

BARB Establishment Survey
Annual Data Report: Volume 3
ITV Areas

Oct 2018 to Sep 2019



Ipsos MORI

BARB ESTABLISHMENT SURVEY OF TV HOMES

Page 1

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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 Oct 2018 - Sep 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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DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
AB	1498	1402	531	290	812	286	525	1468
%V	27.7%	28.3%	30.0%	33.0%	26.7%	29.8%	25.2%	30.1%
%H (All HH)		93.6%	35.4%	19.4%	54.2%	19.1%	35.0%	98.0%
%H (TV HH)			37.9%	20.7%	57.9%	20.4%	37.4%	
C1	1646	1500	541	295	923	328	595	1539
%V	30.5%	30.3%	30.5%	33.6%	30.4%	34.1%	28.6%	31.5%
%H (All HH)		91.1%	32.9%	17.9%	56.1%	19.9%	36.1%	93.5%
%H (TV HH)			36.1%	19.7%	61.5%	21.9%	39.7%	
C2	915	846	313	139	528	175	353	838
%V	16.9%	17.1%	17.7%	15.8%	17.4%	18.2%	17.0%	17.2%
%H (All HH)		92.5%	34.2%	15.2%	57.7%	19.1%	38.6%	91.6%
%H (TV HH)			37.0%	16.4%	62.4%	20.7%	41.7%	
D	837	739	272	106	428	114	314	736
%V	15.5%	14.9%	15.4%	12.1%	14.1%	11.9%	15.1%	15.1%
%H (All HH)		88.3%	32.5%	12.7%	51.1%	13.6%	37.5%	87.9%
%H (TV HH)			36.8%	14.3%	57.9%	15.4%	42.5%	
E	508	472	113	49	349	57	292	305
%V	9.4%	9.5%	6.4%	5.6%	11.5%	5.9%	14.0%	6.2%
%H (All HH)		92.9%	22.2%	9.6%	68.7%	11.2%	57.5%	60.0%
%H (TV HH)			23.9%	10.4%	73.9%	12.1%	61.9%	

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
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Under 25	194	140	39	24	75	15	59	190
%V	3.6%	2.8%	2.2%	2.7%	2.5%	1.6%	2.8%	3.9%
%H (All HH)		72.2%	20.1%	12.4%	38.7%	7.7%	30.4%	97.9%
%H (TV HH)			27.9%	17.1%	53.6%	10.7%	42.1%	
25 - 34	1003	832	282	138	411	105	306	988
%V	18.6%	16.8%	15.9%	15.7%	13.5%	10.9%	14.7%	20.2%
%H (All HH)		83.0%	28.1%	13.8%	41.0%	10.5%	30.5%	98.5%
%H (TV HH)			33.9%	16.6%	49.4%	12.6%	36.8%	
35 - 44	1115	1014	398	195	535	182	353	1098
%V	20.6%	20.5%	22.5%	22.2%	17.6%	18.9%	17.0%	22.5%
%H (All HH)		90.9%	35.7%	17.5%	48.0%	16.3%	31.7%	98.5%
%H (TV HH)			39.3%	19.2%	52.8%	17.9%	34.8%	
45 - 54	1025	963	381	211	577	230	348	992
%V	19.0%	19.4%	21.5%	24.0%	19.0%	23.9%	16.7%	20.3%
%H (All HH)		94.0%	37.2%	20.6%	56.3%	22.4%	34.0%	96.8%
%H (TV HH)			39.6%	21.9%	59.9%	23.9%	36.1%	
55 - 64	855	822	329	155	531	202	329	793
%V	15.8%	16.6%	18.6%	17.6%	17.5%	21.0%	15.8%	16.2%
%H (All HH)		96.1%	38.5%	18.1%	62.1%	23.6%	38.5%	92.7%
%H (TV HH)			40.0%	18.9%	64.6%	24.6%	40.0%	
65 +	1213	1186	341	156	912	226	685	823
%V	22.4%	23.9%	19.3%	17.7%	30.0%	23.5%	32.9%	16.8%
%H (All HH)		97.8%	28.1%	12.9%	75.2%	18.6%	56.5%	67.8%
%H (TV HH)			28.8%	13.2%	76.9%	19.1%	57.8%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
1	1609	1399	327	152	1004	157	846	1195
%V	29.8%	28.2%	18.5%	17.3%	33.0%	16.3%	40.7%	24.5%
%H (All HH)		86.9%	20.3%	9.4%	62.4%	9.8%	52.6%	74.3%
%H (TV HH)			23.4%	10.9%	71.8%	11.2%	60.5%	
2	1539	1437	527	265	903	323	580	1455
%V	28.5%	29.0%	29.8%	30.1%	29.7%	33.6%	27.9%	29.8%
%H (All HH)		93.4%	34.2%	17.2%	58.7%	21.0%	37.7%	94.5%
%H (TV HH)			36.7%	18.4%	62.8%	22.5%	40.4%	
3	940	882	353	198	493	201	292	927
%V	17.4%	17.8%	19.9%	22.5%	16.2%	20.9%	14.0%	19.0%
%H (All HH)		93.8%	37.6%	21.1%	52.4%	21.4%	31.1%	98.6%
%H (TV HH)			40.0%	22.4%	55.9%	22.8%	33.1%	
4	867	818	360	192	434	196	238	862
%V	16.0%	16.5%	20.3%	21.8%	14.3%	20.4%	11.4%	17.6%
%H (All HH)		94.3%	41.5%	22.1%	50.1%	22.6%	27.5%	99.4%
%H (TV HH)			44.0%	23.5%	53.1%	24.0%	29.1%	
5+	450	422	202	73	208	84	124	446
%V	8.3%	8.5%	11.4%	8.3%	6.8%	8.7%	6.0%	9.1%
%H (All HH)		93.8%	44.9%	16.2%	46.2%	18.7%	27.6%	99.1%
%H (TV HH)			47.9%	17.3%	49.3%	19.9%	29.4%	
Average HH size	2.48	2.52	2.82	2.77	2.35	2.76	2.17	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
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Without	3824	3470	1135	572	2279	663	1616	3319
%V	70.8%	70.0%	64.1%	65.1%	74.9%	69.0%	77.7%	67.9%
%H (All HH)		90.7%	29.7%	15.0%	59.6%	17.3%	42.3%	86.8%
%H (TV HH)			32.7%	16.5%	65.7%	19.1%	46.6%	
With	1580	1489	635	307	762	298	464	1566
%V	29.2%	30.0%	35.9%	34.9%	25.1%	31.0%	22.3%	32.1%
%H (All HH)		94.2%	40.2%	19.4%	48.2%	18.9%	29.4%	99.1%
%H (TV HH)			42.6%	20.6%	51.2%	20.0%	31.2%	
0 - 3	601	555	220	110	277	93	184	592
%V	11.1%	11.2%	12.4%	12.5%	9.1%	9.7%	8.8%	12.1%
%H (All HH)		92.3%	36.6%	18.3%	46.1%	15.5%	30.6%	98.5%
%H (TV HH)			39.6%	19.8%	49.9%	16.8%	33.2%	
4 - 9	855	801	345	157	390	147	243	847
%V	15.8%	16.2%	19.5%	17.9%	12.8%	15.3%	11.7%	17.3%
%H (All HH)		93.7%	40.4%	18.4%	45.6%	17.2%	28.4%	99.1%
%H (TV HH)			43.1%	19.6%	48.7%	18.4%	30.3%	
10 - 15	725	698	315	150	368	160	208	720
%V	13.4%	14.1%	17.8%	17.1%	12.1%	16.6%	10.0%	14.7%
%H (All HH)		96.3%	43.4%	20.7%	50.8%	22.1%	28.7%	99.3%
%H (TV HH)			45.1%	21.5%	52.7%	22.9%	29.8%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
1	2666	2666	748	391	1511	200	1311	2312
%V	49.3%	53.8%	42.2%	44.5%	49.7%	20.8%	63.0%	47.3%
%H (All HH)		100.0%	28.1%	14.7%	56.7%	7.5%	49.2%	86.7%
%H (TV HH)			28.1%	14.7%	56.7%	7.5%	49.2%	
2	1432	1432	592	287	905	377	528	1328
%V	26.5%	28.9%	33.4%	32.7%	29.8%	39.2%	25.4%	27.2%
%H (All HH)		100.0%	41.3%	20.0%	63.2%	26.3%	36.9%	92.7%
%H (TV HH)			41.3%	20.0%	63.2%	26.3%	36.9%	
3	552	552	270	128	385	226	159	539
%V	10.2%	11.1%	15.2%	14.6%	12.7%	23.5%	7.6%	11.0%
%H (All HH)		100.0%	48.9%	23.2%	69.7%	40.9%	28.8%	97.6%
%H (TV HH)			48.9%	23.2%	69.7%	40.9%	28.8%	
4	212	212	105	49	163	101	62	204
%V	3.9%	4.3%	5.9%	5.6%	5.4%	10.5%	3.0%	4.2%
%H (All HH)		100.0%	49.5%	23.1%	76.9%	47.6%	29.2%	96.2%
%H (TV HH)			49.5%	23.1%	76.9%	47.6%	29.2%	
5+	96	96	55	25	75	57	18	96
%V	1.8%	1.9%	3.1%	2.8%	2.5%	5.9%	0.9%	2.0%
%H (All HH)		100.0%	57.3%	26.0%	78.1%	59.4%	18.8%	100.0%
%H (TV HH)			57.3%	26.0%	78.1%	59.4%	18.8%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Under 20"	332	332	113	56	271	112	160	284
%V	6.1%	6.7%	6.4%	6.4%	8.9%	11.7%	7.7%	5.8%
%H (All HH)		100.0%	34.0%	16.9%	81.6%	33.7%	48.2%	85.5%
%H (TV HH)			34.0%	16.9%	81.6%	33.7%	48.2%	
20" - 29"	1063	1063	357	188	805	308	497	910
%V	19.7%	21.4%	20.2%	21.4%	26.5%	32.0%	23.9%	18.6%
%H (All HH)		100.0%	33.6%	17.7%	75.7%	29.0%	46.8%	85.6%
%H (TV HH)			33.6%	17.7%	75.7%	29.0%	46.8%	
30" - 39"	2193	2193	749	397	1465	492	973	1966
%V	40.6%	44.2%	42.3%	45.2%	48.2%	51.2%	46.8%	40.2%
%H (All HH)		100.0%	34.2%	18.1%	66.8%	22.4%	44.4%	89.6%
%H (TV HH)			34.2%	18.1%	66.8%	22.4%	44.4%	
40" - 49"	2306	2306	976	452	1358	562	796	2193
%V	42.7%	46.5%	55.1%	51.4%	44.7%	58.5%	38.3%	44.9%
%H (All HH)		100.0%	42.3%	19.6%	58.9%	24.4%	34.5%	95.1%
%H (TV HH)			42.3%	19.6%	58.9%	24.4%	34.5%	
50" - 59"	972	972	462	216	520	257	263	950
%V	18.0%	19.6%	26.1%	24.6%	17.1%	26.7%	12.6%	19.4%
%H (All HH)		100.0%	47.5%	22.2%	53.5%	26.4%	27.1%	97.7%
%H (TV HH)			47.5%	22.2%	53.5%	26.4%	27.1%	
60"+	159	159	93	30	79	48	31	158
%V	2.9%	3.2%	5.3%	3.4%	2.6%	5.0%	1.5%	3.2%
%H (All HH)		100.0%	58.5%	18.9%	49.7%	30.2%	19.5%	99.4%
%H (TV HH)			58.5%	18.9%	49.7%	30.2%	19.5%	

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

Oct 2018 - Sep 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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Main living room	4868	4868	1755	869	2985	952	2034	4396
%V	90.1%	98.2%	99.1%	98.9%	98.2%	99.1%	97.8%	90.0%
%H (All HH)		100.0%	36.1%	17.9%	61.3%	19.6%	41.8%	90.3%
%H (TV HH)			36.1%	17.9%	61.3%	19.6%	41.8%	
Kitchen	405	405	190	80	314	176	137	386
%V	7.5%	8.2%	10.7%	9.1%	10.3%	18.3%	6.6%	7.9%
%H (All HH)		100.0%	46.9%	19.8%	77.5%	43.5%	33.8%	95.3%
%H (TV HH)			46.9%	19.8%	77.5%	43.5%	33.8%	
Adult's bedroom	1801	1801	795	385	1203	599	604	1699
%V	33.3%	36.3%	44.9%	43.8%	39.6%	62.3%	29.0%	34.8%
%H (All HH)		100.0%	44.1%	21.4%	66.8%	33.3%	33.5%	94.3%
%H (TV HH)			44.1%	21.4%	66.8%	33.3%	33.5%	
Child's bedroom	231	231	121	58	139	83	55	230
%V	4.3%	4.7%	6.8%	6.6%	4.6%	8.6%	2.6%	4.7%
%H (All HH)		100.0%	52.4%	25.1%	60.2%	35.9%	23.8%	99.6%
%H (TV HH)			52.4%	25.1%	60.2%	35.9%	23.8%	
Other bedroom	199	199	95	50	151	93	58	192
%V	3.7%	4.0%	5.4%	5.7%	5.0%	9.7%	2.8%	3.9%
%H (All HH)		100.0%	47.7%	25.1%	75.9%	46.7%	29.1%	96.5%
%H (TV HH)			47.7%	25.1%	75.9%	46.7%	29.1%	
Second living/dining room	350	350	163	74	248	135	113	334
%V	6.5%	7.1%	9.2%	8.4%	8.2%	14.0%	5.4%	6.8%
%H (All HH)		100.0%	46.6%	21.1%	70.9%	38.6%	32.3%	95.4%
%H (TV HH)			46.6%	21.1%	70.9%	38.6%	32.3%	
Study/office	59	59	25	12	40	19	21	58
%V	1.1%	1.2%	1.4%	1.4%	1.3%	2.0%	1.0%	1.2%
%H (All HH)		100.0%	42.4%	20.3%	67.8%	32.2%	35.6%	98.3%
%H (TV HH)			42.4%	20.3%	67.8%	32.2%	35.6%	
TV room	25	25	16	5	12	9	3	24
%V	0.5%	0.5%	0.9%	0.6%	0.4%	0.9%	0.1%	0.5%
%H (All HH)		100.0%	64.0%	20.0%	48.0%	36.0%	12.0%	96.0%
%H (TV HH)			64.0%	20.0%	48.0%	36.0%	12.0%	
Conservatory	39	39	18	9	32	20	12	36
%V	0.7%	0.8%	1.0%	1.0%	1.1%	2.1%	0.6%	0.7%
%H (All HH)		100.0%	46.2%	23.1%	82.1%	51.3%	30.8%	92.3%
%H (TV HH)			46.2%	23.1%	82.1%	51.3%	30.8%	
Attic or loft room	14	14	6	3	10	6	4	14
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.6%	0.2%	0.3%
%H (All HH)		100.0%	42.9%	21.4%	71.4%	42.9%	28.6%	100.0%
%H (TV HH)			42.9%	21.4%	71.4%	42.9%	28.6%	
No specific location	6	6	2	2	4	2	2	6
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
Other	47	47	27	7	34	21	14	46
%V	0.9%	0.9%	1.5%	0.8%	1.1%	2.2%	0.7%	0.9%
%H (All HH)		100.0%	57.4%	14.9%	72.3%	44.7%	29.8%	97.9%
%H (TV HH)			57.4%	14.9%	72.3%	44.7%	29.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Any DSAT provider	1771	1771	1771	53	643	643	0	1702
%V	32.8%	35.7%	100.0%	6.0%	21.1%	66.9%	0.0%	34.8%
%H (All HH)			100.0%	3.0%	36.3%	36.3%	0.0%	96.1%
%H (TV HH)			100.0%	3.0%	36.3%	36.3%	0.0%	
Sky with subscription	1504	1504	1504	32	537	537	0	1455
%V	27.8%	30.3%	84.9%	3.6%	17.7%	55.9%	0.0%	29.8%
%H (All HH)			100.0%	2.1%	35.7%	35.7%	0.0%	96.7%
%H (TV HH)			100.0%	2.1%	35.7%	35.7%	0.0%	
Sky without subscription	73	73	73	3	18	18	0	66
%V	1.4%	1.5%	4.1%	0.3%	0.6%	1.9%	0.0%	1.4%
%H (All HH)			100.0%	4.1%	24.7%	24.7%	0.0%	90.4%
%H (TV HH)			100.0%	4.1%	24.7%	24.7%	0.0%	
Freesat	113	113	113	9	55	55	0	108
%V	2.1%	2.3%	6.4%	1.0%	1.8%	5.7%	0.0%	2.2%
%H (All HH)			100.0%	8.0%	48.7%	48.7%	0.0%	95.6%
%H (TV HH)			100.0%	8.0%	48.7%	48.7%	0.0%	
Other satellite provider	135	135	135	16	61	61	0	128
%V	2.5%	2.7%	7.6%	1.8%	2.0%	6.3%	0.0%	2.6%
%H (All HH)			100.0%	11.9%	45.2%	45.2%	0.0%	94.8%
%H (TV HH)			100.0%	11.9%	45.2%	45.2%	0.0%	
DCAB	879	879	53	879	345	345	0	853
%V	16.3%	17.7%	3.0%	100.0%	11.3%	35.9%	0.0%	17.5%
%H (All HH)			6.0%	100.0%	39.2%	39.2%	0.0%	97.0%
%H (TV HH)			6.0%	100.0%	39.2%	39.2%	0.0%	
DTT	3041	3041	643	345	3041	961	2080	2625
%V	56.3%	61.3%	36.3%	39.2%	100.0%	100.0%	100.0%	53.7%
%H (All HH)		100.0%	21.1%	11.3%	100.0%	31.6%	68.4%	86.3%
%H (TV HH)			21.1%	11.3%	100.0%	31.6%	68.4%	

