%	28.3%	33.6%	25.6%	22.9%
%H (All HH)		100.0%	35.3%	14.7%	78.9%	31.6%	47.3%	85.4%
%H (TV HH)			35.3%	14.7%	78.9%	31.6%	47.3%	
30" - 39"	1678	1678	618	257	1202	442	760	1444
%V	49.9%	52.0%	51.5%	54.4%	55.7%	60.8%	53.1%	50.2%
%H (All HH)		100.0%	36.8%	15.3%	71.6%	26.3%	45.3%	86.1%
%H (TV HH)			36.8%	15.3%	71.6%	26.3%	45.3%	
40" - 49"	1570	1570	686	261	1011	442	569	1443
%V	46.6%	48.6%	57.1%	55.3%	46.8%	60.8%	39.8%	50.2%
%H (All HH)		100.0%	43.7%	16.6%	64.4%	28.2%	36.2%	91.9%
%H (TV HH)			43.7%	16.6%	64.4%	28.2%	36.2%	
50" - 59"	618	618	293	104	379	184	195	587
%V	18.4%	19.1%	24.4%	22.0%	17.6%	25.3%	13.6%	20.4%
%H (All HH)		100.0%	47.4%	16.8%	61.3%	29.8%	31.6%	95.0%
%H (TV HH)			47.4%	16.8%	61.3%	29.8%	31.6%	
60"+	75	75	40	13	45	26	19	74
%V	2.2%	2.3%	3.3%	2.8%	2.1%	3.6%	1.3%	2.6%
%H (All HH)		100.0%	53.3%	17.3%	60.0%	34.7%	25.3%	98.7%
%H (TV HH)			53.3%	17.3%	60.0%	34.7%	25.3%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 24.7: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Main living room	3209	3209	1197	471	2148	726	1422	2753
%V	95.3%	99.4%	99.7%	99.8%	99.5%	99.9%	99.4%	95.7%
%H (All HH)		100.0%	37.3%	14.7%	66.9%	22.6%	44.3%	85.8%
%H (TV HH)			37.3%	14.7%	66.9%	22.6%	44.3%	
Kitchen	286	286	125	39	225	106	119	260
%V	8.5%	8.9%	10.4%	8.3%	10.4%	14.6%	8.3%	9.0%
%H (All HH)		100.0%	43.7%	13.6%	78.7%	37.1%	41.6%	90.9%
%H (TV HH)			43.7%	13.6%	78.7%	37.1%	41.6%	
Adult's bedroom	1499	1499	641	268	1065	502	563	1371
%V	44.5%	46.4%	53.4%	56.8%	49.3%	69.1%	39.3%	47.7%
%H (All HH)		100.0%	42.8%	17.9%	71.0%	33.5%	37.6%	91.5%
%H (TV HH)			42.8%	17.9%	71.0%	33.5%	37.6%	
Child's bedroom	264	264	126	53	186	108	78	259
%V	7.8%	8.2%	10.5%	11.2%	8.6%	14.9%	5.5%	9.0%
%H (All HH)		100.0%	47.7%	20.1%	70.5%	40.9%	29.5%	98.1%
%H (TV HH)			47.7%	20.1%	70.5%	40.9%	29.5%	
Other bedroom	238	238	110	53	166	92	75	228
%V	7.1%	7.4%	9.2%	11.2%	7.7%	12.7%	5.2%	7.9%
%H (All HH)		100.0%	46.2%	22.3%	69.7%	38.7%	31.5%	95.8%
%H (TV HH)			46.2%	22.3%	69.7%	38.7%	31.5%	
Second living/dining room	385	385	182	64	289	151	138	357
%V	11.4%	11.9%	15.2%	13.6%	13.4%	20.8%	9.6%	12.4%
%H (All HH)		100.0%	47.3%	16.6%	75.1%	39.2%	35.8%	92.7%
%H (TV HH)			47.3%	16.6%	75.1%	39.2%	35.8%	
Study/office	33	33	18	4	26	15	11	33
%V	1.0%	1.0%	1.5%	0.8%	1.2%	2.1%	0.8%	1.1%
%H (All HH)		100.0%	54.5%	12.1%	78.8%	45.5%	33.3%	100.0%
%H (TV HH)			54.5%	12.1%	78.8%	45.5%	33.3%	
TV room	23	23	12	3	16	9	8	23
%V	0.7%	0.7%	1.0%	0.6%	0.7%	1.2%	0.6%	0.8%
%H (All HH)		100.0%	52.2%	13.0%	69.6%	39.1%	34.8%	100.0%
%H (TV HH)			52.2%	13.0%	69.6%	39.1%	34.8%	
Conservatory	75	75	36	13	60	33	27	72
%V	2.2%	2.3%	3.0%	2.8%	2.8%	4.5%	1.9%	2.5%
%H (All HH)		100.0%	48.0%	17.3%	80.0%	44.0%	36.0%	96.0%
%H (TV HH)			48.0%	17.3%	80.0%	44.0%	36.0%	
Attic or loft room	3	3	2	1	3	2	1	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	100.0%	66.7%	33.3%	100.0%
%H (TV HH)			66.7%	33.3%	100.0%	66.7%	33.3%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.0%	0.1%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	16	16	9	1	11	6	5	15
%V	0.5%	0.5%	0.7%	0.2%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	56.3%	6.3%	68.8%	37.5%	31.3%	93.8%
%H (TV HH)			56.3%	6.3%	68.8%	37.5%	31.3%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 24.8: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Any DSAT provider	1201	1201	1201	13	524	524	0	1111
%V	35.7%	37.2%	100.0%	2.8%	24.3%	72.1%	0.0%	38.6%
%H (All HH)			100.0%	1.1%	43.6%	43.6%	0.0%	92.5%
%H (TV HH)			100.0%	1.1%	43.6%	43.6%	0.0%	
Sky with subscription	1070	1070	1070	7	463	463	0	999
%V	31.8%	33.1%	89.1%	1.5%	21.4%	63.7%	0.0%	34.7%
%H (All HH)			100.0%	0.7%	43.3%	43.3%	0.0%	93.4%
%H (TV HH)			100.0%	0.7%	43.3%	43.3%	0.0%	
Sky without subscription	43	43	43	1	17	17	0	33
%V	1.3%	1.3%	3.6%	0.2%	0.8%	2.3%	0.0%	1.1%
%H (All HH)			100.0%	2.3%	39.5%	39.5%	0.0%	76.7%
%H (TV HH)			100.0%	2.3%	39.5%	39.5%	0.0%	
Freesat	77	77	77	2	41	41	0	72
%V	2.3%	2.4%	6.4%	0.4%	1.9%	5.6%	0.0%	2.5%
%H (All HH)			100.0%	2.6%	53.2%	53.2%	0.0%	93.5%
%H (TV HH)			100.0%	2.6%	53.2%	53.2%	0.0%	
Other satellite provider	47	47	47	4	26	26	0	41
%V	1.4%	1.5%	3.9%	0.8%	1.2%	3.6%	0.0%	1.4%
%H (All HH)			100.0%	8.5%	55.3%	55.3%	0.0%	87.2%
%H (TV HH)			100.0%	8.5%	55.3%	55.3%	0.0%	
DCAB	472	472	13	472	210	210	0	447
%V	14.0%	14.6%	1.1%	100.0%	9.7%	28.9%	0.0%	15.5%
%H (All HH)			2.8%	100.0%	44.5%	44.5%	0.0%	94.7%
%H (TV HH)			2.8%	100.0%	44.5%	44.5%	0.0%	
DTT	2159	2159	524	210	2159	727	1431	1772
%V	64.1%	66.9%	43.6%	44.5%	100.0%	100.0%	100.0%	61.6%
%H (All HH)		100.0%	24.3%	9.7%	100.0%	33.7%	66.3%	82.1%
%H (TV HH)			24.3%	9.7%	100.0%	33.7%	66.3%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 24.9: 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	3366	3228	1201	472	2159	727	1431	2877
%H (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
PVR	1931	1931	1109	457	1056	682	374	1798
%V	57.4%	59.8%	92.3%	96.8%	48.9%	93.8%	26.1%	62.5%
%H (All HH)		100.0%	57.4%	23.7%	54.7%	35.3%	19.4%	93.1%
%H (TV HH)			57.4%	23.7%	54.7%	35.3%	19.4%	
DVDR	36	36	17	2	31	13	17	32
%V	1.1%	1.1%	1.4%	0.4%	1.4%	1.8%	1.2%	1.1%
%H (All HH)		100.0%	47.2%	5.6%	86.1%	36.1%	47.2%	88.9%
%H (TV HH)			47.2%	5.6%	86.1%	36.1%	47.2%	
VCR	17	17	5	1	15	4	11	9
%V	0.5%	0.5%	0.4%	0.2%	0.7%	0.6%	0.8%	0.3%
%H (All HH)		100.0%	29.4%	5.9%	88.2%	23.5%	64.7%	52.9%
%H (TV HH)			29.4%	5.9%	88.2%	23.5%	64.7%	
Any recorder	1955	1955	1110	457	1078	682	396	1816
%V	58.1%	60.6%	92.4%	96.8%	49.9%	93.8%	27.7%	63.1%
%H (All HH)		100.0%	56.8%	23.4%	55.1%	34.9%	20.3%	92.9%
%H (TV HH)			56.8%	23.4%	55.1%	34.9%	20.3%	
Receives HDTV (via STB or built-in reception)	2247	2247	1063	380	1470	654	816	2055
%V	66.8%	69.6%	88.5%	80.5%	68.1%	90.0%	57.0%	71.4%
%H (All HH)		100.0%	47.3%	16.9%	65.4%	29.1%	36.3%	91.5%
%H (TV HH)			47.3%	16.9%	65.4%	29.1%	36.3%	
DVD/Blu-ray player or recorder	1759	1759	677	271	1215	468	747	1563
%V	52.3%	54.5%	56.4%	57.4%	56.3%	64.4%	52.2%	54.3%
%H (All HH)		100.0%	38.5%	15.4%	69.1%	26.6%	42.5%	88.9%
%H (TV HH)			38.5%	15.4%	69.1%	26.6%	42.5%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 24.10: 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	3366	3228	1201	472	2159	727	1431	2877
%V (All HH)		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%
%H (TV HH)			37.2%	14.6%	66.9%	22.5%	44.3%	
Has broadband internet	2877	2769	1111	447	1772	681	1091	2877
%V	85.5%	85.8%	92.5%	94.7%	82.1%	93.7%	76.2%	100.0%
%H (All HH)		96.2%	38.6%	15.5%	61.6%	23.7%	37.9%	100.0%
%H (TV HH)			40.1%	16.1%	64.0%	24.6%	39.4%	
Number of computers (PCs and laptops)								
0	740	693	174	61	517	79	438	282
%V	22.0%	21.5%	14.5%	12.9%	23.9%	10.9%	30.6%	9.8%
%H (All HH)		93.6%	23.5%	8.2%	69.9%	10.7%	59.2%	38.1%
%H (TV HH)			25.1%	8.8%	74.6%	11.4%	63.2%	
1	1012	961	332	146	615	176	439	986
%V	30.1%	29.8%	27.6%	30.9%	28.5%	24.2%	30.7%	34.3%
%H (All HH)		95.0%	32.8%	14.4%	60.8%	17.4%	43.4%	97.4%
%H (TV HH)			34.5%	15.2%	64.0%	18.3%	45.7%	
2	806	783	325	129	499	196	303	803
%V	23.9%	24.3%	27.1%	27.3%	23.1%	27.0%	21.2%	27.9%
%H (All HH)		97.1%	40.3%	16.0%	61.9%	24.3%	37.6%	99.6%
%H (TV HH)			41.5%	16.5%	63.7%	25.0%	38.7%	
3	391	380	174	63	249	122	127	390
%V	11.6%	11.8%	14.5%	13.3%	11.5%	16.8%	8.9%	13.6%
%H (All HH)		97.2%	44.5%	16.1%	63.7%	31.2%	32.5%	99.7%
%H (TV HH)			45.8%	16.6%	65.5%	32.1%	33.4%	
4	214	210	104	35	142	78	63	214
%V	6.4%	6.5%	8.7%	7.4%	6.6%	10.7%	4.4%	7.4%
%H (All HH)		98.1%	48.6%	16.4%	66.4%	36.4%	29.4%	100.0%
%H (TV HH)			49.5%	16.7%	67.6%	37.1%	30.0%	
5+	203	202	92	38	137	76	60	203
%V	6.0%	6.3%	7.7%	8.1%	6.3%	10.5%	4.2%	7.1%
%H (All HH)		99.5%	45.3%	18.7%	67.5%	37.4%	29.6%	100.0%
%H (TV HH)			45.5%	18.8%	67.8%	37.6%	29.7%	

Base: ITV North West / Border Macro - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Set level data

Table 24.11: 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	6462	2673	1055	4520	1950	2570	5794
%H		41.4%	16.3%	69.9%	30.2%	39.8%	89.7%
Under 20"	291	112	36	242	105	137	251
%V	4.5%	4.2%	3.4%	5.4%	5.4%	5.3%	4.3%
%H		38.5%	12.4%	83.2%	36.1%	47.1%	86.3%
20" - 29"	968	358	145	770	325	445	835
%V	15.0%	13.4%	13.7%	17.0%	16.7%	17.3%	14.4%
%H		37.0%	15.0%	79.5%	33.6%	46.0%	86.3%
30" - 39"	2238	869	357	1616	653	964	1971
%V	34.6%	32.5%	33.8%	35.8%	33.5%	37.5%	34.0%
%H		38.8%	16.0%	72.2%	29.2%	43.1%	88.1%
40" - 49"	1957	880	346	1262	588	673	1817
%V	30.3%	32.9%	32.8%	27.9%	30.2%	26.2%	31.4%
%H		45.0%	17.7%	64.5%	30.0%	34.4%	92.8%
50" - 59"	694	333	120	425	212	213	663
%V	10.7%	12.5%	11.4%	9.4%	10.9%	8.3%	11.4%
%H		48.0%	17.3%	61.2%	30.5%	30.7%	95.5%
60"+	79	43	13	48	29	20	78
%V	1.2%	1.6%	1.2%	1.1%	1.5%	0.8%	1.3%
%H		54.4%	16.5%	60.8%	36.7%	25.3%	98.7%
Don't know	237	77	37	157	39	118	178
%V	3.7%	2.9%	3.5%	3.5%	2.0%	4.6%	3.1%
%H		32.5%	15.6%	66.2%	16.5%	49.8%	75.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
ITV North West / Border Macro
Set level data
Table 24.12: 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	6462	2673	1055	4520	1950	2570	5794
%H		41.4%	16.3%	69.9%	30.2%	39.8%	89.7%
Main living room	3235	1207	475	2167	733	1434	2777
%V	50.1%	45.2%	45.0%	47.9%	37.6%	55.8%	47.9%
%H		37.3%	14.7%	67.0%	22.7%	44.3%	85.8%
Kitchen	287	125	39	226	107	120	261
%V	4.4%	4.7%	3.7%	5.0%	5.5%	4.7%	4.5%
%H		43.6%	13.6%	78.7%	37.3%	41.8%	90.9%
Adult's bedroom	1777	780	320	1277	632	645	1640
%V	27.5%	29.2%	30.3%	28.3%	32.4%	25.1%	28.3%
%H		43.9%	18.0%	71.9%	35.6%	36.3%	92.3%
Child's bedroom	334	161	68	240	144	95	328
%V	5.2%	6.0%	6.4%	5.3%	7.4%	3.7%	5.7%
%H		48.2%	20.4%	71.9%	43.1%	28.4%	98.2%
Other bedroom	284	134	66	199	112	86	275
%V	4.4%	5.0%	6.3%	4.4%	5.7%	3.3%	4.7%
%H		47.2%	23.2%	70.1%	39.4%	30.3%	96.8%
Second living/dining room	390	185	65	293	154	139	362
%V	6.0%	6.9%	6.2%	6.5%	7.9%	5.4%	6.2%
%H		47.4%	16.7%	75.1%	39.5%	35.6%	92.8%
Study/office	35	20	4	27	16	11	35
%V	0.5%	0.7%	0.4%	0.6%	0.8%	0.4%	0.6%
%H		57.1%	11.4%	77.1%	45.7%	31.4%	100.0%
TV room	23	12	3	16	9	8	23
%V	0.4%	0.4%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		52.2%	13.0%	69.6%	39.1%	34.8%	100.0%
Conservatory	75	36	13	60	33	27	72
%V	1.2%	1.3%	1.2%	1.3%	1.7%	1.1%	1.2%
%H		48.0%	17.3%	80.0%	44.0%	36.0%	96.0%
Attic or loft room	4	2	1	3	2	1	4
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	25.0%	75.0%	50.0%	25.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	16	10	1	11	6	5	16
%V	0.2%	0.4%	0.1%	0.2%	0.3%	0.2%	0.3%
%H		62.5%	6.3%	68.8%	37.5%	31.3%	100.0%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Set level data

Table 24.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6462	2673	1055	4520	1950	2570	5794
%H		41.4%	16.3%	69.9%	30.2%	39.8%	89.7%
PVR	2891	1756	707	1442	995	447	2728
%V	44.7%	65.7%	67.0%	31.9%	51.0%	17.4%	47.1%
%H		60.7%	24.5%	49.9%	34.4%	15.5%	94.4%
DVDR	40	17	3	34	14	20	36
%V	0.6%	0.6%	0.3%	0.8%	0.7%	0.8%	0.6%
%H		42.5%	7.5%	85.0%	35.0%	50.0%	90.0%
VCR	17	5	1	15	4	11	9
%V	0.3%	0.2%	0.1%	0.3%	0.2%	0.4%	0.2%
%H		29.4%	5.9%	88.2%	23.5%	64.7%	52.9%
Any recorder	2925	1760	709	1473	999	474	2754
%V	45.3%	65.8%	67.2%	32.6%	51.2%	18.4%	47.5%
%H		60.2%	24.2%	50.4%	34.2%	16.2%	94.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.14: 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	6462	2673	1055	4520	1950	2570	5794
%H		41.4%	16.3%	69.9%	30.2%	39.8%	89.7%
Receives HDTV (via STB or built-in reception)	3635	1831	661	2354	1185	1169	3388
%V	56.3%	68.5%	62.7%	52.1%	60.8%	45.5%	58.5%
%H		50.4%	18.2%	64.8%	32.6%	32.2%	93.2%
DVD/Blu-ray player or recorder	2419	986	392	1702	742	960	2198
%V	37.4%	36.9%	37.2%	37.7%	38.1%	37.4%	37.9%
%H		40.8%	16.2%	70.4%	30.7%	39.7%	90.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Set level data

Table 24.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3227	1201	472	2158	727	1431	2768
%H		37.2%	14.6%	66.9%	22.5%	44.3%	85.8%
Under 20"	15	2	1	12	1	11	8
%V	0.5%	0.2%	0.2%	0.6%	0.1%	0.8%	0.3%
%H		13.3%	6.7%	80.0%	6.7%	73.3%	53.3%
20" - 29"	163	18	13	132	12	120	103
%V	5.1%	1.5%	2.8%	6.1%	1.7%	8.4%	3.7%
%H		11.0%	8.0%	81.0%	7.4%	73.6%	63.2%
30" - 39"	971	287	116	701	162	539	769
%V	30.1%	23.9%	24.6%	32.5%	22.3%	37.7%	27.8%
%H		29.6%	11.9%	72.2%	16.7%	55.5%	79.2%
40" - 49"	1333	564	219	852	355	498	1212
%V	41.3%	47.0%	46.4%	39.5%	48.8%	34.8%	43.8%
%H		42.3%	16.4%	63.9%	26.6%	37.4%	90.9%
50" - 59"	565	266	97	342	163	179	537
%V	17.5%	22.1%	20.6%	15.8%	22.4%	12.5%	19.4%
%H		47.1%	17.2%	60.5%	28.8%	31.7%	95.0%
60"+	61	31	11	37	22	16	60
%V	1.9%	2.6%	2.3%	1.7%	3.0%	1.1%	2.2%
%H		50.8%	18.0%	60.7%	36.1%	26.2%	98.4%
Don't know	119	33	13	83	13	69	80
%V	3.7%	2.7%	2.8%	3.8%	1.8%	4.8%	2.9%
%H		27.7%	10.9%	69.7%	10.9%	58.0%	67.2%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Set level data

Table 24.16: 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	3227	1201	472	2158	727	1431	2768
%H		37.2%	14.6%	66.9%	22.5%	44.3%	85.8%
PVR	1895	1095	454	1025	670	355	1765
%V	58.7%	91.2%	96.2%	47.5%	92.2%	24.8%	63.8%
%H		57.8%	24.0%	54.1%	35.4%	18.7%	93.1%
DVDR	32	14	2	27	11	16	28
%V	1.0%	1.2%	0.4%	1.3%	1.5%	1.1%	1.0%
%H		43.8%	6.3%	84.4%	34.4%	50.0%	87.5%
VCR	12	3	0	11	2	9	6
%V	0.4%	0.2%	0.0%	0.5%	0.3%	0.6%	0.2%
%H		25.0%	0.0%	91.7%	16.7%	75.0%	50.0%
Any recorder	1918	1096	454	1047	671	376	1782
%V	59.4%	91.3%	96.2%	48.5%	92.3%	26.3%	64.4%
%H		57.1%	23.7%	54.6%	35.0%	19.6%	92.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	3227	1201	472	2158	727	1431	2768
%H		37.2%	14.6%	66.9%	22.5%	44.3%	85.8%
Receives HDTV (via STB or built-in reception)	2207	1046	378	1434	639	795	2017
%V	68.4%	87.1%	80.1%	66.5%	87.9%	55.6%	72.9%
%H		47.4%	17.1%	65.0%	29.0%	36.0%	91.4%
DVD/Blu-ray player or recorder	1508	558	231	1035	377	657	1325
%V	46.7%	46.5%	48.9%	48.0%	51.9%	45.9%	47.9%
%H		37.0%	15.3%	68.6%	25.0%	43.6%	87.9%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Set level data

Table 24.18: 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	3235	1472	584	2362	1223	1139	3026
%H		45.5%	18.1%	73.0%	37.8%	35.2%	93.5%
Under 20"	276	111	35	230	104	126	243
%V	8.5%	7.5%	6.0%	9.7%	8.5%	11.1%	8.0%
%H		40.2%	12.7%	83.3%	37.7%	45.7%	88.0%
20" - 29"	805	340	132	639	313	325	732
%V	24.9%	23.1%	22.6%	27.1%	25.6%	28.5%	24.2%
%H		42.2%	16.4%	79.4%	38.9%	40.4%	90.9%
30" - 39"	1266	582	241	915	491	425	1202
%V	39.1%	39.5%	41.3%	38.7%	40.1%	37.3%	39.7%
%H		46.0%	19.0%	72.3%	38.8%	33.6%	94.9%
40" - 49"	623	316	127	409	234	176	606
%V	19.3%	21.5%	21.7%	17.3%	19.1%	15.5%	20.0%
%H		50.7%	20.4%	65.7%	37.6%	28.3%	97.3%
50" - 59"	129	67	23	83	49	34	127
%V	4.0%	4.6%	3.9%	3.5%	4.0%	3.0%	4.2%
%H		51.9%	17.8%	64.3%	38.0%	26.4%	98.4%
60"+	18	11	2	11	7	4	18
%V	0.6%	0.7%	0.3%	0.5%	0.6%	0.4%	0.6%
%H		61.1%	11.1%	61.1%	38.9%	22.2%	100.0%
Don't know	118	44	24	74	26	48	98
%V	3.6%	3.0%	4.1%	3.1%	2.1%	4.2%	3.2%
%H		37.3%	20.3%	62.7%	22.0%	40.7%	83.1%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Set level data

Table 24.19: 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	3235	1472	584	2362	1223	1139	3026
%H		45.5%	18.1%	73.0%	37.8%	35.2%	93.5%
PVR	996	661	253	417	325	92	963
%V	30.8%	44.9%	43.3%	17.7%	26.6%	8.1%	31.8%
%H		66.4%	25.4%	41.9%	32.6%	9.2%	96.7%
DVDR	8	3	1	7	2	5	8
%V	0.2%	0.2%	0.2%	0.3%	0.2%	0.4%	0.3%
%H		37.5%	12.5%	87.5%	25.0%	62.5%	100.0%
VCR	5	2	1	4	2	2	3
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.2%	0.1%
%H		40.0%	20.0%	80.0%	40.0%	40.0%	60.0%
Any recorder	1006	664	255	426	328	97	972
%V	31.1%	45.1%	43.7%	18.0%	26.8%	8.5%	32.1%
%H		66.0%	25.3%	42.3%	32.6%	9.6%	96.6%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 24.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	3235	1472	584	2362	1223	1139	3026
%H		45.5%	18.1%	73.0%	37.8%	35.2%	93.5%
Receives HDTV (via STB or built-in reception)	1429	785	283	920	546	375	1371
%V	44.2%	53.3%	48.5%	39.0%	44.6%	32.9%	45.3%
%H		54.9%	19.8%	64.4%	38.2%	26.2%	95.9%
DVD/Blu-ray player or recorder	911	428	160	667	365	302	873
%V	28.2%	29.1%	27.4%	28.2%	29.8%	26.5%	28.8%
%H		47.0%	17.6%	73.2%	40.1%	33.2%	95.8%

Base: ITV North West / Border Macro - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.21: 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	7679	7395	3042	1207	4708	1878	2830	7010
%H		96.3%	39.6%	15.7%	61.3%	24.5%	36.9%	91.3%
Total Children	1483	1432	653	240	812	369	443	1446
%V	19.3%	19.4%	21.5%	19.9%	17.2%	19.6%	15.7%	20.6%
%H		96.6%	44.0%	16.2%	54.8%	24.9%	29.9%	97.5%
0 - 3	359	345	152	54	185	73	112	345
%V	4.7%	4.7%	5.0%	4.5%	3.9%	3.9%	4.0%	4.9%
%H		96.1%	42.3%	15.0%	51.5%	20.3%	31.2%	96.1%
4 - 15	1124	1086	501	186	627	296	331	1101
%V	14.6%	14.7%	16.5%	15.4%	13.3%	15.8%	11.7%	15.7%
%H		96.6%	44.6%	16.5%	55.8%	26.3%	29.4%	98.0%
4-9	582	557	248	88	314	136	178	568
%V	7.6%	7.5%	8.2%	7.3%	6.7%	7.2%	6.3%	8.1%
%H		95.7%	42.6%	15.1%	54.0%	23.4%	30.6%	97.6%
10 - 15	542	529	253	99	314	161	153	533
%V	7.1%	7.2%	8.3%	8.2%	6.7%	8.6%	5.4%	7.6%
%H		97.6%	46.7%	18.3%	57.9%	29.7%	28.2%	98.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV North West / Border Macro