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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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	5404	4958	1771	879	3041	961	2080	4885
%H (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
PVR	2835	2835	1587	812	1358	877	481	2717
%V	52.5%	57.2%	89.6%	92.4%	44.7%	91.3%	23.1%	55.6%
%H (All HH)		100.0%	56.0%	28.6%	47.9%	30.9%	17.0%	95.8%
%H (TV HH)			56.0%	28.6%	47.9%	30.9%	17.0%	
DVDR	50	50	22	10	33	16	16	44
%V	0.9%	1.0%	1.2%	1.1%	1.1%	1.7%	0.8%	0.9%
%H (All HH)		100.0%	44.0%	20.0%	66.0%	32.0%	32.0%	88.0%
%H (TV HH)			44.0%	20.0%	66.0%	32.0%	32.0%	
VCR	25	25	8	4	20	7	13	18
%V	0.5%	0.5%	0.5%	0.5%	0.7%	0.7%	0.6%	0.4%
%H (All HH)		100.0%	32.0%	16.0%	80.0%	28.0%	52.0%	72.0%
%H (TV HH)			32.0%	16.0%	80.0%	28.0%	52.0%	
Any recorder	2859	2859	1588	814	1380	879	501	2734
%V	52.9%	57.7%	89.7%	92.6%	45.4%	91.5%	24.1%	56.0%
%H (All HH)		100.0%	55.5%	28.5%	48.3%	30.7%	17.5%	95.6%
%H (TV HH)			55.5%	28.5%	48.3%	30.7%	17.5%	
Receives HDTV (via STB or built-in reception)	3590	3590	1491	795	2229	876	1353	3401
%V	66.4%	72.4%	84.2%	90.4%	73.3%	91.2%	65.0%	69.6%
%H (All HH)		100.0%	41.5%	22.1%	62.1%	24.4%	37.7%	94.7%
%H (TV HH)			41.5%	22.1%	62.1%	24.4%	37.7%	
DVD/Blu-ray player or recorder	2594	2594	966	510	1629	586	1043	2408
%V	48.0%	52.3%	54.5%	58.0%	53.6%	61.0%	50.1%	49.3%
%H (All HH)		100.0%	37.2%	19.7%	62.8%	22.6%	40.2%	92.8%
%H (TV HH)			37.2%	19.7%	62.8%	22.6%	40.2%	

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

Oct 2018 - Sep 2019

ITV London

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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	5404	4958	1771	879	3041	961	2080	4885
%V (All HH)		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%
%H (TV HH)			35.7%	17.7%	61.3%	19.4%	42.0%	
Has broadband internet	4885	4478	1702	853	2625	922	1703	4885
%V	90.4%	90.3%	96.1%	97.0%	86.3%	95.9%	81.9%	100.0%
%H (All HH)		91.7%	34.8%	17.5%	53.7%	18.9%	34.9%	100.0%
%H (TV HH)			38.0%	19.0%	58.6%	20.6%	38.0%	
Number of computers (PCs and laptops)								
0	803	715	147	57	540	65	475	316
%V	14.9%	14.4%	8.3%	6.5%	17.8%	6.8%	22.8%	6.5%
%H (All HH)		89.0%	18.3%	7.1%	67.2%	8.1%	59.2%	39.4%
%H (TV HH)			20.6%	8.0%	75.5%	9.1%	66.4%	
1	1719	1556	547	239	948	251	697	1692
%V	31.8%	31.4%	30.9%	27.2%	31.2%	26.1%	33.5%	34.6%
%H (All HH)		90.5%	31.8%	13.9%	55.1%	14.6%	40.5%	98.4%
%H (TV HH)			35.2%	15.4%	60.9%	16.1%	44.8%	
2	1349	1242	482	246	734	277	457	1346
%V	25.0%	25.1%	27.2%	28.0%	24.1%	28.8%	22.0%	27.6%
%H (All HH)		92.1%	35.7%	18.2%	54.4%	20.5%	33.9%	99.8%
%H (TV HH)			38.8%	19.8%	59.1%	22.3%	36.8%	
3	711	661	253	149	372	148	223	710
%V	13.2%	13.3%	14.3%	17.0%	12.2%	15.4%	10.7%	14.5%
%H (All HH)		93.0%	35.6%	21.0%	52.3%	20.8%	31.4%	99.9%
%H (TV HH)			38.3%	22.5%	56.3%	22.4%	33.7%	
4	417	400	172	84	221	96	125	416
%V	7.7%	8.1%	9.7%	9.6%	7.3%	10.0%	6.0%	8.5%
%H (All HH)		95.9%	41.2%	20.1%	53.0%	23.0%	30.0%	99.8%
%H (TV HH)			43.0%	21.0%	55.3%	24.0%	31.3%	
5+	406	384	170	105	226	124	102	405
%V	7.5%	7.7%	9.6%	11.9%	7.4%	12.9%	4.9%	8.3%
%H (All HH)		94.6%	41.9%	25.9%	55.7%	30.5%	25.1%	99.8%
%H (TV HH)			44.3%	27.3%	58.9%	32.3%	26.6%	

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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ITV London

Set level data

Table 1.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8549	3461	1676	5536	2344	3192	7912
%H		40.5%	19.6%	64.8%	27.4%	37.3%	92.5%
Under 20"	390	135	65	322	137	185	334
%V	4.6%	3.9%	3.9%	5.8%	5.8%	5.8%	4.2%
%H		34.6%	16.7%	82.6%	35.1%	47.4%	85.6%
20" - 29"	1307	455	242	999	410	589	1138
%V	15.3%	13.1%	14.4%	18.0%	17.5%	18.5%	14.4%
%H		34.8%	18.5%	76.4%	31.4%	45.1%	87.1%
30" - 39"	2670	958	511	1804	675	1129	2425
%V	31.2%	27.7%	30.5%	32.6%	28.8%	35.4%	30.6%
%H		35.9%	19.1%	67.6%	25.3%	42.3%	90.8%
40" - 49"	2706	1199	544	1608	725	883	2587
%V	31.7%	34.6%	32.5%	29.0%	30.9%	27.7%	32.7%
%H		44.3%	20.1%	59.4%	26.8%	32.6%	95.6%
50" - 59"	1078	518	245	586	300	286	1056
%V	12.6%	15.0%	14.6%	10.6%	12.8%	9.0%	13.3%
%H		48.1%	22.7%	54.4%	27.8%	26.5%	98.0%
60"+	170	102	34	86	54	32	169
%V	2.0%	2.9%	2.0%	1.6%	2.3%	1.0%	2.1%
%H		60.0%	20.0%	50.6%	31.8%	18.8%	99.4%
Don't know	227	94	34	132	43	89	202
%V	2.7%	2.7%	2.0%	2.4%	1.8%	2.8%	2.6%
%H		41.4%	15.0%	58.1%	18.9%	39.2%	89.0%

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	8549	3461	1676	5536	2344	3192	7912
%H		40.5%	19.6%	64.8%	27.4%	37.3%	92.5%
Main living room	4891	1768	872	2997	957	2040	4416
%V	57.2%	51.1%	52.0%	54.1%	40.8%	63.9%	55.8%
%H		36.1%	17.8%	61.3%	19.6%	41.7%	90.3%
Kitchen	406	190	80	314	177	138	386
%V	4.7%	5.5%	4.8%	5.7%	7.6%	4.3%	4.9%
%H		46.8%	19.7%	77.3%	43.6%	34.0%	95.1%
Adult's bedroom	2185	979	478	1491	778	713	2074
%V	25.6%	28.3%	28.5%	26.9%	33.2%	22.3%	26.2%
%H		44.8%	21.9%	68.2%	35.6%	32.6%	94.9%
Child's bedroom	279	149	72	166	105	60	278
%V	3.3%	4.3%	4.3%	3.0%	4.5%	1.9%	3.5%
%H		53.4%	25.8%	59.5%	37.6%	21.5%	99.6%
Other bedroom	236	113	61	179	113	66	228
%V	2.8%	3.3%	3.6%	3.2%	4.8%	2.1%	2.9%
%H		47.9%	25.8%	75.8%	47.9%	28.0%	96.6%
Second living/dining room	355	165	74	251	136	115	339
%V	4.2%	4.8%	4.4%	4.5%	5.8%	3.6%	4.3%
%H		46.5%	20.8%	70.7%	38.3%	32.4%	95.5%
Study/office	59	25	12	40	19	21	58
%V	0.7%	0.7%	0.7%	0.7%	0.8%	0.7%	0.7%
%H		42.4%	20.3%	67.8%	32.2%	35.6%	98.3%
TV room	25	17	5	12	9	3	24
%V	0.3%	0.5%	0.3%	0.2%	0.4%	0.1%	0.3%
%H		68.0%	20.0%	48.0%	36.0%	12.0%	96.0%
Conservatory	39	18	9	33	20	13	37
%V	0.5%	0.5%	0.5%	0.6%	0.9%	0.4%	0.5%
%H		46.2%	23.1%	84.6%	51.3%	33.3%	94.9%
Attic or loft room	14	6	3	10	6	4	14
%V	0.2%	0.2%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		42.9%	21.4%	71.4%	42.9%	28.6%	100.0%
No specific location	6	2	2	4	2	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
Other	52	29	8	39	23	16	51
%V	0.6%	0.8%	0.5%	0.7%	1.0%	0.5%	0.6%
%H		55.8%	15.4%	75.0%	44.2%	30.8%	98.1%

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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ITV London

Set level data

Table 1.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	8549	3461	1676	5536	2344	3192	7912
%H		40.5%	19.6%	64.8%	27.4%	37.3%	92.5%
PVR	3984	2385	1137	1798	1258	540	3849
%V	46.6%	68.9%	67.8%	32.5%	53.7%	16.9%	48.6%
%H		59.9%	28.5%	45.1%	31.6%	13.6%	96.6%
DVDR	53	24	11	34	17	18	48
%V	0.6%	0.7%	0.7%	0.6%	0.7%	0.6%	0.6%
%H		45.3%	20.8%	64.2%	32.1%	34.0%	90.6%
VCR	25	8	4	20	7	13	18
%V	0.3%	0.2%	0.2%	0.4%	0.3%	0.4%	0.2%
%H		32.0%	16.0%	80.0%	28.0%	52.0%	72.0%
Any recorder	4020	2391	1140	1831	1266	565	3877
%V	47.0%	69.1%	68.0%	33.1%	54.0%	17.7%	49.0%
%H		59.5%	28.4%	45.5%	31.5%	14.1%	96.4%

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	8549	3461	1676	5536	2344	3192	7912
%H		40.5%	19.6%	64.8%	27.4%	37.3%	92.5%
Receives HDTV (via STB or built-in reception)	5328	2451	1201	3343	1577	1766	5102
%V	62.3%	70.8%	71.7%	60.4%	67.3%	55.3%	64.5%
%H		46.0%	22.5%	62.7%	29.6%	33.1%	95.8%
DVD/Blu-ray player or recorder	3279	1296	690	2078	856	1222	3079
%V	38.4%	37.4%	41.2%	37.5%	36.5%	38.3%	38.9%
%H		39.5%	21.0%	63.4%	26.1%	37.3%	93.9%

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	4957	1771	879	3041	961	2080	4477
%H		35.7%	17.7%	61.3%	19.4%	42.0%	90.3%
Under 20"	47	4	5	38	3	35	30
%V	0.9%	0.2%	0.6%	1.2%	0.3%	1.7%	0.7%
%H		8.5%	10.6%	80.9%	6.4%	74.5%	63.8%
20" - 29"	366	64	35	281	36	245	261
%V	7.4%	3.6%	4.0%	9.2%	3.7%	11.8%	5.8%
%H		17.5%	9.6%	76.8%	9.8%	66.9%	71.3%
30" - 39"	1363	337	216	932	191	741	1157
%V	27.5%	19.0%	24.6%	30.6%	19.9%	35.6%	25.8%
%H		24.7%	15.8%	68.4%	14.0%	54.4%	84.9%
40" - 49"	1996	811	376	1167	445	723	1885
%V	40.3%	45.8%	42.8%	38.4%	46.3%	34.8%	42.1%
%H		40.6%	18.8%	58.5%	22.3%	36.2%	94.4%
50" - 59"	896	419	199	474	228	246	874
%V	18.1%	23.7%	22.6%	15.6%	23.7%	11.8%	19.5%
%H		46.8%	22.2%	52.9%	25.4%	27.5%	97.5%
60"+	142	83	29	69	42	28	141
%V	2.9%	4.7%	3.3%	2.3%	4.4%	1.3%	3.1%
%H		58.5%	20.4%	48.6%	29.6%	19.7%	99.3%
Don't know	148	54	20	80	17	63	129
%V	3.0%	3.0%	2.3%	2.6%	1.8%	3.0%	2.9%
%H		36.5%	13.5%	54.1%	11.5%	42.6%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	4957	1771	879	3041	961	2080	4477
%H		35.7%	17.7%	61.3%	19.4%	42.0%	90.3%
PVR	2798	1573	805	1327	863	464	2680
%V	56.4%	88.8%	91.6%	43.6%	89.8%	22.3%	59.9%
%H		56.2%	28.8%	47.4%	30.8%	16.6%	95.8%
DVDR	42	18	9	27	13	14	37
%V	0.8%	1.0%	1.0%	0.9%	1.4%	0.7%	0.8%
%H		42.9%	21.4%	64.3%	31.0%	33.3%	88.1%
VCR	21	7	4	16	5	11	14
%V	0.4%	0.4%	0.5%	0.5%	0.5%	0.5%	0.3%
%H		33.3%	19.0%	76.2%	23.8%	52.4%	66.7%
Any recorder	2819	1575	806	1346	865	482	2695
%V	56.9%	88.9%	91.7%	44.3%	90.0%	23.2%	60.2%
%H		55.9%	28.6%	47.7%	30.7%	17.1%	95.6%