Individual level data

Table 24.22: 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	7679	7395	3042	1207	4708	1878	2830	7010
%H		96.3%	39.6%	15.7%	61.3%	24.5%	36.9%	91.3%
Total Adults (16+)	6196	5963	2389	967	3895	1508	2387	5564
%V	80.7%	80.6%	78.5%	80.1%	82.7%	80.3%	84.3%	79.4%
%H		96.2%	38.6%	15.6%	62.9%	24.3%	38.5%	89.8%
16 - 19	292	284	125	52	179	82	97	288
%V	3.8%	3.8%	4.1%	4.3%	3.8%	4.4%	3.4%	4.1%
%H		97.3%	42.8%	17.8%	61.3%	28.1%	33.2%	98.6%
20 - 24	471	436	152	86	273	116	156	453
%V	6.1%	5.9%	5.0%	7.1%	5.8%	6.2%	5.5%	6.5%
%H		92.6%	32.3%	18.3%	58.0%	24.6%	33.1%	96.2%
25 - 34	1025	947	395	137	507	188	319	986
%V	13.3%	12.8%	13.0%	11.4%	10.8%	10.0%	11.3%	14.1%
%H		92.4%	38.5%	13.4%	49.5%	18.3%	31.1%	96.2%
35 - 44	932	876	376	157	507	211	296	906
%V	12.1%	11.8%	12.4%	13.0%	10.8%	11.2%	10.5%	12.9%
%H		94.0%	40.3%	16.8%	54.4%	22.6%	31.8%	97.2%
45 - 54	1060	1037	476	187	670	317	353	1013
%V	13.8%	14.0%	15.6%	15.5%	14.2%	16.9%	12.5%	14.5%
%H		97.8%	44.9%	17.6%	63.2%	29.9%	33.3%	95.6%
55 - 64	981	962	394	169	666	270	396	902
%V	12.8%	13.0%	13.0%	14.0%	14.1%	14.4%	14.0%	12.9%
%H		98.1%	40.2%	17.2%	67.9%	27.5%	40.4%	91.9%
65+	1435	1420	470	178	1094	324	770	1016
%V	18.7%	19.2%	15.5%	14.7%	23.2%	17.3%	27.2%	14.5%
%H		99.0%	32.8%	12.4%	76.2%	22.6%	53.7%	70.8%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.23: 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+)	6196	5963	2389	967	3895	1508	2387	5564
%H		96.2%	38.6%	15.6%	62.9%	24.3%	38.5%	89.8%
AB	1273	1247	544	185	821	346	475	1245
%V	20.5%	20.9%	22.8%	19.1%	21.1%	22.9%	19.9%	22.4%
%H		98.0%	42.7%	14.5%	64.5%	27.2%	37.3%	97.8%
C1	1732	1658	680	277	1095	469	626	1645
%V	28.0%	27.8%	28.5%	28.6%	28.1%	31.1%	26.2%	29.6%
%H		95.7%	39.3%	16.0%	63.2%	27.1%	36.1%	95.0%
C2	1287	1246	530	218	782	321	461	1182
%V	20.8%	20.9%	22.2%	22.5%	20.1%	21.3%	19.3%	21.2%
%H		96.8%	41.2%	16.9%	60.8%	24.9%	35.8%	91.8%
D	1024	981	402	153	612	228	384	887
%V	16.5%	16.5%	16.8%	15.8%	15.7%	15.1%	16.1%	15.9%
%H		95.8%	39.3%	14.9%	59.8%	22.3%	37.5%	86.6%
E	880	832	234	134	586	144	441	605
%V	14.2%	14.0%	9.8%	13.9%	15.0%	9.5%	18.5%	10.9%
%H		94.5%	26.6%	15.2%	66.6%	16.4%	50.1%	68.8%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.24: 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+)	6196	5963	2389	967	3895	1508	2387	5564
%H		96.2%	38.6%	15.6%	62.9%	24.3%	38.5%	89.8%
Working full time	3024	2919	1286	521	1752	771	981	2933
%V	48.8%	49.0%	53.8%	53.9%	45.0%	51.1%	41.1%	52.7%
%H		96.5%	42.5%	17.2%	57.9%	25.5%	32.4%	97.0%
Working part time	508	488	203	78	333	138	195	488
%V	8.2%	8.2%	8.5%	8.1%	8.5%	9.2%	8.2%	8.8%
%H		96.1%	40.0%	15.4%	65.6%	27.2%	38.4%	96.1%
Not working	2664	2556	900	368	1811	600	1212	2144
%V	43.0%	42.9%	37.7%	38.1%	46.5%	39.8%	50.8%	38.5%
%H		95.9%	33.8%	13.8%	68.0%	22.5%	45.5%	80.5%
Houseperson	3366	3228	1201	472	2159	727	1431	2877
%V	54.3%	54.1%	50.3%	48.8%	55.4%	48.2%	59.9%	51.7%
%H		95.9%	35.7%	14.0%	64.1%	21.6%	42.5%	85.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.25: 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+)	3026	2885	1169	484	1856	741	1115	2736
%H		95.3%	38.6%	16.0%	61.3%	24.5%	36.8%	90.4%
16 - 19	159	154	68	31	97	47	50	159
%V	5.3%	5.3%	5.8%	6.4%	5.2%	6.3%	4.5%	5.8%
%H		96.9%	42.8%	19.5%	61.0%	29.6%	31.4%	100.0%
20 - 24	232	215	77	42	132	60	72	223
%V	7.7%	7.5%	6.6%	8.7%	7.1%	8.1%	6.5%	8.2%
%H		92.7%	33.2%	18.1%	56.9%	25.9%	31.0%	96.1%
25 - 34	513	471	193	70	249	93	156	490
%V	17.0%	16.3%	16.5%	14.5%	13.4%	12.6%	14.0%	17.9%
%H		91.8%	37.6%	13.6%	48.5%	18.1%	30.4%	95.5%
35 - 44	455	418	176	75	243	102	141	440
%V	15.0%	14.5%	15.1%	15.5%	13.1%	13.8%	12.6%	16.1%
%H		91.9%	38.7%	16.5%	53.4%	22.4%	31.0%	96.7%
45 - 54	521	506	232	91	319	144	175	494
%V	17.2%	17.5%	19.8%	18.8%	17.2%	19.4%	15.7%	18.1%
%H		97.1%	44.5%	17.5%	61.2%	27.6%	33.6%	94.8%
55 - 64	478	467	193	84	318	130	188	435
%V	15.8%	16.2%	16.5%	17.4%	17.1%	17.5%	16.9%	15.9%
%H		97.7%	40.4%	17.6%	66.5%	27.2%	39.3%	91.0%
65+	666	655	230	91	499	166	333	495
%V	22.0%	22.7%	19.7%	18.8%	26.9%	22.4%	29.9%	18.1%
%H		98.3%	34.5%	13.7%	74.9%	24.9%	50.0%	74.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.26: 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+)	3026	2885	1169	484	1856	741	1115	2736
%H		95.3%	38.6%	16.0%	61.3%	24.5%	36.8%	90.4%
AB	634	618	271	93	403	171	232	620
%V	21.0%	21.4%	23.2%	19.2%	21.7%	23.1%	20.8%	22.7%
%H		97.5%	42.7%	14.7%	63.6%	27.0%	36.6%	97.8%
C1	812	774	319	140	500	224	276	777
%V	26.8%	26.8%	27.3%	28.9%	26.9%	30.2%	24.8%	28.4%
%H		95.3%	39.3%	17.2%	61.6%	27.6%	34.0%	95.7%
C2	690	663	280	113	423	173	250	628
%V	22.8%	23.0%	24.0%	23.3%	22.8%	23.3%	22.4%	23.0%
%H		96.1%	40.6%	16.4%	61.3%	25.1%	36.2%	91.0%
D	496	468	200	73	279	107	171	439
%V	16.4%	16.2%	17.1%	15.1%	15.0%	14.4%	15.3%	16.0%
%H		94.4%	40.3%	14.7%	56.3%	21.6%	34.5%	88.5%
E	394	361	100	65	252	66	186	272
%V	13.0%	12.5%	8.6%	13.4%	13.6%	8.9%	16.7%	9.9%
%H		91.6%	25.4%	16.5%	64.0%	16.8%	47.2%	69.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.27: 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+)	3026	2885	1169	484	1856	741	1115	2736
%H		95.3%	38.6%	16.0%	61.3%	24.5%	36.8%	90.4%
Working full time	1749	1671	745	293	989	435	555	1686
%V	57.8%	57.9%	63.7%	60.5%	53.3%	58.7%	49.8%	61.6%
%H		95.5%	42.6%	16.8%	56.5%	24.9%	31.7%	96.4%
Working part time	122	116	48	18	80	33	48	115
%V	4.0%	4.0%	4.1%	3.7%	4.3%	4.5%	4.3%	4.2%
%H		95.1%	39.3%	14.8%	65.6%	27.0%	39.3%	94.3%
Not working	1155	1099	376	173	787	274	513	935
%V	38.2%	38.1%	32.2%	35.7%	42.4%	37.0%	46.0%	34.2%
%H		95.2%	32.6%	15.0%	68.1%	23.7%	44.4%	81.0%
Houseperson	915	842	273	115	555	145	409	727
%V	30.2%	29.2%	23.4%	23.8%	29.9%	19.6%	36.7%	26.6%
%H		92.0%	29.8%	12.6%	60.7%	15.8%	44.7%	79.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.28: 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+)	3170	3078	1219	483	2039	768	1272	2828
%H		97.1%	38.5%	15.2%	64.3%	24.2%	40.1%	89.2%
16 - 19	133	130	57	21	82	35	47	129
%V	4.2%	4.2%	4.7%	4.3%	4.0%	4.6%	3.7%	4.6%
%H		97.7%	42.9%	15.8%	61.7%	26.3%	35.3%	97.0%
20 - 24	238	221	75	44	141	57	84	230
%V	7.5%	7.2%	6.2%	9.1%	6.9%	7.4%	6.6%	8.1%
%H		92.9%	31.5%	18.5%	59.2%	23.9%	35.3%	96.6%
25 - 34	512	476	202	67	258	95	163	496
%V	16.2%	15.5%	16.6%	13.9%	12.7%	12.4%	12.8%	17.5%
%H		93.0%	39.5%	13.1%	50.4%	18.6%	31.8%	96.9%
35 - 44	477	458	200	82	264	109	155	466
%V	15.0%	14.9%	16.4%	17.0%	12.9%	14.2%	12.2%	16.5%
%H		96.0%	41.9%	17.2%	55.3%	22.9%	32.5%	97.7%
45 - 54	540	532	245	97	352	174	178	520
%V	17.0%	17.3%	20.1%	20.1%	17.3%	22.7%	14.0%	18.4%
%H		98.5%	45.4%	18.0%	65.2%	32.2%	33.0%	96.3%
55 - 64	502	495	201	85	347	139	208	466
%V	15.8%	16.1%	16.5%	17.6%	17.0%	18.1%	16.4%	16.5%
%H		98.6%	40.0%	16.9%	69.1%	27.7%	41.4%	92.8%
65+	768	765	240	87	595	158	437	522
%V	24.2%	24.9%	19.7%	18.0%	29.2%	20.6%	34.4%	18.5%
%H		99.6%	31.3%	11.3%	77.5%	20.6%	56.9%	68.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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ITV North West / Border Macro

Individual level data

Table 24.29: 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+)	3170	3078	1219	483	2039	768	1272	2828
%H		97.1%	38.5%	15.2%	64.3%	24.2%	40.1%	89.2%
AB	639	629	273	92	418	176	243	625
%V	20.2%	20.4%	22.4%	19.0%	20.5%	22.9%	19.1%	22.1%
%H		98.4%	42.7%	14.4%	65.4%	27.5%	38.0%	97.8%
C1	920	883	361	138	595	245	350	869
%V	29.0%	28.7%	29.6%	28.6%	29.2%	31.9%	27.5%	30.7%
%H		96.0%	39.2%	15.0%	64.7%	26.6%	38.0%	94.5%
C2	597	582	250	105	359	148	211	555
%V	18.8%	18.9%	20.5%	21.7%	17.6%	19.3%	16.6%	19.6%
%H		97.5%	41.9%	17.6%	60.1%	24.8%	35.3%	93.0%
D	528	513	202	80	333	121	213	447
%V	16.7%	16.7%	16.6%	16.6%	16.3%	15.8%	16.7%	15.8%
%H		97.2%	38.3%	15.2%	63.1%	22.9%	40.3%	84.7%
E	487	471	134	69	333	78	255	332
%V	15.4%	15.3%	11.0%	14.3%	16.3%	10.2%	20.0%	11.7%
%H		96.7%	27.5%	14.2%	68.4%	16.0%	52.4%	68.2%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

ITV North West / Border Macro

Individual level data

Table 24.30: 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+)	3170	3078	1219	483	2039	768	1272	2828
%H		97.1%	38.5%	15.2%	64.3%	24.2%	40.1%	89.2%
Working full time	1276	1249	541	228	762	336	426	1247
%V	40.3%	40.6%	44.4%	47.2%	37.4%	43.8%	33.5%	44.1%
%H		97.9%	42.4%	17.9%	59.7%	26.3%	33.4%	97.7%
Working part time	385	373	155	60	252	105	147	373
%V	12.1%	12.1%	12.7%	12.4%	12.4%	13.7%	11.6%	13.2%
%H		96.9%	40.3%	15.6%	65.5%	27.3%	38.2%	96.9%
Not working	1509	1457	523	195	1024	326	699	1208
%V	47.6%	47.3%	42.9%	40.4%	50.2%	42.4%	55.0%	42.7%
%H		96.6%	34.7%	12.9%	67.9%	21.6%	46.3%	80.1%
Houseperson	2451	2387	928	357	1604	582	1022	2150
%V	77.3%	77.6%	76.1%	73.9%	78.7%	75.8%	80.3%	76.0%
%H		97.4%	37.9%	14.6%	65.4%	23.7%	41.7%	87.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

S4C

Household level data

Table 25.1: Social Grade

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
AB	293	284	144	25	174	68	106	276
%V	21.4%	21.5%	22.2%	21.4%	21.7%	22.2%	21.3%	23.7%
%H (All HH)		96.9%	49.1%	8.5%	59.4%	23.2%	36.2%	94.2%
%H (TV HH)			50.7%	8.8%	61.3%	23.9%	37.3%	
C1	352	338	171	32	203	81	121	322
%V	25.7%	25.6%	26.3%	27.4%	25.3%	26.5%	24.3%	27.7%
%H (All HH)		96.0%	48.6%	9.1%	57.7%	23.0%	34.4%	91.5%
%H (TV HH)			50.6%	9.5%	60.1%	24.0%	35.8%	
C2	332	325	171	27	203	90	113	287
%V	24.3%	24.6%	26.3%	23.1%	25.3%	29.4%	22.7%	24.7%
%H (All HH)		97.9%	51.5%	8.1%	61.1%	27.1%	34.0%	86.4%
%H (TV HH)			52.6%	8.3%	62.5%	27.7%	34.8%	
D	240	229	106	21	137	47	90	186
%V	17.6%	17.3%	16.3%	17.9%	17.1%	15.4%	18.1%	16.0%
%H (All HH)		95.4%	44.2%	8.8%	57.1%	19.6%	37.5%	77.5%
%H (TV HH)			46.3%	9.2%	59.8%	20.5%	39.3%	
E	150	144	58	12	86	20	65	94
%V	11.0%	10.9%	8.9%	10.3%	10.7%	6.5%	13.1%	8.1%
%H (All HH)		96.0%	38.7%	8.0%	57.3%	13.3%	43.3%	62.7%
%H (TV HH)			40.3%	8.3%	59.7%	13.9%	45.1%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

S4C

Household level data

Table 25.2: Houseperson Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Under 25	56	47	18	4	24	8	16	53
%V	4.1%	3.6%	2.8%	3.4%	3.0%	2.6%	3.2%	4.6%
%H (All HH)		83.9%	32.1%	7.1%	42.9%	14.3%	28.6%	94.6%
%H (TV HH)			38.3%	8.5%	51.1%	17.0%	34.0%	
25 - 34	189	177	79	14	89	29	60	182
%V	13.8%	13.4%	12.2%	12.0%	11.1%	9.5%	12.1%	15.6%
%H (All HH)		93.7%	41.8%	7.4%	47.1%	15.3%	31.7%	96.3%
%H (TV HH)			44.6%	7.9%	50.3%	16.4%	33.9%	
35 - 44	196	190	101	18	103	46	57	190
%V	14.3%	14.4%	15.5%	15.4%	12.8%	15.0%	11.5%	16.3%
%H (All HH)		96.9%	51.5%	9.2%	52.6%	23.5%	29.1%	96.9%
%H (TV HH)			53.2%	9.5%	54.2%	24.2%	30.0%	
45 - 54	247	238	132	28	131	61	71	236
%V	18.1%	18.0%	20.3%	23.9%	16.3%	19.9%	14.3%	20.3%
%H (All HH)		96.4%	53.4%	11.3%	53.0%	24.7%	28.7%	95.5%
%H (TV HH)			55.5%	11.8%	55.0%	25.6%	29.8%	
55 - 64	247	242	125	20	158	64	94	222
%V	18.1%	18.3%	19.2%	17.1%	19.7%	20.9%	18.9%	19.1%
%H (All HH)		98.0%	50.6%	8.1%	64.0%	25.9%	38.1%	89.9%
%H (TV HH)			51.7%	8.3%	65.3%	26.4%	38.8%	
65 +	433	425	195	32	297	98	199	281
%V	31.7%	32.2%	30.0%	27.4%	37.0%	32.0%	40.0%	24.1%
%H (All HH)		98.2%	45.0%	7.4%	68.6%	22.6%	46.0%	64.9%
%H (TV HH)			45.9%	7.5%	69.9%	23.1%	46.8%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

S4C

Household level data

Table 25.3: Size of Household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.2%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
1	440	413	162	28	278	68	210	286
%V	32.2%	31.3%	24.9%	23.9%	34.7%	22.2%	42.3%	24.6%
%H (All HH)		93.9%	36.8%	6.4%	63.2%	15.5%	47.7%	65.0%
%H (TV HH)			39.2%	6.8%	67.3%	16.5%	50.8%	
2	469	460	235	39	279	113	166	428
%V	34.3%	34.8%	36.2%	33.3%	34.8%	36.9%	33.4%	36.8%
%H (All HH)		98.1%	50.1%	8.3%	59.5%	24.1%	35.4%	91.3%
%H (TV HH)			51.1%	8.5%	60.7%	24.6%	36.1%	
3	218	211	119	25	113	55	57	212
%V	15.9%	16.0%	18.3%	21.4%	14.1%	18.0%	11.5%	18.2%
%H (All HH)		96.8%	54.6%	11.5%	51.8%	25.2%	26.1%	97.2%
%H (TV HH)			56.4%	11.8%	53.6%	26.1%	27.0%	
4	163	160	93	15	92	47	45	162
%V	11.9%	12.1%	14.3%	12.8%	11.5%	15.4%	9.1%	13.9%
%H (All HH)		98.2%	57.1%	9.2%	56.4%	28.8%	27.6%	99.4%
%H (TV HH)			58.1%	9.4%	57.5%	29.4%	28.1%	
5+	77	75	42	10	41	23	18	76
%V	5.6%	5.7%	6.5%	8.5%	5.1%	7.5%	3.6%	6.5%
%H (All HH)		97.4%	54.5%	13.0%	53.2%	29.9%	23.4%	98.7%
%H (TV HH)			56.0%	13.3%	54.7%	30.7%	24.0%	
Average HH size	2.26	2.28	2.43	2.50	2.19	2.51	1.99	2.43

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

S4C

Household level data

Table 25.4: Presence of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Without	1034	996	474	86	630	228	402	839
%V	75.6%	75.4%	72.9%	73.5%	78.6%	74.5%	80.9%	72.1%
%H (All HH)		96.3%	45.8%	8.3%	60.9%	22.1%	38.9%	81.1%
%H (TV HH)			47.6%	8.6%	63.3%	22.9%	40.4%	
With	333	325	176	31	172	78	94	325
%V	24.4%	24.6%	27.1%	26.5%	21.4%	25.5%	18.9%	27.9%
%H (All HH)		97.6%	52.9%	9.3%	51.7%	23.4%	28.2%	97.6%
%H (TV HH)			54.2%	9.5%	52.9%	24.0%	28.9%	
0 - 3	114	111	58	11	55	22	33	111
%V	8.3%	8.4%	8.9%	9.4%	6.9%	7.2%	6.6%	9.5%
%H (All HH)		97.4%	50.9%	9.6%	48.2%	19.3%	28.9%	97.4%
%H (TV HH)			52.3%	9.9%	49.5%	19.8%	29.7%	
4 - 9	171	167	90	15	87	38	49	168
%V	12.5%	12.6%	13.8%	12.8%	10.8%	12.4%	9.9%	14.4%
%H (All HH)		97.7%	52.6%	8.8%	50.9%	22.2%	28.7%	98.2%
%H (TV HH)			53.9%	9.0%	52.1%	22.8%	29.3%	
10 - 15	165	164	93	16	93	49	45	163
%V	12.1%	12.4%	14.3%	13.7%	11.6%	16.0%	9.1%	14.0%
%H (All HH)		99.4%	56.4%	9.7%	56.4%	29.7%	27.3%	98.8%
%H (TV HH)			56.7%	9.8%	56.7%	29.9%	27.4%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 25.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
1	494	494	187	40	261	36	225	381
%V	36.1%	37.4%	28.8%	34.2%	32.5%	11.8%	45.3%	32.7%
%H (All HH)		100.0%	37.9%	8.1%	52.8%	7.3%	45.5%	77.1%
%H (TV HH)			37.9%	8.1%	52.8%	7.3%	45.5%	
2	457	457	235	43	284	113	171	390
%V	33.4%	34.6%	36.2%	36.8%	35.4%	36.9%	34.4%	33.5%
%H (All HH)		100.0%	51.4%	9.4%	62.1%	24.7%	37.4%	85.3%
%H (TV HH)			51.4%	9.4%	62.1%	24.7%	37.4%	
3	225	225	133	23	153	88	66	213
%V	16.5%	17.0%	20.5%	19.7%	19.1%	28.8%	13.3%	18.3%
%H (All HH)		100.0%	59.1%	10.2%	68.0%	39.1%	29.3%	94.7%
%H (TV HH)			59.1%	10.2%	68.0%	39.1%	29.3%	
4	95	95	62	8	69	45	24	93
%V	6.9%	7.2%	9.5%	6.8%	8.6%	14.7%	4.8%	8.0%
%H (All HH)		100.0%	65.3%	8.4%	72.6%	47.4%	25.3%	97.9%
%H (TV HH)			65.3%	8.4%	72.6%	47.4%	25.3%	
5+	48	48	33	4	35	25	10	47
%V	3.5%	3.6%	5.1%	3.4%	4.4%	8.2%	2.0%	4.0%
%H (All HH)		100.0%	68.8%	8.3%	72.9%	52.1%	20.8%	97.9%
%H (TV HH)			68.8%	8.3%	72.9%	52.1%	20.8%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 25.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%V (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Under 20"	166	166	83	10	128	57	71	139
%V	12.1%	12.6%	12.8%	8.5%	16.0%	18.6%	14.3%	11.9%
%H (All HH)		100.0%	50.0%	6.0%	77.1%	34.3%	42.8%	83.7%
%H (TV HH)			50.0%	6.0%	77.1%	34.3%	42.8%	
20" - 29"	355	355	177	31	257	118	139	301
%V	26.0%	26.9%	27.2%	26.5%	32.0%	38.6%	28.0%	25.9%
%H (All HH)		100.0%	49.9%	8.7%	72.4%	33.2%	39.2%	84.8%
%H (TV HH)			49.9%	8.7%	72.4%	33.2%	39.2%	
30" - 39"	659	659	333	61	424	175	249	557
%V	48.2%	49.9%	51.2%	52.1%	52.9%	57.2%	50.1%	47.9%
%H (All HH)		100.0%	50.5%	9.3%	64.3%	26.6%	37.8%	84.5%
%H (TV HH)			50.5%	9.3%	64.3%	26.6%	37.8%	
40" - 49"	699	699	385	68	411	191	220	633
%V	51.1%	52.9%	59.2%	58.1%	51.2%	62.4%	44.3%	54.4%
%H (All HH)		100.0%	55.1%	9.7%	58.8%	27.3%	31.5%	90.6%
%H (TV HH)			55.1%	9.7%	58.8%	27.3%	31.5%	
50" - 59"	263	263	157	25	143	72	71	248
%V	19.2%	19.9%	24.2%	21.4%	17.8%	23.5%	14.3%	21.3%
%H (All HH)		100.0%	59.7%	9.5%	54.4%	27.4%	27.0%	94.3%
%H (TV HH)			59.7%	9.5%	54.4%	27.4%	27.0%	
60"+	29	29	20	3	12	7	6	29
%V	2.1%	2.2%	3.1%	2.6%	1.5%	2.3%	1.2%	2.5%
%H (All HH)		100.0%	69.0%	10.3%	41.4%	24.1%	20.7%	100.0%
%H (TV HH)			69.0%	10.3%	41.4%	24.1%	20.7%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 25.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Main living room	1304	1304	646	115	794	304	490	1113
%V	95.4%	98.7%	99.4%	98.3%	99.0%	99.3%	98.6%	95.6%
%H (All HH)		100.0%	49.5%	8.8%	60.9%	23.3%	37.6%	85.4%
%H (TV HH)			49.5%	8.8%	60.9%	23.3%	37.6%	
Kitchen	176	176	98	15	132	70	63	153
%V	12.9%	13.3%	15.1%	12.8%	16.5%	22.9%	12.7%	13.1%
%H (All HH)		100.0%	55.7%	8.5%	75.0%	39.8%	35.8%	86.9%
%H (TV HH)			55.7%	8.5%	75.0%	39.8%	35.8%	
Adult's bedroom	587	587	340	53	388	205	184	532
%V	42.9%	44.4%	52.3%	45.3%	48.4%	67.0%	37.0%	45.7%
%H (All HH)		100.0%	57.9%	9.0%	66.1%	34.9%	31.3%	90.6%
%H (TV HH)			57.9%	9.0%	66.1%	34.9%	31.3%	
Child's bedroom	143	143	89	14	85	51	34	141
%V	10.5%	10.8%	13.7%	12.0%	10.6%	16.7%	6.8%	12.1%
%H (All HH)		100.0%	62.2%	9.8%	59.4%	35.7%	23.8%	98.6%
%H (TV HH)			62.2%	9.8%	59.4%	35.7%	23.8%	
Other bedroom	108	108	71	8	69	42	27	104
%V	7.9%	8.2%	10.9%	6.8%	8.6%	13.7%	5.4%	8.9%
%H (All HH)		100.0%	65.7%	7.4%	63.9%	38.9%	25.0%	96.3%
%H (TV HH)			65.7%	7.4%	63.9%	38.9%	25.0%	
Second living/dining room	168	168	92	17	119	60	59	152
%V	12.3%	12.7%	14.2%	14.5%	14.8%	19.6%	11.9%	13.1%
%H (All HH)		100.0%	54.8%	10.1%	70.8%	35.7%	35.1%	90.5%
%H (TV HH)			54.8%	10.1%	70.8%	35.7%	35.1%	
Study/office	15	15	9	1	11	6	5	15
%V	1.1%	1.1%	1.4%	0.9%	1.4%	2.0%	1.0%	1.3%
%H (All HH)		100.0%	60.0%	6.7%	73.3%	40.0%	33.3%	100.0%
%H (TV HH)			60.0%	6.7%	73.3%	40.0%	33.3%	
TV room	8	8	5	1	5	3	2	8
%V	0.6%	0.6%	0.8%	0.9%	0.6%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	62.5%	37.5%	25.0%	
Conservatory	32	32	21	2	24	15	10	31
%V	2.3%	2.4%	3.2%	1.7%	3.0%	4.9%	2.0%	2.7%
%H (All HH)		100.0%	65.6%	6.3%	75.0%	46.9%	31.3%	96.9%
%H (TV HH)			65.6%	6.3%	75.0%	46.9%	31.3%	
Attic or loft room	4	4	2	1	2	1	1	4
%V	0.3%	0.3%	0.3%	0.9%	0.2%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	25.0%	25.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	10	10	6	1	7	3	4	10
%V	0.7%	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%	0.9%
%H (All HH)		100.0%	60.0%	10.0%	70.0%	30.0%	40.0%	100.0%
%H (TV HH)			60.0%	10.0%	70.0%	30.0%	40.0%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 25.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Any DSAT provider	650	650	650	4	265	265	0	584
%V	47.5%	49.2%	100.0%	3.4%	33.0%	86.6%	0.0%	50.2%
%H (All HH)			100.0%	0.6%	40.8%	40.8%	0.0%	89.8%
%H (TV HH)			100.0%	0.6%	40.8%	40.8%	0.0%	
Sky with subscription	527	527	527	1	213	213	0	484
%V	38.6%	39.9%	81.1%	0.9%	26.6%	69.6%	0.0%	41.6%
%H (All HH)			100.0%	0.2%	40.4%	40.4%	0.0%	91.8%
%H (TV HH)			100.0%	0.2%	40.4%	40.4%	0.0%	
Sky without subscription	48	48	48	1	18	18	0	36
%V	3.5%	3.6%	7.4%	0.9%	2.2%	5.9%	0.0%	3.1%
%H (All HH)			100.0%	2.1%	37.5%	37.5%	0.0%	75.0%
%H (TV HH)			100.0%	2.1%	37.5%	37.5%	0.0%	
Freesat	68	68	68	1	30	30	0	60
%V	5.0%	5.1%	10.5%	0.9%	3.7%	9.8%	0.0%	5.2%
%H (All HH)			100.0%	1.5%	44.1%	44.1%	0.0%	88.2%
%H (TV HH)			100.0%	1.5%	44.1%	44.1%	0.0%	
Other satellite provider	28	28	28	1	11	11	0	24
%V	2.0%	2.1%	4.3%	0.9%	1.4%	3.6%	0.0%	2.1%
%H (All HH)			100.0%	3.6%	39.3%	39.3%	0.0%	85.7%
%H (TV HH)			100.0%	3.6%	39.3%	39.3%	0.0%	
DCAB	117	117	4	117	43	43	0	106
%V	8.6%	8.9%	0.6%	100.0%	5.4%	14.1%	0.0%	9.1%
%H (All HH)			3.4%	100.0%	36.8%	36.8%	0.0%	90.6%
%H (TV HH)			3.4%	100.0%	36.8%	36.8%	0.0%	
DTT	802	802	265	43	802	306	497	661
%V	58.7%	60.7%	40.8%	36.8%	100.0%	100.0%	100.0%	56.8%
%H (All HH)		100.0%	33.0%	5.4%	100.0%	38.2%	62.0%	82.4%
%H (TV HH)			33.0%	5.4%	100.0%	38.2%	62.0%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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S4C

Household level data

Table 25.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%H (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
PVR	837	837	578	110	430	278	152	762
%V	61.2%	63.4%	88.9%	94.0%	53.6%	90.8%	30.6%	65.5%
%H (All HH)		100.0%	69.1%	13.1%	51.4%	33.2%	18.2%	91.0%
%H (TV HH)			69.1%	13.1%	51.4%	33.2%	18.2%	
DVDR	8	8	4	1	6	3	3	6
%V	0.6%	0.6%	0.6%	0.9%	0.7%	1.0%	0.6%	0.5%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	75.0%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
VCR	5	5	1	1	3	0	3	3
%V	0.4%	0.4%	0.2%	0.9%	0.4%	0.0%	0.6%	0.3%
%H (All HH)		100.0%	20.0%	20.0%	60.0%	0.0%	60.0%	60.0%
%H (TV HH)			20.0%	20.0%	60.0%	0.0%	60.0%	
Any recorder	842	842	578	110	435	279	156	765
%V	61.6%	63.7%	88.9%	94.0%	54.2%	91.2%	31.4%	65.7%
%H (All HH)		100.0%	68.6%	13.1%	51.7%	33.1%	18.5%	90.9%
%H (TV HH)			68.6%	13.1%	51.7%	33.1%	18.5%	
Receives HDTV (via STB or built-in reception)	917	917	511	100	566	256	310	825
%V	67.1%	69.4%	78.6%	85.5%	70.6%	83.7%	62.4%	70.9%
%H (All HH)		100.0%	55.7%	10.9%	61.7%	27.9%	33.8%	90.0%
%H (TV HH)			55.7%	10.9%	61.7%	27.9%	33.8%	
DVD/Blu-ray player or recorder	801	801	407	68	497	202	295	707
%V	58.6%	60.6%	62.6%	58.1%	62.0%	66.0%	59.4%	60.7%
%H (All HH)		100.0%	50.8%	8.5%	62.0%	25.2%	36.8%	88.3%
%H (TV HH)			50.8%	8.5%	62.0%	25.2%	36.8%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 25.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	1367	1321	650	117	802	306	497	1164
%V (All HH)		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%
%H (TV HH)			49.2%	8.9%	60.7%	23.2%	37.6%	
Has broadband internet	1164	1125	584	106	661	280	381	1164
%V	85.1%	85.2%	89.8%	90.6%	82.4%	91.5%	76.7%	100.0%
%H (All HH)		96.6%	50.2%	9.1%	56.8%	24.1%	32.7%	100.0%
%H (TV HH)			51.9%	9.4%	58.8%	24.9%	33.9%	
Number of computers (PCs and laptops)								
0	296	283	103	17	190	40	151	108
%V	21.7%	21.4%	15.8%	14.5%	23.7%	13.1%	30.4%	9.3%
%H (All HH)		95.6%	34.8%	5.7%	64.2%	13.5%	51.0%	36.5%
%V			36.4%	6.0%	67.1%	14.1%	53.4%	
1	373	357	174	29	215	78	138	360
%V	27.3%	27.0%	26.8%	24.8%	26.8%	25.5%	27.8%	30.9%
%H (All HH)		95.7%	46.6%	7.8%	57.6%	20.9%	37.0%	96.5%
%H (TV HH)			48.7%	8.1%	60.2%	21.8%	38.7%	
2	310	302	157	30	176	75	102	309
%V	22.7%	22.9%	24.2%	25.6%	21.9%	24.5%	20.5%	26.5%
%H (All HH)		97.4%	50.6%	9.7%	56.8%	24.2%	32.9%	99.7%
%H (TV HH)			52.0%	9.9%	58.3%	24.8%	33.8%	
3	188	182	99	18	107	50	57	187
%V	13.8%	13.8%	15.2%	15.4%	13.3%	16.3%	11.5%	16.1%
%H (All HH)		96.8%	52.7%	9.6%	56.9%	26.6%	30.3%	99.5%
%H (TV HH)			54.4%	9.9%	58.8%	27.5%	31.3%	
4	97	95	54	12	57	31	25	97
%V	7.1%	7.2%	8.3%	10.3%	7.1%	10.1%	5.0%	8.3%
%H (All HH)		97.9%	55.7%	12.4%	58.8%	32.0%	25.8%	100.0%
%H (TV HH)			56.8%	12.6%	60.0%	32.6%	26.3%	
5+	104	102	64	11	57	33	24	104
%V	7.6%	7.7%	9.8%	9.4%	7.1%	10.8%	4.8%	8.9%
%H (All HH)		98.1%	61.5%	10.6%	54.8%	31.7%	23.1%	100.0%
%H (TV HH)			62.7%	10.8%	55.9%	32.4%	23.5%	