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	4957	1771	879	3041	961	2080	4477
%H		35.7%	17.7%	61.3%	19.4%	42.0%	90.3%
Receives HDTV (via STB or built-in reception)	3530	1457	788	2180	848	1332	3344
%V	71.2%	82.3%	89.6%	71.7%	88.2%	64.0%	74.7%
%H		41.3%	22.3%	61.8%	24.0%	37.7%	94.7%
DVD/Blu-ray player or recorder	2326	844	450	1462	502	961	2148
%V	46.9%	47.7%	51.2%	48.1%	52.2%	46.2%	48.0%
%H		36.3%	19.3%	62.9%	21.6%	41.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	3591	1690	797	2495	1383	1112	3435
%H		47.1%	22.2%	69.5%	38.5%	31.0%	95.7%
Under 20"	343	131	60	284	134	150	304
%V	9.6%	7.8%	7.5%	11.4%	9.7%	13.5%	8.9%
%H		38.2%	17.5%	82.8%	39.1%	43.7%	88.6%
20" - 29"	941	391	207	718	374	344	876
%V	26.2%	23.1%	26.0%	28.8%	27.0%	30.9%	25.5%
%H		41.6%	22.0%	76.3%	39.7%	36.6%	93.1%
30" - 39"	1307	621	296	872	484	388	1269
%V	36.4%	36.7%	37.1%	34.9%	35.0%	34.9%	36.9%
%H		47.5%	22.6%	66.7%	37.0%	29.7%	97.1%
40" - 49"	710	388	168	440	281	160	703
%V	19.8%	23.0%	21.1%	17.6%	20.3%	14.4%	20.5%
%H		54.6%	23.7%	62.0%	39.6%	22.5%	99.0%
50" - 59"	182	99	46	112	73	39	182
%V	5.1%	5.9%	5.8%	4.5%	5.3%	3.5%	5.3%
%H		54.4%	25.3%	61.5%	40.1%	21.4%	100.0%
60"+	29	19	5	16	12	4	29
%V	0.8%	1.1%	0.6%	0.6%	0.9%	0.4%	0.8%
%H		65.5%	17.2%	55.2%	41.4%	13.8%	100.0%
Don't know	79	41	14	52	26	26	73
%V	2.2%	2.4%	1.8%	2.1%	1.9%	2.3%	2.1%
%H		51.9%	17.7%	65.8%	32.9%	32.9%	92.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3591	1690	797	2495	1383	1112	3435
%H		47.1%	22.2%	69.5%	38.5%	31.0%	95.7%
PVR	1187	811	333	471	395	76	1169
%V	33.1%	48.0%	41.8%	18.9%	28.6%	6.8%	34.0%
%H		68.3%	28.1%	39.7%	33.3%	6.4%	98.5%
DVDR	12	6	2	8	4	3	11
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.3%	0.3%
%H		50.0%	16.7%	66.7%	33.3%	25.0%	91.7%
VCR	4	1	1	4	2	2	4
%V	0.1%	0.1%	0.1%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	50.0%	50.0%	100.0%
Any recorder	1201	816	334	484	401	83	1182
%V	33.4%	48.3%	41.9%	19.4%	29.0%	7.5%	34.4%
%H		67.9%	27.8%	40.3%	33.4%	6.9%	98.4%

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	3591	1690	797	2495	1383	1112	3435
%H		47.1%	22.2%	69.5%	38.5%	31.0%	95.7%
Receives HDTV (via STB or built-in reception)	1798	993	413	1163	729	433	1758
%V	50.1%	58.8%	51.8%	46.6%	52.7%	38.9%	51.2%
%H		55.2%	23.0%	64.7%	40.5%	24.1%	97.8%
DVD/Blu-ray player or recorder	954	452	241	616	354	262	931
%V	26.6%	26.7%	30.2%	24.7%	25.6%	23.6%	27.1%
%H		47.4%	25.3%	64.6%	37.1%	27.5%	97.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	13417	12482	4987	2431	7157	2652	4505	12757
%H		93.0%	37.2%	18.1%	53.3%	19.8%	33.6%	95.1%
Total Children	2783	2623	1124	526	1323	511	812	2756
%V	20.7%	21.0%	22.5%	21.6%	18.5%	19.3%	18.0%	21.6%
%H		94.3%	40.4%	18.9%	47.5%	18.4%	29.2%	99.0%
0 - 3	691	639	254	123	321	109	212	680
%V	5.2%	5.1%	5.1%	5.1%	4.5%	4.1%	4.7%	5.3%
%H		92.5%	36.8%	17.8%	46.5%	15.8%	30.7%	98.4%
4 - 15	2092	1985	870	403	1002	402	600	2076
%V	15.6%	15.9%	17.4%	16.6%	14.0%	15.2%	13.3%	16.3%
%H		94.9%	41.6%	19.3%	47.9%	19.2%	28.7%	99.2%
4 - 9	1121	1049	448	205	507	188	318	1111
%V	8.4%	8.4%	9.0%	8.4%	7.1%	7.1%	7.1%	8.7%
%H		93.6%	40.0%	18.3%	45.2%	16.8%	28.4%	99.1%
10 - 15	971	936	421	198	495	214	281	965
%V	7.2%	7.5%	8.4%	8.1%	6.9%	8.1%	6.2%	7.6%
%H		96.4%	43.4%	20.4%	51.0%	22.0%	28.9%	99.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	13417	12482	4987	2431	7157	2652	4505	12757
%H		93.0%	37.2%	18.1%	53.3%	19.8%	33.6%	95.1%
Total Adults (16+)	10634	9859	3863	1905	5834	2141	3693	10001
%V	79.3%	79.0%	77.5%	78.4%	81.5%	80.7%	82.0%	78.4%
%H		92.7%	36.3%	17.9%	54.9%	20.1%	34.7%	94.0%
16 - 19	510	488	220	109	285	131	154	505
%V	3.8%	3.9%	4.4%	4.5%	4.0%	4.9%	3.4%	4.0%
%H		95.7%	43.1%	21.4%	55.9%	25.7%	30.2%	99.0%
20 - 24	760	643	260	136	353	146	207	757
%V	5.7%	5.2%	5.2%	5.6%	4.9%	5.5%	4.6%	5.9%
%H		84.6%	34.2%	17.9%	46.4%	19.2%	27.2%	99.6%
25 - 34	2191	1893	711	350	969	316	653	2165
%V	16.3%	15.2%	14.3%	14.4%	13.5%	11.9%	14.5%	17.0%
%H		86.4%	32.5%	16.0%	44.2%	14.4%	29.8%	98.8%
35 - 44	2070	1901	777	388	978	361	617	2045
%V	15.4%	15.2%	15.6%	16.0%	13.7%	13.6%	13.7%	16.0%
%H		91.8%	37.5%	18.7%	47.2%	17.4%	29.8%	98.8%
45 - 54	1821	1733	724	372	1023	431	592	1776
%V	13.6%	13.9%	14.5%	15.3%	14.3%	16.3%	13.1%	13.9%
%H		95.2%	39.8%	20.4%	56.2%	23.7%	32.5%	97.5%
55 - 64	1443	1393	575	278	884	356	528	1369
%V	10.8%	11.2%	11.5%	11.4%	12.4%	13.4%	11.7%	10.7%
%H		96.5%	39.8%	19.3%	61.3%	24.7%	36.6%	94.9%
65+	1840	1808	596	272	1342	401	941	1385
%V	13.7%	14.5%	12.0%	11.2%	18.8%	15.1%	20.9%	10.9%
%H		98.3%	32.4%	14.8%	72.9%	21.8%	51.1%	75.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	10634	9859	3863	1905	5834	2141	3693	10001
%H		92.7%	36.3%	17.9%	54.9%	20.1%	34.7%	94.0%
AB	3085	2923	1164	638	1670	635	1035	3042
%V	29.0%	29.6%	30.1%	33.5%	28.6%	29.7%	28.0%	30.4%
%H		94.7%	37.7%	20.7%	54.1%	20.6%	33.5%	98.6%
C1	3284	3027	1175	637	1825	741	1084	3153
%V	30.9%	30.7%	30.4%	33.4%	31.3%	34.6%	29.4%	31.5%
%H		92.2%	35.8%	19.4%	55.6%	22.6%	33.0%	96.0%
C2	1905	1773	727	320	1070	415	655	1799
%V	17.9%	18.0%	18.8%	16.8%	18.3%	19.4%	17.7%	18.0%
%H		93.1%	38.2%	16.8%	56.2%	21.8%	34.4%	94.4%
D	1667	1488	610	232	812	256	556	1545
%V	15.7%	15.1%	15.8%	12.2%	13.9%	12.0%	15.1%	15.4%
%H		89.3%	36.6%	13.9%	48.7%	15.4%	33.4%	92.7%
E	693	648	188	77	457	94	363	463
%V	6.5%	6.6%	4.9%	4.0%	7.8%	4.4%	9.8%	4.6%
%H		93.5%	27.1%	11.1%	65.9%	13.6%	52.4%	66.8%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	10634	9859	3863	1905	5834	2141	3693	10001
%H		92.7%	36.3%	17.9%	54.9%	20.1%	34.7%	94.0%
Working full time	5755	5267	2129	1099	2904	1144	1760	5689
%V	54.1%	53.4%	55.1%	57.7%	49.8%	53.4%	47.7%	56.9%
%H		91.5%	37.0%	19.1%	50.5%	19.9%	30.6%	98.9%
Working part time	1030	975	395	193	580	221	358	1009
%V	9.7%	9.9%	10.2%	10.1%	9.9%	10.3%	9.7%	10.1%
%H		94.7%	38.3%	18.7%	56.3%	21.5%	34.8%	98.0%
Not working	3849	3616	1339	613	2350	776	1574	3304
%V	36.2%	36.7%	34.7%	32.2%	40.3%	36.2%	42.6%	33.0%
%H		93.9%	34.8%	15.9%	61.1%	20.2%	40.9%	85.8%
Houseperson	5404	4958	1771	879	3041	961	2080	4885
%V	50.8%	50.3%	45.8%	46.1%	52.1%	44.9%	56.3%	48.8%
%H		91.7%	32.8%	16.3%	56.3%	17.8%	38.5%	90.4%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5254	4841	1912	949	2820	1061	1759	4974
%H		92.1%	36.4%	18.1%	53.7%	20.2%	33.5%	94.7%
16 - 19	266	257	116	61	147	70	77	264
%V	5.1%	5.3%	6.1%	6.4%	5.2%	6.6%	4.4%	5.3%
%H		96.6%	43.6%	22.9%	55.3%	26.3%	28.9%	99.2%
20 - 24	389	340	137	77	183	82	101	388
%V	7.4%	7.0%	7.2%	8.1%	6.5%	7.7%	5.7%	7.8%
%H		87.4%	35.2%	19.8%	47.0%	21.1%	26.0%	99.7%
25 - 34	1094	937	349	174	474	155	319	1081
%V	20.8%	19.4%	18.3%	18.3%	16.8%	14.6%	18.1%	21.7%
%H		85.6%	31.9%	15.9%	43.3%	14.2%	29.2%	98.8%
35 - 44	1039	938	368	190	481	171	310	1024
%V	19.8%	19.4%	19.2%	20.0%	17.1%	16.1%	17.6%	20.6%
%H		90.3%	35.4%	18.3%	46.3%	16.5%	29.8%	98.6%
45 - 54	913	867	367	179	505	209	297	885
%V	17.4%	17.9%	19.2%	18.9%	17.9%	19.7%	16.9%	17.8%
%H		95.0%	40.2%	19.6%	55.3%	22.9%	32.5%	96.9%
55 - 64	718	686	276	136	442	174	268	674
%V	13.7%	14.2%	14.4%	14.3%	15.7%	16.4%	15.2%	13.6%
%H		95.5%	38.4%	18.9%	61.6%	24.2%	37.3%	93.9%
65+	834	816	299	133	588	200	388	658
%V	15.9%	16.9%	15.6%	14.0%	20.9%	18.9%	22.1%	13.2%
%H		97.8%	35.9%	15.9%	70.5%	24.0%	46.5%	78.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5254	4841	1912	949	2820	1061	1759	4974
%H		92.1%	36.4%	18.1%	53.7%	20.2%	33.5%	94.7%
AB	1545	1463	581	320	829	320	509	1526
%V	29.4%	30.2%	30.4%	33.7%	29.4%	30.2%	28.9%	30.7%
%H		94.7%	37.6%	20.7%	53.7%	20.7%	32.9%	98.8%
C1	1569	1441	569	306	849	355	495	1527
%V	29.9%	29.8%	29.8%	32.2%	30.1%	33.5%	28.1%	30.7%
%H		91.8%	36.3%	19.5%	54.1%	22.6%	31.5%	97.3%
C2	1024	935	385	171	559	219	340	960
%V	19.5%	19.3%	20.1%	18.0%	19.8%	20.6%	19.3%	19.3%
%H		91.3%	37.6%	16.7%	54.6%	21.4%	33.2%	93.8%
D	813	724	294	117	392	128	264	760
%V	15.5%	15.0%	15.4%	12.3%	13.9%	12.1%	15.0%	15.3%
%H		89.1%	36.2%	14.4%	48.2%	15.7%	32.5%	93.5%
E	303	278	83	35	190	39	151	202
%V	5.8%	5.7%	4.3%	3.7%	6.7%	3.7%	8.6%	4.1%
%H		91.7%	27.4%	11.6%	62.7%	12.9%	49.8%	66.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5254	4841	1912	949	2820	1061	1759	4974
%H		92.1%	36.4%	18.1%	53.7%	20.2%	33.5%	94.7%
Working full time	3459	3159	1279	652	1723	677	1046	3411
%V	65.8%	65.3%	66.9%	68.7%	61.1%	63.8%	59.5%	68.6%
%H		91.3%	37.0%	18.8%	49.8%	19.6%	30.2%	98.6%
Working part time	250	233	87	39	143	47	95	242
%V	4.8%	4.8%	4.6%	4.1%	5.1%	4.4%	5.4%	4.9%
%H		93.2%	34.8%	15.6%	57.2%	18.8%	38.0%	96.8%
Not working	1545	1449	545	258	954	336	618	1321
%V	29.4%	29.9%	28.5%	27.2%	33.8%	31.7%	35.1%	26.6%
%H		93.8%	35.3%	16.7%	61.7%	21.7%	40.0%	85.5%
Houseperson	1236	1061	317	163	675	164	511	1047
%V	23.5%	21.9%	16.6%	17.2%	23.9%	15.5%	29.1%	21.0%
%H		85.8%	25.6%	13.2%	54.6%	13.3%	41.3%	84.7%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5380	5017	1951	956	3014	1081	1933	5027
%H		93.3%	36.3%	17.8%	56.0%	20.1%	35.9%	93.4%
16 - 19	244	231	104	48	138	61	76	242
%V	4.5%	4.6%	5.3%	5.0%	4.6%	5.6%	3.9%	4.8%
%H		94.7%	42.6%	19.7%	56.6%	25.0%	31.1%	99.2%
20 - 24	371	304	123	59	170	64	106	369
%V	6.9%	6.1%	6.3%	6.2%	5.6%	5.9%	5.5%	7.3%
%H		81.9%	33.2%	15.9%	45.8%	17.3%	28.6%	99.5%
25 - 34	1097	956	362	176	494	160	334	1083
%V	20.4%	19.1%	18.6%	18.4%	16.4%	14.8%	17.3%	21.5%
%H		87.1%	33.0%	16.0%	45.0%	14.6%	30.4%	98.7%
35 - 44	1031	963	409	198	497	190	307	1021
%V	19.2%	19.2%	21.0%	20.7%	16.5%	17.6%	15.9%	20.3%
%H		93.4%	39.7%	19.2%	48.2%	18.4%	29.8%	99.0%
45 - 54	908	866	357	194	518	222	296	891
%V	16.9%	17.3%	18.3%	20.3%	17.2%	20.5%	15.3%	17.7%
%H		95.4%	39.3%	21.4%	57.0%	24.4%	32.6%	98.1%
55 - 64	725	707	299	142	442	182	260	695
%V	13.5%	14.1%	15.3%	14.9%	14.7%	16.8%	13.5%	13.8%
%H		97.5%	41.2%	19.6%	61.0%	25.1%	35.9%	95.9%
65+	1006	992	297	139	754	201	553	727
%V	18.7%	19.8%	15.2%	14.5%	25.0%	18.6%	28.6%	14.5%
%H		98.6%	29.5%	13.8%	75.0%	20.0%	55.0%	72.3%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5380	5017	1951	956	3014	1081	1933	5027
%H		93.3%	36.3%	17.8%	56.0%	20.1%	35.9%	93.4%
AB	1540	1460	583	319	841	315	526	1516
%V	28.6%	29.1%	29.9%	33.4%	27.9%	29.1%	27.2%	30.2%
%H		94.8%	37.9%	20.7%	54.6%	20.5%	34.2%	98.4%
C1	1715	1586	607	331	976	387	589	1626
%V	31.9%	31.6%	31.1%	34.6%	32.4%	35.8%	30.5%	32.3%
%H		92.5%	35.4%	19.3%	56.9%	22.6%	34.3%	94.8%
C2	881	838	341	149	511	196	315	839
%V	16.4%	16.7%	17.5%	15.6%	17.0%	18.1%	16.3%	16.7%
%H		95.1%	38.7%	16.9%	58.0%	22.2%	35.8%	95.2%
D	855	764	316	115	420	128	292	785
%V	15.9%	15.2%	16.2%	12.0%	13.9%	11.8%	15.1%	15.6%
%H		89.4%	37.0%	13.5%	49.1%	15.0%	34.2%	91.8%
E	390	370	105	42	267	55	212	261
%V	7.2%	7.4%	5.4%	4.4%	8.9%	5.1%	11.0%	5.2%
%H		94.9%	26.9%	10.8%	68.5%	14.1%	54.4%	66.9%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5380	5017	1951	956	3014	1081	1933	5027
%H		93.3%	36.3%	17.8%	56.0%	20.1%	35.9%	93.4%
Working full time	2296	2108	850	447	1181	466	715	2278
%V	42.7%	42.0%	43.6%	46.8%	39.2%	43.1%	37.0%	45.3%
%H		91.8%	37.0%	19.5%	51.4%	20.3%	31.1%	99.2%
Working part time	780	743	308	153	437	174	263	767
%V	14.5%	14.8%	15.8%	16.0%	14.5%	16.1%	13.6%	15.3%
%H		95.3%	39.5%	19.6%	56.0%	22.3%	33.7%	98.3%
Not working	2304	2167	793	355	1396	440	956	1983
%V	42.8%	43.2%	40.6%	37.1%	46.3%	40.7%	49.5%	39.4%
%H		94.1%	34.4%	15.4%	60.6%	19.1%	41.5%	86.1%
Houseperson	4168	3898	1453	717	2366	798	1568	3838
%V	77.5%	77.7%	74.5%	75.0%	78.5%	73.8%	81.1%	76.3%
%H		93.5%	34.9%	17.2%	56.8%	19.1%	37.6%	92.1%

Base: ITV London - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
AB	850	833	323	141	591	254	338	830
%V	22.8%	23.2%	25.4%	22.5%	23.0%	25.5%	21.5%	25.9%
%H (All HH)		98.0%	38.0%	16.6%	69.5%	29.9%	39.8%	97.6%
%H (TV HH)			38.8%	16.9%	70.9%	30.5%	40.6%	
C1	981	938	337	170	661	264	397	890
%V	26.3%	26.2%	26.5%	27.1%	25.7%	26.5%	25.3%	27.8%
%H (All HH)		95.6%	34.4%	17.3%	67.4%	26.9%	40.5%	90.7%
%H (TV HH)			35.9%	18.1%	70.5%	28.1%	42.3%	
C2	806	785	269	156	587	245	343	704
%V	21.6%	21.9%	21.2%	24.9%	22.9%	24.5%	21.9%	22.0%
%H (All HH)		97.4%	33.4%	19.4%	72.8%	30.4%	42.6%	87.3%
%H (TV HH)			34.3%	19.9%	74.8%	31.2%	43.7%	
D	656	624	231	111	425	164	262	526
%V	17.6%	17.4%	18.2%	17.7%	16.6%	16.4%	16.7%	16.4%
%H (All HH)		95.1%	35.2%	16.9%	64.8%	25.0%	39.9%	80.2%
%H (TV HH)			37.0%	17.8%	68.1%	26.3%	42.0%	
E	431	402	110	49	302	72	230	257
%V	11.6%	11.2%	8.7%	7.8%	11.8%	7.2%	14.7%	8.0%
%H (All HH)		93.3%	25.5%	11.4%	70.1%	16.7%	53.4%	59.6%
%H (TV HH)			27.4%	12.2%	75.1%	17.9%	57.2%	

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
Oct 2018 - Sep 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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Under 25	139	123	33	18	79	23	56	133
%V	3.7%	3.4%	2.6%	2.9%	3.1%	2.3%	3.6%	4.1%
%H (All HH)		88.5%	23.7%	12.9%	56.8%	16.5%	40.3%	95.7%
%H (TV HH)			26.8%	14.6%	64.2%	18.7%	45.5%	
25 - 34	563	518	181	94	310	127	183	542
%V	15.1%	14.5%	14.2%	15.0%	12.1%	12.7%	11.7%	16.9%
%H (All HH)		92.0%	32.1%	16.7%	55.1%	22.6%	32.5%	96.3%
%H (TV HH)			34.9%	18.1%	59.8%	24.5%	35.3%	
35 - 44	620	584	245	105	367	166	201	596
%V	16.6%	16.3%	19.3%	16.7%	14.3%	16.6%	12.8%	18.6%
%H (All HH)		94.2%	39.5%	16.9%	59.2%	26.8%	32.4%	96.1%
%H (TV HH)			42.0%	18.0%	62.8%	28.4%	34.4%	
45 - 54	693	676	288	135	467	224	243	654
%V	18.6%	18.9%	22.7%	21.5%	18.2%	22.4%	15.5%	20.4%
%H (All HH)		97.5%	41.6%	19.5%	67.4%	32.3%	35.1%	94.4%
%H (TV HH)			42.6%	20.0%	69.1%	33.1%	35.9%	
55 - 64	637	621	221	132	462	195	267	584
%V	17.1%	17.3%	17.4%	21.1%	18.0%	19.5%	17.0%	18.2%
%H (All HH)		97.5%	34.7%	20.7%	72.5%	30.6%	41.9%	91.7%
%H (TV HH)			35.6%	21.3%	74.4%	31.4%	43.0%	
65 +	1073	1062	303	142	883	264	619	697
%V	28.8%	29.6%	23.8%	22.6%	34.4%	26.5%	39.5%	21.7%
%H (All HH)		99.0%	28.2%	13.2%	82.3%	24.6%	57.7%	65.0%
%H (TV HH)			28.5%	13.4%	83.1%	24.9%	58.3%	

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
Oct 2018 - Sep 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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
1	1116	1052	265	134	823	193	630	745
%V	30.0%	29.4%	20.8%	21.4%	32.1%	19.3%	40.2%	23.2%
%H (All HH)		94.3%	23.7%	12.0%	73.7%	17.3%	56.5%	66.8%
%H (TV HH)			25.2%	12.7%	78.2%	18.3%	59.9%	
2	1195	1165	420	201	861	350	511	1079
%V	32.1%	32.5%	33.0%	32.1%	33.5%	35.1%	32.6%	33.6%
%H (All HH)		97.5%	35.1%	16.8%	72.1%	29.3%	42.8%	90.3%
%H (TV HH)			36.1%	17.3%	73.9%	30.0%	43.9%	
3	610	588	240	126	386	194	192	591
%V	16.4%	16.4%	18.9%	20.1%	15.0%	19.4%	12.2%	18.4%
%H (All HH)		96.4%	39.3%	20.7%	63.3%	31.8%	31.5%	96.9%
%H (TV HH)			40.8%	21.4%	65.6%	33.0%	32.7%	
4	524	509	221	113	335	176	159	516
%V	14.1%	14.2%	17.4%	18.0%	13.1%	17.6%	10.1%	16.1%
%H (All HH)		97.1%	42.2%	21.6%	63.9%	33.6%	30.3%	98.5%
%H (TV HH)			43.4%	22.2%	65.8%	34.6%	31.2%	
5+	280	269	124	53	161	85	76	275
%V	7.5%	7.5%	9.8%	8.5%	6.3%	8.5%	4.8%	8.6%
%H (All HH)		96.1%	44.3%	18.9%	57.5%	30.4%	27.1%	98.2%
%H (TV HH)			46.1%	19.7%	59.9%	31.6%	28.3%	
Average HH size	2.41	2.41	2.67	2.64	2.31	2.65	2.09	2.57

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
Oct 2018 - Sep 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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Without	2724	2623	856	446	1969	706	1263	2232
%V	73.1%	73.2%	67.3%	71.1%	76.7%	70.7%	80.5%	69.6%
%H (All HH)		96.3%	31.4%	16.4%	72.3%	25.9%	46.4%	81.9%
%H (TV HH)			32.6%	17.0%	75.1%	26.9%	48.2%	
With	1000	960	415	181	598	292	306	975
%V	26.9%	26.8%	32.7%	28.9%	23.3%	29.3%	19.5%	30.4%
%H (All HH)		96.0%	41.5%	18.1%	59.8%	29.2%	30.6%	97.5%
%H (TV HH)			43.2%	18.9%	62.3%	30.4%	31.9%	
0 - 3	371	354	141	67	215	96	119	361
%V	10.0%	9.9%	11.1%	10.7%	8.4%	9.6%	7.6%	11.3%
%H (All HH)		95.4%	38.0%	18.1%	58.0%	25.9%	32.1%	97.3%
%H (TV HH)			39.8%	18.9%	60.7%	27.1%	33.6%	
4 - 9	526	505	223	91	310	149	161	514
%V	14.1%	14.1%	17.5%	14.5%	12.1%	14.9%	10.3%	16.0%
%H (All HH)		96.0%	42.4%	17.3%	58.9%	28.3%	30.6%	97.7%
%H (TV HH)			44.2%	18.0%	61.4%	29.5%	31.9%	
10 - 15	490	475	212	92	302	156	146	479
%V	13.2%	13.3%	16.7%	14.7%	11.8%	15.6%	9.3%	14.9%
%H (All HH)		96.9%	43.3%	18.8%	61.6%	31.8%	29.8%	97.8%
%H (TV HH)			44.6%	19.4%	63.6%	32.8%	30.7%	

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

Oct 2018 - Sep 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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
1	1507	1507	426	202	973	192	781	1190
%V	40.5%	42.0%	33.5%	32.2%	37.9%	19.2%	49.8%	37.1%
%H (All HH)		100.0%	28.3%	13.4%	64.6%	12.7%	51.8%	79.0%
%H (TV HH)			28.3%	13.4%	64.6%	12.7%	51.8%	
2	1168	1168	436	231	857	374	482	1042
%V	31.4%	32.6%	34.3%	36.8%	33.4%	37.5%	30.7%	32.5%
%H (All HH)		100.0%	37.3%	19.8%	73.4%	32.0%	41.3%	89.2%
%H (TV HH)			37.3%	19.8%	73.4%	32.0%	41.3%	
3	549	549	233	117	441	243	198	519
%V	14.7%	15.3%	18.3%	18.7%	17.2%	24.3%	12.6%	16.2%
%H (All HH)		100.0%	42.4%	21.3%	80.3%	44.3%	36.1%	94.5%
%H (TV HH)			42.4%	21.3%	80.3%	44.3%	36.1%	
4	230	230	106	53	185	114	71	222
%V	6.2%	6.4%	8.3%	8.5%	7.2%	11.4%	4.5%	6.9%
%H (All HH)		100.0%	46.1%	23.0%	80.4%	49.6%	30.9%	96.5%
%H (TV HH)			46.1%	23.0%	80.4%	49.6%	30.9%	
5+	130	130	70	24	111	75	36	129
%V	3.5%	3.6%	5.5%	3.8%	4.3%	7.5%	2.3%	4.0%
%H (All HH)		100.0%	53.8%	18.5%	85.4%	57.7%	27.7%	99.2%
%H (TV HH)			53.8%	18.5%	85.4%	57.7%	27.7%	

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
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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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Under 20"	326	326	99	66	285	125	160	283
%V	8.8%	9.1%	7.8%	10.5%	11.1%	12.5%	10.2%	8.8%
%H (All HH)		100.0%	30.4%	20.2%	87.4%	38.3%	49.1%	86.8%
%H (TV HH)			30.4%	20.2%	87.4%	38.3%	49.1%	
20" - 29"	942	942	317	173	769	325	444	802
%V	25.3%	26.3%	24.9%	27.6%	30.0%	32.6%	28.3%	25.0%
%H (All HH)		100.0%	33.7%	18.4%	81.6%	34.5%	47.1%	85.1%
%H (TV HH)			33.7%	18.4%	81.6%	34.5%	47.1%	
30" - 39"	1712	1712	636	293	1292	538	754	1480
%V	46.0%	47.8%	50.0%	46.7%	50.3%	53.9%	48.1%	46.1%
%H (All HH)		100.0%	37.1%	17.1%	75.5%	31.4%	44.0%	86.4%
%H (TV HH)			37.1%	17.1%	75.5%	31.4%	44.0%	
40" - 49"	1779	1779	694	351	1248	571	677	1641
%V	47.8%	49.6%	54.6%	56.0%	48.6%	57.2%	43.1%	51.2%
%H (All HH)		100.0%	39.0%	19.7%	70.2%	32.1%	38.1%	92.2%
%H (TV HH)			39.0%	19.7%	70.2%	32.1%	38.1%	
50" - 59"	696	696	343	132	455	253	202	676
%V	18.7%	19.4%	27.0%	21.1%	17.7%	25.4%	12.9%	21.1%
%H (All HH)		100.0%	49.3%	19.0%	65.4%	36.4%	29.0%	97.1%
%H (TV HH)			49.3%	19.0%	65.4%	36.4%	29.0%	
60"+	77	77	42	16	53	36	17	76
%V	2.1%	2.1%	3.3%	2.6%	2.1%	3.6%	1.1%	2.4%
%H (All HH)		100.0%	54.5%	20.8%	68.8%	46.8%	22.1%	98.7%
%H (TV HH)			54.5%	20.8%	68.8%	46.8%	22.1%	