Base: S4C - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Set level data

Table 25.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Under 20"	196	99	11	152	70	82	167
%V	7.2%	6.7%	4.5%	8.7%	8.4%	9.0%	6.9%
%H		50.5%	5.6%	77.6%	35.7%	41.8%	85.2%
20" - 29"	450	231	37	330	158	172	389
%V	16.5%	15.6%	15.0%	18.8%	18.9%	18.8%	16.0%
%H		51.3%	8.2%	73.3%	35.1%	38.2%	86.4%
30" - 39"	850	448	83	549	252	297	737
%V	31.2%	30.2%	33.7%	31.4%	30.1%	32.5%	30.4%
%H		52.7%	9.8%	64.6%	29.6%	34.9%	86.7%
40" - 49"	840	482	78	495	246	249	769
%V	30.8%	32.5%	31.7%	28.3%	29.4%	27.2%	31.7%
%H		57.4%	9.3%	58.9%	29.3%	29.6%	91.5%
50" - 59"	294	178	28	163	84	79	278
%V	10.8%	12.0%	11.4%	9.3%	10.0%	8.6%	11.5%
%H		60.5%	9.5%	55.4%	28.6%	26.9%	94.6%
60"+	32	21	3	14	8	7	31
%V	1.2%	1.4%	1.2%	0.8%	1.0%	0.8%	1.3%
%H		65.6%	9.4%	43.8%	25.0%	21.9%	96.9%
Don't know	61	24	5	47	18	29	53
%V	2.2%	1.6%	2.0%	2.7%	2.2%	3.2%	2.2%
%H		39.3%	8.2%	77.0%	29.5%	47.5%	86.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Main living room	1309	649	116	797	306	491	1117
%V	48.1%	43.8%	47.2%	45.5%	36.6%	53.7%	46.1%
%H		49.6%	8.9%	60.9%	23.4%	37.5%	85.3%
Kitchen	176	98	15	133	70	63	153
%V	6.5%	6.6%	6.1%	7.6%	8.4%	6.9%	6.3%
%H		55.7%	8.5%	75.6%	39.8%	35.8%	86.9%
Adult's bedroom	683	403	64	457	253	204	624
%V	25.1%	27.2%	26.0%	26.1%	30.3%	22.3%	25.7%
%H		59.0%	9.4%	66.9%	37.0%	29.9%	91.4%
Child's bedroom	182	112	19	110	67	43	180
%V	6.7%	7.6%	7.7%	6.3%	8.0%	4.7%	7.4%
%H		61.5%	10.4%	60.4%	36.8%	23.6%	98.9%
Other bedroom	132	86	9	84	51	33	127
%V	4.8%	5.8%	3.7%	4.8%	6.1%	3.6%	5.2%
%H		65.2%	6.8%	63.6%	38.6%	25.0%	96.2%
Second living/dining room	169	93	17	119	61	59	153
%V	6.2%	6.3%	6.9%	6.8%	7.3%	6.4%	6.3%
%H		55.0%	10.1%	70.4%	36.1%	34.9%	90.5%
Study/office	15	9	1	11	6	5	15
%V	0.6%	0.6%	0.4%	0.6%	0.7%	0.5%	0.6%
%H		60.0%	6.7%	73.3%	40.0%	33.3%	100.0%
TV room	8	5	1	5	3	2	8
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	62.5%	37.5%	25.0%	100.0%
Conservatory	32	21	2	24	15	10	31
%V	1.2%	1.4%	0.8%	1.4%	1.8%	1.1%	1.3%
%H		65.6%	6.3%	75.0%	46.9%	31.3%	96.9%
Attic or loft room	4	2	1	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	11	6	1	8	4	4	11
%V	0.4%	0.4%	0.4%	0.5%	0.5%	0.4%	0.5%
%H		54.5%	9.1%	72.7%	36.4%	36.4%	100.0%

Base: S4C - 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 25.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
PVR	1210	887	155	565	392	173	1122
%V	44.4%	59.8%	63.0%	32.3%	46.9%	18.9%	46.3%
%H		73.3%	12.8%	46.7%	32.4%	14.3%	92.7%
DVDR	8	5	1	6	3	3	6
%V	0.3%	0.3%	0.4%	0.3%	0.4%	0.3%	0.2%
%H		62.5%	12.5%	75.0%	37.5%	37.5%	75.0%
VCR	5	1	1	3	0	3	3
%V	0.2%	0.1%	0.4%	0.2%	0.0%	0.3%	0.1%
%H		20.0%	20.0%	60.0%	0.0%	60.0%	60.0%
Any recorder	1217	888	155	571	393	178	1127
%V	44.7%	59.9%	63.0%	32.6%	47.0%	19.5%	46.5%
%H		73.0%	12.7%	46.9%	32.3%	14.6%	92.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2723	1483	246	1751	836	915	2425
%H		54.5%	9.0%	64.3%	30.7%	33.6%	89.1%
Receives HDTV (via STB or built-in reception)	1507	889	169	950	496	454	1386
%V	55.3%	59.9%	68.7%	54.3%	59.3%	49.6%	57.2%
%H		59.0%	11.2%	63.0%	32.9%	30.1%	92.0%
DVD/Blu-ray player or recorder	1150	613	99	728	331	397	1040
%V	42.2%	41.3%	40.2%	41.6%	39.6%	43.4%	42.9%
%H		53.3%	8.6%	63.3%	28.8%	34.5%	90.4%

Base: S4C - 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 25.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
Under 20"	10	3	0	6	1	6	6
%V	0.8%	0.5%	0.0%	0.7%	0.3%	1.2%	0.5%
%H		30.0%	0.0%	60.0%	10.0%	60.0%	60.0%
20" - 29"	82	25	4	60	12	49	55
%V	6.2%	3.8%	3.4%	7.5%	3.9%	9.9%	4.9%
%H		30.5%	4.9%	73.2%	14.6%	59.8%	67.1%
30" - 39"	349	140	28	228	62	167	266
%V	26.4%	21.5%	23.9%	28.4%	20.3%	33.6%	23.6%
%H		40.1%	8.0%	65.3%	17.8%	47.9%	76.2%
40" - 49"	592	316	58	348	156	193	530
%V	44.8%	48.6%	49.6%	43.4%	51.0%	38.8%	47.1%
%H		53.4%	9.8%	58.8%	26.4%	32.6%	89.5%
50" - 59"	236	140	22	129	65	64	221
%V	17.9%	21.5%	18.8%	16.1%	21.2%	12.9%	19.6%
%H		59.3%	9.3%	54.7%	27.5%	27.1%	93.6%
60"+	26	17	3	11	6	5	25
%V	2.0%	2.6%	2.6%	1.4%	2.0%	1.0%	2.2%
%H		65.4%	11.5%	42.3%	23.1%	19.2%	96.2%
Don't know	25	8	2	19	6	13	22
%V	1.9%	1.2%	1.7%	2.4%	2.0%	2.6%	2.0%
%H		32.0%	8.0%	76.0%	24.0%	52.0%	88.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
PVR	819	568	109	414	270	144	746
%V	62.0%	87.4%	93.2%	51.6%	88.2%	29.0%	66.3%
%H		69.4%	13.3%	50.5%	33.0%	17.6%	91.1%
DVDR	5	3	1	4	2	2	4
%V	0.4%	0.5%	0.9%	0.5%	0.7%	0.4%	0.4%
%H		60.0%	20.0%	80.0%	40.0%	40.0%	80.0%
VCR	4	1	1	2	0	2	2
%V	0.3%	0.2%	0.9%	0.2%	0.0%	0.4%	0.2%
%H		25.0%	25.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	823	569	109	418	271	147	748
%V	62.3%	87.5%	93.2%	52.1%	88.6%	29.6%	66.5%
%H		69.1%	13.2%	50.8%	32.9%	17.9%	90.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	1321	650	117	802	306	497	1125
%H		49.2%	8.9%	60.7%	23.2%	37.6%	85.2%
Receives HDTV (via STB or built-in reception)	892	496	98	545	244	301	802
%V	67.5%	76.3%	83.8%	68.0%	79.7%	60.6%	71.3%
%H		55.6%	11.0%	61.1%	27.4%	33.7%	89.9%
DVD/Blu-ray player or recorder	647	312	54	397	145	251	562
%V	49.0%	48.0%	46.2%	49.5%	47.4%	50.5%	50.0%
%H		48.2%	8.3%	61.4%	22.4%	38.8%	86.9%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
Under 20"	186	96	11	146	69	76	161
%V	13.3%	11.5%	8.5%	15.4%	13.0%	18.2%	12.4%
%H		51.6%	5.9%	78.5%	37.1%	40.9%	86.6%
20" - 29"	368	205	33	270	147	123	334
%V	26.2%	24.6%	25.6%	28.5%	27.7%	29.4%	25.7%
%H		55.7%	9.0%	73.4%	39.9%	33.4%	90.8%
30" - 39"	500	308	56	321	190	131	471
%V	35.7%	37.0%	43.4%	33.8%	35.8%	31.3%	36.3%
%H		61.6%	11.2%	64.2%	38.0%	26.2%	94.2%
40" - 49"	248	166	21	147	90	57	239
%V	17.7%	19.9%	16.3%	15.5%	16.9%	13.6%	18.4%
%H		66.9%	8.5%	59.3%	36.3%	23.0%	96.4%
50" - 59"	59	38	6	34	20	15	56
%V	4.2%	4.6%	4.7%	3.6%	3.8%	3.6%	4.3%
%H		64.4%	10.2%	57.6%	33.9%	25.4%	94.9%
60"+	6	4	1	3	2	1	6
%V	0.4%	0.5%	0.8%	0.3%	0.4%	0.2%	0.5%
%H		66.7%	16.7%	50.0%	33.3%	16.7%	100.0%
Don't know	35	16	3	28	13	15	32
%V	2.5%	1.9%	2.3%	3.0%	2.4%	3.6%	2.5%
%H		45.7%	8.6%	80.0%	37.1%	42.9%	91.4%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Set level data

Table 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
PVR	391	318	46	150	122	29	376
%V	27.9%	38.2%	35.7%	15.8%	23.0%	6.9%	28.9%
%H		81.3%	11.8%	38.4%	31.2%	7.4%	96.2%
DVDR	3	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	394	320	46	153	123	30	379
%V	28.1%	38.4%	35.7%	16.1%	23.2%	7.2%	29.2%
%H		81.2%	11.7%	38.8%	31.2%	7.6%	96.2%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 25.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1402	833	129	949	531	418	1299
%H		59.4%	9.2%	67.7%	37.9%	29.8%	92.7%
Receives HDTV (via STB or built-in reception)	614	393	71	405	252	153	584
%V	43.8%	47.2%	55.0%	42.7%	47.5%	36.6%	45.0%
%H		64.0%	11.6%	66.0%	41.0%	24.9%	95.1%
DVD/Blu-ray player or recorder	504	301	45	331	185	146	477
%V	35.9%	36.1%	34.9%	34.9%	34.8%	34.9%	36.7%
%H		59.7%	8.9%	65.7%	36.7%	29.0%	94.6%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 25.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3093	3008	1582	292	1758	768	990	2831
%H		97.3%	51.1%	9.4%	56.8%	24.8%	32.0%	91.5%
Total Children	565	554	299	51	298	134	164	552
%V	18.3%	18.4%	18.9%	17.5%	17.0%	17.4%	16.6%	19.5%
%H		98.1%	52.9%	9.0%	52.7%	23.7%	29.0%	97.7%
0 - 3	131	127	66	12	63	25	38	127
%V	4.2%	4.2%	4.2%	4.1%	3.6%	3.3%	3.8%	4.5%
%H		96.9%	50.4%	9.2%	48.1%	19.1%	29.0%	96.9%
4 - 15	434	427	233	38	235	109	126	426
%V	14.0%	14.2%	14.7%	13.0%	13.4%	14.2%	12.7%	15.0%
%H		98.4%	53.7%	8.8%	54.1%	25.1%	29.0%	98.2%
4-9	221	217	115	18	114	47	67	216
%V	7.1%	7.2%	7.3%	6.2%	6.5%	6.1%	6.8%	7.6%
%H		98.2%	52.0%	8.1%	51.6%	21.3%	30.3%	97.7%
10 - 15	213	210	118	21	120	62	59	209
%V	6.9%	7.0%	7.5%	7.2%	6.8%	8.1%	6.0%	7.4%
%H		98.6%	55.4%	9.9%	56.3%	29.1%	27.7%	98.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.22: Adults - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	3093	3008	1582	292	1758	768	990	2831
%H		97.3%	51.1%	9.4%	56.8%	24.8%	32.0%	91.5%
Total Adults (16+)	2529	2454	1283	242	1461	635	826	2279
%V	81.8%	81.6%	81.1%	82.9%	83.1%	82.7%	83.4%	80.5%
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
16 - 19	140	134	79	17	70	40	30	138
%V	4.5%	4.5%	5.0%	5.8%	4.0%	5.2%	3.0%	4.9%
%H		95.7%	56.4%	12.1%	50.0%	28.6%	21.4%	98.6%
20 - 24	180	167	84	24	86	45	41	177
%V	5.8%	5.6%	5.3%	8.2%	4.9%	5.9%	4.1%	6.3%
%H		92.8%	46.7%	13.3%	47.8%	25.0%	22.8%	98.3%
25 - 34	395	374	177	35	196	74	123	384
%V	12.8%	12.4%	11.2%	12.0%	11.1%	9.6%	12.4%	13.6%
%H		94.7%	44.8%	8.9%	49.6%	18.7%	31.1%	97.2%
35 - 44	351	341	188	34	184	88	96	343
%V	11.3%	11.3%	11.9%	11.6%	10.5%	11.5%	9.7%	12.1%
%H		97.2%	53.6%	9.7%	52.4%	25.1%	27.4%	97.7%
45 - 54	415	405	236	47	227	115	112	402
%V	13.4%	13.5%	14.9%	16.1%	12.9%	15.0%	11.3%	14.2%
%H		97.6%	56.9%	11.3%	54.7%	27.7%	27.0%	96.9%
55 - 64	406	400	217	34	257	112	144	373
%V	13.1%	13.3%	13.7%	11.6%	14.6%	14.6%	14.5%	13.2%
%H		98.5%	53.4%	8.4%	63.3%	27.6%	35.5%	91.9%
65+	642	633	301	52	440	160	280	461
%V	20.8%	21.0%	19.0%	17.8%	25.0%	20.8%	28.3%	16.3%
%H		98.6%	46.9%	8.1%	68.5%	24.9%	43.6%	71.8%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2529	2454	1283	242	1461	635	826	2279
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
AB	575	562	296	54	335	139	195	553
%V	22.7%	22.9%	23.1%	22.3%	22.9%	21.9%	23.6%	24.3%
%H		97.7%	51.5%	9.4%	58.3%	24.2%	33.9%	96.2%
C1	660	633	334	66	373	168	205	624
%V	26.1%	25.8%	26.0%	27.3%	25.5%	26.5%	24.8%	27.4%
%H		95.9%	50.6%	10.0%	56.5%	25.5%	31.1%	94.5%
C2	655	646	365	59	397	201	196	593
%V	25.9%	26.3%	28.4%	24.4%	27.2%	31.7%	23.7%	26.0%
%H		98.6%	55.7%	9.0%	60.6%	30.7%	29.9%	90.5%
D	430	412	200	44	242	96	146	362
%V	17.0%	16.8%	15.6%	18.2%	16.6%	15.1%	17.7%	15.9%
%H		95.8%	46.5%	10.2%	56.3%	22.3%	34.0%	84.2%
E	210	202	88	18	114	30	84	147
%V	8.3%	8.2%	6.9%	7.4%	7.8%	4.7%	10.2%	6.5%
%H		96.2%	41.9%	8.6%	54.3%	14.3%	40.0%	70.0%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 25.24: Working Status (Adults 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	2529	2454	1283	242	1461	635	826	2279
%H		97.0%	50.7%	9.6%	57.8%	25.1%	32.7%	90.1%
Working full time	1147	1118	627	112	639	311	328	1118
%V	45.4%	45.6%	48.9%	46.3%	43.7%	49.0%	39.7%	49.1%
%H		97.5%	54.7%	9.8%	55.7%	27.1%	28.6%	97.5%
Working part time	242	232	124	22	133	57	75	232
%V	9.6%	9.5%	9.7%	9.1%	9.1%	9.0%	9.1%	10.2%
%H		95.9%	51.2%	9.1%	55.0%	23.6%	31.0%	95.9%
Not working	1139	1104	532	108	689	266	422	929
%V	45.0%	45.0%	41.5%	44.6%	47.2%	41.9%	51.1%	40.8%
%H		96.9%	46.7%	9.5%	60.5%	23.4%	37.1%	81.6%
Houseperson	1367	1321	650	117	802	306	497	1164
%V	54.1%	53.8%	50.7%	48.3%	54.9%	48.2%	60.2%	51.1%
%H		96.6%	47.5%	8.6%	58.7%	22.4%	36.4%	85.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.25: Males - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
16 - 19	74	72	43	9	37	23	14	74
%V	6.0%	6.0%	6.7%	7.6%	5.2%	7.2%	3.6%	6.5%
%H		97.3%	58.1%	12.2%	50.0%	31.1%	18.9%	100.0%
20 - 24	93	86	46	11	44	24	20	92
%V	7.5%	7.2%	7.2%	9.3%	6.2%	7.5%	5.2%	8.1%
%H		92.5%	49.5%	11.8%	47.3%	25.8%	21.5%	98.9%
25 - 34	199	188	87	17	101	38	64	194
%V	16.1%	15.7%	13.6%	14.4%	14.3%	11.9%	16.6%	17.1%
%H		94.5%	43.7%	8.5%	50.8%	19.1%	32.2%	97.5%
35 - 44	173	167	89	17	90	42	48	168
%V	14.0%	14.0%	13.9%	14.4%	12.7%	13.2%	12.4%	14.8%
%H		96.5%	51.4%	9.8%	52.0%	24.3%	27.7%	97.1%
45 - 54	202	195	115	21	109	55	54	194
%V	16.3%	16.3%	18.0%	17.8%	15.4%	17.2%	14.0%	17.1%
%H		96.5%	56.9%	10.4%	54.0%	27.2%	26.7%	96.0%
55 - 64	198	195	111	16	122	57	66	180
%V	16.0%	16.3%	17.4%	13.6%	17.3%	17.9%	17.1%	15.9%
%H		98.5%	56.1%	8.1%	61.6%	28.8%	33.3%	90.9%
65+	299	295	147	27	201	81	120	228
%V	24.1%	24.6%	23.0%	22.9%	28.5%	25.4%	31.1%	20.1%
%H		98.7%	49.2%	9.0%	67.2%	27.1%	40.1%	76.3%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.26: Social Grade (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
AB	287	281	151	28	165	71	94	277
%V	23.2%	23.5%	23.6%	23.7%	23.4%	22.3%	24.4%	24.5%
%H		97.9%	52.6%	9.8%	57.5%	24.7%	32.8%	96.5%
C1	312	297	160	31	172	82	90	297
%V	25.2%	24.8%	25.0%	26.3%	24.4%	25.7%	23.3%	26.2%
%H		95.2%	51.3%	9.9%	55.1%	26.3%	28.8%	95.2%
C2	355	349	196	32	217	109	108	320
%V	28.7%	29.2%	30.7%	27.1%	30.7%	34.2%	28.0%	28.3%
%H		98.3%	55.2%	9.0%	61.1%	30.7%	30.4%	90.1%
D	203	193	97	20	110	47	63	179
%V	16.4%	16.1%	15.2%	16.9%	15.6%	14.7%	16.3%	15.8%
%H		95.1%	47.8%	9.9%	54.2%	23.2%	31.0%	88.2%
E	82	78	34	7	42	11	31	58
%V	6.6%	6.5%	5.3%	5.9%	5.9%	3.4%	8.0%	5.1%
%H		95.1%	41.5%	8.5%	51.2%	13.4%	37.8%	70.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 25.27: Working Status (Males 16+)
Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1239	1197	639	118	706	319	386	1132
%H		96.6%	51.6%	9.5%	57.0%	25.7%	31.2%	91.4%
Working full time	691	671	378	63	383	186	197	671
%V	55.8%	56.1%	59.2%	53.4%	54.2%	58.3%	51.0%	59.3%
%H		97.1%	54.7%	9.1%	55.4%	26.9%	28.5%	97.1%
Working part time	54	49	24	5	28	11	17	50
%V	4.4%	4.1%	3.8%	4.2%	4.0%	3.4%	4.4%	4.4%
%H		90.7%	44.4%	9.3%	51.9%	20.4%	31.5%	92.6%
Not working	495	477	237	50	296	123	173	410
%V	40.0%	39.8%	37.1%	42.4%	41.9%	38.6%	44.8%	36.2%
%H		96.4%	47.9%	10.1%	59.8%	24.8%	34.9%	82.8%
Houseperson	287	267	120	21	161	50	111	217
%V	23.2%	22.3%	18.8%	17.8%	22.8%	15.7%	28.8%	19.2%
%H		93.0%	41.8%	7.3%	56.1%	17.4%	38.7%	75.6%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 25.28: Females - Age

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
16 - 19	65	62	37	7	33	18	16	64
%V	5.0%	4.9%	5.7%	5.6%	4.4%	5.7%	3.6%	5.6%
%H		95.4%	56.9%	10.8%	50.8%	27.7%	24.6%	98.5%
20 - 24	87	81	38	13	42	21	21	85
%V	6.7%	6.4%	5.9%	10.5%	5.6%	6.7%	4.8%	7.4%
%H		93.1%	43.7%	14.9%	48.3%	24.1%	24.1%	97.7%
25 - 34	196	186	90	18	95	36	59	189
%V	15.2%	14.8%	14.0%	14.5%	12.6%	11.4%	13.4%	16.5%
%H		94.9%	45.9%	9.2%	48.5%	18.4%	30.1%	96.4%
35 - 44	178	174	98	17	94	46	48	175
%V	13.8%	13.8%	15.2%	13.7%	12.5%	14.6%	10.9%	15.3%
%H		97.8%	55.1%	9.6%	52.8%	25.8%	27.0%	98.3%
45 - 54	213	210	122	26	117	60	58	208
%V	16.5%	16.7%	18.9%	21.0%	15.5%	19.0%	13.2%	18.1%
%H		98.6%	57.3%	12.2%	54.9%	28.2%	27.2%	97.7%
55 - 64	208	206	105	18	134	56	79	193
%V	16.1%	16.4%	16.3%	14.5%	17.7%	17.8%	18.0%	16.8%
%H		99.0%	50.5%	8.7%	64.4%	26.9%	38.0%	92.8%
65+	342	338	154	25	239	79	160	233
%V	26.5%	26.9%	23.9%	20.2%	31.7%	25.1%	36.4%	20.3%
%H		98.8%	45.0%	7.3%	69.9%	23.1%	46.8%	68.1%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

Individual level data

Table 25.29: Social Grade (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
AB	288	281	145	27	169	68	101	276
%V	22.3%	22.4%	22.5%	21.8%	22.4%	21.6%	23.0%	24.1%
%H		97.6%	50.3%	9.4%	58.7%	23.6%	35.1%	95.8%
C1	347	336	173	35	201	85	115	326
%V	26.9%	26.7%	26.9%	28.2%	26.6%	27.0%	26.2%	28.4%
%H		96.8%	49.9%	10.1%	57.9%	24.5%	33.1%	93.9%
C2	300	297	168	28	181	93	88	273
%V	23.3%	23.6%	26.1%	22.6%	24.0%	29.5%	20.0%	23.8%
%H		99.0%	56.0%	9.3%	60.3%	31.0%	29.3%	91.0%
D	227	219	103	23	133	50	83	183
%V	17.6%	17.4%	16.0%	18.5%	17.6%	15.9%	18.9%	16.0%
%H		96.5%	45.4%	10.1%	58.6%	22.0%	36.6%	80.6%
E	128	124	54	11	72	19	52	89
%V	9.9%	9.9%	8.4%	8.9%	9.5%	6.0%	11.8%	7.8%
%H		96.9%	42.2%	8.6%	56.3%	14.8%	40.6%	69.5%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

S4C

Individual level data

Table 25.30: Working Status (Females 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Females (16+)	1290	1257	644	124	755	315	439	1147
%H		97.4%	49.9%	9.6%	58.5%	24.4%	34.0%	88.9%
Working full time	457	448	249	49	257	125	131	447
%V	35.4%	35.6%	38.7%	39.5%	34.0%	39.7%	29.8%	39.0%
%H		98.0%	54.5%	10.7%	56.2%	27.4%	28.7%	97.8%
Working part time	188	183	101	17	105	46	59	181
%V	14.6%	14.6%	15.7%	13.7%	13.9%	14.6%	13.4%	15.8%
%H		97.3%	53.7%	9.0%	55.9%	24.5%	31.4%	96.3%
Not working	645	626	295	58	393	143	250	519
%V	50.0%	49.8%	45.8%	46.8%	52.1%	45.4%	56.9%	45.2%
%H		97.1%	45.7%	9.0%	60.9%	22.2%	38.8%	80.5%
Houseperson	1080	1054	531	96	641	256	385	947
%V	83.7%	83.9%	82.5%	77.4%	84.9%	81.3%	87.7%	82.6%
%H		97.6%	49.2%	8.9%	59.4%	23.7%	35.6%	87.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Household level data

Table 26.1: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
AB	2246	2168	930	239	1453	531	922	2160
%V	26.4%	26.5%	27.8%	26.1%	26.7%	28.6%	25.6%	28.7%
%H (All HH)		96.5%	41.4%	10.6%	64.7%	23.6%	41.1%	96.2%
%H (TV HH)			42.9%	11.0%	67.0%	24.5%	42.5%	
C1	2638	2533	1036	303	1669	581	1088	2408
%V	31.0%	31.0%	30.9%	33.0%	30.6%	31.3%	30.2%	32.0%
%H (All HH)		96.0%	39.3%	11.5%	63.3%	22.0%	41.2%	91.3%
%H (TV HH)			40.9%	12.0%	65.9%	22.9%	43.0%	
C2	1821	1776	751	221	1189	439	750	1606
%V	21.4%	21.7%	22.4%	24.1%	21.8%	23.7%	20.8%	21.4%
%H (All HH)		97.5%	41.2%	12.1%	65.3%	24.1%	41.2%	88.2%
%H (TV HH)			42.3%	12.4%	66.9%	24.7%	42.2%	
D	1126	1075	415	116	692	204	488	906
%V	13.2%	13.1%	12.4%	12.6%	12.7%	11.0%	13.6%	12.0%
%H (All HH)		95.5%	36.9%	10.3%	61.5%	18.1%	43.3%	80.5%
%H (TV HH)			38.6%	10.8%	64.4%	19.0%	45.4%	
E	676	629	216	38	448	99	349	439
%V	7.9%	7.7%	6.5%	4.1%	8.2%	5.3%	9.7%	5.8%
%H (All HH)		93.0%	32.0%	5.6%	66.3%	14.6%	51.6%	64.9%
%H (TV HH)			34.3%	6.0%	71.2%	15.7%	55.5%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Household level data