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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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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Main living room	3550	3550	1260	622	2548	993	1555	3072
%V	95.3%	99.1%	99.1%	99.2%	99.3%	99.5%	99.1%	95.8%
%H (All HH)		100.0%	35.5%	17.5%	71.8%	28.0%	43.8%	86.5%
%H (TV HH)			35.5%	17.5%	71.8%	28.0%	43.8%	
Kitchen	372	372	158	62	315	162	153	341
%V	10.0%	10.4%	12.4%	9.9%	12.3%	16.2%	9.8%	10.6%
%H (All HH)		100.0%	42.5%	16.7%	84.7%	43.5%	41.1%	91.7%
%H (TV HH)			42.5%	16.7%	84.7%	43.5%	41.1%	
Adult's bedroom	1619	1619	662	339	1255	650	605	1495
%V	43.5%	45.2%	52.1%	54.1%	48.9%	65.1%	38.6%	46.6%
%H (All HH)		100.0%	40.9%	20.9%	77.5%	40.1%	37.4%	92.3%
%H (TV HH)			40.9%	20.9%	77.5%	40.1%	37.4%	
Child's bedroom	282	282	149	60	201	133	68	279
%V	7.6%	7.9%	11.7%	9.6%	7.8%	13.3%	4.3%	8.7%
%H (All HH)		100.0%	52.8%	21.3%	71.3%	47.2%	24.1%	98.9%
%H (TV HH)			52.8%	21.3%	71.3%	47.2%	24.1%	
Other bedroom	185	185	84	41	154	94	60	178
%V	5.0%	5.2%	6.6%	6.5%	6.0%	9.4%	3.8%	5.6%
%H (All HH)		100.0%	45.4%	22.2%	83.2%	50.8%	32.4%	96.2%
%H (TV HH)			45.4%	22.2%	83.2%	50.8%	32.4%	
Second living/dining room	374	374	161	62	295	147	148	346
%V	10.0%	10.4%	12.7%	9.9%	11.5%	14.7%	9.4%	10.8%
%H (All HH)		100.0%	43.0%	16.6%	78.9%	39.3%	39.6%	92.5%
%H (TV HH)			43.0%	16.6%	78.9%	39.3%	39.6%	
Study/office	57	57	29	9	42	23	19	57
%V	1.5%	1.6%	2.3%	1.4%	1.6%	2.3%	1.2%	1.8%
%H (All HH)		100.0%	50.9%	15.8%	73.7%	40.4%	33.3%	100.0%
%H (TV HH)			50.9%	15.8%	73.7%	40.4%	33.3%	
TV room	25	25	16	3	21	15	5	25
%V	0.7%	0.7%	1.3%	0.5%	0.8%	1.5%	0.3%	0.8%
%H (All HH)		100.0%	64.0%	12.0%	84.0%	60.0%	20.0%	100.0%
%H (TV HH)			64.0%	12.0%	84.0%	60.0%	20.0%	
Conservatory	94	94	42	21	78	45	32	87
%V	2.5%	2.6%	3.3%	3.3%	3.0%	4.5%	2.0%	2.7%
%H (All HH)		100.0%	44.7%	22.3%	83.0%	47.9%	34.0%	92.6%
%H (TV HH)			44.7%	22.3%	83.0%	47.9%	34.0%	
Attic or loft room	7	7	4	2	3	3	0	7
%V	0.2%	0.2%	0.3%	0.3%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	57.1%	28.6%	42.9%	42.9%	0.0%	100.0%
%H (TV HH)			57.1%	28.6%	42.9%	42.9%	0.0%	
No specific location	6	6	2	1	4	2	2	6
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%
%H (All HH)		100.0%	33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	16.7%	66.7%	33.3%	33.3%	
Other	41	41	18	9	32	17	15	41
%V	1.1%	1.1%	1.4%	1.4%	1.2%	1.7%	1.0%	1.3%
%H (All HH)		100.0%	43.9%	22.0%	78.0%	41.5%	36.6%	100.0%
%H (TV HH)			43.9%	22.0%	78.0%	41.5%	36.6%	

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
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Table 2.8: Platform Provider

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Any DSAT provider	1271	1271	1271	18	654	654	0	1198
%V	34.1%	35.5%	100.0%	2.9%	25.5%	65.5%	0.0%	37.4%
%H (All HH)			100.0%	1.4%	51.5%	51.5%	0.0%	94.3%
%H (TV HH)			100.0%	1.4%	51.5%	51.5%	0.0%	
Sky with subscription	1058	1058	1058	9	540	540	0	1006
%V	28.4%	29.5%	83.2%	1.4%	21.0%	54.1%	0.0%	31.4%
%H (All HH)			100.0%	0.9%	51.0%	51.0%	0.0%	95.1%
%H (TV HH)			100.0%	0.9%	51.0%	51.0%	0.0%	
Sky without subscription	58	58	58	1	33	33	0	52
%V	1.6%	1.6%	4.6%	0.2%	1.3%	3.3%	0.0%	1.6%
%H (All HH)			100.0%	1.7%	56.9%	56.9%	0.0%	89.7%
%H (TV HH)			100.0%	1.7%	56.9%	56.9%	0.0%	
Freesat	133	133	133	6	80	80	0	120
%V	3.6%	3.7%	10.5%	1.0%	3.1%	8.0%	0.0%	3.7%
%H (All HH)			100.0%	4.5%	60.2%	60.2%	0.0%	90.2%
%H (TV HH)			100.0%	4.5%	60.2%	60.2%	0.0%	
Other satellite provider	79	79	79	4	32	32	0	76
%V	2.1%	2.2%	6.2%	0.6%	1.2%	3.2%	0.0%	2.4%
%H (All HH)			100.0%	5.1%	40.5%	40.5%	0.0%	96.2%
%H (TV HH)			100.0%	5.1%	40.5%	40.5%	0.0%	
DCAB	627	627	18	627	355	355	0	594
%V	16.8%	17.5%	1.4%	100.0%	13.8%	35.6%	0.0%	18.5%
%H (All HH)			2.9%	100.0%	56.6%	56.6%	0.0%	94.7%
%H (TV HH)			2.9%	100.0%	56.6%	56.6%	0.0%	
DTT	2567	2567	654	355	2567	998	1569	2143
%V	68.9%	71.6%	51.5%	56.6%	100.0%	100.0%	100.0%	66.8%
%H (All HH)		100.0%	25.5%	13.8%	100.0%	38.9%	61.1%	83.5%
%H (TV HH)			25.5%	13.8%	100.0%	38.9%	61.1%	

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 2.9: 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	3724	3584	1271	627	2567	998	1569	3207
%H (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
PVR	2204	2204	1133	606	1408	929	479	2062
%V	59.2%	61.5%	89.1%	96.7%	54.9%	93.1%	30.5%	64.3%
%H (All HH)		100.0%	51.4%	27.5%	63.9%	42.2%	21.7%	93.6%
%H (TV HH)			51.4%	27.5%	63.9%	42.2%	21.7%	
DVDR	41	41	17	4	32	12	20	36
%V	1.1%	1.1%	1.3%	0.6%	1.2%	1.2%	1.3%	1.1%
%H (All HH)		100.0%	41.5%	9.8%	78.0%	29.3%	48.8%	87.8%
%H (TV HH)			41.5%	9.8%	78.0%	29.3%	48.8%	
VCR	10	10	2	1	10	3	8	7
%V	0.3%	0.3%	0.2%	0.2%	0.4%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	20.0%	10.0%	100.0%	30.0%	80.0%	70.0%
%H (TV HH)			20.0%	10.0%	100.0%	30.0%	80.0%	
Any recorder	2224	2224	1136	606	1425	929	495	2076
%V	59.7%	62.1%	89.4%	96.7%	55.5%	93.1%	31.5%	64.7%
%H (All HH)		100.0%	51.1%	27.2%	64.1%	41.8%	22.3%	93.3%
%H (TV HH)			51.1%	27.2%	64.1%	41.8%	22.3%	
Receives HDTV (via STB or built-in reception)	2534	2534	1053	559	1824	885	939	2347
%V	68.0%	70.7%	82.8%	89.2%	71.1%	88.7%	59.8%	73.2%
%H (All HH)		100.0%	41.6%	22.1%	72.0%	34.9%	37.1%	92.6%
%H (TV HH)			41.6%	22.1%	72.0%	34.9%	37.1%	
DVD/Blu-ray player or recorder	2011	2011	746	389	1447	626	821	1807
%V	54.0%	56.1%	58.7%	62.0%	56.4%	62.7%	52.3%	56.3%
%H (All HH)		100.0%	37.1%	19.3%	72.0%	31.1%	40.8%	89.9%
%H (TV HH)			37.1%	19.3%	72.0%	31.1%	40.8%	

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

Oct 2018 - Sep 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	3724	3584	1271	627	2567	998	1569	3207
%V (All HH)		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%
%H (TV HH)			35.5%	17.5%	71.6%	27.8%	43.8%	
Has broadband internet	3207	3102	1198	594	2143	944	1199	3207
%V	86.1%	86.6%	94.3%	94.7%	83.5%	94.6%	76.4%	100.0%
%H (All HH)		96.7%	37.4%	18.5%	66.8%	29.4%	37.4%	100.0%
%H (TV HH)			38.6%	19.1%	69.1%	30.4%	38.7%	
Number of computers (PCs and laptops)								
0	753	699	156	66	563	105	458	261
%V	20.2%	19.5%	12.3%	10.5%	21.9%	10.5%	29.2%	8.1%
%H (All HH)		92.8%	20.7%	8.8%	74.8%	13.9%	60.8%	34.7%
%H (TV HH)			22.3%	9.4%	80.5%	15.0%	65.5%	
1	1062	1025	360	176	708	260	448	1042
%V	28.5%	28.6%	28.3%	28.1%	27.6%	26.1%	28.6%	32.5%
%H (All HH)		96.5%	33.9%	16.6%	66.7%	24.5%	42.2%	98.1%
%H (TV HH)			35.1%	17.2%	69.1%	25.4%	43.7%	
2	868	844	319	176	592	269	323	863
%V	23.3%	23.5%	25.1%	28.1%	23.1%	27.0%	20.6%	26.9%
%H (All HH)		97.2%	36.8%	20.3%	68.2%	31.0%	37.2%	99.4%
%H (TV HH)			37.8%	20.9%	70.1%	31.9%	38.3%	
3	480	465	189	100	321	160	160	479
%V	12.9%	13.0%	14.9%	15.9%	12.5%	16.0%	10.2%	14.9%
%H (All HH)		96.9%	39.4%	20.8%	66.9%	33.3%	33.3%	99.8%
%H (TV HH)			40.6%	21.5%	69.0%	34.4%	34.4%	
4	260	256	116	52	174	91	82	260
%V	7.0%	7.1%	9.1%	8.3%	6.8%	9.1%	5.2%	8.1%
%H (All HH)		98.5%	44.6%	20.0%	66.9%	35.0%	31.5%	100.0%
%H (TV HH)			45.3%	20.3%	68.0%	35.5%	32.0%	
5+	301	294	131	57	210	113	97	301
%V	8.1%	8.2%	10.3%	9.1%	8.2%	11.3%	6.2%	9.4%
%H (All HH)		97.7%	43.5%	18.9%	69.8%	37.5%	32.2%	100.0%
%H (TV HH)			44.6%	19.4%	71.4%	38.4%	33.0%	

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

Oct 2018 - Sep 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	7108	2802	1354	5345	2526	2818	6415
%H		39.4%	19.0%	75.2%	35.5%	39.6%	90.3%
Under 20"	393	117	84	344	153	191	345
%V	5.5%	4.2%	6.2%	6.4%	6.1%	6.8%	5.4%
%H		29.8%	21.4%	87.5%	38.9%	48.6%	87.8%
20" - 29"	1212	429	234	1007	463	543	1053
%V	17.1%	15.3%	17.3%	18.8%	18.3%	19.3%	16.4%
%H		35.4%	19.3%	83.1%	38.2%	44.8%	86.9%
30" - 39"	2217	866	394	1698	771	927	1960
%V	31.2%	30.9%	29.1%	31.8%	30.5%	32.9%	30.6%
%H		39.1%	17.8%	76.6%	34.8%	41.8%	88.4%
40" - 49"	2137	867	436	1516	742	774	1988
%V	30.1%	30.9%	32.2%	28.4%	29.4%	27.5%	31.0%
%H		40.6%	20.4%	70.9%	34.7%	36.2%	93.0%
50" - 59"	779	387	148	511	290	221	757
%V	11.0%	13.8%	10.9%	9.6%	11.5%	7.8%	11.8%
%H		49.7%	19.0%	65.6%	37.2%	28.4%	97.2%
60"+	83	45	18	55	37	18	81
%V	1.2%	1.6%	1.3%	1.0%	1.5%	0.6%	1.3%
%H		54.2%	21.7%	66.3%	44.6%	21.7%	97.6%
Don't know	287	91	40	214	70	144	231
%V	4.0%	3.2%	3.0%	4.0%	2.8%	5.1%	3.6%
%H		31.7%	13.9%	74.6%	24.4%	50.2%	80.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	7108	2802	1354	5345	2526	2818	6415
%H		39.4%	19.0%	75.2%	35.5%	39.6%	90.3%
Main living room	3569	1270	626	2563	1003	1560	3090
%V	50.2%	45.3%	46.2%	48.0%	39.7%	55.4%	48.2%
%H		35.6%	17.5%	71.8%	28.1%	43.7%	86.6%
Kitchen	374	159	62	317	162	154	343
%V	5.3%	5.7%	4.6%	5.9%	6.4%	5.5%	5.3%
%H		42.5%	16.6%	84.8%	43.3%	41.2%	91.7%
Adult's bedroom	1960	796	431	1535	816	720	1825
%V	27.6%	28.4%	31.8%	28.7%	32.3%	25.6%	28.4%
%H		40.6%	22.0%	78.3%	41.6%	36.7%	93.1%
Child's bedroom	375	196	77	267	171	96	371
%V	5.3%	7.0%	5.7%	5.0%	6.8%	3.4%	5.8%
%H		52.3%	20.5%	71.2%	45.6%	25.6%	98.9%
Other bedroom	218	104	49	183	117	66	211
%V	3.1%	3.7%	3.6%	3.4%	4.6%	2.3%	3.3%
%H		47.7%	22.5%	83.9%	53.7%	30.3%	96.8%
Second living/dining room	379	164	63	299	151	148	351
%V	5.3%	5.9%	4.7%	5.6%	6.0%	5.3%	5.5%
%H		43.3%	16.6%	78.9%	39.8%	39.1%	92.6%
Study/office	58	29	10	43	24	19	57
%V	0.8%	1.0%	0.7%	0.8%	1.0%	0.7%	0.9%
%H		50.0%	17.2%	74.1%	41.4%	32.8%	98.3%
TV room	25	16	3	21	15	5	25
%V	0.4%	0.6%	0.2%	0.4%	0.6%	0.2%	0.4%
%H		64.0%	12.0%	84.0%	60.0%	20.0%	100.0%
Conservatory	94	42	21	78	45	32	87
%V	1.3%	1.5%	1.6%	1.5%	1.8%	1.1%	1.4%
%H		44.7%	22.3%	83.0%	47.9%	34.0%	92.6%
Attic or loft room	8	5	2	3	3	0	8
%V	0.1%	0.2%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		62.5%	25.0%	37.5%	37.5%	0.0%	100.0%
No specific location	6	2	1	4	2	2	6
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	16.7%	66.7%	33.3%	33.3%	100.0%
Other	42	19	9	33	18	15	42
%V	0.6%	0.7%	0.7%	0.6%	0.7%	0.5%	0.7%
%H		45.2%	21.4%	78.6%	42.9%	35.7%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

ITV Midlands

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	7108	2802	1354	5345	2526	2818	6415
%H		39.4%	19.0%	75.2%	35.5%	39.6%	90.3%
PVR	3104	1724	864	1852	1309	543	2941
%V	43.7%	61.5%	63.8%	34.6%	51.8%	19.3%	45.8%
%H		55.5%	27.8%	59.7%	42.2%	17.5%	94.7%
DVDR	42	18	4	33	13	20	37
%V	0.6%	0.6%	0.3%	0.6%	0.5%	0.7%	0.6%
%H		42.9%	9.5%	78.6%	31.0%	47.6%	88.1%
VCR	12	3	1	12	4	8	8
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.3%	0.1%
%H		25.0%	8.3%	100.0%	33.3%	66.7%	66.7%
Any recorder	3131	1730	866	1877	1314	562	2962
%V	44.0%	61.7%	64.0%	35.1%	52.0%	19.9%	46.2%
%H		55.3%	27.7%	59.9%	42.0%	17.9%	94.6%

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	7108	2802	1354	5345	2526	2818	6415
%H		39.4%	19.0%	75.2%	35.5%	39.6%	90.3%
Receives HDTV (via STB or built-in reception)	3973	1809	881	2868	1554	1314	3749
%V	55.9%	64.6%	65.1%	53.7%	61.5%	46.6%	58.4%
%H		45.5%	22.2%	72.2%	39.1%	33.1%	94.4%
DVD/Blu-ray player or recorder	2761	1071	561	2017	948	1069	2530
%V	38.8%	38.2%	41.4%	37.7%	37.5%	37.9%	39.4%
%H		38.8%	20.3%	73.1%	34.3%	38.7%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	3584	1271	627	2567	998	1569	3102
%H		35.5%	17.5%	71.6%	27.8%	43.8%	86.6%
Under 20"	19	5	1	15	2	12	13
%V	0.5%	0.4%	0.2%	0.6%	0.2%	0.8%	0.4%
%H		26.3%	5.3%	78.9%	10.5%	63.2%	68.4%
20" - 29"	212	34	26	173	26	148	134
%V	5.9%	2.7%	4.1%	6.7%	2.6%	9.4%	4.3%
%H		16.0%	12.3%	81.6%	12.3%	69.8%	63.2%
30" - 39"	960	275	142	739	224	515	756
%V	26.8%	21.6%	22.6%	28.8%	22.4%	32.8%	24.4%
%H		28.6%	14.8%	77.0%	23.3%	53.6%	78.8%
40" - 49"	1536	565	306	1074	462	612	1401
%V	42.9%	44.5%	48.8%	41.8%	46.3%	39.0%	45.2%
%H		36.8%	19.9%	69.9%	30.1%	39.8%	91.2%
50" - 59"	636	311	121	413	228	185	617
%V	17.7%	24.5%	19.3%	16.1%	22.8%	11.8%	19.9%
%H		48.9%	19.0%	64.9%	35.8%	29.1%	97.0%
60"+	69	38	13	45	30	16	68
%V	1.9%	3.0%	2.1%	1.8%	3.0%	1.0%	2.2%
%H		55.1%	18.8%	65.2%	43.5%	23.2%	98.6%
Don't know	151	41	18	107	26	81	114
%V	4.2%	3.2%	2.9%	4.2%	2.6%	5.2%	3.7%
%H		27.2%	11.9%	70.9%	17.2%	53.6%	75.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	3584	1271	627	2567	998	1569	3102
%H		35.5%	17.5%	71.6%	27.8%	43.8%	86.6%
PVR	2164	1122	599	1372	916	456	2025
%V	60.4%	88.3%	95.5%	53.4%	91.8%	29.1%	65.3%
%H		51.8%	27.7%	63.4%	42.3%	21.1%	93.6%
DVDR	34	14	2	27	8	18	31
%V	0.9%	1.1%	0.3%	1.1%	0.8%	1.1%	1.0%
%H		41.2%	5.9%	79.4%	23.5%	52.9%	91.2%
VCR	7	1	1	7	2	5	4
%V	0.2%	0.1%	0.2%	0.3%	0.2%	0.3%	0.1%
%H		14.3%	14.3%	100.0%	28.6%	71.4%	57.1%
Any recorder	2182	1124	599	1388	916	472	2039
%V	60.9%	88.4%	95.5%	54.1%	91.8%	30.1%	65.7%
%H		51.5%	27.5%	63.6%	42.0%	21.6%	93.4%

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	3584	1271	627	2567	998	1569	3102
%H		35.5%	17.5%	71.6%	27.8%	43.8%	86.6%
Receives HDTV (via STB or built-in reception)	2472	1031	550	1770	863	907	2291
%V	69.0%	81.1%	87.7%	69.0%	86.5%	57.8%	73.9%
%H		41.7%	22.2%	71.6%	34.9%	36.7%	92.7%
DVD/Blu-ray player or recorder	1766	633	336	1272	526	746	1570
%V	49.3%	49.8%	53.6%	49.6%	52.7%	47.5%	50.6%
%H		35.8%	19.0%	72.0%	29.8%	42.2%	88.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	3524	1531	726	2778	1528	1250	3313
%H		43.4%	20.6%	78.8%	43.4%	35.5%	94.0%
Under 20"	373	111	83	329	151	178	331
%V	10.6%	7.3%	11.4%	11.8%	9.9%	14.2%	10.0%
%H		29.8%	22.3%	88.2%	40.5%	47.7%	88.7%
20" - 29"	1000	394	208	833	438	396	919
%V	28.4%	25.7%	28.7%	30.0%	28.7%	31.7%	27.7%
%H		39.4%	20.8%	83.3%	43.8%	39.6%	91.9%
30" - 39"	1257	591	251	959	547	411	1205
%V	35.7%	38.6%	34.6%	34.5%	35.8%	32.9%	36.4%
%H		47.0%	20.0%	76.3%	43.5%	32.7%	95.9%
40" - 49"	601	302	130	442	279	163	587
%V	17.1%	19.7%	17.9%	15.9%	18.3%	13.0%	17.7%
%H		50.2%	21.6%	73.5%	46.4%	27.1%	97.7%
50" - 59"	143	76	28	98	62	37	141
%V	4.1%	5.0%	3.9%	3.5%	4.1%	3.0%	4.3%
%H		53.1%	19.6%	68.5%	43.4%	25.9%	98.6%
60"+	14	7	4	10	7	2	13
%V	0.4%	0.5%	0.6%	0.4%	0.5%	0.2%	0.4%
%H		50.0%	28.6%	71.4%	50.0%	14.3%	92.9%
Don't know	136	50	22	107	44	63	117
%V	3.9%	3.3%	3.0%	3.9%	2.9%	5.0%	3.5%
%H		36.8%	16.2%	78.7%	32.4%	46.3%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3524	1531	726	2778	1528	1250	3313
%H		43.4%	20.6%	78.8%	43.4%	35.5%	94.0%
PVR	940	602	265	480	393	87	915
%V	26.7%	39.3%	36.5%	17.3%	25.7%	7.0%	27.6%
%H		64.0%	28.2%	51.1%	41.8%	9.3%	97.3%
DVDR	8	4	1	7	5	2	7
%V	0.2%	0.3%	0.1%	0.3%	0.3%	0.2%	0.2%
%H		50.0%	12.5%	87.5%	62.5%	25.0%	87.5%
VCR	5	2	0	5	2	3	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		40.0%	0.0%	100.0%	40.0%	60.0%	80.0%
Any recorder	949	606	266	489	399	90	923
%V	26.9%	39.6%	36.6%	17.6%	26.1%	7.2%	27.9%
%H		63.9%	28.0%	51.5%	42.0%	9.5%	97.3%

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	3524	1531	726	2778	1528	1250	3313
%H		43.4%	20.6%	78.8%	43.4%	35.5%	94.0%
Receives HDTV (via STB or built-in reception)	1501	779	331	1097	691	406	1457
%V	42.6%	50.9%	45.6%	39.5%	45.2%	32.5%	44.0%
%H		51.9%	22.1%	73.1%	46.0%	27.0%	97.1%
DVD/Blu-ray player or recorder	995	438	225	745	422	323	960
%V	28.2%	28.6%	31.0%	26.8%	27.6%	25.8%	29.0%
%H		44.0%	22.6%	74.9%	42.4%	32.5%	96.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	8960	8652	3390	1656	5931	2648	3284	8244
%H		96.6%	37.8%	18.5%	66.2%	29.6%	36.7%	92.0%
Total Children	1768	1698	732	323	1048	512	536	1723
%V	19.7%	19.6%	21.6%	19.5%	17.7%	19.3%	16.3%	20.9%
%H		96.0%	41.4%	18.3%	59.3%	29.0%	30.3%	97.5%
0 - 3	418	400	161	74	241	106	134	406
%V	4.7%	4.6%	4.7%	4.5%	4.1%	4.0%	4.1%	4.9%
%H		95.7%	38.5%	17.7%	57.7%	25.4%	32.1%	97.1%
4 - 15	1350	1297	572	250	808	406	401	1317
%V	15.1%	15.0%	16.9%	15.1%	13.6%	15.3%	12.2%	16.0%
%H		96.1%	42.4%	18.5%	59.9%	30.1%	29.7%	97.6%
4 - 9	700	669	294	120	407	195	212	681
%V	7.8%	7.7%	8.7%	7.2%	6.9%	7.4%	6.5%	8.3%
%H		95.6%	42.0%	17.1%	58.1%	27.9%	30.3%	97.3%
10 - 15	650	629	277	130	400	211	190	636
%V	7.3%	7.3%	8.2%	7.9%	6.7%	8.0%	5.8%	7.7%
%H		96.8%	42.6%	20.0%	61.5%	32.5%	29.2%	97.8%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	8960	8652	3390	1656	5931	2648	3284	8244
%H		96.6%	37.8%	18.5%	66.2%	29.6%	36.7%	92.0%
Total Adults (16+)	7192	6954	2657	1333	4883	2136	2748	6521
%V	80.3%	80.4%	78.4%	80.5%	82.3%	80.7%	83.7%	79.1%
%H		96.7%	36.9%	18.5%	67.9%	29.7%	38.2%	90.7%
16 - 19	377	371	169	66	252	125	127	374
%V	4.2%	4.3%	5.0%	4.0%	4.2%	4.7%	3.9%	4.5%
%H		98.4%	44.8%	17.5%	66.8%	33.2%	33.7%	99.2%
20 - 24	572	527	195	117	344	164	180	560
%V	6.4%	6.1%	5.8%	7.1%	5.8%	6.2%	5.5%	6.8%
%H		92.1%	34.1%	20.5%	60.1%	28.7%	31.5%	97.9%
25 - 34	1203	1134	421	239	698	323	375	1170
%V	13.4%	13.1%	12.4%	14.4%	11.8%	12.2%	11.4%	14.2%
%H		94.3%	35.0%	19.9%	58.0%	26.8%	31.2%	97.3%
35 - 44	1101	1046	449	198	640	300	340	1070
%V	12.3%	12.1%	13.2%	12.0%	10.8%	11.3%	10.4%	13.0%
%H		95.0%	40.8%	18.0%	58.1%	27.2%	30.9%	97.2%
45 - 54	1206	1181	517	249	818	419	398	1150
%V	13.5%	13.7%	15.3%	15.0%	13.8%	15.8%	12.1%	13.9%
%H		97.9%	42.9%	20.6%	67.8%	34.7%	33.0%	95.4%
55 - 64	1076	1052	394	229	780	350	429	1008
%V	12.0%	12.2%	11.6%	13.8%	13.2%	13.2%	13.1%	12.2%
%H		97.8%	36.6%	21.3%	72.5%	32.5%	39.9%	93.7%
65+	1656	1643	512	235	1352	454	898	1188
%V	18.5%	19.0%	15.1%	14.2%	22.8%	17.1%	27.3%	14.4%
%H		99.2%	30.9%	14.2%	81.6%	27.4%	54.2%	71.7%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	7192	6954	2657	1333	4883	2136	2748	6521
%H		96.7%	36.9%	18.5%	67.9%	29.7%	38.2%	90.7%
AB	1748	1717	700	303	1224	565	659	1722
%V	24.3%	24.7%	26.3%	22.7%	25.1%	26.5%	24.0%	26.4%
%H		98.2%	40.0%	17.3%	70.0%	32.3%	37.7%	98.5%
C1	1940	1861	712	382	1277	577	700	1826
%V	27.0%	26.8%	26.8%	28.7%	26.2%	27.0%	25.5%	28.0%
%H		95.9%	36.7%	19.7%	65.8%	29.7%	36.1%	94.1%
C2	1627	1597	587	341	1173	538	635	1479
%V	22.6%	23.0%	22.1%	25.6%	24.0%	25.2%	23.1%	22.7%
%H		98.2%	36.1%	21.0%	72.1%	33.1%	39.0%	90.9%
D	1265	1202	489	229	786	348	438	1097
%V	17.6%	17.3%	18.4%	17.2%	16.1%	16.3%	15.9%	16.8%
%H		95.0%	38.7%	18.1%	62.1%	27.5%	34.6%	86.7%
E	611	578	169	78	424	109	316	397
%V	8.5%	8.3%	6.4%	5.9%	8.7%	5.1%	11.5%	6.1%
%H		94.6%	27.7%	12.8%	69.4%	17.8%	51.7%	65.0%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	7192	6954	2657	1333	4883	2136	2748	6521
%H		96.7%	36.9%	18.5%	67.9%	29.7%	38.2%	90.7%
Working full time	3421	3317	1363	719	2197	1100	1098	3338
%V	47.6%	47.7%	51.3%	53.9%	45.0%	51.5%	40.0%	51.2%
%H		97.0%	39.8%	21.0%	64.2%	32.2%	32.1%	97.6%
Working part time	679	664	280	142	456	224	232	658
%V	9.4%	9.5%	10.5%	10.7%	9.3%	10.5%	8.4%	10.1%
%H		97.8%	41.2%	20.9%	67.2%	33.0%	34.2%	96.9%
Not working	3092	2974	1015	471	2230	812	1418	2525
%V	43.0%	42.8%	38.2%	35.3%	45.7%	38.0%	51.6%	38.7%
%H		96.2%	32.8%	15.2%	72.1%	26.3%	45.9%	81.7%
Houseperson	3724	3584	1271	627	2567	998	1569	3207
%V	51.8%	51.5%	47.8%	47.0%	52.6%	46.7%	57.1%	49.2%
%H		96.2%	34.1%	16.8%	68.9%	26.8%	42.1%	86.1%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3542	3401	1316	668	2362	1067	1295	3245
%H		96.0%	37.2%	18.9%	66.7%	30.1%	36.6%	91.6%
16 - 19	189	187	90	33	125	67	59	188
%V	5.3%	5.5%	6.8%	4.9%	5.3%	6.3%	4.6%	5.8%
%H		98.9%	47.6%	17.5%	66.1%	35.4%	31.2%	99.5%
20 - 24	297	271	109	56	176	89	87	292
%V	8.4%	8.0%	8.3%	8.4%	7.5%	8.3%	6.7%	9.0%
%H		91.2%	36.7%	18.9%	59.3%	30.0%	29.3%	98.3%
25 - 34	616	576	207	134	351	169	183	598
%V	17.4%	16.9%	15.7%	20.1%	14.9%	15.8%	14.1%	18.4%
%H		93.5%	33.6%	21.8%	57.0%	27.4%	29.7%	97.1%
35 - 44	539	505	207	97	304	136	168	520
%V	15.2%	14.8%	15.7%	14.5%	12.9%	12.7%	13.0%	16.0%
%H		93.7%	38.4%	18.0%	56.4%	25.2%	31.2%	96.5%
45 - 54	595	581	252	120	404	207	197	563
%V	16.8%	17.1%	19.1%	18.0%	17.1%	19.4%	15.2%	17.3%
%H		97.6%	42.4%	20.2%	67.9%	34.8%	33.1%	94.6%
55 - 64	536	520	200	110	383	173	209	501
%V	15.1%	15.3%	15.2%	16.5%	16.2%	16.2%	16.1%	15.4%
%H		97.0%	37.3%	20.5%	71.5%	32.3%	39.0%	93.5%
65+	770	763	253	117	619	226	392	582
%V	21.7%	22.4%	19.2%	17.5%	26.2%	21.2%	30.3%	17.9%
%H		99.1%	32.9%	15.2%	80.4%	29.4%	50.9%	75.6%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3542	3401	1316	668	2362	1067	1295	3245
%H		96.0%	37.2%	18.9%	66.7%	30.1%	36.6%	91.6%
AB	891	875	359	155	623	292	331	879
%V	25.2%	25.7%	27.3%	23.2%	26.4%	27.4%	25.6%	27.1%
%H		98.2%	40.3%	17.4%	69.9%	32.8%	37.1%	98.7%
C1	916	870	338	188	581	277	304	873
%V	25.9%	25.6%	25.7%	28.1%	24.6%	26.0%	23.5%	26.9%
%H		95.0%	36.9%	20.5%	63.4%	30.2%	33.2%	95.3%
C2	868	847	315	179	618	285	333	776
%V	24.5%	24.9%	23.9%	26.8%	26.2%	26.7%	25.7%	23.9%
%H		97.6%	36.3%	20.6%	71.2%	32.8%	38.4%	89.4%
D	624	585	237	115	378	171	207	553
%V	17.6%	17.2%	18.0%	17.2%	16.0%	16.0%	16.0%	17.0%
%H		93.8%	38.0%	18.4%	60.6%	27.4%	33.2%	88.6%
E	243	223	67	31	162	43	120	164
%V	6.9%	6.6%	5.1%	4.6%	6.9%	4.0%	9.3%	5.1%
%H		91.8%	27.6%	12.8%	66.7%	17.7%	49.4%	67.5%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3542	3401	1316	668	2362	1067	1295	3245
%H		96.0%	37.2%	18.9%	66.7%	30.1%	36.6%	91.6%
Working full time	2085	2012	820	441	1327	666	661	2033
%V	58.9%	59.2%	62.3%	66.0%	56.2%	62.4%	51.0%	62.7%
%H		96.5%	39.3%	21.2%	63.6%	31.9%	31.7%	97.5%
Working part time	158	151	68	30	101	49	53	150
%V	4.5%	4.4%	5.2%	4.5%	4.3%	4.6%	4.1%	4.6%
%H		95.6%	43.0%	19.0%	63.9%	31.0%	33.5%	94.9%
Not working	1299	1238	429	197	934	353	582	1062
%V	36.7%	36.4%	32.6%	29.5%	39.5%	33.1%	44.9%	32.7%
%H		95.3%	33.0%	15.2%	71.9%	27.2%	44.8%	81.8%
Houseperson	794	726	215	114	515	157	359	621
%V	22.4%	21.3%	16.3%	17.1%	21.8%	14.7%	27.7%	19.1%
%H		91.4%	27.1%	14.4%	64.9%	19.8%	45.2%	78.2%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3649	3553	1341	665	2521	1068	1453	3276
%H		97.4%	36.7%	18.2%	69.1%	29.3%	39.8%	89.8%
16 - 19	188	185	79	33	127	58	68	186
%V	5.2%	5.2%	5.9%	5.0%	5.0%	5.4%	4.7%	5.7%
%H		98.4%	42.0%	17.6%	67.6%	30.9%	36.2%	98.9%
20 - 24	275	255	86	60	167	74	93	268
%V	7.5%	7.2%	6.4%	9.0%	6.6%	6.9%	6.4%	8.2%
%H		92.7%	31.3%	21.8%	60.7%	26.9%	33.8%	97.5%
25 - 34	587	559	214	105	347	155	192	572
%V	16.1%	15.7%	16.0%	15.8%	13.8%	14.5%	13.2%	17.5%
%H		95.2%	36.5%	17.9%	59.1%	26.4%	32.7%	97.4%
35 - 44	562	542	242	101	336	164	172	550
%V	15.4%	15.3%	18.0%	15.2%	13.3%	15.4%	11.8%	16.8%
%H		96.4%	43.1%	18.0%	59.8%	29.2%	30.6%	97.9%
45 - 54	612	600	265	129	414	212	201	587
%V	16.8%	16.9%	19.8%	19.4%	16.4%	19.9%	13.8%	17.9%
%H		98.0%	43.3%	21.1%	67.6%	34.6%	32.8%	95.9%
55 - 64	540	532	195	119	397	177	220	506
%V	14.8%	15.0%	14.5%	17.9%	15.7%	16.6%	15.1%	15.4%
%H		98.5%	36.1%	22.0%	73.5%	32.8%	40.7%	93.7%
65+	886	880	260	118	733	228	506	606
%V	24.3%	24.8%	19.4%	17.7%	29.1%	21.3%	34.8%	18.5%
%H		99.3%	29.3%	13.3%	82.7%	25.7%	57.1%	68.4%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3649	3553	1341	665	2521	1068	1453	3276
%H		97.4%	36.7%	18.2%	69.1%	29.3%	39.8%	89.8%
AB	857	842	341	148	601	273	328	843
%V	23.5%	23.7%	25.4%	22.3%	23.8%	25.6%	22.6%	25.7%
%H		98.2%	39.8%	17.3%	70.1%	31.9%	38.3%	98.4%
C1	1024	991	374	194	696	300	397	953
%V	28.1%	27.9%	27.9%	29.2%	27.6%	28.1%	27.3%	29.1%
%H		96.8%	36.5%	18.9%	68.0%	29.3%	38.8%	93.1%
C2	759	749	272	162	555	253	302	702
%V	20.8%	21.1%	20.3%	24.4%	22.0%	23.7%	20.8%	21.4%
%H		98.7%	35.8%	21.3%	73.1%	33.3%	39.8%	92.5%
D	640	617	252	114	407	177	231	544
%V	17.5%	17.4%	18.8%	17.1%	16.1%	16.6%	15.9%	16.6%
%H		96.4%	39.4%	17.8%	63.6%	27.7%	36.1%	85.0%
E	368	354	102	47	262	66	196	234
%V	10.1%	10.0%	7.6%	7.1%	10.4%	6.2%	13.5%	7.1%
%H		96.2%	27.7%	12.8%	71.2%	17.9%	53.3%	63.6%