Table 26.2: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Under 25	288	240	76	25	132	44	87	278
%V	3.4%	2.9%	2.3%	2.7%	2.4%	2.4%	2.4%	3.7%
%H (All HH)		83.3%	26.4%	8.7%	45.8%	15.3%	30.2%	96.5%
%H (TV HH)			31.7%	10.4%	55.0%	18.3%	36.3%	
25 - 34	1168	1087	423	130	567	172	396	1148
%V	13.7%	13.3%	12.6%	14.2%	10.4%	9.3%	11.0%	15.3%
%H (All HH)		93.1%	36.2%	11.1%	48.5%	14.7%	33.9%	98.3%
%H (TV HH)			38.9%	12.0%	52.2%	15.8%	36.4%	
35 - 44	1290	1215	545	147	703	250	452	1260
%V	15.2%	14.9%	16.3%	16.0%	12.9%	13.5%	12.6%	16.8%
%H (All HH)		94.2%	42.2%	11.4%	54.5%	19.4%	35.0%	97.7%
%H (TV HH)			44.9%	12.1%	57.9%	20.6%	37.2%	
45 - 54	1561	1519	722	227	944	412	532	1517
%V	18.3%	18.6%	21.6%	24.8%	17.3%	22.2%	14.8%	20.2%
%H (All HH)		97.3%	46.3%	14.5%	60.5%	26.4%	34.1%	97.2%
%H (TV HH)			47.5%	14.9%	62.1%	27.1%	35.0%	
55 - 64	1534	1499	663	175	1050	405	645	1446
%V	18.0%	18.3%	19.8%	19.1%	19.3%	21.8%	17.9%	19.2%
%H (All HH)		97.7%	43.2%	11.4%	68.4%	26.4%	42.0%	94.3%
%H (TV HH)			44.2%	11.7%	70.0%	27.0%	43.0%	
65 +	2668	2621	918	213	2056	570	1485	1871
%V	31.4%	32.0%	27.4%	23.2%	37.7%	30.7%	41.3%	24.9%
%H (All HH)		98.2%	34.4%	8.0%	77.1%	21.4%	55.7%	70.1%
%H (TV HH)			35.0%	8.1%	78.4%	21.7%	56.7%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.3: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
1	2570	2403	703	180	1811	364	1447	1823
%V	30.2%	29.4%	21.0%	19.6%	33.2%	19.6%	40.2%	24.2%
%H (All HH)		93.5%	27.4%	7.0%	70.5%	14.2%	56.3%	70.9%
%H (TV HH)			29.3%	7.5%	75.4%	15.1%	60.2%	
2	2998	2918	1245	317	1988	737	1251	2795
%V	35.2%	35.7%	37.2%	34.6%	36.5%	39.8%	34.8%	37.2%
%H (All HH)		97.3%	41.5%	10.6%	66.3%	24.6%	41.7%	93.2%
%H (TV HH)			42.7%	10.9%	68.1%	25.3%	42.9%	
3	1254	1219	593	166	725	325	400	1229
%V	14.7%	14.9%	17.7%	18.1%	13.3%	17.5%	11.1%	16.3%
%H (All HH)		97.2%	47.3%	13.2%	57.8%	25.9%	31.9%	98.0%
%H (TV HH)			48.6%	13.6%	59.5%	26.7%	32.8%	
4	1180	1149	563	167	656	295	361	1171
%V	13.9%	14.0%	16.8%	18.2%	12.0%	15.9%	10.0%	15.6%
%H (All HH)		97.4%	47.7%	14.2%	55.6%	25.0%	30.6%	99.2%
%H (TV HH)			49.0%	14.5%	57.1%	25.7%	31.4%	
5+	507	493	244	86	271	132	139	502
%V	6.0%	6.0%	7.3%	9.4%	5.0%	7.1%	3.9%	6.7%
%H (All HH)		97.2%	48.1%	17.0%	53.5%	26.0%	27.4%	99.0%
%H (TV HH)			49.5%	17.4%	55.0%	26.8%	28.2%	
Average HH size	2.32	2.34	2.55	2.66	2.21	2.53	2.04	2.46

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL
Jul 2018 - Jun 2019
C4/Five - South Macro Region
Household level data
Table 26.4: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Without	6386	6113	2362	659	4288	1385	2902	5423
%V	75.1%	74.7%	70.5%	71.9%	78.7%	74.7%	80.7%	72.1%
%H (All HH)		95.7%	37.0%	10.3%	67.1%	21.7%	45.4%	84.9%
%H (TV HH)			38.6%	10.8%	70.1%	22.7%	47.5%	
With	2122	2068	986	258	1164	468	696	2097
%V	24.9%	25.3%	29.5%	28.1%	21.4%	25.2%	19.3%	27.9%
%H (All HH)		97.5%	46.5%	12.2%	54.9%	22.1%	32.8%	98.8%
%H (TV HH)			47.7%	12.5%	56.3%	22.6%	33.7%	
0 - 3	735	714	328	79	394	150	245	728
%V	8.6%	8.7%	9.8%	8.6%	7.2%	8.1%	6.8%	9.7%
%H (All HH)		97.1%	44.6%	10.7%	53.6%	20.4%	33.3%	99.0%
%H (TV HH)			45.9%	11.1%	55.2%	21.0%	34.3%	
4 - 9	1123	1093	509	138	604	235	369	1108
%V	13.2%	13.4%	15.2%	15.0%	11.1%	12.7%	10.3%	14.7%
%H (All HH)		97.3%	45.3%	12.3%	53.8%	20.9%	32.9%	98.7%
%H (TV HH)			46.6%	12.6%	55.3%	21.5%	33.8%	
10 - 15	1037	1020	517	140	578	253	325	1028
%V	12.2%	12.5%	15.4%	15.3%	10.6%	13.6%	9.0%	13.7%
%H (All HH)		98.4%	49.9%	13.5%	55.7%	24.4%	31.3%	99.1%
%H (TV HH)			50.7%	13.7%	56.7%	24.8%	31.9%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.5: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
1	3395	3395	1024	346	2083	309	1774	2813
%V	39.9%	41.5%	30.6%	37.7%	38.2%	16.7%	49.3%	37.4%
%H (All HH)		100.0%	30.2%	10.2%	61.4%	9.1%	52.3%	82.9%
%H (TV HH)			30.2%	10.2%	61.4%	9.1%	52.3%	
2	2727	2727	1206	303	1861	704	1157	2443
%V	32.1%	33.3%	36.0%	33.0%	34.1%	38.0%	32.2%	32.5%
%H (All HH)		100.0%	44.2%	11.1%	68.2%	25.8%	42.4%	89.6%
%H (TV HH)			44.2%	11.1%	68.2%	25.8%	42.4%	
3	1230	1230	639	152	896	463	432	1172
%V	14.5%	15.0%	19.1%	16.6%	16.4%	25.0%	12.0%	15.6%
%H (All HH)		100.0%	52.0%	12.4%	72.8%	37.6%	35.1%	95.3%
%H (TV HH)			52.0%	12.4%	72.8%	37.6%	35.1%	
4	557	557	306	79	402	231	171	544
%V	6.5%	6.8%	9.1%	8.6%	7.4%	12.5%	4.8%	7.2%
%H (All HH)		100.0%	54.9%	14.2%	72.2%	41.5%	30.7%	97.7%
%H (TV HH)			54.9%	14.2%	72.2%	41.5%	30.7%	
5+	272	272	173	36	209	146	63	267
%V	3.2%	3.3%	5.2%	3.9%	3.8%	7.9%	1.8%	3.6%
%H (All HH)		100.0%	63.6%	13.2%	76.8%	53.7%	23.2%	98.2%
%H (TV HH)			63.6%	13.2%	76.8%	53.7%	23.2%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Household level data

Table 26.6: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Under 20"	959	959	419	86	795	350	445	829
%V	11.3%	11.7%	12.5%	9.4%	14.6%	18.9%	12.4%	11.0%
%H (All HH)		100.0%	43.7%	9.0%	82.9%	36.5%	46.4%	86.4%
%H (TV HH)			43.7%	9.0%	82.9%	36.5%	46.4%	
20" - 29"	2200	2200	902	232	1685	650	1035	1922
%V	25.9%	26.9%	26.9%	25.3%	30.9%	35.1%	28.8%	25.6%
%H (All HH)		100.0%	41.0%	10.5%	76.6%	29.5%	47.0%	87.4%
%H (TV HH)			41.0%	10.5%	76.6%	29.5%	47.0%	
30" - 39"	3790	3790	1534	450	2656	952	1704	3351
%V	44.5%	46.3%	45.8%	49.1%	48.7%	51.3%	47.4%	44.6%
%H (All HH)		100.0%	40.5%	11.9%	70.1%	25.1%	45.0%	88.4%
%H (TV HH)			40.5%	11.9%	70.1%	25.1%	45.0%	
40" - 49"	3900	3900	1855	482	2493	1060	1433	3637
%V	45.8%	47.7%	55.4%	52.6%	45.7%	57.2%	39.8%	48.4%
%H (All HH)		100.0%	47.6%	12.4%	63.9%	27.2%	36.7%	93.3%
%H (TV HH)			47.6%	12.4%	63.9%	27.2%	36.7%	
50" - 59"	1477	1477	814	193	864	456	408	1434
%V	17.4%	18.1%	24.3%	21.0%	15.9%	24.6%	11.3%	19.1%
%H (All HH)		100.0%	55.1%	13.1%	58.5%	30.9%	27.6%	97.1%
%H (TV HH)			55.1%	13.1%	58.5%	30.9%	27.6%	
60"+	197	197	124	25	94	55	39	194
%V	2.3%	2.4%	3.7%	2.7%	1.7%	3.0%	1.1%	2.6%
%H (All HH)		100.0%	62.9%	12.7%	47.7%	27.9%	19.8%	98.5%
%H (TV HH)			62.9%	12.7%	47.7%	27.9%	19.8%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Household level data

Table 26.7: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Main living room	8095	8095	3333	911	5394	1847	3547	7171
%V	95.1%	98.9%	99.6%	99.3%	99.0%	99.6%	98.6%	95.4%
%H (All HH)		100.0%	41.2%	11.3%	66.6%	22.8%	43.8%	88.6%
%H (TV HH)			41.2%	11.3%	66.6%	22.8%	43.8%	
Kitchen	978	978	483	92	802	396	406	887
%V	11.5%	12.0%	14.4%	10.0%	14.7%	21.4%	11.3%	11.8%
%H (All HH)		100.0%	49.4%	9.4%	82.0%	40.5%	41.5%	90.7%
%H (TV HH)			49.4%	9.4%	82.0%	40.5%	41.5%	
Adult's bedroom	3615	3615	1772	449	2558	1219	1339	3351
%V	42.5%	44.2%	52.9%	49.0%	46.9%	65.7%	37.2%	44.6%
%H (All HH)		100.0%	49.0%	12.4%	70.8%	33.7%	37.0%	92.7%
%H (TV HH)			49.0%	12.4%	70.8%	33.7%	37.0%	
Child's bedroom	658	658	377	88	385	214	171	652
%V	7.7%	8.0%	11.3%	9.6%	7.1%	11.5%	4.8%	8.7%
%H (All HH)		100.0%	57.3%	13.4%	58.5%	32.5%	26.0%	99.1%
%H (TV HH)			57.3%	13.4%	58.5%	32.5%	26.0%	
Other bedroom	529	529	296	58	393	225	168	511
%V	6.2%	6.5%	8.8%	6.3%	7.2%	12.1%	4.7%	6.8%
%H (All HH)		100.0%	56.0%	11.0%	74.3%	42.5%	31.8%	96.6%
%H (TV HH)			56.0%	11.0%	74.3%	42.5%	31.8%	
Second living/dining room	818	818	399	103	590	275	315	768
%V	9.6%	10.0%	11.9%	11.2%	10.8%	14.8%	8.8%	10.2%
%H (All HH)		100.0%	48.8%	12.6%	72.1%	33.6%	38.5%	93.9%
%H (TV HH)			48.8%	12.6%	72.1%	33.6%	38.5%	
Study/office	158	158	81	18	123	65	58	155
%V	1.9%	1.9%	2.4%	2.0%	2.3%	3.5%	1.6%	2.1%
%H (All HH)		100.0%	51.3%	11.4%	77.8%	41.1%	36.7%	98.1%
%H (TV HH)			51.3%	11.4%	77.8%	41.1%	36.7%	
TV room	66	66	42	3	43	22	21	65
%V	0.8%	0.8%	1.3%	0.3%	0.8%	1.2%	0.6%	0.9%
%H (All HH)		100.0%	63.6%	4.5%	65.2%	33.3%	31.8%	98.5%
%H (TV HH)			63.6%	4.5%	65.2%	33.3%	31.8%	
Conservatory	178	178	94	23	144	80	64	169
%V	2.1%	2.2%	2.8%	2.5%	2.6%	4.3%	1.8%	2.2%
%H (All HH)		100.0%	52.8%	12.9%	80.9%	44.9%	36.0%	94.9%
%H (TV HH)			52.8%	12.9%	80.9%	44.9%	36.0%	
Attic or loft room	18	18	8	2	14	6	8	18
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	44.4%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			44.4%	11.1%	77.8%	33.3%	44.4%	
No specific location	11	11	5	1	8	4	4	10
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	45.5%	9.1%	72.7%	36.4%	36.4%	90.9%
%H (TV HH)			45.5%	9.1%	72.7%	36.4%	36.4%	
Other	90	90	59	8	68	44	24	85
%V	1.1%	1.1%	1.8%	0.9%	1.2%	2.4%	0.7%	1.1%
%H (All HH)		100.0%	65.6%	8.9%	75.6%	48.9%	26.7%	94.4%
%H (TV HH)			65.6%	8.9%	75.6%	48.9%	26.7%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 26.8: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Any DSAT provider	3348	3348	3348	40	1508	1508	0	3133
%V	39.4%	40.9%	100.0%	4.4%	27.7%	81.3%	0.0%	41.7%
%H (All HH)			100.0%	1.2%	45.0%	45.0%	0.0%	93.6%
%H (TV HH)			100.0%	1.2%	45.0%	45.0%	0.0%	
Sky with subscription	2724	2724	2724	16	1203	1203	0	2579
%V	32.0%	33.3%	81.4%	1.7%	22.1%	64.9%	0.0%	34.3%
%H (All HH)			100.0%	0.6%	44.2%	44.2%	0.0%	94.7%
%H (TV HH)			100.0%	0.6%	44.2%	44.2%	0.0%	
Sky without subscription	146	146	146	5	72	72	0	120
%V	1.7%	1.8%	4.4%	0.5%	1.3%	3.9%	0.0%	1.6%
%H (All HH)			100.0%	3.4%	49.3%	49.3%	0.0%	82.2%
%H (TV HH)			100.0%	3.4%	49.3%	49.3%	0.0%	
Freesat	424	424	424	13	209	209	0	387
%V	5.0%	5.2%	12.7%	1.4%	3.8%	11.3%	0.0%	5.1%
%H (All HH)			100.0%	3.1%	49.3%	49.3%	0.0%	91.3%
%H (TV HH)			100.0%	3.1%	49.3%	49.3%	0.0%	
Other satellite provider	176	176	176	8	83	83	0	167
%V	2.1%	2.2%	5.3%	0.9%	1.5%	4.5%	0.0%	2.2%
%H (All HH)			100.0%	4.5%	47.2%	47.2%	0.0%	94.9%
%H (TV HH)			100.0%	4.5%	47.2%	47.2%	0.0%	
DCAB	917	917	40	917	370	370	0	877
%V	10.8%	11.2%	1.2%	100.0%	6.8%	20.0%	0.0%	11.7%
%H (All HH)			4.4%	100.0%	40.3%	40.3%	0.0%	95.6%
%H (TV HH)			4.4%	100.0%	40.3%	40.3%	0.0%	
DTT	5451	5451	1508	370	5451	1854	3598	4674
%V	64.1%	66.6%	45.0%	40.3%	100.0%	100.0%	100.0%	62.2%
%H (All HH)		100.0%	27.7%	6.8%	100.0%	34.0%	66.0%	85.7%
%H (TV HH)			27.7%	6.8%	100.0%	34.0%	66.0%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 26.9: 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	8508	8181	3348	917	5451	1854	3598	7520
%H (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
PVR	5170	5170	3018	873	3008	1703	1305	4848
%V	60.8%	63.2%	90.1%	95.2%	55.2%	91.9%	36.3%	64.5%
%H (All HH)		100.0%	58.4%	16.9%	58.2%	32.9%	25.2%	93.8%
%H (TV HH)			58.4%	16.9%	58.2%	32.9%	25.2%	
DVDR	96	96	43	16	77	39	39	84
%V	1.1%	1.2%	1.3%	1.7%	1.4%	2.1%	1.1%	1.1%
%H (All HH)		100.0%	44.8%	16.7%	80.2%	40.6%	40.6%	87.5%
%H (TV HH)			44.8%	16.7%	80.2%	40.6%	40.6%	
VCR	42	42	19	3	37	17	21	30
%V	0.5%	0.5%	0.6%	0.3%	0.7%	0.9%	0.6%	0.4%
%H (All HH)		100.0%	45.2%	7.1%	88.1%	40.5%	50.0%	71.4%
%H (TV HH)			45.2%	7.1%	88.1%	40.5%	50.0%	
Any recorder	5219	5219	3029	874	3051	1711	1341	4882
%V	61.3%	63.8%	90.5%	95.3%	56.0%	92.3%	37.3%	64.9%
%H (All HH)		100.0%	58.0%	16.7%	58.5%	32.8%	25.7%	93.5%
%H (TV HH)			58.0%	16.7%	58.5%	32.8%	25.7%	
Receives HDTV (via STB or built-in reception)	6188	6188	2913	823	4175	1686	2489	5737
%V	72.7%	75.6%	87.0%	89.7%	76.6%	90.9%	69.2%	76.3%
%H (All HH)		100.0%	47.1%	13.3%	67.5%	27.2%	40.2%	92.7%
%H (TV HH)			47.1%	13.3%	67.5%	27.2%	40.2%	
DVD/Blu-ray player or recorder	5442	5442	2320	621	3728	1399	2329	4984
%V	64.0%	66.5%	69.3%	67.7%	68.4%	75.5%	64.7%	66.3%
%H (All HH)		100.0%	42.6%	11.4%	68.5%	25.7%	42.8%	91.6%
%H (TV HH)			42.6%	11.4%	68.5%	25.7%	42.8%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 26.10: 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	8508	8181	3348	917	5451	1854	3598	7520
%V (All HH)		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%
%H (TV HH)			40.9%	11.2%	66.6%	22.7%	44.0%	
Has broadband internet	7520	7240	3133	877	4674	1751	2923	7520
%V	88.4%	88.5%	93.6%	95.6%	85.7%	94.4%	81.2%	100.0%
%H (All HH)		96.3%	41.7%	11.7%	62.2%	23.3%	38.9%	100.0%
%H (TV HH)			43.3%	12.1%	64.6%	24.2%	40.4%	
Number of computers (PCs and laptops)								
0	1344	1272	350	68	962	150	813	427
%V	15.8%	15.5%	10.5%	7.4%	17.6%	8.1%	22.6%	5.7%
%H (All HH)		94.6%	26.0%	5.1%	71.6%	11.2%	60.5%	31.8%
%H (TV HH)			27.5%	5.3%	75.6%	11.8%	63.9%	
1	2110	2006	764	202	1341	391	950	2062
%V	24.8%	24.5%	22.8%	22.0%	24.6%	21.1%	26.4%	27.4%
%H (All HH)		95.1%	36.2%	9.6%	63.6%	18.5%	45.0%	97.7%
%H (TV HH)			38.1%	10.1%	66.8%	19.5%	47.4%	
2	2134	2062	873	246	1359	501	858	2120
%V	25.1%	25.2%	26.1%	26.8%	24.9%	27.0%	23.8%	28.2%
%H (All HH)		96.6%	40.9%	11.5%	63.7%	23.5%	40.2%	99.3%
%H (TV HH)			42.3%	11.9%	65.9%	24.3%	41.6%	
3	1285	1251	582	146	801	336	465	1280
%V	15.1%	15.3%	17.4%	15.9%	14.7%	18.1%	12.9%	17.0%
%H (All HH)		97.4%	45.3%	11.4%	62.3%	26.1%	36.2%	99.6%
%H (TV HH)			46.5%	11.7%	64.0%	26.9%	37.2%	
4	801	776	385	110	485	223	262	800
%V	9.4%	9.5%	11.5%	12.0%	8.9%	12.0%	7.3%	10.6%
%H (All HH)		96.9%	48.1%	13.7%	60.5%	27.8%	32.7%	99.9%
%H (TV HH)			49.6%	14.2%	62.5%	28.7%	33.8%	
5+	835	813	394	144	503	253	250	831
%V	9.8%	9.9%	11.8%	15.7%	9.2%	13.6%	6.9%	11.1%
%H (All HH)		97.4%	47.2%	17.2%	60.2%	30.3%	29.9%	99.5%
%H (TV HH)			48.5%	17.7%	61.9%	31.1%	30.8%	

Base: C4/Five - South Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 26.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16241	7507	1924	11241	4829	6413	14842
%H		46.2%	11.8%	69.2%	29.7%	39.5%	91.4%
Under 20"	1172	520	109	981	445	536	1025
%V	7.2%	6.9%	5.7%	8.7%	9.2%	8.4%	6.9%
%H		44.4%	9.3%	83.7%	38.0%	45.7%	87.5%
20" - 29"	2795	1202	293	2163	900	1263	2473
%V	17.2%	16.0%	15.2%	19.2%	18.6%	19.7%	16.7%
%H		43.0%	10.5%	77.4%	32.2%	45.2%	88.5%
30" - 39"	4755	2027	590	3343	1311	2032	4273
%V	29.3%	27.0%	30.7%	29.7%	27.1%	31.7%	28.8%
%H		42.6%	12.4%	70.3%	27.6%	42.7%	89.9%
40" - 49"	4696	2325	587	2990	1352	1638	4408
%V	28.9%	31.0%	30.5%	26.6%	28.0%	25.5%	29.7%
%H		49.5%	12.5%	63.7%	28.8%	34.9%	93.9%
50" - 59"	1639	920	216	955	517	438	1593
%V	10.1%	12.3%	11.2%	8.5%	10.7%	6.8%	10.7%
%H		56.1%	13.2%	58.3%	31.5%	26.7%	97.2%
60"+	214	135	28	105	63	42	211
%V	1.3%	1.8%	1.5%	0.9%	1.3%	0.7%	1.4%
%H		63.1%	13.1%	49.1%	29.4%	19.6%	98.6%
Don't know	970	379	102	703	239	464	860
%V	6.0%	5.0%	5.3%	6.3%	4.9%	7.2%	5.8%
%H		39.1%	10.5%	72.5%	24.6%	47.8%	88.7%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 26.12: 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	16241	7507	1924	11241	4829	6413	14842
%H		46.2%	11.8%	69.2%	29.7%	39.5%	91.4%
Main living room	8130	3350	915	5416	1858	3558	7200
%V	50.1%	44.6%	47.6%	48.2%	38.5%	55.5%	48.5%
%H		41.2%	11.3%	66.6%	22.9%	43.8%	88.6%
Kitchen	980	483	93	804	398	406	889
%V	6.0%	6.4%	4.8%	7.2%	8.2%	6.3%	6.0%
%H		49.3%	9.5%	82.0%	40.6%	41.4%	90.7%
Adult's bedroom	4286	2133	566	3042	1508	1534	4001
%V	26.4%	28.4%	29.4%	27.1%	31.2%	23.9%	27.0%
%H		49.8%	13.2%	71.0%	35.2%	35.8%	93.4%
Child's bedroom	861	494	118	509	289	220	855
%V	5.3%	6.6%	6.1%	4.5%	6.0%	3.4%	5.8%
%H		57.4%	13.7%	59.1%	33.6%	25.6%	99.3%
Other bedroom	617	346	71	458	266	192	599
%V	3.8%	4.6%	3.7%	4.1%	5.5%	3.0%	4.0%
%H		56.1%	11.5%	74.2%	43.1%	31.1%	97.1%
Second living/dining room	832	406	105	601	281	320	781
%V	5.1%	5.4%	5.5%	5.3%	5.8%	5.0%	5.3%
%H		48.8%	12.6%	72.2%	33.8%	38.5%	93.9%
Study/office	162	84	18	127	67	60	159
%V	1.0%	1.1%	0.9%	1.1%	1.4%	0.9%	1.1%
%H		51.9%	11.1%	78.4%	41.4%	37.0%	98.1%
TV room	66	43	3	43	22	21	66
%V	0.4%	0.6%	0.2%	0.4%	0.5%	0.3%	0.4%
%H		65.2%	4.5%	65.2%	33.3%	31.8%	100.0%
Conservatory	178	94	23	144	80	64	169
%V	1.1%	1.3%	1.2%	1.3%	1.7%	1.0%	1.1%
%H		52.8%	12.9%	80.9%	44.9%	36.0%	94.9%
Attic or loft room	18	8	2	14	6	8	18
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		44.4%	11.1%	77.8%	33.3%	44.4%	100.0%
No specific location	12	5	1	9	5	4	11
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		41.7%	8.3%	75.0%	41.7%	33.3%	91.7%
Other	99	62	9	75	48	26	94
%V	0.6%	0.8%	0.5%	0.7%	1.0%	0.4%	0.6%
%H		62.6%	9.1%	75.8%	48.5%	26.3%	94.9%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 26.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	16241	7507	1924	11241	4829	6413	14842
%H		46.2%	11.8%	69.2%	29.7%	39.5%	91.4%
PVR	7406	4737	1267	3926	2472	1454	7033
%V	45.6%	63.1%	65.9%	34.9%	51.2%	22.7%	47.4%
%H		64.0%	17.1%	53.0%	33.4%	19.6%	95.0%
DVDR	104	46	18	84	41	42	90
%V	0.6%	0.6%	0.9%	0.7%	0.8%	0.7%	0.6%
%H		44.2%	17.3%	80.8%	39.4%	40.4%	86.5%
VCR	43	19	4	37	17	21	30
%V	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%	0.2%
%H		44.2%	9.3%	86.0%	39.5%	48.8%	69.8%
Any recorder	7480	4756	1274	3993	2491	1502	7088
%V	46.1%	63.4%	66.2%	35.5%	51.6%	23.4%	47.8%
%H		63.6%	17.0%	53.4%	33.3%	20.1%	94.8%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.14: 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	16241	7507	1924	11241	4829	6413	14842
%H		46.2%	11.8%	69.2%	29.7%	39.5%	91.4%
Receives HDTV (via STB or built-in reception)	9869	5113	1309	6672	3155	3517	9287
%V	60.8%	68.1%	68.0%	59.4%	65.3%	54.8%	62.6%
%H		51.8%	13.3%	67.6%	32.0%	35.6%	94.1%
DVD/Blu-ray player or recorder	7674	3501	932	5271	2243	3028	7139
%V	47.3%	46.6%	48.4%	46.9%	46.4%	47.2%	48.1%
%H		45.6%	12.1%	68.7%	29.2%	39.5%	93.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
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Set level data
Table 26.15: 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	8178	3348	917	5448	1854	3594	7238
%H		40.9%	11.2%	66.6%	22.7%	43.9%	88.5%
Under 20"	64	14	4	51	6	45	40
%V	0.8%	0.4%	0.4%	0.9%	0.3%	1.3%	0.6%
%H		21.9%	6.3%	79.7%	9.4%	70.3%	62.5%
20" - 29"	570	121	50	451	67	384	408
%V	7.0%	3.6%	5.5%	8.3%	3.6%	10.7%	5.6%
%H		21.2%	8.8%	79.1%	11.8%	67.4%	71.6%
30" - 39"	2233	700	226	1610	395	1215	1849
%V	27.3%	20.9%	24.6%	29.6%	21.3%	33.8%	25.5%
%H		31.3%	10.1%	72.1%	17.7%	54.4%	82.8%
40" - 49"	3323	1527	400	2134	860	1274	3073
%V	40.6%	45.6%	43.6%	39.2%	46.4%	35.4%	42.5%
%H		46.0%	12.0%	64.2%	25.9%	38.3%	92.5%
50" - 59"	1331	725	172	780	406	373	1292
%V	16.3%	21.7%	18.8%	14.3%	21.9%	10.4%	17.9%
%H		54.5%	12.9%	58.6%	30.5%	28.0%	97.1%
60"+	176	112	22	82	49	34	173
%V	2.2%	3.3%	2.4%	1.5%	2.6%	0.9%	2.4%
%H		63.6%	12.5%	46.6%	27.8%	19.3%	98.3%
Don't know	480	148	43	339	70	269	403
%V	5.9%	4.4%	4.7%	6.2%	3.8%	7.5%	5.6%
%H		30.8%	9.0%	70.6%	14.6%	56.0%	84.0%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - South Macro Region

Set level data

Table 26.16: 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	8178	3348	917	5448	1854	3594	7238
%H		40.9%	11.2%	66.6%	22.7%	43.9%	88.5%
PVR	5074	2979	866	2922	1667	1255	4757
%V	62.0%	89.0%	94.4%	53.6%	89.9%	34.9%	65.7%
%H		58.7%	17.1%	57.6%	32.9%	24.7%	93.8%
DVDR	80	36	12	64	30	34	69
%V	1.0%	1.1%	1.3%	1.2%	1.6%	0.9%	1.0%
%H		45.0%	15.0%	80.0%	37.5%	42.5%	86.3%
VCR	31	12	2	27	10	17	22
%V	0.4%	0.4%	0.2%	0.5%	0.5%	0.5%	0.3%
%H		38.7%	6.5%	87.1%	32.3%	54.8%	71.0%
Any recorder	5117	2988	867	2960	1673	1288	4786
%V	62.6%	89.2%	94.5%	54.3%	90.2%	35.8%	66.1%
%H		58.4%	16.9%	57.8%	32.7%	25.2%	93.5%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	8178	3348	917	5448	1854	3594	7238
%H		40.9%	11.2%	66.6%	22.7%	43.9%	88.5%
Receives HDTV (via STB or built-in reception)	6064	2859	814	4067	1640	2427	5624
%V	74.2%	85.4%	88.8%	74.7%	88.5%	67.5%	77.7%
%H		47.1%	13.4%	67.1%	27.0%	40.0%	92.7%
DVD/Blu-ray player or recorder	4764	1977	535	3265	1178	2088	4342
%V	58.3%	59.1%	58.3%	59.9%	63.5%	58.1%	60.0%
%H		41.5%	11.2%	68.5%	24.7%	43.8%	91.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Set level data