Base: ITV Midlands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3649	3553	1341	665	2521	1068	1453	3276
%H		97.4%	36.7%	18.2%	69.1%	29.3%	39.8%	89.8%
Working full time	1336	1305	543	279	871	434	437	1305
%V	36.6%	36.7%	40.5%	42.0%	34.5%	40.6%	30.1%	39.8%
%H		97.7%	40.6%	20.9%	65.2%	32.5%	32.7%	97.7%
Working part time	521	512	212	112	355	175	179	508
%V	14.3%	14.4%	15.8%	16.8%	14.1%	16.4%	12.3%	15.5%
%H		98.3%	40.7%	21.5%	68.1%	33.6%	34.4%	97.5%
Not working	1793	1736	586	274	1296	459	837	1463
%V	49.1%	48.9%	43.7%	41.2%	51.4%	43.0%	57.6%	44.7%
%H		96.8%	32.7%	15.3%	72.3%	25.6%	46.7%	81.6%
Houseperson	2930	2857	1056	513	2052	842	1210	2586
%V	80.3%	80.4%	78.7%	77.1%	81.4%	78.8%	83.3%	78.9%
%H		97.5%	36.0%	17.5%	70.0%	28.7%	41.3%	88.3%

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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
AB	593	577	239	78	377	142	234	576
%V	19.3%	19.6%	22.8%	17.1%	19.4%	22.6%	17.8%	21.8%
%H (All HH)		97.3%	40.3%	13.2%	63.6%	23.9%	39.5%	97.1%
%H (TV HH)			41.4%	13.5%	65.3%	24.6%	40.6%	
C1	829	790	302	128	509	190	319	766
%V	26.9%	26.8%	28.8%	28.1%	26.2%	30.2%	24.3%	29.0%
%H (All HH)		95.3%	36.4%	15.4%	61.4%	22.9%	38.5%	92.4%
%H (TV HH)			38.2%	16.2%	64.4%	24.1%	40.4%	
C2	559	536	202	105	343	135	208	495
%V	18.1%	18.2%	19.3%	23.1%	17.6%	21.5%	15.8%	18.7%
%H (All HH)		95.9%	36.1%	18.8%	61.4%	24.2%	37.2%	88.6%
%H (TV HH)			37.7%	19.6%	64.0%	25.2%	38.8%	
D	501	478	166	67	304	85	219	412
%V	16.3%	16.2%	15.9%	14.7%	15.6%	13.5%	16.7%	15.6%
%H (All HH)		95.4%	33.1%	13.4%	60.7%	17.0%	43.7%	82.2%
%H (TV HH)			34.7%	14.0%	63.6%	17.8%	45.8%	
E	599	569	138	77	411	77	335	391
%V	19.4%	19.3%	13.2%	16.9%	21.1%	12.2%	25.5%	14.8%
%H (All HH)		95.0%	23.0%	12.9%	68.6%	12.9%	55.9%	65.3%
%H (TV HH)			24.3%	13.5%	72.2%	13.5%	58.9%	

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
Oct 2018 - Sep 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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Under 25	127	112	22	19	63	11	52	119
%V	4.1%	3.8%	2.1%	4.2%	3.2%	1.7%	4.0%	4.5%
%H (All HH)		88.2%	17.3%	15.0%	49.6%	8.7%	40.9%	93.7%
%H (TV HH)			19.6%	17.0%	56.3%	9.8%	46.4%	
25 - 34	463	419	155	58	209	64	145	445
%V	15.0%	14.2%	14.8%	12.7%	10.8%	10.2%	11.0%	16.8%
%H (All HH)		90.5%	33.5%	12.5%	45.1%	13.8%	31.3%	96.1%
%H (TV HH)			37.0%	13.8%	49.9%	15.3%	34.6%	
35 - 44	485	452	192	78	252	98	154	466
%V	15.7%	15.3%	18.3%	17.1%	13.0%	15.6%	11.7%	17.6%
%H (All HH)		93.2%	39.6%	16.1%	52.0%	20.2%	31.8%	96.1%
%H (TV HH)			42.5%	17.3%	55.8%	21.7%	34.1%	
45 - 54	587	572	242	101	368	157	210	554
%V	19.1%	19.4%	23.1%	22.2%	18.9%	25.0%	16.0%	21.0%
%H (All HH)		97.4%	41.2%	17.2%	62.7%	26.7%	35.8%	94.4%
%H (TV HH)			42.3%	17.7%	64.3%	27.4%	36.7%	
55 - 64	533	518	188	97	360	129	230	481
%V	17.3%	17.6%	18.0%	21.3%	18.5%	20.5%	17.5%	18.2%
%H (All HH)		97.2%	35.3%	18.2%	67.5%	24.2%	43.2%	90.2%
%H (TV HH)			36.3%	18.7%	69.5%	24.9%	44.4%	
65 +	886	877	249	103	693	169	523	576
%V	28.8%	29.7%	23.8%	22.6%	35.6%	26.9%	39.8%	21.8%
%H (All HH)		99.0%	28.1%	11.6%	78.2%	19.1%	59.0%	65.0%
%H (TV HH)			28.4%	11.7%	79.0%	19.3%	59.6%	

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
Oct 2018 - Sep 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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
1	990	928	242	95	676	119	557	674
%V	32.1%	31.5%	23.1%	20.9%	34.8%	18.9%	42.4%	25.5%
%H (All HH)		93.7%	24.4%	9.6%	68.3%	12.0%	56.3%	68.1%
%H (TV HH)			26.1%	10.2%	72.8%	12.8%	60.0%	
2	1057	1025	355	170	697	241	456	957
%V	34.3%	34.7%	33.9%	37.4%	35.9%	38.3%	34.7%	36.2%
%H (All HH)		97.0%	33.6%	16.1%	65.9%	22.8%	43.1%	90.5%
%H (TV HH)			34.6%	16.6%	68.0%	23.5%	44.5%	
3	460	446	193	87	265	120	146	445
%V	14.9%	15.1%	18.4%	19.1%	13.6%	19.1%	11.1%	16.8%
%H (All HH)		97.0%	42.0%	18.9%	57.6%	26.1%	31.7%	96.7%
%H (TV HH)			43.3%	19.5%	59.4%	26.9%	32.7%	
4	384	370	169	71	218	105	112	380
%V	12.5%	12.5%	16.1%	15.6%	11.2%	16.7%	8.5%	14.4%
%H (All HH)		96.4%	44.0%	18.5%	56.8%	27.3%	29.2%	99.0%
%H (TV HH)			45.7%	19.2%	58.9%	28.4%	30.3%	
5+	189	181	87	33	89	44	44	186
%V	6.1%	6.1%	8.3%	7.3%	4.6%	7.0%	3.3%	7.0%
%H (All HH)		95.8%	46.0%	17.5%	47.1%	23.3%	23.3%	98.4%
%H (TV HH)			48.1%	18.2%	49.2%	24.3%	24.3%	
Average HH size	2.29	2.30	2.57	2.55	2.17	2.57	1.97	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
Oct 2018 - Sep 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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Without	2308	2203	720	328	1523	445	1078	1886
%V	74.9%	74.7%	68.8%	72.1%	78.3%	70.7%	82.0%	71.4%
%H (All HH)		95.5%	31.2%	14.2%	66.0%	19.3%	46.7%	81.7%
%H (TV HH)			32.7%	14.9%	69.1%	20.2%	48.9%	
With	772	747	327	128	422	184	238	755
%V	25.1%	25.3%	31.2%	28.1%	21.7%	29.3%	18.1%	28.6%
%H (All HH)		96.8%	42.4%	16.6%	54.7%	23.8%	30.8%	97.8%
%H (TV HH)			43.8%	17.1%	56.5%	24.6%	31.9%	
0 - 3	284	271	115	43	140	53	87	273
%V	9.2%	9.2%	11.0%	9.5%	7.2%	8.4%	6.6%	10.3%
%H (All HH)		95.4%	40.5%	15.1%	49.3%	18.7%	30.6%	96.1%
%H (TV HH)			42.4%	15.9%	51.7%	19.6%	32.1%	
4 - 9	412	395	175	64	218	96	122	404
%V	13.4%	13.4%	16.7%	14.1%	11.2%	15.3%	9.3%	15.3%
%H (All HH)		95.9%	42.5%	15.5%	52.9%	23.3%	29.6%	98.1%
%H (TV HH)			44.3%	16.2%	55.2%	24.3%	30.9%	
10 - 15	383	372	165	75	216	106	110	377
%V	12.4%	12.6%	15.8%	16.5%	11.1%	16.9%	8.4%	14.3%
%H (All HH)		97.1%	43.1%	19.6%	56.4%	27.7%	28.7%	98.4%
%H (TV HH)			44.4%	20.2%	58.1%	28.5%	29.6%	

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

Oct 2018 - Sep 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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
1	1173	1173	316	137	704	80	624	905
%V	38.1%	39.8%	30.2%	30.1%	36.2%	12.7%	47.5%	34.3%
%H (All HH)		100.0%	26.9%	11.7%	60.0%	6.8%	53.2%	77.2%
%H (TV HH)			26.9%	11.7%	60.0%	6.8%	53.2%	
2	1010	1010	383	164	676	243	433	895
%V	32.8%	34.2%	36.6%	36.0%	34.8%	38.6%	32.9%	33.9%
%H (All HH)		100.0%	37.9%	16.2%	66.9%	24.1%	42.9%	88.6%
%H (TV HH)			37.9%	16.2%	66.9%	24.1%	42.9%	
3	498	498	214	95	357	174	183	475
%V	16.2%	16.9%	20.4%	20.9%	18.4%	27.7%	13.9%	18.0%
%H (All HH)		100.0%	43.0%	19.1%	71.7%	34.9%	36.7%	95.4%
%H (TV HH)			43.0%	19.1%	71.7%	34.9%	36.7%	
4	186	186	91	40	139	86	53	184
%V	6.0%	6.3%	8.7%	8.8%	7.2%	13.7%	4.0%	7.0%
%H (All HH)		100.0%	48.9%	21.5%	74.7%	46.2%	28.5%	98.9%
%H (TV HH)			48.9%	21.5%	74.7%	46.2%	28.5%	
5+	83	83	42	19	69	46	23	83
%V	2.7%	2.8%	4.0%	4.2%	3.5%	7.3%	1.7%	3.1%
%H (All HH)		100.0%	50.6%	22.9%	83.1%	55.4%	27.7%	100.0%
%H (TV HH)			50.6%	22.9%	83.1%	55.4%	27.7%	

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
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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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Under 20"	181	181	65	27	149	65	84	164
%V	5.9%	6.1%	6.2%	5.9%	7.7%	10.3%	6.4%	6.2%
%H (All HH)		100.0%	35.9%	14.9%	82.3%	35.9%	46.4%	90.6%
%H (TV HH)			35.9%	14.9%	82.3%	35.9%	46.4%	
20" - 29"	719	719	244	112	558	215	343	617
%V	23.3%	24.4%	23.3%	24.6%	28.7%	34.2%	26.1%	23.4%
%H (All HH)		100.0%	33.9%	15.6%	77.6%	29.9%	47.7%	85.8%
%H (TV HH)			33.9%	15.6%	77.6%	29.9%	47.7%	
30" - 39"	1567	1567	547	252	1094	377	718	1351
%V	50.9%	53.1%	52.2%	55.4%	56.3%	59.9%	54.6%	51.2%
%H (All HH)		100.0%	34.9%	16.1%	69.8%	24.1%	45.8%	86.2%
%H (TV HH)			34.9%	16.1%	69.8%	24.1%	45.8%	
40" - 49"	1392	1392	579	244	892	373	519	1284
%V	45.2%	47.2%	55.3%	53.6%	45.9%	59.3%	39.5%	48.6%
%H (All HH)		100.0%	41.6%	17.5%	64.1%	26.8%	37.3%	92.2%
%H (TV HH)			41.6%	17.5%	64.1%	26.8%	37.3%	
50" - 59"	563	563	254	103	336	162	175	537
%V	18.3%	19.1%	24.3%	22.6%	17.3%	25.8%	13.3%	20.3%
%H (All HH)		100.0%	45.1%	18.3%	59.7%	28.8%	31.1%	95.4%
%H (TV HH)			45.1%	18.3%	59.7%	28.8%	31.1%	
60"+	70	70	39	13	40	23	16	68
%V	2.3%	2.4%	3.7%	2.9%	2.1%	3.7%	1.2%	2.6%
%H (All HH)		100.0%	55.7%	18.6%	57.1%	32.9%	22.9%	97.1%
%H (TV HH)			55.7%	18.6%	57.1%	32.9%	22.9%	