Table 26.18: 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	8063	4159	1007	5794	2975	2818	7605
%H		51.6%	12.5%	71.9%	36.9%	34.9%	94.3%
Under 20"	1108	506	105	930	439	491	985
%V	13.7%	12.2%	10.4%	16.1%	14.8%	17.4%	13.0%
%H		45.7%	9.5%	83.9%	39.6%	44.3%	88.9%
20" - 29"	2225	1080	243	1712	833	879	2065
%V	27.6%	26.0%	24.1%	29.5%	28.0%	31.2%	27.2%
%H		48.5%	10.9%	76.9%	37.4%	39.5%	92.8%
30" - 39"	2521	1327	364	1733	916	817	2424
%V	31.3%	31.9%	36.1%	29.9%	30.8%	29.0%	31.9%
%H		52.6%	14.4%	68.7%	36.3%	32.4%	96.2%
40" - 49"	1373	798	187	856	493	364	1335
%V	17.0%	19.2%	18.6%	14.8%	16.6%	12.9%	17.6%
%H		58.1%	13.6%	62.3%	35.9%	26.5%	97.2%
50" - 59"	308	194	44	175	110	65	301
%V	3.8%	4.7%	4.4%	3.0%	3.7%	2.3%	4.0%
%H		63.0%	14.3%	56.8%	35.7%	21.1%	97.7%
60"+	38	23	6	23	15	8	38
%V	0.5%	0.6%	0.6%	0.4%	0.5%	0.3%	0.5%
%H		60.5%	15.8%	60.5%	39.5%	21.1%	100.0%
Don't know	490	230	59	364	169	195	457
%V	6.1%	5.5%	5.9%	6.3%	5.7%	6.9%	6.0%
%H		46.9%	12.0%	74.3%	34.5%	39.8%	93.3%

Base: C4/Five - South Macro Region - 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 26.19: 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	8063	4159	1007	5794	2975	2818	7605
%H		51.6%	12.5%	71.9%	36.9%	34.9%	94.3%
PVR	2332	1758	401	1004	805	200	2276
%V	28.9%	42.3%	39.8%	17.3%	27.1%	7.1%	29.9%
%H		75.4%	17.2%	43.1%	34.5%	8.6%	97.6%
DVDR	24	10	6	20	11	8	21
%V	0.3%	0.2%	0.6%	0.3%	0.4%	0.3%	0.3%
%H		41.7%	25.0%	83.3%	45.8%	33.3%	87.5%
VCR	12	6	1	11	7	4	9
%V	0.1%	0.1%	0.1%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	8.3%	91.7%	58.3%	33.3%	75.0%
Any recorder	2363	1768	407	1033	818	215	2302
%V	29.3%	42.5%	40.4%	17.8%	27.5%	7.6%	30.3%
%H		74.8%	17.2%	43.7%	34.6%	9.1%	97.4%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 26.20: 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	8063	4159	1007	5794	2975	2818	7605
%H		51.6%	12.5%	71.9%	36.9%	34.9%	94.3%
Receives HDTV (via STB or built-in reception)	3804	2254	495	2605	1515	1090	3663
%V	47.2%	54.2%	49.2%	45.0%	50.9%	38.7%	48.2%
%H		59.3%	13.0%	68.5%	39.8%	28.7%	96.3%
DVD/Blu-ray player or recorder	2911	1523	397	2006	1065	941	2797
%V	36.1%	36.6%	39.4%	34.6%	35.8%	33.4%	36.8%
%H		52.3%	13.6%	68.9%	36.6%	32.3%	96.1%

Base: C4/Five - South Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 26.21: 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	19760	19120	8523	2440	12021	4694	7327	18471
%H		96.8%	43.1%	12.3%	60.8%	23.8%	37.1%	93.5%
Total Children	3700	3615	1726	464	2007	807	1200	3657
%V	18.7%	18.9%	20.3%	19.0%	16.7%	17.2%	16.4%	19.8%
%H		97.7%	46.6%	12.5%	54.2%	21.8%	32.4%	98.8%
0 - 3	865	843	390	97	461	175	286	856
%V	4.4%	4.4%	4.6%	4.0%	3.8%	3.7%	3.9%	4.6%
%H		97.5%	45.1%	11.2%	53.3%	20.2%	33.1%	99.0%
4 - 15	2835	2772	1336	368	1546	632	914	2801
%V	14.3%	14.5%	15.7%	15.1%	12.9%	13.5%	12.5%	15.2%
%H		97.8%	47.1%	13.0%	54.5%	22.3%	32.2%	98.8%
4 - 9	1469	1430	668	181	780	301	479	1448
%V	7.4%	7.5%	7.8%	7.4%	6.5%	6.4%	6.5%	7.8%
%H		97.3%	45.5%	12.3%	53.1%	20.5%	32.6%	98.6%
10 - 15	1366	1341	668	187	766	331	436	1353
%V	6.9%	7.0%	7.8%	7.7%	6.4%	7.1%	6.0%	7.3%
%H		98.2%	48.9%	13.7%	56.1%	24.2%	31.9%	99.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 26.22: 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	19760	19120	8523	2440	12021	4694	7327	18471
%H		96.8%	43.1%	12.3%	60.8%	23.8%	37.1%	93.5%
Total Adults (16+)	16060	15505	6798	1976	10014	3887	6127	14814
%V	81.3%	81.1%	79.8%	81.0%	83.3%	82.8%	83.6%	80.2%
%H		96.5%	42.3%	12.3%	62.4%	24.2%	38.2%	92.2%
16 - 19	792	768	383	126	454	224	230	783
%V	4.0%	4.0%	4.5%	5.2%	3.8%	4.8%	3.1%	4.2%
%H		97.0%	48.4%	15.9%	57.3%	28.3%	29.0%	98.9%
20 - 24	1117	1004	440	177	562	284	277	1098
%V	5.7%	5.3%	5.2%	7.3%	4.7%	6.1%	3.8%	5.9%
%H		89.9%	39.4%	15.8%	50.3%	25.4%	24.8%	98.3%
25 - 34	2423	2281	910	316	1223	429	794	2390
%V	12.3%	11.9%	10.7%	13.0%	10.2%	9.1%	10.8%	12.9%
%H		94.1%	37.6%	13.0%	50.5%	17.7%	32.8%	98.6%
35 - 44	2375	2259	1050	277	1278	472	805	2321
%V	12.0%	11.8%	12.3%	11.4%	10.6%	10.1%	11.0%	12.6%
%H		95.1%	44.2%	11.7%	53.8%	19.9%	33.9%	97.7%
45 - 54	2729	2669	1326	408	1644	763	882	2669
%V	13.8%	14.0%	15.6%	16.7%	13.7%	16.3%	12.0%	14.4%
%H		97.8%	48.6%	15.0%	60.2%	28.0%	32.3%	97.8%
55 - 64	2554	2511	1170	298	1744	721	1023	2447
%V	12.9%	13.1%	13.7%	12.2%	14.5%	15.4%	14.0%	13.2%
%H		98.3%	45.8%	11.7%	68.3%	28.2%	40.1%	95.8%
65+	4070	4014	1518	374	3110	994	2116	3106
%V	20.6%	21.0%	17.8%	15.3%	25.9%	21.2%	28.9%	16.8%
%H		98.6%	37.3%	9.2%	76.4%	24.4%	52.0%	76.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 26.23: 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+)		16060	15505	6798	1976	10014	3887	6127	14814
	%H		96.5%	42.3%	12.3%	62.4%	24.2%	38.2%	92.2%
AB		4457	4325	1937	531	2835	1120	1715	4343
	%V	27.8%	27.9%	28.5%	26.9%	28.3%	28.8%	28.0%	29.3%
	%H		97.0%	43.5%	11.9%	63.6%	25.1%	38.5%	97.4%
C1		5031	4831	2131	651	3065	1240	1825	4750
	%V	31.3%	31.2%	31.3%	32.9%	30.6%	31.9%	29.8%	32.1%
	%H		96.0%	42.4%	12.9%	60.9%	24.6%	36.3%	94.4%
C2		3601	3533	1612	490	2308	971	1337	3304
	%V	22.4%	22.8%	23.7%	24.8%	23.0%	25.0%	21.8%	22.3%
	%H		98.1%	44.8%	13.6%	64.1%	27.0%	37.1%	91.8%
D		2044	1946	799	235	1211	406	805	1760
	%V	12.7%	12.6%	11.8%	11.9%	12.1%	10.4%	13.1%	11.9%
	%H		95.2%	39.1%	11.5%	59.2%	19.9%	39.4%	86.1%
E		927	870	318	69	595	150	445	658
	%V	5.8%	5.6%	4.7%	3.5%	5.9%	3.9%	7.3%	4.4%
	%H		93.9%	34.3%	7.4%	64.2%	16.2%	48.0%	71.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 26.24: 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+)	16060	15505	6798	1976	10014	3887	6127	14814
%H		96.5%	42.3%	12.3%	62.4%	24.2%	38.2%	92.2%
Working full time	7590	7314	3390	1031	4383	1853	2530	7446
%V	47.3%	47.2%	49.9%	52.2%	43.8%	47.7%	41.3%	50.3%
%H		96.4%	44.7%	13.6%	57.7%	24.4%	33.3%	98.1%
Working part time	1820	1770	809	232	1122	459	663	1767
%V	11.3%	11.4%	11.9%	11.7%	11.2%	11.8%	10.8%	11.9%
%H		97.3%	44.5%	12.7%	61.6%	25.2%	36.4%	97.1%
Not working	6650	6421	2598	713	4509	1575	2935	5601
%V	41.4%	41.4%	38.2%	36.1%	45.0%	40.5%	47.9%	37.8%
%H		96.6%	39.1%	10.7%	67.8%	23.7%	44.1%	84.2%
Houseperson	8508	8181	3348	917	5451	1854	3598	7520
%V	53.0%	52.8%	49.2%	46.4%	54.4%	47.7%	58.7%	50.8%
%H		96.2%	39.4%	10.8%	64.1%	21.8%	42.3%	88.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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Individual level data

Table 26.25: 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+)	7856	7528	3360	983	4785	1931	2854	7329
%H		95.8%	42.8%	12.5%	60.9%	24.6%	36.3%	93.3%
16 - 19	403	392	195	66	220	108	111	397
%V	5.1%	5.2%	5.8%	6.7%	4.6%	5.6%	3.9%	5.4%
%H		97.3%	48.4%	16.4%	54.6%	26.8%	27.5%	98.5%
20 - 24	576	514	236	89	282	152	130	566
%V	7.3%	6.8%	7.0%	9.1%	5.9%	7.9%	4.6%	7.7%
%H		89.2%	41.0%	15.5%	49.0%	26.4%	22.6%	98.3%
25 - 34	1222	1131	445	161	606	223	383	1205
%V	15.6%	15.0%	13.2%	16.4%	12.7%	11.5%	13.4%	16.4%
%H		92.6%	36.4%	13.2%	49.6%	18.2%	31.3%	98.6%
35 - 44	1180	1118	505	140	621	221	401	1150
%V	15.0%	14.9%	15.0%	14.2%	13.0%	11.4%	14.1%	15.7%
%H		94.7%	42.8%	11.9%	52.6%	18.7%	34.0%	97.5%
45 - 54	1335	1296	650	193	800	372	428	1298
%V	17.0%	17.2%	19.3%	19.6%	16.7%	19.3%	15.0%	17.7%
%H		97.1%	48.7%	14.5%	59.9%	27.9%	32.1%	97.2%
55 - 64	1251	1227	573	144	847	350	497	1197
%V	15.9%	16.3%	17.1%	14.6%	17.7%	18.1%	17.4%	16.3%
%H		98.1%	45.8%	11.5%	67.7%	28.0%	39.7%	95.7%
65+	1888	1850	754	189	1409	505	904	1516
%V	24.0%	24.6%	22.4%	19.2%	29.4%	26.2%	31.7%	20.7%
%H		98.0%	39.9%	10.0%	74.6%	26.7%	47.9%	80.3%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Individual level data

Table 26.26: 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+)	7856	7528	3360	983	4785	1931	2854	7329
%H		95.8%	42.8%	12.5%	60.9%	24.6%	36.3%	93.3%
AB	2253	2177	985	266	1414	568	846	2207
%V	28.7%	28.9%	29.3%	27.1%	29.6%	29.4%	29.6%	30.1%
%H		96.6%	43.7%	11.8%	62.8%	25.2%	37.5%	98.0%
C1	2352	2234	1011	309	1380	590	790	2251
%V	29.9%	29.7%	30.1%	31.4%	28.8%	30.6%	27.7%	30.7%
%H		95.0%	43.0%	13.1%	58.7%	25.1%	33.6%	95.7%
C2	1924	1878	852	268	1228	523	705	1759
%V	24.5%	24.9%	25.4%	27.3%	25.7%	27.1%	24.7%	24.0%
%H		97.6%	44.3%	13.9%	63.8%	27.2%	36.6%	91.4%
D	939	890	378	109	534	191	343	831
%V	12.0%	11.8%	11.3%	11.1%	11.2%	9.9%	12.0%	11.3%
%H		94.8%	40.3%	11.6%	56.9%	20.3%	36.5%	88.5%
E	388	349	133	29	230	59	170	281
%V	4.9%	4.6%	4.0%	3.0%	4.8%	3.1%	6.0%	3.8%
%H		89.9%	34.3%	7.5%	59.3%	15.2%	43.8%	72.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Individual level data

Table 26.27: 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+)	7856	7528	3360	983	4785	1931	2854	7329
%H		95.8%	42.8%	12.5%	60.9%	24.6%	36.3%	93.3%
Working full time	4631	4440	2071	625	2650	1135	1515	4533
%V	58.9%	59.0%	61.6%	63.6%	55.4%	58.8%	53.1%	61.9%
%H		95.9%	44.7%	13.5%	57.2%	24.5%	32.7%	97.9%
Working part time	371	357	156	48	232	94	138	352
%V	4.7%	4.7%	4.6%	4.9%	4.8%	4.9%	4.8%	4.8%
%H		96.2%	42.0%	12.9%	62.5%	25.3%	37.2%	94.9%
Not working	2854	2731	1133	309	1903	702	1201	2444
%V	36.3%	36.3%	33.7%	31.4%	39.8%	36.4%	42.1%	33.3%
%H		95.7%	39.7%	10.8%	66.7%	24.6%	42.1%	85.6%
Houseperson	1736	1587	572	158	1082	319	763	1427
%V	22.1%	21.1%	17.0%	16.1%	22.6%	16.5%	26.7%	19.5%
%H		91.4%	32.9%	9.1%	62.3%	18.4%	44.0%	82.2%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Individual level data

Table 26.28: 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+)	8204	7977	3437	993	5229	1956	3273	7486
%H		97.2%	41.9%	12.1%	63.7%	23.8%	39.9%	91.2%
16 - 19	389	375	188	60	234	115	119	387
%V	4.7%	4.7%	5.5%	6.0%	4.5%	5.9%	3.6%	5.2%
%H		96.4%	48.3%	15.4%	60.2%	29.6%	30.6%	99.5%
20 - 24	540	490	204	88	280	132	147	532
%V	6.6%	6.1%	5.9%	8.9%	5.4%	6.7%	4.5%	7.1%
%H		90.7%	37.8%	16.3%	51.9%	24.4%	27.2%	98.5%
25 - 34	1201	1150	465	155	617	206	410	1185
%V	14.6%	14.4%	13.5%	15.6%	11.8%	10.5%	12.5%	15.8%
%H		95.8%	38.7%	12.9%	51.4%	17.2%	34.1%	98.7%
35 - 44	1195	1141	545	136	656	252	404	1171
%V	14.6%	14.3%	15.9%	13.7%	12.5%	12.9%	12.3%	15.6%
%H		95.5%	45.6%	11.4%	54.9%	21.1%	33.8%	98.0%
45 - 54	1394	1373	675	215	844	391	453	1371
%V	17.0%	17.2%	19.6%	21.7%	16.1%	20.0%	13.8%	18.3%
%H		98.5%	48.4%	15.4%	60.5%	28.0%	32.5%	98.4%
55 - 64	1303	1284	597	154	897	371	526	1250
%V	15.9%	16.1%	17.4%	15.5%	17.2%	19.0%	16.1%	16.7%
%H		98.5%	45.8%	11.8%	68.8%	28.5%	40.4%	95.9%
65+	2181	2164	764	185	1701	489	1212	1590
%V	26.6%	27.1%	22.2%	18.6%	32.5%	25.0%	37.0%	21.2%
%H		99.2%	35.0%	8.5%	78.0%	22.4%	55.6%	72.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Individual level data

Table 26.29: 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+)	8204	7977	3437	993	5229	1956	3273	7486
%H		97.2%	41.9%	12.1%	63.7%	23.8%	39.9%	91.2%
AB	2204	2148	953	264	1420	552	869	2136
%V	26.9%	26.9%	27.7%	26.6%	27.2%	28.2%	26.6%	28.5%
%H		97.5%	43.2%	12.0%	64.4%	25.0%	39.4%	96.9%
C1	2679	2597	1120	341	1685	651	1035	2499
%V	32.7%	32.6%	32.6%	34.3%	32.2%	33.3%	31.6%	33.4%
%H		96.9%	41.8%	12.7%	62.9%	24.3%	38.6%	93.3%
C2	1677	1655	759	221	1080	449	632	1545
%V	20.4%	20.7%	22.1%	22.3%	20.7%	23.0%	19.3%	20.6%
%H		98.7%	45.3%	13.2%	64.4%	26.8%	37.7%	92.1%
D	1105	1056	421	126	678	215	463	929
%V	13.5%	13.2%	12.2%	12.7%	13.0%	11.0%	14.1%	12.4%
%H		95.6%	38.1%	11.4%	61.4%	19.5%	41.9%	84.1%
E	539	521	185	40	365	90	275	377
%V	6.6%	6.5%	5.4%	4.0%	7.0%	4.6%	8.4%	5.0%
%H		96.7%	34.3%	7.4%	67.7%	16.7%	51.0%	69.9%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - South Macro Region

Individual level data

Table 26.30: 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+)	8204	7977	3437	993	5229	1956	3273	7486
%H		97.2%	41.9%	12.1%	63.7%	23.8%	39.9%	91.2%
Working full time	2959	2874	1319	406	1733	718	1014	2913
%V	36.1%	36.0%	38.4%	40.9%	33.1%	36.7%	31.0%	38.9%
%H		97.1%	44.6%	13.7%	58.6%	24.3%	34.3%	98.4%
Working part time	1449	1413	653	184	890	365	525	1416
%V	17.7%	17.7%	19.0%	18.5%	17.0%	18.7%	16.0%	18.9%
%H		97.5%	45.1%	12.7%	61.4%	25.2%	36.2%	97.7%
Not working	3796	3690	1465	404	2606	873	1733	3157
%V	46.3%	46.3%	42.6%	40.7%	49.8%	44.6%	52.9%	42.2%
%H		97.2%	38.6%	10.6%	68.7%	23.0%	45.7%	83.2%
Houseperson	6772	6595	2776	759	4369	1534	2835	6093
%V	82.5%	82.7%	80.8%	76.4%	83.6%	78.4%	86.6%	81.4%
%H		97.4%	41.0%	11.2%	64.5%	22.7%	41.9%	90.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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C4/Five - North Macro Region

Household level data

Table 27.1: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
AB	1483	1443	605	206	1005	417	588	1428
%V	20.9%	21.1%	23.7%	21.2%	20.9%	24.1%	19.1%	23.6%
%H (All HH)		97.3%	40.8%	13.9%	67.8%	28.1%	39.6%	96.3%
%H (TV HH)			41.9%	14.3%	69.6%	28.9%	40.7%	
C1	1943	1870	733	286	1294	512	782	1771
%V	27.4%	27.4%	28.7%	29.4%	26.9%	29.6%	25.4%	29.3%
%H (All HH)		96.2%	37.7%	14.7%	66.6%	26.4%	40.2%	91.1%
%H (TV HH)			39.2%	15.3%	69.2%	27.4%	41.8%	
C2	1478	1430	576	221	992	398	594	1281
%V	20.8%	20.9%	22.6%	22.7%	20.6%	23.0%	19.3%	21.2%
%H (All HH)		96.8%	39.0%	15.0%	67.1%	26.9%	40.2%	86.7%
%H (TV HH)			40.3%	15.5%	69.4%	27.8%	41.5%	
D	1123	1077	388	141	750	250	500	912
%V	15.8%	15.8%	15.2%	14.5%	15.6%	14.5%	16.2%	15.1%
%H (All HH)		95.9%	34.6%	12.6%	66.8%	22.3%	44.5%	81.2%
%H (TV HH)			36.0%	13.1%	69.6%	23.2%	46.4%	
E	1071	1016	250	118	767	153	614	659
%V	15.1%	14.9%	9.8%	12.1%	16.0%	8.8%	19.9%	10.9%
%H (All HH)		94.9%	23.3%	11.0%	71.6%	14.3%	57.3%	61.5%
%H (TV HH)			24.6%	11.6%	75.5%	15.1%	60.4%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Household level data

Table 27.2: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Under 25	279	243	55	36	151	34	117	263
%V	3.9%	3.6%	2.2%	3.7%	3.1%	2.0%	3.8%	4.3%
%H (All HH)		87.1%	19.7%	12.9%	54.1%	12.2%	41.9%	94.3%
%H (TV HH)			22.6%	14.8%	62.1%	14.0%	48.1%	
25 - 34	1057	970	397	127	526	193	332	1018
%V	14.9%	14.2%	15.6%	13.1%	10.9%	11.2%	10.8%	16.8%
%H (All HH)		91.8%	37.6%	12.0%	49.8%	18.3%	31.4%	96.3%
%H (TV HH)			40.9%	13.1%	54.2%	19.9%	34.2%	
35 - 44	1093	1030	446	177	631	280	351	1056
%V	15.4%	15.1%	17.5%	18.2%	13.1%	16.2%	11.4%	17.5%
%H (All HH)		94.2%	40.8%	16.2%	57.7%	25.6%	32.1%	96.6%
%H (TV HH)			43.3%	17.2%	61.3%	27.2%	34.1%	
45 - 54	1333	1302	564	222	903	411	492	1264
%V	18.8%	19.0%	22.1%	22.8%	18.8%	23.8%	16.0%	20.9%
%H (All HH)		97.7%	42.3%	16.7%	67.7%	30.8%	36.9%	94.8%
%H (TV HH)			43.3%	17.1%	69.4%	31.6%	37.8%	
55 - 64	1251	1227	478	179	918	353	565	1119
%V	17.6%	17.9%	18.7%	18.4%	19.1%	20.4%	18.4%	18.5%
%H (All HH)		98.1%	38.2%	14.3%	73.4%	28.2%	45.2%	89.4%
%H (TV HH)			39.0%	14.6%	74.8%	28.8%	46.0%	
65 +	2085	2064	612	231	1679	459	1220	1329
%V	29.4%	30.2%	24.0%	23.7%	34.9%	26.5%	39.6%	22.0%
%H (All HH)		99.0%	29.4%	11.1%	80.5%	22.0%	58.5%	63.7%
%H (TV HH)			29.7%	11.2%	81.3%	22.2%	59.1%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Household level data

Table 27.3: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
1	2256	2126	543	208	1654	334	1320	1486
%V	31.8%	31.1%	21.3%	21.4%	34.4%	19.3%	42.9%	24.6%
%H (All HH)		94.2%	24.1%	9.2%	73.3%	14.8%	58.5%	65.9%
%H (TV HH)			25.5%	9.8%	77.8%	15.7%	62.1%	
2	2466	2403	948	350	1721	694	1027	2237
%V	34.7%	35.2%	37.2%	36.0%	35.8%	40.1%	33.4%	37.0%
%H (All HH)		97.4%	38.4%	14.2%	69.8%	28.1%	41.6%	90.7%
%H (TV HH)			39.5%	14.6%	71.6%	28.9%	42.7%	
3	1062	1033	459	183	653	305	348	1030
%V	15.0%	15.1%	18.0%	18.8%	13.6%	17.6%	11.3%	17.0%
%H (All HH)		97.3%	43.2%	17.2%	61.5%	28.7%	32.8%	97.0%
%H (TV HH)			44.4%	17.7%	63.2%	29.5%	33.7%	
4	881	858	394	157	547	269	277	875
%V	12.4%	12.6%	15.4%	16.1%	11.4%	15.5%	9.0%	14.5%
%H (All HH)		97.4%	44.7%	17.8%	62.1%	30.5%	31.4%	99.3%
%H (TV HH)			45.9%	18.3%	63.8%	31.4%	32.3%	
5+	432	415	208	76	234	127	106	421
%V	6.1%	6.1%	8.2%	7.8%	4.9%	7.3%	3.4%	7.0%
%H (All HH)		96.1%	48.1%	17.6%	54.2%	29.4%	24.5%	97.5%
%H (TV HH)			50.1%	18.3%	56.4%	30.6%	25.5%	
Average HH size	2.29	2.30	2.55	2.57	2.19	2.54	1.99	2.46

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.4: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Without	5336	5118	1789	686	3761	1255	2506	4325
%V	75.2%	74.9%	70.1%	70.5%	78.2%	72.5%	81.4%	71.5%
%H (All HH)		95.9%	33.5%	12.9%	70.5%	23.5%	47.0%	81.1%
%H (TV HH)			35.0%	13.4%	73.5%	24.5%	49.0%	
With	1762	1718	762	287	1047	475	573	1725
%V	24.8%	25.1%	29.9%	29.5%	21.8%	27.5%	18.6%	28.5%
%H (All HH)		97.5%	43.2%	16.3%	59.4%	27.0%	32.5%	97.9%
%H (TV HH)			44.4%	16.7%	60.9%	27.6%	33.4%	
0 - 3	640	619	272	88	340	136	205	623
%V	9.0%	9.1%	10.7%	9.0%	7.1%	7.9%	6.7%	10.3%
%H (All HH)		96.7%	42.5%	13.8%	53.1%	21.3%	32.0%	97.3%
%H (TV HH)			43.9%	14.2%	54.9%	22.0%	33.1%	
4 - 9	927	900	408	145	532	244	288	907
%V	13.1%	13.2%	16.0%	14.9%	11.1%	14.1%	9.4%	15.0%
%H (All HH)		97.1%	44.0%	15.6%	57.4%	26.3%	31.1%	97.8%
%H (TV HH)			45.3%	16.1%	59.1%	27.1%	32.0%	
10 - 15	873	854	392	161	547	274	274	855
%V	12.3%	12.5%	15.4%	16.5%	11.4%	15.8%	8.9%	14.1%
%H (All HH)		97.8%	44.9%	18.4%	62.7%	31.4%	31.4%	97.9%
%H (TV HH)			45.9%	18.9%	64.1%	32.1%	32.1%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

Household level data

Table 27.5: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
1	2748	2748	754	305	1784	284	1500	2111
%V	38.7%	40.2%	29.6%	31.3%	37.1%	16.4%	48.7%	34.9%
%H (All HH)		100.0%	27.4%	11.1%	64.9%	10.3%	54.6%	76.8%
%H (TV HH)			27.4%	11.1%	64.9%	10.3%	54.6%	
2	2295	2295	937	346	1648	677	971	2014
%V	32.3%	33.6%	36.7%	35.6%	34.3%	39.1%	31.5%	33.3%
%H (All HH)		100.0%	40.8%	15.1%	71.8%	29.5%	42.3%	87.8%
%H (TV HH)			40.8%	15.1%	71.8%	29.5%	42.3%	
3	1115	1115	503	195	854	441	413	1058
%V	15.7%	16.3%	19.7%	20.0%	17.8%	25.5%	13.4%	17.5%
%H (All HH)		100.0%	45.1%	17.5%	76.6%	39.6%	37.0%	94.9%
%H (TV HH)			45.1%	17.5%	76.6%	39.6%	37.0%	
4	453	453	224	83	347	199	148	438
%V	6.4%	6.6%	8.8%	8.5%	7.2%	11.5%	4.8%	7.2%
%H (All HH)		100.0%	49.4%	18.3%	76.6%	43.9%	32.7%	96.7%
%H (TV HH)			49.4%	18.3%	76.6%	43.9%	32.7%	
5+	225	225	133	44	175	129	46	223
%V	3.2%	3.3%	5.2%	4.5%	3.6%	7.5%	1.5%	3.7%
%H (All HH)		100.0%	59.1%	19.6%	77.8%	57.3%	20.4%	99.1%
%H (TV HH)			59.1%	19.6%	77.8%	57.3%	20.4%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Household level data

Table 27.6: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Under 20"	562	562	219	76	478	215	263	484
%V	7.9%	8.2%	8.6%	7.8%	9.9%	12.4%	8.5%	8.0%
%H (All HH)		100.0%	39.0%	13.5%	85.1%	38.3%	46.8%	86.1%
%H (TV HH)			39.0%	13.5%	85.1%	38.3%	46.8%	
20" - 29"	1671	1671	609	239	1354	558	796	1437
%V	23.5%	24.4%	23.9%	24.6%	28.2%	32.3%	25.9%	23.8%
%H (All HH)		100.0%	36.4%	14.3%	81.0%	33.4%	47.6%	86.0%
%H (TV HH)			36.4%	14.3%	81.0%	33.4%	47.6%	
30" - 39"	3211	3211	1203	497	2354	915	1439	2789
%V	45.2%	47.0%	47.2%	51.1%	49.0%	52.9%	46.8%	46.1%
%H (All HH)		100.0%	37.5%	15.5%	73.3%	28.5%	44.8%	86.9%
%H (TV HH)			37.5%	15.5%	73.3%	28.5%	44.8%	
40" - 49"	3358	3358	1445	555	2266	1005	1261	3045
%V	47.3%	49.1%	56.6%	57.0%	47.1%	58.1%	41.0%	50.3%
%H (All HH)		100.0%	43.0%	16.5%	67.5%	29.9%	37.6%	90.7%
%H (TV HH)			43.0%	16.5%	67.5%	29.9%	37.6%	
50" - 59"	1418	1418	712	228	923	488	435	1348
%V	20.0%	20.7%	27.9%	23.4%	19.2%	28.2%	14.1%	22.3%
%H (All HH)		100.0%	50.2%	16.1%	65.1%	34.4%	30.7%	95.1%
%H (TV HH)			50.2%	16.1%	65.1%	34.4%	30.7%	
60"+	191	191	102	30	116	62	53	185
%V	2.7%	2.8%	4.0%	3.1%	2.4%	3.6%	1.7%	3.1%
%H (All HH)		100.0%	53.4%	15.7%	60.7%	32.5%	27.7%	96.9%
%H (TV HH)			53.4%	15.7%	60.7%	32.5%	27.7%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Household level data

Table 27.7: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Main living room	6770	6770	2538	968	4766	1723	3043	5790
%V	95.4%	99.0%	99.5%	99.5%	99.1%	99.6%	98.9%	95.7%
%H (All HH)		100.0%	37.5%	14.3%	70.4%	25.5%	44.9%	85.5%
%H (TV HH)			37.5%	14.3%	70.4%	25.5%	44.9%	
Kitchen	678	678	310	86	556	275	281	611
%V	9.6%	9.9%	12.2%	8.8%	11.6%	15.9%	9.1%	10.1%
%H (All HH)		100.0%	45.7%	12.7%	82.0%	40.6%	41.4%	90.1%
%H (TV HH)			45.7%	12.7%	82.0%	40.6%	41.4%	
Adult's bedroom	3077	3077	1362	524	2281	1126	1155	2827
%V	43.4%	45.0%	53.4%	53.9%	47.4%	65.1%	37.5%	46.7%
%H (All HH)		100.0%	44.3%	17.0%	74.1%	36.6%	37.5%	91.9%
%H (TV HH)			44.3%	17.0%	74.1%	36.6%	37.5%	
Child's bedroom	597	597	289	113	419	236	183	584
%V	8.4%	8.7%	11.3%	11.6%	8.7%	13.6%	5.9%	9.7%
%H (All HH)		100.0%	48.4%	18.9%	70.2%	39.5%	30.7%	97.8%
%H (TV HH)			48.4%	18.9%	70.2%	39.5%	30.7%	
Other bedroom	539	539	251	107	404	220	184	515
%V	7.6%	7.9%	9.8%	11.0%	8.4%	12.7%	6.0%	8.5%
%H (All HH)		100.0%	46.6%	19.9%	75.0%	40.8%	34.1%	95.5%
%H (TV HH)			46.6%	19.9%	75.0%	40.8%	34.1%	
Second living/dining room	780	780	359	139	593	313	280	720
%V	11.0%	11.4%	14.1%	14.3%	12.3%	18.1%	9.1%	11.9%
%H (All HH)		100.0%	46.0%	17.8%	76.0%	40.1%	35.9%	92.3%
%H (TV HH)			46.0%	17.8%	76.0%	40.1%	35.9%	
Study/office	90	90	41	10	73	34	39	89
%V	1.3%	1.3%	1.6%	1.0%	1.5%	2.0%	1.3%	1.5%
%H (All HH)		100.0%	45.6%	11.1%	81.1%	37.8%	43.3%	98.9%
%H (TV HH)			45.6%	11.1%	81.1%	37.8%	43.3%	
TV room	37	37	19	3	29	14	15	37
%V	0.5%	0.5%	0.7%	0.3%	0.6%	0.8%	0.5%	0.6%
%H (All HH)		100.0%	51.4%	8.1%	78.4%	37.8%	40.5%	100.0%
%H (TV HH)			51.4%	8.1%	78.4%	37.8%	40.5%	
Conservatory	176	176	86	32	146	88	58	164
%V	2.5%	2.6%	3.4%	3.3%	3.0%	5.1%	1.9%	2.7%
%H (All HH)		100.0%	48.9%	18.2%	83.0%	50.0%	33.0%	93.2%
%H (TV HH)			48.9%	18.2%	83.0%	50.0%	33.0%	
Attic or loft room	12	12	6	1	11	6	5	12
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	8.3%	91.7%	50.0%	41.7%	100.0%
%H (TV HH)			50.0%	8.3%	91.7%	50.0%	41.7%	
No specific location	12	12	5	1	11	6	5	11
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	41.7%	8.3%	91.7%	50.0%	41.7%	91.7%
%H (TV HH)			41.7%	8.3%	91.7%	50.0%	41.7%	
Other	59	59	31	2	45	20	25	56
%V	0.8%	0.9%	1.2%	0.2%	0.9%	1.2%	0.8%	0.9%
%H (All HH)		100.0%	52.5%	3.4%	76.3%	33.9%	42.4%	94.9%
%H (TV HH)			52.5%	3.4%	76.3%	33.9%	42.4%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 27.8: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Any DSAT provider	2551	2551	2551	30	1285	1285	0	2388
%V	35.9%	37.3%	100.0%	3.1%	26.7%	74.3%	0.0%	39.5%
%H (All HH)			100.0%	1.2%	50.4%	50.4%	0.0%	93.6%
%H (TV HH)			100.0%	1.2%	50.4%	50.4%	0.0%	
Sky with subscription	2200	2200	2200	12	1107	1107	0	2070
%V	31.0%	32.2%	86.2%	1.2%	23.0%	64.0%	0.0%	34.2%
%H (All HH)			100.0%	0.5%	50.3%	50.3%	0.0%	94.1%
%H (TV HH)			100.0%	0.5%	50.3%	50.3%	0.0%	
Sky without subscription	112	112	112	6	52	52	0	96
%V	1.6%	1.6%	4.4%	0.6%	1.1%	3.0%	0.0%	1.6%
%H (All HH)			100.0%	5.4%	46.4%	46.4%	0.0%	85.7%
%H (TV HH)			100.0%	5.4%	46.4%	46.4%	0.0%	
Freesat	215	215	215	8	120	120	0	200
%V	3.0%	3.1%	8.4%	0.8%	2.5%	6.9%	0.0%	3.3%
%H (All HH)			100.0%	3.7%	55.8%	55.8%	0.0%	93.0%
%H (TV HH)			100.0%	3.7%	55.8%	55.8%	0.0%	
Other satellite provider	135	135	135	8	67	67	0	126
%V	1.9%	2.0%	5.3%	0.8%	1.4%	3.9%	0.0%	2.1%
%H (All HH)			100.0%	5.9%	49.6%	49.6%	0.0%	93.3%
%H (TV HH)			100.0%	5.9%	49.6%	49.6%	0.0%	
DCAB	973	973	30	973	460	460	0	924
%V	13.7%	14.2%	1.2%	100.0%	9.6%	26.6%	0.0%	15.3%
%H (All HH)			3.1%	100.0%	47.3%	47.3%	0.0%	95.0%
%H (TV HH)			3.1%	100.0%	47.3%	47.3%	0.0%	
DTT	4808	4808	1285	460	4808	1730	3078	3940
%V	67.7%	70.3%	50.4%	47.3%	100.0%	100.0%	100.0%	65.1%
%H (All HH)		100.0%	26.7%	9.6%	100.0%	36.0%	64.0%	81.9%
%H (TV HH)			26.7%	9.6%	100.0%	36.0%	64.0%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 27.9: 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	7098	6836	2551	973	4808	1730	3078	6050
%H (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
PVR	4079	4079	2315	936	2456	1604	852	3787
%V	57.5%	59.7%	90.7%	96.2%	51.1%	92.7%	27.7%	62.6%
%H (All HH)		100.0%	56.8%	22.9%	60.2%	39.3%	20.9%	92.8%
%H (TV HH)			56.8%	22.9%	60.2%	39.3%	20.9%	
DVDR	72	72	34	6	60	28	31	64
%V	1.0%	1.1%	1.3%	0.6%	1.2%	1.6%	1.0%	1.1%
%H (All HH)		100.0%	47.2%	8.3%	83.3%	38.9%	43.1%	88.9%
%H (TV HH)			47.2%	8.3%	83.3%	38.9%	43.1%	
VCR	45	45	15	4	36	10	26	27
%V	0.6%	0.7%	0.6%	0.4%	0.7%	0.6%	0.8%	0.4%
%H (All HH)		100.0%	33.3%	8.9%	80.0%	22.2%	57.8%	60.0%
%H (TV HH)			33.3%	8.9%	80.0%	22.2%	57.8%	
Any recorder	4123	4123	2318	936	2497	1606	892	3816
%V	58.1%	60.3%	90.9%	96.2%	51.9%	92.8%	29.0%	63.1%
%H (All HH)		100.0%	56.2%	22.7%	60.6%	39.0%	21.6%	92.6%
%H (TV HH)			56.2%	22.7%	60.6%	39.0%	21.6%	
Receives HDTV (via STB or built-in reception)	4745	4745	2179	837	3294	1537	1757	4345
%V	66.8%	69.4%	85.4%	86.0%	68.5%	88.8%	57.1%	71.8%
%H (All HH)		100.0%	45.9%	17.6%	69.4%	32.4%	37.0%	91.6%
%H (TV HH)			45.9%	17.6%	69.4%	32.4%	37.0%	
DVD/Blu-ray player or recorder	4014	4014	1537	607	2924	1169	1754	3558
%V	56.6%	58.7%	60.3%	62.4%	60.8%	67.6%	57.0%	58.8%
%H (All HH)		100.0%	38.3%	15.1%	72.8%	29.1%	43.7%	88.6%
%H (TV HH)			38.3%	15.1%	72.8%	29.1%	43.7%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 27.10: 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	7098	6836	2551	973	4808	1730	3078	6050
%V (All HH)		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%
%H (TV HH)			37.3%	14.2%	70.3%	25.3%	45.0%	
Has broadband internet	6050	5843	2388	924	3940	1634	2307	6050
%V	85.2%	85.5%	93.6%	95.0%	81.9%	94.5%	75.0%	100.0%
%H (All HH)		96.6%	39.5%	15.3%	65.1%	27.0%	38.1%	100.0%
%H (TV HH)			40.9%	15.8%	67.4%	28.0%	39.5%	
Number of computers (PCs and laptops)								
0	1576	1477	348	114	1165	188	977	590
%V	22.2%	21.6%	13.6%	11.7%	24.2%	10.9%	31.7%	9.8%
%H (All HH)		93.7%	22.1%	7.2%	73.9%	11.9%	62.0%	37.4%
%H (TV HH)			23.6%	7.7%	78.9%	12.7%	66.1%	
1	2006	1920	687	263	1310	422	889	1956
%V	28.3%	28.1%	26.9%	27.0%	27.2%	24.4%	28.9%	32.3%
%H (All HH)		95.7%	34.2%	13.1%	65.3%	21.0%	44.3%	97.5%
%H (TV HH)			35.8%	13.7%	68.2%	22.0%	46.3%	
2	1650	1608	667	258	1089	463	627	1644
%V	23.2%	23.5%	26.1%	26.5%	22.6%	26.8%	20.4%	27.2%
%H (All HH)		97.5%	40.4%	15.6%	66.0%	28.1%	38.0%	99.6%
%H (TV HH)			41.5%	16.0%	67.7%	28.8%	39.0%	
3	880	861	384	152	575	281	294	877
%V	12.4%	12.6%	15.1%	15.6%	12.0%	16.2%	9.6%	14.5%
%H (All HH)		97.8%	43.6%	17.3%	65.3%	31.9%	33.4%	99.7%
%H (TV HH)			44.6%	17.7%	66.8%	32.6%	34.1%	
4	492	485	239	91	335	189	146	492
%V	6.9%	7.1%	9.4%	9.4%	7.0%	10.9%	4.7%	8.1%
%H (All HH)		98.6%	48.6%	18.5%	68.1%	38.4%	29.7%	100.0%
%H (TV HH)			49.3%	18.8%	69.1%	39.0%	30.1%	
5+	493	485	226	95	334	188	145	491
%V	6.9%	7.1%	8.9%	9.8%	6.9%	10.9%	4.7%	8.1%
%H (All HH)		98.4%	45.8%	19.3%	67.7%	38.1%	29.4%	99.6%
%H (TV HH)			46.6%	19.6%	68.9%	38.8%	29.9%	

Base: C4/Five - North Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 27.11: 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	13714	5756	2145	9985	4456	5529	12270
%H		42.0%	15.6%	72.8%	32.5%	40.3%	89.5%
Under 20"	686	271	96	586	270	316	601
%V	5.0%	4.7%	4.5%	5.9%	6.1%	5.7%	4.9%
%H		39.5%	14.0%	85.4%	39.4%	46.1%	87.6%
20" - 29"	2102	781	299	1711	726	985	1820
%V	15.3%	13.6%	13.9%	17.1%	16.3%	17.8%	14.8%
%H		37.2%	14.2%	81.4%	34.5%	46.9%	86.6%
30" - 39"	4173	1650	668	3066	1289	1777	3700
%V	30.4%	28.7%	31.1%	30.7%	28.9%	32.1%	30.2%
%H		39.5%	16.0%	73.5%	30.9%	42.6%	88.7%
40" - 49"	4117	1845	706	2768	1302	1465	3779
%V	30.0%	32.1%	32.9%	27.7%	29.2%	26.5%	30.8%
%H		44.8%	17.1%	67.2%	31.6%	35.6%	91.8%
50" - 59"	1601	813	261	1039	555	484	1529
%V	11.7%	14.1%	12.2%	10.4%	12.5%	8.8%	12.5%
%H		50.8%	16.3%	64.9%	34.7%	30.2%	95.5%
60"+	202	112	31	124	69	55	196
%V	1.5%	1.9%	1.4%	1.2%	1.5%	1.0%	1.6%
%H		55.4%	15.3%	61.4%	34.2%	27.2%	97.0%
Don't know	833	284	83	692	245	447	644
%V	6.1%	4.9%	3.9%	6.9%	5.5%	8.1%	5.2%
%H		34.1%	10.0%	83.1%	29.4%	53.7%	77.3%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 27.12: 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	13714	5756	2145	9985	4456	5529	12270
%H		42.0%	15.6%	72.8%	32.5%	40.3%	89.5%
Main living room	6819	2561	974	4802	1740	3062	5832
%V	49.7%	44.5%	45.4%	48.1%	39.0%	55.4%	47.5%
%H		37.6%	14.3%	70.4%	25.5%	44.9%	85.5%
Kitchen	680	311	86	557	276	282	613
%V	5.0%	5.4%	4.0%	5.6%	6.2%	5.1%	5.0%
%H		45.7%	12.6%	81.9%	40.6%	41.5%	90.1%
Adult's bedroom	3609	1626	621	2683	1368	1315	3340
%V	26.3%	28.2%	29.0%	26.9%	30.7%	23.8%	27.2%
%H		45.1%	17.2%	74.3%	37.9%	36.4%	92.5%
Child's bedroom	775	390	142	537	310	227	758
%V	5.7%	6.8%	6.6%	5.4%	7.0%	4.1%	6.2%
%H		50.3%	18.3%	69.3%	40.0%	29.3%	97.8%
Other bedroom	643	308	131	482	270	211	617
%V	4.7%	5.4%	6.1%	4.8%	6.1%	3.8%	5.0%
%H		47.9%	20.4%	75.0%	42.0%	32.8%	96.0%
Second living/dining room	794	366	140	604	319	284	733
%V	5.8%	6.4%	6.5%	6.0%	7.2%	5.1%	6.0%
%H		46.1%	17.6%	76.1%	40.2%	35.8%	92.3%
Study/office	93	43	10	75	35	40	92
%V	0.7%	0.7%	0.5%	0.8%	0.8%	0.7%	0.7%
%H		46.2%	10.8%	80.6%	37.6%	43.0%	98.9%
TV room	37	19	3	29	14	15	37
%V	0.3%	0.3%	0.1%	0.3%	0.3%	0.3%	0.3%
%H		51.4%	8.1%	78.4%	37.8%	40.5%	100.0%
Conservatory	176	86	32	146	88	58	164
%V	1.3%	1.5%	1.5%	1.5%	2.0%	1.0%	1.3%
%H		48.9%	18.2%	83.0%	50.0%	33.0%	93.2%
Attic or loft room	13	6	2	11	6	5	13
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		46.2%	15.4%	84.6%	46.2%	38.5%	100.0%
No specific location	13	6	1	12	7	5	12
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		46.2%	7.7%	92.3%	53.8%	38.5%	92.3%
Other	62	33	2	47	21	26	59
%V	0.5%	0.6%	0.1%	0.5%	0.5%	0.5%	0.5%
%H		53.2%	3.2%	75.8%	33.9%	41.9%	95.2%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 27.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13714	5756	2145	9985	4456	5529	12270
%H		42.0%	15.6%	72.8%	32.5%	40.3%	89.5%
PVR	5967	3628	1399	3288	2307	981	5626
%V	43.5%	63.0%	65.2%	32.9%	51.8%	17.7%	45.9%
%H		60.8%	23.4%	55.1%	38.7%	16.4%	94.3%
DVDR	76	35	7	63	29	34	68
%V	0.6%	0.6%	0.3%	0.6%	0.7%	0.6%	0.6%
%H		46.1%	9.2%	82.9%	38.2%	44.7%	89.5%
VCR	48	15	4	39	10	29	29
%V	0.4%	0.3%	0.2%	0.4%	0.2%	0.5%	0.2%
%H		31.3%	8.3%	81.3%	20.8%	60.4%	60.4%
Any recorder	6030	3638	1401	3347	2316	1031	5671
%V	44.0%	63.2%	65.3%	33.5%	52.0%	18.6%	46.2%
%H		60.3%	23.2%	55.5%	38.4%	17.1%	94.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	13714	5756	2145	9985	4456	5529	12270
%H		42.0%	15.6%	72.8%	32.5%	40.3%	89.5%
Receives HDTV (via STB or built-in reception)	7741	3810	1405	5358	2779	2579	7234
%V	56.4%	66.2%	65.5%	53.7%	62.4%	46.6%	59.0%
%H		49.2%	18.2%	69.2%	35.9%	33.3%	93.5%
DVD/Blu-ray player or recorder	5498	2237	875	4032	1797	2235	4974
%V	40.1%	38.9%	40.8%	40.4%	40.3%	40.4%	40.5%
%H		40.7%	15.9%	73.3%	32.7%	40.7%	90.5%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 27.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6833	2551	973	4806	1729	3077	5840
%H		37.3%	14.2%	70.3%	25.3%	45.0%	85.5%
Under 20"	36	5	2	28	3	25	21
%V	0.5%	0.2%	0.2%	0.6%	0.2%	0.8%	0.4%
%H		13.9%	5.6%	77.8%	8.3%	69.4%	58.3%
20" - 29"	358	53	26	301	41	261	243
%V	5.2%	2.1%	2.7%	6.3%	2.4%	8.5%	4.2%
%H		14.8%	7.3%	84.1%	11.5%	72.9%	67.9%
30" - 39"	1765	505	225	1315	333	982	1406
%V	25.8%	19.8%	23.1%	27.4%	19.3%	31.9%	24.1%
%H		28.6%	12.7%	74.5%	18.9%	55.6%	79.7%
40" - 49"	2803	1149	451	1891	782	1109	2503
%V	41.0%	45.0%	46.4%	39.3%	45.2%	36.0%	42.9%
%H		41.0%	16.1%	67.5%	27.9%	39.6%	89.3%
50" - 59"	1288	647	206	826	434	392	1221
%V	18.8%	25.4%	21.2%	17.2%	25.1%	12.7%	20.9%
%H		50.2%	16.0%	64.1%	33.7%	30.4%	94.8%
60"+	164	85	28	99	53	46	158
%V	2.4%	3.3%	2.9%	2.1%	3.1%	1.5%	2.7%
%H		51.8%	17.1%	60.4%	32.3%	28.0%	96.3%
Don't know	419	107	35	345	84	261	288
%V	6.1%	4.2%	3.6%	7.2%	4.9%	8.5%	4.9%
%H		25.5%	8.4%	82.3%	20.0%	62.3%	68.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 27.16: 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	6833	2551	973	4806	1729	3077	5840
%H		37.3%	14.2%	70.3%	25.3%	45.0%	85.5%
PVR	3991	2278	925	2384	1572	812	3711
%V	58.4%	89.3%	95.1%	49.6%	90.9%	26.4%	63.5%
%H		57.1%	23.2%	59.7%	39.4%	20.3%	93.0%
DVDR	58	27	6	48	23	25	50
%V	0.8%	1.1%	0.6%	1.0%	1.3%	0.8%	0.9%
%H		46.6%	10.3%	82.8%	39.7%	43.1%	86.2%
VCR	35	11	3	28	7	21	19
%V	0.5%	0.4%	0.3%	0.6%	0.4%	0.7%	0.3%
%H		31.4%	8.6%	80.0%	20.0%	60.0%	54.3%
Any recorder	4033	2284	925	2423	1576	847	3738
%V	59.0%	89.5%	95.1%	50.4%	91.2%	27.5%	64.0%
%H		56.6%	22.9%	60.1%	39.1%	21.0%	92.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	6833	2551	973	4806	1729	3077	5840
%H		37.3%	14.2%	70.3%	25.3%	45.0%	85.5%
Receives HDTV (via STB or built-in reception)	4634	2130	827	3200	1497	1704	4254
%V	67.8%	83.5%	85.0%	66.6%	86.6%	55.4%	72.8%
%H		46.0%	17.8%	69.1%	32.3%	36.8%	91.8%
DVD/Blu-ray player or recorder	3457	1264	505	2523	953	1570	3032
%V	50.6%	49.5%	51.9%	52.5%	55.1%	51.0%	51.9%
%H		36.6%	14.6%	73.0%	27.6%	45.4%	87.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 27.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	6881	3205	1172	5179	2727	2453	6430
%H		46.6%	17.0%	75.3%	39.6%	35.6%	93.4%
Under 20"	650	266	94	557	267	290	580
%V	9.4%	8.3%	8.0%	10.8%	9.8%	11.8%	9.0%
%H		40.9%	14.5%	85.7%	41.1%	44.6%	89.2%
20" - 29"	1743	728	273	1409	685	724	1577
%V	25.3%	22.7%	23.3%	27.2%	25.1%	29.5%	24.5%
%H		41.8%	15.7%	80.8%	39.3%	41.5%	90.5%
30" - 39"	2408	1145	444	1751	955	795	2294
%V	35.0%	35.7%	37.9%	33.8%	35.0%	32.4%	35.7%
%H		47.5%	18.4%	72.7%	39.7%	33.0%	95.3%
40" - 49"	1313	696	255	877	521	356	1276
%V	19.1%	21.7%	21.8%	16.9%	19.1%	14.5%	19.8%
%H		53.0%	19.4%	66.8%	39.7%	27.1%	97.2%
50" - 59"	313	166	55	213	121	92	308
%V	4.5%	5.2%	4.7%	4.1%	4.4%	3.8%	4.8%
%H		53.0%	17.6%	68.1%	38.7%	29.4%	98.4%
60"+	38	27	3	25	16	9	38
%V	0.6%	0.8%	0.3%	0.5%	0.6%	0.4%	0.6%
%H		71.1%	7.9%	65.8%	42.1%	23.7%	100.0%
Don't know	414	178	48	347	161	186	356
%V	6.0%	5.6%	4.1%	6.7%	5.9%	7.6%	5.5%
%H		43.0%	11.6%	83.8%	38.9%	44.9%	86.0%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 27.19: 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	6881	3205	1172	5179	2727	2453	6430
%H		46.6%	17.0%	75.3%	39.6%	35.6%	93.4%
PVR	1976	1350	474	904	735	169	1915
%V	28.7%	42.1%	40.4%	17.5%	27.0%	6.9%	29.8%
%H		68.3%	24.0%	45.7%	37.2%	8.6%	96.9%
DVDR	18	8	1	15	6	10	17
%V	0.3%	0.2%	0.1%	0.3%	0.2%	0.4%	0.3%
%H		44.4%	5.6%	83.3%	33.3%	55.6%	94.4%
VCR	12	4	1	11	3	8	10
%V	0.2%	0.1%	0.1%	0.2%	0.1%	0.3%	0.2%
%H		33.3%	8.3%	91.7%	25.0%	66.7%	83.3%
Any recorder	1997	1355	476	924	741	183	1934
%V	29.0%	42.3%	40.6%	17.8%	27.2%	7.5%	30.1%
%H		67.9%	23.8%	46.3%	37.1%	9.2%	96.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 27.20: 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	6881	3205	1172	5179	2727	2453	6430
%H		46.6%	17.0%	75.3%	39.6%	35.6%	93.4%
Receives HDTV (via STB or built-in reception)	3107	1680	578	2158	1282	876	2980
%V	45.2%	52.4%	49.3%	41.7%	47.0%	35.7%	46.3%
%H		54.1%	18.6%	69.5%	41.3%	28.2%	95.9%
DVD/Blu-ray player or recorder	2042	972	370	1509	844	664	1942
%V	29.7%	30.3%	31.6%	29.1%	30.9%	27.1%	30.2%
%H		47.6%	18.1%	73.9%	41.3%	32.5%	95.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 27.21: 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	16257	15725	6514	2500	10514	4399	6114	14850
%H		96.7%	40.1%	15.4%	64.7%	27.1%	37.6%	91.3%
Total Children	3129	3041	1359	510	1812	822	989	3055
%V	19.2%	19.3%	20.9%	20.4%	17.2%	18.7%	16.2%	20.6%
%H		97.2%	43.4%	16.3%	57.9%	26.3%	31.6%	97.6%
0 - 3	748	724	310	104	402	152	249	728
%V	4.6%	4.6%	4.8%	4.2%	3.8%	3.5%	4.1%	4.9%
%H		96.8%	41.4%	13.9%	53.7%	20.3%	33.3%	97.3%
4 - 15	2381	2318	1050	406	1410	670	740	2327
%V	14.6%	14.7%	16.1%	16.2%	13.4%	15.2%	12.1%	15.7%
%H		97.4%	44.1%	17.1%	59.2%	28.1%	31.1%	97.7%
4 - 9	1227	1186	530	194	693	316	377	1199
%V	7.5%	7.5%	8.1%	7.8%	6.6%	7.2%	6.2%	8.1%
%H		96.7%	43.2%	15.8%	56.5%	25.8%	30.7%	97.7%
10 - 15	1154	1131	519	212	717	354	363	1128
%V	7.1%	7.2%	8.0%	8.5%	6.8%	8.0%	5.9%	7.6%
%H		98.0%	45.0%	18.4%	62.1%	30.7%	31.5%	97.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 27.22: 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	16257	15725	6514	2500	10514	4399	6114	14850
%H		96.7%	40.1%	15.4%	64.7%	27.1%	37.6%	91.3%
Total Adults (16+)	13129	12684	5155	1989	8702	3577	5125	11795
%V	80.8%	80.7%	79.1%	79.6%	82.8%	81.3%	83.8%	79.4%
%H		96.6%	39.3%	15.1%	66.3%	27.2%	39.0%	89.8%
16 - 19	631	608	283	118	398	209	189	622
%V	3.9%	3.9%	4.3%	4.7%	3.8%	4.8%	3.1%	4.2%
%H		96.4%	44.8%	18.7%	63.1%	33.1%	30.0%	98.6%
20 - 24	1012	932	336	177	604	263	342	985
%V	6.2%	5.9%	5.2%	7.1%	5.7%	6.0%	5.6%	6.6%
%H		92.1%	33.2%	17.5%	59.7%	26.0%	33.8%	97.3%
25 - 34	2124	1986	851	287	1095	447	648	2059
%V	13.1%	12.6%	13.1%	11.5%	10.4%	10.2%	10.6%	13.9%
%H		93.5%	40.1%	13.5%	51.6%	21.0%	30.5%	96.9%
35 - 44	1943	1850	821	322	1137	518	618	1893
%V	12.0%	11.8%	12.6%	12.9%	10.8%	11.8%	10.1%	12.7%
%H		95.2%	42.3%	16.6%	58.5%	26.7%	31.8%	97.4%
45 - 54	2231	2185	995	389	1495	720	775	2133
%V	13.7%	13.9%	15.3%	15.6%	14.2%	16.4%	12.7%	14.4%
%H		97.9%	44.6%	17.4%	67.0%	32.3%	34.7%	95.6%
55 - 64	2088	2052	860	319	1507	642	864	1926
%V	12.8%	13.0%	13.2%	12.8%	14.3%	14.6%	14.1%	13.0%
%H		98.3%	41.2%	15.3%	72.2%	30.7%	41.4%	92.2%
65+	3100	3071	1009	377	2466	778	1687	2177
%V	19.1%	19.5%	15.5%	15.1%	23.5%	17.7%	27.6%	14.7%
%H		99.1%	32.5%	12.2%	79.5%	25.1%	54.4%	70.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.23: 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+)		13129	12684	5155	1989	8702	3577	5125	11795
	%H		96.6%	39.3%	15.1%	66.3%	27.2%	39.0%	89.8%
AB		2942	2871	1269	439	1979	890	1089	2870
	%V	22.4%	22.6%	24.6%	22.1%	22.7%	24.9%	21.2%	24.3%
	%H		97.6%	43.1%	14.9%	67.3%	30.3%	37.0%	97.6%
C1		3686	3542	1474	587	2422	1057	1365	3469
	%V	28.1%	27.9%	28.6%	29.5%	27.8%	29.5%	26.6%	29.4%
	%H		96.1%	40.0%	15.9%	65.7%	28.7%	37.0%	94.1%
C2		2894	2814	1214	465	1887	838	1049	2627
	%V	22.0%	22.2%	23.5%	23.4%	21.7%	23.4%	20.5%	22.3%
	%H		97.2%	41.9%	16.1%	65.2%	29.0%	36.2%	90.8%
D		2079	2006	797	303	1350	535	815	1806
	%V	15.8%	15.8%	15.5%	15.2%	15.5%	15.0%	15.9%	15.3%
	%H		96.5%	38.3%	14.6%	64.9%	25.7%	39.2%	86.9%
E		1529	1451	401	195	1063	257	806	1023
	%V	11.6%	11.4%	7.8%	9.8%	12.2%	7.2%	15.7%	8.7%
	%H		94.9%	26.2%	12.8%	69.5%	16.8%	52.7%	66.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.24: 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+)	13129	12684	5155	1989	8702	3577	5125	11795
%H		96.6%	39.3%	15.1%	66.3%	27.2%	39.0%	89.8%
Working full time	6142	5943	2689	1026	3759	1773	1986	5980
%V	46.8%	46.9%	52.2%	51.6%	43.2%	49.6%	38.8%	50.7%
%H		96.8%	43.8%	16.7%	61.2%	28.9%	32.3%	97.4%
Working part time	1202	1163	478	197	816	355	461	1169
%V	9.2%	9.2%	9.3%	9.9%	9.4%	9.9%	9.0%	9.9%
%H		96.8%	39.8%	16.4%	67.9%	29.5%	38.4%	97.3%
Not working	5784	5579	1988	766	4127	1448	2678	4647
%V	44.1%	44.0%	38.6%	38.5%	47.4%	40.5%	52.3%	39.4%
%H		96.5%	34.4%	13.2%	71.4%	25.0%	46.3%	80.3%
Houseperson	7098	6836	2551	973	4808	1730	3078	6050
%V	54.1%	53.9%	49.5%	48.9%	55.3%	48.4%	60.1%	51.3%
%H		96.3%	35.9%	13.7%	67.7%	24.4%	43.4%	85.2%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.25: 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+)	6419	6153	2558	977	4161	1763	2399	5816
%H		95.9%	39.9%	15.2%	64.8%	27.5%	37.4%	90.6%
16 - 19	328	314	149	64	208	115	94	324
%V	5.1%	5.1%	5.8%	6.6%	5.0%	6.5%	3.9%	5.6%
%H		95.7%	45.4%	19.5%	63.4%	35.1%	28.7%	98.8%
20 - 24	517	464	168	92	294	135	159	501
%V	8.1%	7.5%	6.6%	9.4%	7.1%	7.7%	6.6%	8.6%
%H		89.7%	32.5%	17.8%	56.9%	26.1%	30.8%	96.9%
25 - 34	1057	983	421	143	535	223	312	1021
%V	16.5%	16.0%	16.5%	14.6%	12.9%	12.6%	13.0%	17.6%
%H		93.0%	39.8%	13.5%	50.6%	21.1%	29.5%	96.6%
35 - 44	955	896	402	150	550	254	296	927
%V	14.9%	14.6%	15.7%	15.4%	13.2%	14.4%	12.3%	15.9%
%H		93.8%	42.1%	15.7%	57.6%	26.6%	31.0%	97.1%
45 - 54	1104	1077	486	189	725	335	390	1045
%V	17.2%	17.5%	19.0%	19.3%	17.4%	19.0%	16.3%	18.0%
%H		97.6%	44.0%	17.1%	65.7%	30.3%	35.3%	94.7%
55 - 64	1019	998	429	153	725	313	412	926
%V	15.9%	16.2%	16.8%	15.7%	17.4%	17.8%	17.2%	15.9%
%H		97.9%	42.1%	15.0%	71.1%	30.7%	40.4%	90.9%
65+	1440	1422	503	186	1124	389	735	1072
%V	22.4%	23.1%	19.7%	19.0%	27.0%	22.1%	30.6%	18.4%
%H		98.8%	34.9%	12.9%	78.1%	27.0%	51.0%	74.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.26: 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+)	6419	6153	2558	977	4161	1763	2399	5816
%H		95.9%	39.9%	15.2%	64.8%	27.5%	37.4%	90.6%
AB	1472	1432	633	223	973	438	536	1439
%V	22.9%	23.3%	24.7%	22.8%	23.4%	24.8%	22.3%	24.7%
%H		97.3%	43.0%	15.1%	66.1%	29.8%	36.4%	97.8%
C1	1726	1647	713	282	1097	508	588	1645
%V	26.9%	26.8%	27.9%	28.9%	26.4%	28.8%	24.5%	28.3%
%H		95.4%	41.3%	16.3%	63.6%	29.4%	34.1%	95.3%
C2	1561	1503	644	245	1017	452	565	1405
%V	24.3%	24.4%	25.2%	25.1%	24.4%	25.6%	23.6%	24.2%
%H		96.3%	41.3%	15.7%	65.2%	29.0%	36.2%	90.0%
D	988	943	392	139	614	252	362	873
%V	15.4%	15.3%	15.3%	14.2%	14.8%	14.3%	15.1%	15.0%
%H		95.4%	39.7%	14.1%	62.1%	25.5%	36.6%	88.4%
E	672	629	175	88	461	113	348	454
%V	10.5%	10.2%	6.8%	9.0%	11.1%	6.4%	14.5%	7.8%
%H		93.6%	26.0%	13.1%	68.6%	16.8%	51.8%	67.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.27: 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+)	6419	6153	2558	977	4161	1763	2399	5816
%H		95.9%	39.9%	15.2%	64.8%	27.5%	37.4%	90.6%
Working full time	3633	3493	1607	587	2178	1034	1144	3522
%V	56.6%	56.8%	62.8%	60.1%	52.3%	58.7%	47.7%	60.6%
%H		96.1%	44.2%	16.2%	60.0%	28.5%	31.5%	96.9%
Working part time	268	246	93	44	177	75	103	256
%V	4.2%	4.0%	3.6%	4.5%	4.3%	4.3%	4.3%	4.4%
%H		91.8%	34.7%	16.4%	66.0%	28.0%	38.4%	95.5%
Not working	2519	2414	858	347	1806	654	1152	2038
%V	39.2%	39.2%	33.5%	35.5%	43.4%	37.1%	48.0%	35.0%
%H		95.8%	34.1%	13.8%	71.7%	26.0%	45.7%	80.9%
Houseperson	1762	1634	536	195	1153	332	821	1380
%V	27.4%	26.6%	21.0%	20.0%	27.7%	18.8%	34.2%	23.7%
%H		92.7%	30.4%	11.1%	65.4%	18.8%	46.6%	78.3%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.28: 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+)	6709	6531	2597	1013	4540	1814	2726	5979
%H		97.3%	38.7%	15.1%	67.7%	27.0%	40.6%	89.1%
16 - 19	303	294	134	54	190	94	96	298
%V	4.5%	4.5%	5.2%	5.3%	4.2%	5.2%	3.5%	5.0%
%H		97.0%	44.2%	17.8%	62.7%	31.0%	31.7%	98.3%
20 - 24	495	468	168	84	310	127	183	484
%V	7.4%	7.2%	6.5%	8.3%	6.8%	7.0%	6.7%	8.1%
%H		94.5%	33.9%	17.0%	62.6%	25.7%	37.0%	97.8%
25 - 34	1067	1003	429	145	560	224	336	1038
%V	15.9%	15.4%	16.5%	14.3%	12.3%	12.3%	12.3%	17.4%
%H		94.0%	40.2%	13.6%	52.5%	21.0%	31.5%	97.3%
35 - 44	989	955	419	172	587	265	322	966
%V	14.7%	14.6%	16.1%	17.0%	12.9%	14.6%	11.8%	16.2%
%H		96.6%	42.4%	17.4%	59.4%	26.8%	32.6%	97.7%
45 - 54	1127	1108	509	200	770	385	385	1088
%V	16.8%	17.0%	19.6%	19.7%	17.0%	21.2%	14.1%	18.2%
%H		98.3%	45.2%	17.7%	68.3%	34.2%	34.2%	96.5%
55 - 64	1068	1054	431	167	782	330	452	1000
%V	15.9%	16.1%	16.6%	16.5%	17.2%	18.2%	16.6%	16.7%
%H		98.7%	40.4%	15.6%	73.2%	30.9%	42.3%	93.6%
65+	1660	1649	507	191	1342	389	953	1105
%V	24.7%	25.2%	19.5%	18.9%	29.6%	21.4%	35.0%	18.5%
%H		99.3%	30.5%	11.5%	80.8%	23.4%	57.4%	66.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.29: 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+)	6709	6531	2597	1013	4540	1814	2726	5979
%H		97.3%	38.7%	15.1%	67.7%	27.0%	40.6%	89.1%
AB	1470	1440	635	217	1006	452	554	1431
%V	21.9%	22.0%	24.5%	21.4%	22.2%	24.9%	20.3%	23.9%
%H		98.0%	43.2%	14.8%	68.4%	30.7%	37.7%	97.3%
C1	1960	1895	761	305	1326	549	777	1824
%V	29.2%	29.0%	29.3%	30.1%	29.2%	30.3%	28.5%	30.5%
%H		96.7%	38.8%	15.6%	67.7%	28.0%	39.6%	93.1%
C2	1333	1312	569	221	871	386	484	1223
%V	19.9%	20.1%	21.9%	21.8%	19.2%	21.3%	17.8%	20.5%
%H		98.4%	42.7%	16.6%	65.3%	29.0%	36.3%	91.7%
D	1091	1063	405	163	736	283	453	932
%V	16.3%	16.3%	15.6%	16.1%	16.2%	15.6%	16.6%	15.6%
%H		97.4%	37.1%	14.9%	67.5%	25.9%	41.5%	85.4%
E	856	822	226	107	602	144	458	570
%V	12.8%	12.6%	8.7%	10.6%	13.3%	7.9%	16.8%	9.5%
%H		96.0%	26.4%	12.5%	70.3%	16.8%	53.5%	66.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - North Macro Region

Individual level data

Table 27.30: 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+)	6709	6531	2597	1013	4540	1814	2726	5979
%H		97.3%	38.7%	15.1%	67.7%	27.0%	40.6%	89.1%
Working full time	2509	2450	1081	439	1581	739	842	2458
%V	37.4%	37.5%	41.6%	43.3%	34.8%	40.7%	30.9%	41.1%
%H		97.6%	43.1%	17.5%	63.0%	29.5%	33.6%	98.0%
Working part time	934	917	385	154	639	281	358	913
%V	13.9%	14.0%	14.8%	15.2%	14.1%	15.5%	13.1%	15.3%
%H		98.2%	41.2%	16.5%	68.4%	30.1%	38.3%	97.8%
Not working	3266	3164	1130	420	2321	794	1526	2609
%V	48.7%	48.4%	43.5%	41.5%	51.1%	43.8%	56.0%	43.6%
%H		96.9%	34.6%	12.9%	71.1%	24.3%	46.7%	79.9%
Houseperson	5335	5202	2015	778	3655	1398	2257	4671
%V	79.5%	79.7%	77.6%	76.8%	80.5%	77.1%	82.8%	78.1%
%H		97.5%	37.8%	14.6%	68.5%	26.2%	42.3%	87.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Household level data

Table 28.1: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
AB	611	574	241	98	359	150	209	587
%V	22.9%	22.7%	24.1%	26.6%	22.1%	24.3%	20.8%	25.7%
%H (All HH)		93.9%	39.4%	16.0%	58.8%	24.5%	34.2%	96.1%
%H (TV HH)			42.0%	17.1%	62.5%	26.1%	36.4%	
C1	737	687	290	102	437	186	251	671
%V	27.6%	27.2%	29.0%	27.6%	26.9%	30.1%	24.9%	29.3%
%H (All HH)		93.2%	39.3%	13.8%	59.3%	25.2%	34.1%	91.0%
%H (TV HH)			42.2%	14.8%	63.6%	27.1%	36.5%	
C2	534	514	228	70	320	135	186	468
%V	20.0%	20.4%	22.8%	19.0%	19.7%	21.9%	18.5%	20.5%
%H (All HH)		96.3%	42.7%	13.1%	59.9%	25.3%	34.8%	87.6%
%H (TV HH)			44.4%	13.6%	62.3%	26.3%	36.2%	
D	477	453	165	67	296	104	192	371
%V	17.9%	17.9%	16.5%	18.2%	18.2%	16.9%	19.1%	16.2%
%H (All HH)		95.0%	34.6%	14.0%	62.1%	21.8%	40.3%	77.8%
%H (TV HH)			36.4%	14.8%	65.3%	23.0%	42.4%	
E	311	297	75	32	212	42	170	189
%V	11.6%	11.8%	7.5%	8.7%	13.1%	6.8%	16.9%	8.3%
%H (All HH)		95.5%	24.1%	10.3%	68.2%	13.5%	54.7%	60.8%
%H (TV HH)			25.3%	10.8%	71.4%	14.1%	57.2%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.2: 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	2670	2525	999	369	1624	617	1007	2287
%V (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Under 25	107	81	21	9	36	6	30	105
%V	4.0%	3.2%	2.1%	2.4%	2.2%	1.0%	3.0%	4.6%
%H (All HH)		75.7%	19.6%	8.4%	33.6%	5.6%	28.0%	98.1%
%H (TV HH)			25.9%	11.1%	44.4%	7.4%	37.0%	
25 - 34	424	376	145	51	179	69	111	411
%V	15.9%	14.9%	14.5%	13.8%	11.0%	11.2%	11.0%	18.0%
%H (All HH)		88.7%	34.2%	12.0%	42.2%	16.3%	26.2%	96.9%
%H (TV HH)			38.6%	13.6%	47.6%	18.4%	29.5%	
35 - 44	410	383	169	56	224	97	126	392
%V	15.4%	15.2%	16.9%	15.2%	13.8%	15.7%	12.5%	17.1%
%H (All HH)		93.4%	41.2%	13.7%	54.6%	23.7%	30.7%	95.6%
%H (TV HH)			44.1%	14.6%	58.5%	25.3%	32.9%	
45 - 54	492	471	222	74	297	139	159	460
%V	18.4%	18.7%	22.2%	20.1%	18.3%	22.5%	15.8%	20.1%
%H (All HH)		95.7%	45.1%	15.0%	60.4%	28.3%	32.3%	93.5%
%H (TV HH)			47.1%	15.7%	63.1%	29.5%	33.8%	
55 - 64	497	484	209	83	324	138	186	451
%V	18.6%	19.2%	20.9%	22.5%	20.0%	22.4%	18.5%	19.7%
%H (All HH)		97.4%	42.1%	16.7%	65.2%	27.8%	37.4%	90.7%
%H (TV HH)			43.2%	17.1%	66.9%	28.5%	38.4%	
65 +	740	730	233	96	564	167	396	467
%V	27.7%	28.9%	23.3%	26.0%	34.7%	27.1%	39.3%	20.4%
%H (All HH)		98.6%	31.5%	13.0%	76.2%	22.6%	53.5%	63.1%
%H (TV HH)			31.9%	13.2%	77.3%	22.9%	54.2%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.3: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
1	969	896	247	110	641	148	493	666
%V	36.3%	35.5%	24.7%	29.8%	39.5%	24.0%	49.0%	29.1%
%H (All HH)		92.5%	25.5%	11.4%	66.2%	15.3%	50.9%	68.7%
%H (TV HH)			27.6%	12.3%	71.5%	16.5%	55.0%	
2	900	859	370	132	537	234	303	832
%V	33.7%	34.0%	37.0%	35.8%	33.1%	37.9%	30.1%	36.4%
%H (All HH)		95.4%	41.1%	14.7%	59.7%	26.0%	33.7%	92.4%
%H (TV HH)			43.1%	15.4%	62.5%	27.2%	35.3%	
3	393	377	176	64	217	105	112	385
%V	14.7%	14.9%	17.6%	17.3%	13.4%	17.0%	11.1%	16.8%
%H (All HH)		95.9%	44.8%	16.3%	55.2%	26.7%	28.5%	98.0%
%H (TV HH)			46.7%	17.0%	57.6%	27.9%	29.7%	
4	298	287	151	48	166	96	70	294
%V	11.2%	11.4%	15.1%	13.0%	10.2%	15.6%	7.0%	12.9%
%H (All HH)		96.3%	50.7%	16.1%	55.7%	32.2%	23.5%	98.7%
%H (TV HH)			52.6%	16.7%	57.8%	33.4%	24.4%	
5+	111	107	55	16	63	34	29	110
%V	4.2%	4.2%	5.5%	4.3%	3.9%	5.5%	2.9%	4.8%
%H (All HH)		96.4%	49.5%	14.4%	56.8%	30.6%	26.1%	99.1%
%H (TV HH)			51.4%	15.0%	58.9%	31.8%	27.1%	
Average HH size	2.15	2.17	2.41	2.28	2.08	2.42	1.86	2.30

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Household level data

Table 28.4: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Without	2076	1952	723	279	1305	458	847	1702
%V	77.8%	77.3%	72.4%	75.6%	80.4%	74.2%	84.1%	74.4%
%H (All HH)		94.0%	34.8%	13.4%	62.9%	22.1%	40.8%	82.0%
%H (TV HH)			37.0%	14.3%	66.9%	23.5%	43.4%	
With	594	572	276	90	319	159	160	584
%V	22.2%	22.7%	27.6%	24.4%	19.6%	25.8%	15.9%	25.5%
%H (All HH)		96.3%	46.5%	15.2%	53.7%	26.8%	26.9%	98.3%
%H (TV HH)			48.3%	15.7%	55.8%	27.8%	28.0%	
0 - 3	210	199	95	27	105	48	57	206
%V	7.9%	7.9%	9.5%	7.3%	6.5%	7.8%	5.7%	9.0%
%H (All HH)		94.8%	45.2%	12.9%	50.0%	22.9%	27.1%	98.1%
%H (TV HH)			47.7%	13.6%	52.8%	24.1%	28.6%	
4 - 9	296	286	139	41	159	76	83	291
%V	11.1%	11.3%	13.9%	11.1%	9.8%	12.3%	8.2%	12.7%
%H (All HH)		96.6%	47.0%	13.9%	53.7%	25.7%	28.0%	98.3%
%H (TV HH)			48.6%	14.3%	55.6%	26.6%	29.0%	
10 - 15	283	276	141	45	156	83	73	279
%V	10.6%	10.9%	14.1%	12.2%	9.6%	13.5%	7.2%	12.2%
%H (All HH)		97.5%	49.8%	15.9%	55.1%	29.3%	25.8%	98.6%
%H (TV HH)			51.1%	16.3%	56.5%	30.1%	26.4%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 28.5: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
1	1035	1035	292	117	597	87	511	815
%V	38.8%	41.0%	29.2%	31.7%	36.8%	14.1%	50.7%	35.6%
%H (All HH)		100.0%	28.2%	11.3%	57.7%	8.4%	49.4%	78.7%
%H (TV HH)			28.2%	11.3%	57.7%	8.4%	49.4%	
2	841	841	357	128	562	236	326	728
%V	31.5%	33.3%	35.7%	34.7%	34.6%	38.2%	32.4%	31.8%
%H (All HH)		100.0%	42.4%	15.2%	66.8%	28.1%	38.8%	86.6%
%H (TV HH)			42.4%	15.2%	66.8%	28.1%	38.8%	
3	406	406	209	74	292	173	119	388
%V	15.2%	16.1%	20.9%	20.1%	18.0%	28.0%	11.8%	17.0%
%H (All HH)		100.0%	51.5%	18.2%	71.9%	42.6%	29.3%	95.6%
%H (TV HH)			51.5%	18.2%	71.9%	42.6%	29.3%	
4	171	171	98	35	121	83	38	167
%V	6.4%	6.8%	9.8%	9.5%	7.5%	13.5%	3.8%	7.3%
%H (All HH)		100.0%	57.3%	20.5%	70.8%	48.5%	22.2%	97.7%
%H (TV HH)			57.3%	20.5%	70.8%	48.5%	22.2%	
5+	71	71	43	15	52	38	14	71
%V	2.7%	2.8%	4.3%	4.1%	3.2%	6.2%	1.4%	3.1%
%H (All HH)		100.0%	60.6%	21.1%	73.2%	53.5%	19.7%	100.0%
%H (TV HH)			60.6%	21.1%	73.2%	53.5%	19.7%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

DATA PERIOD: ANNUAL

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Household level data

Table 28.6: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Under 20"	175	175	70	26	137	62	75	143
%V	6.6%	6.9%	7.0%	7.0%	8.4%	10.0%	7.4%	6.3%
%H (All HH)		100.0%	40.0%	14.9%	78.3%	35.4%	42.9%	81.7%
%H (TV HH)			40.0%	14.9%	78.3%	35.4%	42.9%	
20" - 29"	578	578	230	84	438	189	249	489
%V	21.6%	22.9%	23.0%	22.8%	27.0%	30.6%	24.7%	21.4%
%H (All HH)		100.0%	39.8%	14.5%	75.8%	32.7%	43.1%	84.6%
%H (TV HH)			39.8%	14.5%	75.8%	32.7%	43.1%	
30" - 39"	1228	1228	489	176	857	348	509	1042
%V	46.0%	48.6%	48.9%	47.7%	52.8%	56.4%	50.5%	45.6%
%H (All HH)		100.0%	39.8%	14.3%	69.8%	28.3%	41.4%	84.9%
%H (TV HH)			39.8%	14.3%	69.8%	28.3%	41.4%	
40" - 49"	1285	1285	583	216	804	380	424	1180
%V	48.1%	50.9%	58.4%	58.5%	49.5%	61.6%	42.1%	51.6%
%H (All HH)		100.0%	45.4%	16.8%	62.6%	29.6%	33.0%	91.8%
%H (TV HH)			45.4%	16.8%	62.6%	29.6%	33.0%	
50" - 59"	548	548	278	106	323	184	139	523
%V	20.5%	21.7%	27.8%	28.7%	19.9%	29.8%	13.8%	22.9%
%H (All HH)		100.0%	50.7%	19.3%	58.9%	33.6%	25.4%	95.4%
%H (TV HH)			50.7%	19.3%	58.9%	33.6%	25.4%	
60"+	70	70	46	9	40	27	13	67
%V	2.6%	2.8%	4.6%	2.4%	2.5%	4.4%	1.3%	2.9%
%H (All HH)		100.0%	65.7%	12.9%	57.1%	38.6%	18.6%	95.7%
%H (TV HH)			65.7%	12.9%	57.1%	38.6%	18.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 28.7: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Main living room	2490	2490	989	366	1608	611	996	2139
%V	93.3%	98.6%	99.0%	99.2%	99.0%	99.0%	98.9%	93.5%
%H (All HH)		100.0%	39.7%	14.7%	64.6%	24.5%	40.0%	85.9%
%H (TV HH)			39.7%	14.7%	64.6%	24.5%	40.0%	
Kitchen	282	282	148	34	223	125	99	257
%V	10.6%	11.2%	14.8%	9.2%	13.7%	20.3%	9.8%	11.2%
%H (All HH)		100.0%	52.5%	12.1%	79.1%	44.3%	35.1%	91.1%
%H (TV HH)			52.5%	12.1%	79.1%	44.3%	35.1%	
Adult's bedroom	1138	1138	539	207	786	423	363	1032
%V	42.6%	45.1%	54.0%	56.1%	48.4%	68.6%	36.0%	45.1%
%H (All HH)		100.0%	47.4%	18.2%	69.1%	37.2%	31.9%	90.7%
%H (TV HH)			47.4%	18.2%	69.1%	37.2%	31.9%	
Child's bedroom	262	262	143	50	155	98	57	258
%V	9.8%	10.4%	14.3%	13.6%	9.5%	15.9%	5.7%	11.3%
%H (All HH)		100.0%	54.6%	19.1%	59.2%	37.4%	21.8%	98.5%
%H (TV HH)			54.6%	19.1%	59.2%	37.4%	21.8%	
Other bedroom	110	110	53	22	84	50	33	104
%V	4.1%	4.4%	5.3%	6.0%	5.2%	8.1%	3.3%	4.5%
%H (All HH)		100.0%	48.2%	20.0%	76.4%	45.5%	30.0%	94.5%
%H (TV HH)			48.2%	20.0%	76.4%	45.5%	30.0%	
Second living/dining room	207	207	112	34	146	84	62	197
%V	7.8%	8.2%	11.2%	9.2%	9.0%	13.6%	6.2%	8.6%
%H (All HH)		100.0%	54.1%	16.4%	70.5%	40.6%	30.0%	95.2%
%H (TV HH)			54.1%	16.4%	70.5%	40.6%	30.0%	
Study/office	34	34	20	4	24	14	10	33
%V	1.3%	1.3%	2.0%	1.1%	1.5%	2.3%	1.0%	1.4%
%H (All HH)		100.0%	58.8%	11.8%	70.6%	41.2%	29.4%	97.1%
%H (TV HH)			58.8%	11.8%	70.6%	41.2%	29.4%	
TV room	39	39	23	7	26	17	9	38
%V	1.5%	1.5%	2.3%	1.9%	1.6%	2.8%	0.9%	1.7%
%H (All HH)		100.0%	59.0%	17.9%	66.7%	43.6%	23.1%	97.4%
%H (TV HH)			59.0%	17.9%	66.7%	43.6%	23.1%	
Conservatory	42	42	23	6	31	17	14	39
%V	1.6%	1.7%	2.3%	1.6%	1.9%	2.8%	1.4%	1.7%
%H (All HH)		100.0%	54.8%	14.3%	73.8%	40.5%	33.3%	92.9%
%H (TV HH)			54.8%	14.3%	73.8%	40.5%	33.3%	
Attic or loft room	6	6	4	2	2	2	0	5
%V	0.2%	0.2%	0.4%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	66.7%	33.3%	33.3%	33.3%	0.0%	83.3%
%H (TV HH)			66.7%	33.3%	33.3%	33.3%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	19	19	11	3	14	8	6	18
%V	0.7%	0.8%	1.1%	0.8%	0.9%	1.3%	0.6%	0.8%
%H (All HH)		100.0%	57.9%	15.8%	73.7%	42.1%	31.6%	94.7%
%H (TV HH)			57.9%	15.8%	73.7%	42.1%	31.6%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 28.8: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Any DSAT provider	999	999	999	15	462	462	0	937
%V	37.4%	39.6%	100.0%	4.1%	28.4%	74.9%	0.0%	41.0%
%H (All HH)			100.0%	1.5%	46.2%	46.2%	0.0%	93.8%
%H (TV HH)			100.0%	1.5%	46.2%	46.2%	0.0%	
Sky with subscription	829	829	829	9	381	381	0	786
%V	31.0%	32.8%	83.0%	2.4%	23.5%	61.8%	0.0%	34.4%
%H (All HH)			100.0%	1.1%	46.0%	46.0%	0.0%	94.8%
%H (TV HH)			100.0%	1.1%	46.0%	46.0%	0.0%	
Sky without subscription	60	60	60	1	28	28	0	51
%V	2.2%	2.4%	6.0%	0.3%	1.7%	4.5%	0.0%	2.2%
%H (All HH)			100.0%	1.7%	46.7%	46.7%	0.0%	85.0%
%H (TV HH)			100.0%	1.7%	46.7%	46.7%	0.0%	
Freesat	94	94	94	4	45	45	0	86
%V	3.5%	3.7%	9.4%	1.1%	2.8%	7.3%	0.0%	3.8%
%H (All HH)			100.0%	4.3%	47.9%	47.9%	0.0%	91.5%
%H (TV HH)			100.0%	4.3%	47.9%	47.9%	0.0%	
Other satellite provider	66	66	66	4	33	33	0	62
%V	2.5%	2.6%	6.6%	1.1%	2.0%	5.3%	0.0%	2.7%
%H (All HH)			100.0%	6.1%	50.0%	50.0%	0.0%	93.9%
%H (TV HH)			100.0%	6.1%	50.0%	50.0%	0.0%	
DCAB	369	369	15	369	164	164	0	346
%V	13.8%	14.6%	1.5%	100.0%	10.1%	26.6%	0.0%	15.1%
%H (All HH)			4.1%	100.0%	44.4%	44.4%	0.0%	93.8%
%H (TV HH)			4.1%	100.0%	44.4%	44.4%	0.0%	
DTT	1624	1624	462	164	1624	617	1007	1313
%V	60.8%	64.3%	46.2%	44.4%	100.0%	100.0%	100.0%	57.4%
%H (All HH)		100.0%	28.4%	10.1%	100.0%	38.0%	62.0%	80.8%
%H (TV HH)			28.4%	10.1%	100.0%	38.0%	62.0%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Household level data

Table 28.9: 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	2670	2525	999	369	1624	617	1007	2287
%H (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
PVR	1547	1547	893	353	883	571	312	1441
%V	57.9%	61.3%	89.4%	95.7%	54.4%	92.5%	31.0%	63.0%
%H (All HH)		100.0%	57.7%	22.8%	57.1%	36.9%	20.2%	93.1%
%H (TV HH)			57.7%	22.8%	57.1%	36.9%	20.2%	
DVDR	29	29	17	4	19	11	8	25
%V	1.1%	1.1%	1.7%	1.1%	1.2%	1.8%	0.8%	1.1%
%H (All HH)		100.0%	58.6%	13.8%	65.5%	37.9%	27.6%	86.2%
%H (TV HH)			58.6%	13.8%	65.5%	37.9%	27.6%	
VCR	6	6	3	0	4	1	3	4
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.2%	0.3%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	66.7%	16.7%	50.0%	66.7%
%H (TV HH)			50.0%	0.0%	66.7%	16.7%	50.0%	
Any recorder	1560	1560	896	354	894	572	321	1451
%V	58.4%	61.8%	89.7%	95.9%	55.0%	92.7%	31.9%	63.4%
%H (All HH)		100.0%	57.4%	22.7%	57.3%	36.7%	20.6%	93.0%
%H (TV HH)			57.4%	22.7%	57.3%	36.7%	20.6%	
Receives HDTV (via STB or built-in reception)	1707	1707	819	336	1111	544	566	1556
%V	63.9%	67.6%	82.0%	91.1%	68.4%	88.2%	56.2%	68.0%
%H (All HH)		100.0%	48.0%	19.7%	65.1%	31.9%	33.2%	91.2%
%H (TV HH)			48.0%	19.7%	65.1%	31.9%	33.2%	
DVD/Blu-ray player or recorder	1559	1559	644	242	1017	423	594	1379
%V	58.4%	61.7%	64.5%	65.6%	62.6%	68.6%	59.0%	60.3%
%H (All HH)		100.0%	41.3%	15.5%	65.2%	27.1%	38.1%	88.5%
%H (TV HH)			41.3%	15.5%	65.2%	27.1%	38.1%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Table 28.10: 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	2670	2525	999	369	1624	617	1007	2287
%V (All HH)		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%
%H (TV HH)			39.6%	14.6%	64.3%	24.4%	39.9%	
Has broadband internet	2287	2169	937	346	1313	572	741	2287
%V	85.7%	85.9%	93.8%	93.8%	80.8%	92.7%	73.6%	100.0%
%H (All HH)		94.8%	41.0%	15.1%	57.4%	25.0%	32.4%	100.0%
%H (TV HH)			43.2%	16.0%	60.5%	26.4%	34.2%	
Number of computers (PCs and laptops)								
0	585	552	122	55	428	82	346	224
%V	21.9%	21.9%	12.2%	14.9%	26.4%	13.3%	34.4%	9.8%
%H (All HH)		94.4%	20.9%	9.4%	73.2%	14.0%	59.1%	38.3%
%H (TV HH)			22.1%	10.0%	77.5%	14.9%	62.7%	
1	690	641	235	101	408	138	270	671
%V	25.8%	25.4%	23.5%	27.4%	25.1%	22.4%	26.8%	29.3%
%H (All HH)		92.9%	34.1%	14.6%	59.1%	20.0%	39.1%	97.2%
%H (TV HH)			36.7%	15.8%	63.7%	21.5%	42.1%	
2	643	612	270	96	360	156	204	640
%V	24.1%	24.2%	27.0%	26.0%	22.2%	25.3%	20.3%	28.0%
%H (All HH)		95.2%	42.0%	14.9%	56.0%	24.3%	31.7%	99.5%
%H (TV HH)			44.1%	15.7%	58.8%	25.5%	33.3%	
3	365	348	173	54	215	116	99	364
%V	13.7%	13.8%	17.3%	14.6%	13.2%	18.8%	9.8%	15.9%
%H (All HH)		95.3%	47.4%	14.8%	58.9%	31.8%	27.1%	99.7%
%H (TV HH)			49.7%	15.5%	61.8%	33.3%	28.4%	
4	193	186	95	28	110	60	50	193
%V	7.2%	7.4%	9.5%	7.6%	6.8%	9.7%	5.0%	8.4%
%H (All HH)		96.4%	49.2%	14.5%	57.0%	31.1%	25.9%	100.0%
%H (TV HH)			51.1%	15.1%	59.1%	32.3%	26.9%	
5+	195	187	104	35	103	66	38	194
%V	7.3%	7.4%	10.4%	9.5%	6.3%	10.7%	3.8%	8.5%
%H (All HH)		95.9%	53.3%	17.9%	52.8%	33.8%	19.5%	99.5%
%H (TV HH)			55.6%	18.7%	55.1%	35.3%	20.3%	

Base: C4/Five - Scotland Macro Region - Households (000s)

%V = percentage of vertical total

%H (ALL HH) = percentage of horizontal total - All HH

%H (TV HH) = percentage of horizontal total - TV HH

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Set level data

Table 28.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5003	2256	816	3361	1616	1745	4483
%H		45.1%	16.3%	67.2%	32.3%	34.9%	89.6%
Under 20"	209	84	32	166	76	91	172
%V	4.2%	3.7%	3.9%	4.9%	4.7%	5.2%	3.8%
%H		40.2%	15.3%	79.4%	36.4%	43.5%	82.3%
20" - 29"	713	286	110	550	248	302	613
%V	14.3%	12.7%	13.5%	16.4%	15.3%	17.3%	13.7%
%H		40.1%	15.4%	77.1%	34.8%	42.4%	86.0%
30" - 39"	1567	663	236	1098	489	609	1359
%V	31.3%	29.4%	28.9%	32.7%	30.3%	34.9%	30.3%
%H		42.3%	15.1%	70.1%	31.2%	38.9%	86.7%
40" - 49"	1584	755	277	985	503	483	1472
%V	31.7%	33.5%	33.9%	29.3%	31.1%	27.7%	32.8%
%H		47.7%	17.5%	62.2%	31.8%	30.5%	92.9%
50" - 59"	617	316	122	365	213	152	592
%V	12.3%	14.0%	15.0%	10.9%	13.2%	8.7%	13.2%
%H		51.2%	19.8%	59.2%	34.5%	24.6%	95.9%
60"+	72	48	9	41	27	14	70
%V	1.4%	2.1%	1.1%	1.2%	1.7%	0.8%	1.6%
%H		66.7%	12.5%	56.9%	37.5%	19.4%	97.2%
Don't know	241	104	31	156	60	95	206
%V	4.8%	4.6%	3.8%	4.6%	3.7%	5.4%	4.6%
%H		43.2%	12.9%	64.7%	24.9%	39.4%	85.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 28.12: 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	5003	2256	816	3361	1616	1745	4483
%H		45.1%	16.3%	67.2%	32.3%	34.9%	89.6%
Main living room	2503	993	368	1617	614	1003	2151
%V	50.0%	44.0%	45.1%	48.1%	38.0%	57.5%	48.0%
%H		39.7%	14.7%	64.6%	24.5%	40.1%	85.9%
Kitchen	282	149	34	223	125	99	257
%V	5.6%	6.6%	4.2%	6.6%	7.7%	5.7%	5.7%
%H		52.8%	12.1%	79.1%	44.3%	35.1%	91.1%
Adult's bedroom	1392	666	263	969	537	432	1277
%V	27.8%	29.5%	32.2%	28.8%	33.2%	24.8%	28.5%
%H		47.8%	18.9%	69.6%	38.6%	31.0%	91.7%
Child's bedroom	346	189	68	206	130	76	341
%V	6.9%	8.4%	8.3%	6.1%	8.0%	4.4%	7.6%
%H		54.6%	19.7%	59.5%	37.6%	22.0%	98.6%
Other bedroom	126	65	26	97	63	34	120
%V	2.5%	2.9%	3.2%	2.9%	3.9%	1.9%	2.7%
%H		51.6%	20.6%	77.0%	50.0%	27.0%	95.2%
Second living/dining room	209	114	34	149	86	62	200
%V	4.2%	5.1%	4.2%	4.4%	5.3%	3.6%	4.5%
%H		54.5%	16.3%	71.3%	41.1%	29.7%	95.7%
Study/office	34	20	4	24	14	10	33
%V	0.7%	0.9%	0.5%	0.7%	0.9%	0.6%	0.7%
%H		58.8%	11.8%	70.6%	41.2%	29.4%	97.1%
TV room	40	23	7	26	17	9	39
%V	0.8%	1.0%	0.9%	0.8%	1.1%	0.5%	0.9%
%H		57.5%	17.5%	65.0%	42.5%	22.5%	97.5%
Conservatory	42	23	6	31	17	14	39
%V	0.8%	1.0%	0.7%	0.9%	1.1%	0.8%	0.9%
%H		54.8%	14.3%	73.8%	40.5%	33.3%	92.9%
Attic or loft room	6	4	2	2	2	0	6
%V	0.1%	0.2%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		66.7%	33.3%	33.3%	33.3%	0.0%	100.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	19	11	3	14	8	6	18
%V	0.4%	0.5%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		57.9%	15.8%	73.7%	42.1%	31.6%	94.7%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 28.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5003	2256	816	3361	1616	1745	4483
%H		45.1%	16.3%	67.2%	32.3%	34.9%	89.6%
PVR	2223	1380	516	1189	837	351	2100
%V	44.4%	61.2%	63.2%	35.4%	51.8%	20.1%	46.8%
%H		62.1%	23.2%	53.5%	37.7%	15.8%	94.5%
DVDR	32	19	4	20	11	8	27
%V	0.6%	0.8%	0.5%	0.6%	0.7%	0.5%	0.6%
%H		59.4%	12.5%	62.5%	34.4%	25.0%	84.4%
VCR	6	3	0	4	1	3	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		50.0%	0.0%	66.7%	16.7%	50.0%	66.7%
Any recorder	2245	1389	517	1204	841	363	2118
%V	44.9%	61.6%	63.4%	35.8%	52.0%	20.8%	47.2%
%H		61.9%	23.0%	53.6%	37.5%	16.2%	94.3%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.14: Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5003	2256	816	3361	1616	1745	4483
%H		45.1%	16.3%	67.2%	32.3%	34.9%	89.6%
Receives HDTV (via STB or built-in reception)	2704	1397	549	1774	985	789	2511
%V	54.0%	61.9%	67.3%	52.8%	61.0%	45.2%	56.0%
%H		51.7%	20.3%	65.6%	36.4%	29.2%	92.9%
DVD/Blu-ray player or recorder	2220	981	388	1454	692	761	2015
%V	44.4%	43.5%	47.5%	43.3%	42.8%	43.6%	44.9%
%H		44.2%	17.5%	65.5%	31.2%	34.3%	90.8%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Table 28.15: Main Set Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2524	999	369	1624	617	1007	2168
%H		39.6%	14.6%	64.3%	24.4%	39.9%	85.9%
Under 20"	16	1	1	11	0	11	10
%V	0.6%	0.1%	0.3%	0.7%	0.0%	1.1%	0.5%
%H		6.3%	6.3%	68.8%	0.0%	68.8%	62.5%
20" - 29"	127	22	12	95	11	84	83
%V	5.0%	2.2%	3.3%	5.8%	1.8%	8.3%	3.8%
%H		17.3%	9.4%	74.8%	8.7%	66.1%	65.4%
30" - 39"	624	179	66	442	102	340	466
%V	24.7%	17.9%	17.9%	27.2%	16.5%	33.8%	21.5%
%H		28.7%	10.6%	70.8%	16.3%	54.5%	74.7%
40" - 49"	1065	459	167	667	290	378	964
%V	42.2%	45.9%	45.3%	41.1%	47.0%	37.5%	44.5%
%H		43.1%	15.7%	62.6%	27.2%	35.5%	90.5%
50" - 59"	505	252	99	298	167	131	481
%V	20.0%	25.2%	26.8%	18.3%	27.1%	13.0%	22.2%
%H		49.9%	19.6%	59.0%	33.1%	25.9%	95.2%
60"+	64	42	9	36	24	12	62
%V	2.5%	4.2%	2.4%	2.2%	3.9%	1.2%	2.9%
%H		65.6%	14.1%	56.3%	37.5%	18.8%	96.9%
Don't know	122	45	16	74	23	51	102
%V	4.8%	4.5%	4.3%	4.6%	3.7%	5.1%	4.7%
%H		36.9%	13.1%	60.7%	18.9%	41.8%	83.6%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 28.16: 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	2524	999	369	1624	617	1007	2168
%H		39.6%	14.6%	64.3%	24.4%	39.9%	85.9%
PVR	1517	882	349	858	562	296	1412
%V	60.1%	88.3%	94.6%	52.8%	91.1%	29.4%	65.1%
%H		58.1%	23.0%	56.6%	37.0%	19.5%	93.1%
DVDR	19	10	2	13	6	6	16
%V	0.8%	1.0%	0.5%	0.8%	1.0%	0.6%	0.7%
%H		52.6%	10.5%	68.4%	31.6%	31.6%	84.2%
VCR	4	2	0	4	1	3	3
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.3%	0.1%
%H		50.0%	0.0%	100.0%	25.0%	75.0%	75.0%
Any recorder	1529	885	350	868	564	305	1422
%V	60.6%	88.6%	94.9%	53.4%	91.4%	30.3%	65.6%
%H		57.9%	22.9%	56.8%	36.9%	19.9%	93.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.17: Main Set - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	2524	999	369	1624	617	1007	2168
%H		39.6%	14.6%	64.3%	24.4%	39.9%	85.9%
Receives HDTV (via STB or built-in reception)	1675	805	333	1084	533	552	1526
%V	66.4%	80.6%	90.2%	66.7%	86.4%	54.8%	70.4%
%H		48.1%	19.9%	64.7%	31.8%	33.0%	91.1%
DVD/Blu-ray player or recorder	1325	535	199	861	343	518	1156
%V	52.5%	53.6%	53.9%	53.0%	55.6%	51.4%	53.3%
%H		40.4%	15.0%	65.0%	25.9%	39.1%	87.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 28.18: 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	2479	1257	447	1737	999	738	2316
%H		50.7%	18.0%	70.1%	40.3%	29.8%	93.4%
Under 20"	192	83	30	155	75	80	162
%V	7.7%	6.6%	6.7%	8.9%	7.5%	10.8%	7.0%
%H		43.2%	15.6%	80.7%	39.1%	41.7%	84.4%
20" - 29"	586	264	99	455	237	218	530
%V	23.6%	21.0%	22.1%	26.2%	23.7%	29.5%	22.9%
%H		45.1%	16.9%	77.6%	40.4%	37.2%	90.4%
30" - 39"	943	484	170	656	387	269	893
%V	38.0%	38.5%	38.0%	37.8%	38.7%	36.4%	38.6%
%H		51.3%	18.0%	69.6%	41.0%	28.5%	94.7%
40" - 49"	519	296	110	318	213	105	508
%V	20.9%	23.5%	24.6%	18.3%	21.3%	14.2%	21.9%
%H		57.0%	21.2%	61.3%	41.0%	20.2%	97.9%
50" - 59"	112	65	23	67	45	21	111
%V	4.5%	5.2%	5.1%	3.9%	4.5%	2.8%	4.8%
%H		58.0%	20.5%	59.8%	40.2%	18.8%	99.1%
60"+	8	6	0	5	3	1	8
%V	0.3%	0.5%	0.0%	0.3%	0.3%	0.1%	0.3%
%H		75.0%	0.0%	62.5%	37.5%	12.5%	100.0%
Don't know	119	58	15	82	38	44	104
%V	4.8%	4.6%	3.4%	4.7%	3.8%	6.0%	4.5%
%H		48.7%	12.6%	68.9%	31.9%	37.0%	87.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Set level data

Table 28.19: 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	2479	1257	447	1737	999	738	2316
%H		50.7%	18.0%	70.1%	40.3%	29.8%	93.4%
PVR	706	497	166	330	275	55	688
%V	28.5%	39.5%	37.1%	19.0%	27.5%	7.5%	29.7%
%H		70.4%	23.5%	46.7%	39.0%	7.8%	97.5%
DVDR	13	9	1	7	5	2	11
%V	0.5%	0.7%	0.2%	0.4%	0.5%	0.3%	0.5%
%H		69.2%	7.7%	53.8%	38.5%	15.4%	84.6%
VCR	2	1	0	1	0	0	1
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		50.0%	0.0%	50.0%	0.0%	0.0%	50.0%
Any recorder	716	503	167	335	277	58	696
%V	28.9%	40.0%	37.4%	19.3%	27.7%	7.9%	30.1%
%H		70.3%	23.3%	46.8%	38.7%	8.1%	97.2%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 28.20: Other Set (non-Main Set) - Other TV equipment

Platforms available in household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	2479	1257	447	1737	999	738	2316
%H		50.7%	18.0%	70.1%	40.3%	29.8%	93.4%
Receives HDTV (via STB or built-in reception)	1029	592	216	690	452	237	985
%V	41.5%	47.1%	48.3%	39.7%	45.2%	32.1%	42.5%
%H		57.5%	21.0%	67.1%	43.9%	23.0%	95.7%
DVD/Blu-ray player or recorder	895	446	189	593	349	244	859
%V	36.1%	35.5%	42.3%	34.1%	34.9%	33.1%	37.1%
%H		49.8%	21.1%	66.3%	39.0%	27.3%	96.0%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.21: 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	5738	5467	2412	841	3370	1493	1877	5256
%H		95.3%	42.0%	14.7%	58.7%	26.0%	32.7%	91.6%
Total Children	994	959	468	142	532	262	270	978
%V	17.3%	17.5%	19.4%	16.9%	15.8%	17.5%	14.4%	18.6%
%H		96.5%	47.1%	14.3%	53.5%	26.4%	27.2%	98.4%
0 - 3	239	226	108	30	120	55	65	234
%V	4.2%	4.1%	4.5%	3.6%	3.6%	3.7%	3.5%	4.5%
%H		94.6%	45.2%	12.6%	50.2%	23.0%	27.2%	97.9%
4 - 15	755	733	360	112	412	207	205	744
%V	13.2%	13.4%	14.9%	13.3%	12.2%	13.9%	10.9%	14.2%
%H		97.1%	47.7%	14.8%	54.6%	27.4%	27.2%	98.5%
4 - 9	386	373	178	53	210	99	111	380
%V	6.7%	6.8%	7.4%	6.3%	6.2%	6.6%	5.9%	7.2%
%H		96.6%	46.1%	13.7%	54.4%	25.6%	28.8%	98.4%
10 - 15	368	360	182	59	202	109	94	364
%V	6.4%	6.6%	7.5%	7.0%	6.0%	7.3%	5.0%	6.9%
%H		97.8%	49.5%	16.0%	54.9%	29.6%	25.5%	98.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.22: 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	5738	5467	2412	841	3370	1493	1877	5256
%H		95.3%	42.0%	14.7%	58.7%	26.0%	32.7%	91.6%
Total Adults (16+)	4745	4508	1944	699	2838	1231	1607	4278
%V	82.7%	82.5%	80.6%	83.1%	84.2%	82.5%	85.6%	81.4%
%H		95.0%	41.0%	14.7%	59.8%	25.9%	33.9%	90.2%
16 - 19	221	206	99	39	128	69	60	218
%V	3.9%	3.8%	4.1%	4.6%	3.8%	4.6%	3.2%	4.1%
%H		93.2%	44.8%	17.6%	57.9%	31.2%	27.1%	98.6%
20 - 24	344	291	112	39	163	73	91	339
%V	6.0%	5.3%	4.6%	4.6%	4.8%	4.9%	4.8%	6.4%
%H		84.6%	32.6%	11.3%	47.4%	21.2%	26.5%	98.5%
25 - 34	794	722	292	106	359	147	212	774
%V	13.8%	13.2%	12.1%	12.6%	10.7%	9.8%	11.3%	14.7%
%H		90.9%	36.8%	13.4%	45.2%	18.5%	26.7%	97.5%
35 - 44	698	657	312	96	375	177	198	676
%V	12.2%	12.0%	12.9%	11.4%	11.1%	11.9%	10.5%	12.9%
%H		94.1%	44.7%	13.8%	53.7%	25.4%	28.4%	96.8%
45 - 54	807	782	386	125	487	244	243	768
%V	14.1%	14.3%	16.0%	14.9%	14.5%	16.3%	12.9%	14.6%
%H		96.9%	47.8%	15.5%	60.3%	30.2%	30.1%	95.2%
55 - 64	800	784	361	144	517	243	274	747
%V	13.9%	14.3%	15.0%	17.1%	15.3%	16.3%	14.6%	14.2%
%H		98.0%	45.1%	18.0%	64.6%	30.4%	34.3%	93.4%
65+	1081	1066	382	149	810	280	530	758
%V	18.8%	19.5%	15.8%	17.7%	24.0%	18.8%	28.2%	14.4%
%H		98.6%	35.3%	13.8%	74.9%	25.9%	49.0%	70.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

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C4/Five - Scotland Macro Region

Individual level data

Table 28.23: 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+)	4745	4508	1944	699	2838	1231	1607	4278
%H		95.0%	41.0%	14.7%	59.8%	25.9%	33.9%	90.2%
AB	1198	1140	507	197	710	327	383	1169
%V	25.2%	25.3%	26.1%	28.2%	25.0%	26.6%	23.8%	27.3%
%H		95.2%	42.3%	16.4%	59.3%	27.3%	32.0%	97.6%
C1	1357	1261	572	191	785	370	415	1275
%V	28.6%	28.0%	29.4%	27.3%	27.7%	30.1%	25.8%	29.8%
%H		92.9%	42.2%	14.1%	57.8%	27.3%	30.6%	94.0%
C2	1010	978	466	141	603	283	320	919
%V	21.3%	21.7%	24.0%	20.2%	21.2%	23.0%	19.9%	21.5%
%H		96.8%	46.1%	14.0%	59.7%	28.0%	31.7%	91.0%
D	784	751	297	120	478	189	289	652
%V	16.5%	16.7%	15.3%	17.2%	16.8%	15.4%	18.0%	15.2%
%H		95.8%	37.9%	15.3%	61.0%	24.1%	36.9%	83.2%
E	395	379	103	49	262	62	200	261
%V	8.3%	8.4%	5.3%	7.0%	9.2%	5.0%	12.4%	6.1%
%H		95.9%	26.1%	12.4%	66.3%	15.7%	50.6%	66.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.24: 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+)	4745	4508	1944	699	2838	1231	1607	4278
%H		95.0%	41.0%	14.7%	59.8%	25.9%	33.9%	90.2%
Working full time	2192	2089	1008	338	1207	605	601	2134
%V	46.2%	46.3%	51.9%	48.4%	42.5%	49.1%	37.4%	49.9%
%H		95.3%	46.0%	15.4%	55.1%	27.6%	27.4%	97.4%
Working part time	478	455	207	65	276	126	150	458
%V	10.1%	10.1%	10.6%	9.3%	9.7%	10.2%	9.3%	10.7%
%H		95.2%	43.3%	13.6%	57.7%	26.4%	31.4%	95.8%
Not working	2074	1965	730	295	1356	500	856	1686
%V	43.7%	43.6%	37.6%	42.2%	47.8%	40.6%	53.3%	39.4%
%H		94.7%	35.2%	14.2%	65.4%	24.1%	41.3%	81.3%
Houseperson	2670	2525	999	369	1624	617	1007	2287
%V	56.3%	56.0%	51.4%	52.8%	57.2%	50.1%	62.7%	53.5%
%H		94.6%	37.4%	13.8%	60.8%	23.1%	37.7%	85.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.25: 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+)	2291	2160	933	348	1343	604	738	2088
%H		94.3%	40.7%	15.2%	58.6%	26.4%	32.2%	91.1%
16 - 19	114	106	50	21	68	38	30	111
%V	5.0%	4.9%	5.4%	6.0%	5.1%	6.3%	4.1%	5.3%
%H		93.0%	43.9%	18.4%	59.6%	33.3%	26.3%	97.4%
20 - 24	174	148	55	23	79	37	42	171
%V	7.6%	6.9%	5.9%	6.6%	5.9%	6.1%	5.7%	8.2%
%H		85.1%	31.6%	13.2%	45.4%	21.3%	24.1%	98.3%
25 - 34	393	353	139	51	175	70	105	382
%V	17.2%	16.3%	14.9%	14.7%	13.0%	11.6%	14.2%	18.3%
%H		89.8%	35.4%	13.0%	44.5%	17.8%	26.7%	97.2%
35 - 44	340	315	147	49	177	86	91	326
%V	14.8%	14.6%	15.8%	14.1%	13.2%	14.2%	12.3%	15.6%
%H		92.6%	43.2%	14.4%	52.1%	25.3%	26.8%	95.9%
45 - 54	389	375	179	61	233	116	117	369
%V	17.0%	17.4%	19.2%	17.5%	17.3%	19.2%	15.9%	17.7%
%H		96.4%	46.0%	15.7%	59.9%	29.8%	30.1%	94.9%
55 - 64	387	378	176	68	249	116	133	362
%V	16.9%	17.5%	18.9%	19.5%	18.5%	19.2%	18.0%	17.3%
%H		97.7%	45.5%	17.6%	64.3%	30.0%	34.4%	93.5%
65+	494	484	187	75	362	142	220	367
%V	21.6%	22.4%	20.0%	21.6%	27.0%	23.5%	29.8%	17.6%
%H		98.0%	37.9%	15.2%	73.3%	28.7%	44.5%	74.3%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.26: 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+)	2291	2160	933	348	1343	604	738	2088
%H		94.3%	40.7%	15.2%	58.6%	26.4%	32.2%	91.1%
AB	592	559	248	101	350	166	184	580
%V	25.8%	25.9%	26.6%	29.0%	26.1%	27.5%	24.9%	27.8%
%H		94.4%	41.9%	17.1%	59.1%	28.0%	31.1%	98.0%
C1	613	565	262	89	340	173	168	589
%V	26.8%	26.2%	28.1%	25.6%	25.3%	28.6%	22.8%	28.2%
%H		92.2%	42.7%	14.5%	55.5%	28.2%	27.4%	96.1%
C2	558	535	247	79	330	152	178	499
%V	24.4%	24.8%	26.5%	22.7%	24.6%	25.2%	24.1%	23.9%
%H		95.9%	44.3%	14.2%	59.1%	27.2%	31.9%	89.4%
D	362	342	136	58	215	90	125	305
%V	15.8%	15.8%	14.6%	16.7%	16.0%	14.9%	16.9%	14.6%
%H		94.5%	37.6%	16.0%	59.4%	24.9%	34.5%	84.3%
E	167	159	40	20	106	23	83	115
%V	7.3%	7.4%	4.3%	5.7%	7.9%	3.8%	11.2%	5.5%
%H		95.2%	24.0%	12.0%	63.5%	13.8%	49.7%	68.9%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.27: 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+)	2291	2160	933	348	1343	604	738	2088
%H		94.3%	40.7%	15.2%	58.6%	26.4%	32.2%	91.1%
Working full time	1302	1236	592	201	712	358	354	1266
%V	56.8%	57.2%	63.5%	57.8%	53.0%	59.3%	48.0%	60.6%
%H		94.9%	45.5%	15.4%	54.7%	27.5%	27.2%	97.2%
Working part time	108	97	40	14	59	24	35	97
%V	4.7%	4.5%	4.3%	4.0%	4.4%	4.0%	4.7%	4.6%
%H		89.8%	37.0%	13.0%	54.6%	22.2%	32.4%	89.8%
Not working	881	826	301	133	572	223	349	725
%V	38.5%	38.2%	32.3%	38.2%	42.6%	36.9%	47.3%	34.7%
%H		93.8%	34.2%	15.1%	64.9%	25.3%	39.6%	82.3%
Houseperson	627	563	175	80	371	115	256	494
%V	27.4%	26.1%	18.8%	23.0%	27.6%	19.0%	34.7%	23.7%
%H		89.8%	27.9%	12.8%	59.2%	18.3%	40.8%	78.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.28: 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+)	2454	2349	1012	351	1496	627	869	2190
%H		95.7%	41.2%	14.3%	61.0%	25.6%	35.4%	89.2%
16 - 19	108	100	49	18	60	31	30	107
%V	4.4%	4.3%	4.8%	5.1%	4.0%	4.9%	3.5%	4.9%
%H		92.6%	45.4%	16.7%	55.6%	28.7%	27.8%	99.1%
20 - 24	170	143	57	17	84	35	49	168
%V	6.9%	6.1%	5.6%	4.8%	5.6%	5.6%	5.6%	7.7%
%H		84.1%	33.5%	10.0%	49.4%	20.6%	28.8%	98.8%
25 - 34	400	369	153	55	184	77	107	392
%V	16.3%	15.7%	15.1%	15.7%	12.3%	12.3%	12.3%	17.9%
%H		92.3%	38.3%	13.8%	46.0%	19.3%	26.8%	98.0%
35 - 44	358	343	165	47	197	91	106	350
%V	14.6%	14.6%	16.3%	13.4%	13.2%	14.5%	12.2%	16.0%
%H		95.8%	46.1%	13.1%	55.0%	25.4%	29.6%	97.8%
45 - 54	418	407	208	65	254	128	126	399
%V	17.0%	17.3%	20.6%	18.5%	17.0%	20.4%	14.5%	18.2%
%H		97.4%	49.8%	15.6%	60.8%	30.6%	30.1%	95.5%
55 - 64	413	405	185	76	268	127	141	385
%V	16.8%	17.2%	18.3%	21.7%	17.9%	20.3%	16.2%	17.6%
%H		98.1%	44.8%	18.4%	64.9%	30.8%	34.1%	93.2%
65+	587	582	195	74	448	138	310	391
%V	23.9%	24.8%	19.3%	21.1%	29.9%	22.0%	35.7%	17.9%
%H		99.1%	33.2%	12.6%	76.3%	23.5%	52.8%	66.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.29: 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+)	2454	2349	1012	351	1496	627	869	2190
%H		95.7%	41.2%	14.3%	61.0%	25.6%	35.4%	89.2%
AB	607	581	259	97	360	161	199	590
%V	24.7%	24.7%	25.6%	27.6%	24.1%	25.7%	22.9%	26.9%
%H		95.7%	42.7%	16.0%	59.3%	26.5%	32.8%	97.2%
C1	744	697	310	102	444	197	247	687
%V	30.3%	29.7%	30.6%	29.1%	29.7%	31.4%	28.4%	31.4%
%H		93.7%	41.7%	13.7%	59.7%	26.5%	33.2%	92.3%
C2	452	443	218	63	273	131	142	420
%V	18.4%	18.9%	21.5%	17.9%	18.2%	20.9%	16.3%	19.2%
%H		98.0%	48.2%	13.9%	60.4%	29.0%	31.4%	92.9%
D	422	409	161	62	263	99	163	347
%V	17.2%	17.4%	15.9%	17.7%	17.6%	15.8%	18.8%	15.8%
%H		96.9%	38.2%	14.7%	62.3%	23.5%	38.6%	82.2%
E	228	220	64	29	156	39	117	146
%V	9.3%	9.4%	6.3%	8.3%	10.4%	6.2%	13.5%	6.7%
%H		96.5%	28.1%	12.7%	68.4%	17.1%	51.3%	64.0%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Jul 2018 - Jun 2019

C4/Five - Scotland Macro Region

Individual level data

Table 28.30: 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+)	2454	2349	1012	351	1496	627	869	2190
%H		95.7%	41.2%	14.3%	61.0%	25.6%	35.4%	89.2%
Working full time	890	853	416	138	495	248	247	869
%V	36.3%	36.3%	41.1%	39.3%	33.1%	39.6%	28.4%	39.7%
%H		95.8%	46.7%	15.5%	55.6%	27.9%	27.8%	97.6%
Working part time	371	357	167	52	217	102	115	361
%V	15.1%	15.2%	16.5%	14.8%	14.5%	16.3%	13.2%	16.5%
%H		96.2%	45.0%	14.0%	58.5%	27.5%	31.0%	97.3%
Not working	1193	1139	429	162	784	278	507	961
%V	48.6%	48.5%	42.4%	46.2%	52.4%	44.3%	58.3%	43.9%
%H		95.5%	36.0%	13.6%	65.7%	23.3%	42.5%	80.6%
Houseperson	2043	1962	824	289	1253	502	752	1792
%V	83.3%	83.5%	81.4%	82.3%	83.8%	80.1%	86.5%	81.8%
%H		96.0%	40.3%	14.1%	61.3%	24.6%	36.8%	87.7%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total