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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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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Main living room	2931	2931	1042	455	1934	628	1306	2525
%V	95.2%	99.4%	99.5%	100.0%	99.5%	99.8%	99.3%	95.6%
%H (All HH)		100.0%	35.6%	15.5%	66.0%	21.4%	44.6%	86.1%
%H (TV HH)			35.6%	15.5%	66.0%	21.4%	44.6%	
Kitchen	231	231	96	36	182	85	97	213
%V	7.5%	7.8%	9.2%	7.9%	9.4%	13.5%	7.4%	8.1%
%H (All HH)		100.0%	41.6%	15.6%	78.8%	36.8%	42.0%	92.2%
%H (TV HH)			41.6%	15.6%	78.8%	36.8%	42.0%	
Adult's bedroom	1397	1397	563	264	980	438	542	1287
%V	45.4%	47.4%	53.8%	58.0%	50.4%	69.6%	41.2%	48.7%
%H (All HH)		100.0%	40.3%	18.9%	70.2%	31.4%	38.8%	92.1%
%H (TV HH)			40.3%	18.9%	70.2%	31.4%	38.8%	
Child's bedroom	234	234	105	45	157	86	70	229
%V	7.6%	7.9%	10.0%	9.9%	8.1%	13.7%	5.3%	8.7%
%H (All HH)		100.0%	44.9%	19.2%	67.1%	36.8%	29.9%	97.9%
%H (TV HH)			44.9%	19.2%	67.1%	36.8%	29.9%	
Other bedroom	216	216	101	47	150	81	69	208
%V	7.0%	7.3%	9.6%	10.3%	7.7%	12.9%	5.2%	7.9%
%H (All HH)		100.0%	46.8%	21.8%	69.4%	37.5%	31.9%	96.3%
%H (TV HH)			46.8%	21.8%	69.4%	37.5%	31.9%	
Second living/dining room	368	368	168	65	275	141	134	348
%V	11.9%	12.5%	16.0%	14.3%	14.1%	22.4%	10.2%	13.2%
%H (All HH)		100.0%	45.7%	17.7%	74.7%	38.3%	36.4%	94.6%
%H (TV HH)			45.7%	17.7%	74.7%	38.3%	36.4%	
Study/office	23	23	12	2	19	9	9	23
%V	0.7%	0.8%	1.1%	0.4%	1.0%	1.4%	0.7%	0.9%
%H (All HH)		100.0%	52.2%	8.7%	82.6%	39.1%	39.1%	100.0%
%H (TV HH)			52.2%	8.7%	82.6%	39.1%	39.1%	
TV room	15	15	7	3	9	5	4	15
%V	0.5%	0.5%	0.7%	0.7%	0.5%	0.8%	0.3%	0.6%
%H (All HH)		100.0%	46.7%	20.0%	60.0%	33.3%	26.7%	100.0%
%H (TV HH)			46.7%	20.0%	60.0%	33.3%	26.7%	
Conservatory	63	63	32	10	50	28	22	60
%V	2.0%	2.1%	3.1%	2.2%	2.6%	4.5%	1.7%	2.3%
%H (All HH)		100.0%	50.8%	15.9%	79.4%	44.4%	34.9%	95.2%
%H (TV HH)			50.8%	15.9%	79.4%	44.4%	34.9%	
Attic or loft room	4	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.2%	0.0%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	50.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.1%	0.2%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	100.0%	100.0%	0.0%	
Other	13	13	8	1	10	6	4	13
%V	0.4%	0.4%	0.8%	0.2%	0.5%	1.0%	0.3%	0.5%
%H (All HH)		100.0%	61.5%	7.7%	76.9%	46.2%	30.8%	100.0%
%H (TV HH)			61.5%	7.7%	76.9%	46.2%	30.8%	

Base: 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

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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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Any DSAT provider	1047	1047	1047	9	443	443	0	979
%V	34.0%	35.5%	100.0%	2.0%	22.8%	70.4%	0.0%	37.1%
%H (All HH)			100.0%	0.9%	42.3%	42.3%	0.0%	93.5%
%H (TV HH)			100.0%	0.9%	42.3%	42.3%	0.0%	
Sky with subscription	952	952	952	5	397	397	0	895
%V	30.9%	32.3%	90.9%	1.1%	20.4%	63.1%	0.0%	33.9%
%H (All HH)			100.0%	0.5%	41.7%	41.7%	0.0%	94.0%
%H (TV HH)			100.0%	0.5%	41.7%	41.7%	0.0%	
Sky without subscription	28	28	28	2	10	10	0	23
%V	0.9%	0.9%	2.7%	0.4%	0.5%	1.6%	0.0%	0.9%
%H (All HH)			100.0%	7.1%	35.7%	35.7%	0.0%	82.1%
%H (TV HH)			100.0%	7.1%	35.7%	35.7%	0.0%	
Freesat	60	60	60	1	37	37	0	57
%V	1.9%	2.0%	5.7%	0.2%	1.9%	5.9%	0.0%	2.2%
%H (All HH)			100.0%	1.7%	61.7%	61.7%	0.0%	95.0%
%H (TV HH)			100.0%	1.7%	61.7%	61.7%	0.0%	
Other satellite provider	34	34	34	2	19	19	0	30
%V	1.1%	1.2%	3.2%	0.4%	1.0%	3.0%	0.0%	1.1%
%H (All HH)			100.0%	5.9%	55.9%	55.9%	0.0%	88.2%
%H (TV HH)			100.0%	5.9%	55.9%	55.9%	0.0%	
DCAB	455	455	9	455	189	189	0	432
%V	14.8%	15.4%	0.9%	100.0%	9.7%	30.0%	0.0%	16.4%
%H (All HH)			2.0%	100.0%	41.5%	41.5%	0.0%	94.9%
%H (TV HH)			2.0%	100.0%	41.5%	41.5%	0.0%	
DTT	1944	1944	443	189	1944	629	1315	1596
%V	63.1%	65.9%	42.3%	41.5%	100.0%	100.0%	100.0%	60.4%
%H (All HH)		100.0%	22.8%	9.7%	100.0%	32.4%	67.6%	82.1%
%H (TV HH)			22.8%	9.7%	100.0%	32.4%	67.6%	

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 3.9: 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	3080	2950	1047	455	1944	629	1315	2641
%H (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
PVR	1718	1718	973	441	900	591	309	1610
%V	55.8%	58.2%	92.9%	96.9%	46.3%	94.0%	23.5%	61.0%
%H (All HH)		100.0%	56.6%	25.7%	52.4%	34.4%	18.0%	93.7%
%H (TV HH)			56.6%	25.7%	52.4%	34.4%	18.0%	
DVDR	35	35	15	5	27	12	15	31
%V	1.1%	1.2%	1.4%	1.1%	1.4%	1.9%	1.1%	1.2%
%H (All HH)		100.0%	42.9%	14.3%	77.1%	34.3%	42.9%	88.6%
%H (TV HH)			42.9%	14.3%	77.1%	34.3%	42.9%	
VCR	13	13	3	1	12	4	8	8
%V	0.4%	0.4%	0.3%	0.2%	0.6%	0.6%	0.6%	0.3%
%H (All HH)		100.0%	23.1%	7.7%	92.3%	30.8%	61.5%	61.5%
%H (TV HH)			23.1%	7.7%	92.3%	30.8%	61.5%	
Any recorder	1736	1736	974	441	917	591	326	1623
%V	56.4%	58.8%	93.0%	96.9%	47.2%	94.0%	24.8%	61.5%
%H (All HH)		100.0%	56.1%	25.4%	52.8%	34.0%	18.8%	93.5%
%H (TV HH)			56.1%	25.4%	52.8%	34.0%	18.8%	
Receives HDTV (via STB or built-in reception)	2026	2026	941	349	1304	560	744	1856
%V	65.8%	68.7%	89.9%	76.7%	67.1%	89.0%	56.6%	70.3%
%H (All HH)		100.0%	46.4%	17.2%	64.4%	27.6%	36.7%	91.6%
%H (TV HH)			46.4%	17.2%	64.4%	27.6%	36.7%	
DVD/Blu-ray player or recorder	1512	1512	555	249	1034	392	643	1351
%V	49.1%	51.3%	53.0%	54.7%	53.2%	62.3%	48.9%	51.2%
%H (All HH)		100.0%	36.7%	16.5%	68.4%	25.9%	42.5%	89.4%
%H (TV HH)			36.7%	16.5%	68.4%	25.9%	42.5%	

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	3080	2950	1047	455	1944	629	1315	2641
%V (All HH)		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%
%H (TV HH)			35.5%	15.4%	65.9%	21.3%	44.6%	
Has broadband internet	2641	2541	979	432	1596	594	1002	2641
%V	85.7%	86.1%	93.5%	94.9%	82.1%	94.4%	76.2%	100.0%
%H (All HH)		96.2%	37.1%	16.4%	60.4%	22.5%	37.9%	100.0%
%H (TV HH)			38.5%	17.0%	62.8%	23.4%	39.4%	
Number of computers (PCs and laptops)								
0	702	650	148	67	473	64	409	291
%V	22.8%	22.0%	14.1%	14.7%	24.3%	10.2%	31.1%	11.0%
%H (All HH)		92.6%	21.1%	9.5%	67.4%	9.1%	58.3%	41.5%
%H (TV HH)			22.8%	10.3%	72.8%	9.8%	62.9%	
1	932	889	302	138	562	161	401	906
%V	30.3%	30.1%	28.8%	30.3%	28.9%	25.6%	30.5%	34.3%
%H (All HH)		95.4%	32.4%	14.8%	60.3%	17.3%	43.0%	97.2%
%H (TV HH)			34.0%	15.5%	63.2%	18.1%	45.1%	
2	756	737	297	123	468	180	288	756
%V	24.5%	25.0%	28.4%	27.0%	24.1%	28.6%	21.9%	28.6%
%H (All HH)		97.5%	39.3%	16.3%	61.9%	23.8%	38.1%	100.0%
%H (TV HH)			40.3%	16.7%	63.5%	24.4%	39.1%	
3	335	324	140	60	208	99	108	334
%V	10.9%	11.0%	13.4%	13.2%	10.7%	15.7%	8.2%	12.6%
%H (All HH)		96.7%	41.8%	17.9%	62.1%	29.6%	32.2%	99.7%
%H (TV HH)			43.2%	18.5%	64.2%	30.6%	33.3%	
4	186	182	88	32	120	65	56	186
%V	6.0%	6.2%	8.4%	7.0%	6.2%	10.3%	4.3%	7.0%
%H (All HH)		97.8%	47.3%	17.2%	64.5%	34.9%	30.1%	100.0%
%H (TV HH)			48.4%	17.6%	65.9%	35.7%	30.8%	
5+	169	167	71	35	112	60	52	169
%V	5.5%	5.7%	6.8%	7.7%	5.8%	9.5%	4.0%	6.4%
%H (All HH)		98.8%	42.0%	20.7%	66.3%	35.5%	30.8%	100.0%
%H (TV HH)			42.5%	21.0%	67.1%	35.9%	31.1%	

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

Oct 2018 - Sep 2019

ITV North West

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	5879	2315	1012	4051	1678	2373	5298
%H		39.4%	17.2%	68.9%	28.5%	40.4%	90.1%
Under 20"	222	80	33	187	84	103	202
%V	3.8%	3.5%	3.3%	4.6%	5.0%	4.3%	3.8%
%H		36.0%	14.9%	84.2%	37.8%	46.4%	91.0%
20" - 29"	903	317	147	706	290	416	783
%V	15.4%	13.7%	14.5%	17.4%	17.3%	17.5%	14.8%
%H		35.1%	16.3%	78.2%	32.1%	46.1%	86.7%
30" - 39"	2087	762	347	1472	555	918	1843
%V	35.5%	32.9%	34.3%	36.3%	33.1%	38.7%	34.8%
%H		36.5%	16.6%	70.5%	26.6%	44.0%	88.3%
40" - 49"	1713	740	316	1098	491	607	1596
%V	29.1%	32.0%	31.2%	27.1%	29.3%	25.6%	30.1%
%H		43.2%	18.4%	64.1%	28.7%	35.4%	93.2%
50" - 59"	643	298	119	388	193	195	615
%V	10.9%	12.9%	11.8%	9.6%	11.5%	8.2%	11.6%
%H		46.3%	18.5%	60.3%	30.0%	30.3%	95.6%
60"+	73	42	13	42	25	17	72
%V	1.2%	1.8%	1.3%	1.0%	1.5%	0.7%	1.4%
%H		57.5%	17.8%	57.5%	34.2%	23.3%	98.6%
Don't know	238	77	37	158	40	118	187
%V	4.0%	3.3%	3.7%	3.9%	2.4%	5.0%	3.5%
%H		32.4%	15.5%	66.4%	16.8%	49.6%	78.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
ITV North West
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	5879	2315	1012	4051	1678	2373	5298
%H		39.4%	17.2%	68.9%	28.5%	40.4%	90.1%
Main living room	2958	1052	460	1952	634	1318	2550
%V	50.3%	45.4%	45.5%	48.2%	37.8%	55.5%	48.1%
%H		35.6%	15.6%	66.0%	21.4%	44.6%	86.2%
Kitchen	231	97	36	182	85	97	213
%V	3.9%	4.2%	3.6%	4.5%	5.1%	4.1%	4.0%
%H		42.0%	15.6%	78.8%	36.8%	42.0%	92.2%
Adult's bedroom	1655	685	319	1174	556	619	1539
%V	28.2%	29.6%	31.5%	29.0%	33.1%	26.1%	29.0%
%H		41.4%	19.3%	70.9%	33.6%	37.4%	93.0%
Child's bedroom	287	130	58	196	113	83	283
%V	4.9%	5.6%	5.7%	4.8%	6.7%	3.5%	5.3%
%H		45.3%	20.2%	68.3%	39.4%	28.9%	98.6%
Other bedroom	254	118	59	175	95	80	245
%V	4.3%	5.1%	5.8%	4.3%	5.7%	3.4%	4.6%
%H		46.5%	23.2%	68.9%	37.4%	31.5%	96.5%
Second living/dining room	369	169	65	277	142	134	349
%V	6.3%	7.3%	6.4%	6.8%	8.5%	5.6%	6.6%
%H		45.8%	17.6%	75.1%	38.5%	36.3%	94.6%
Study/office	25	13	2	20	11	9	25
%V	0.4%	0.6%	0.2%	0.5%	0.7%	0.4%	0.5%
%H		52.0%	8.0%	80.0%	44.0%	36.0%	100.0%
TV room	16	7	3	9	5	4	15
%V	0.3%	0.3%	0.3%	0.2%	0.3%	0.2%	0.3%
%H		43.8%	18.8%	56.3%	31.3%	25.0%	93.8%
Conservatory	63	32	10	50	28	22	60
%V	1.1%	1.4%	1.0%	1.2%	1.7%	0.9%	1.1%
%H		50.8%	15.9%	79.4%	44.4%	34.9%	95.2%
Attic or loft room	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	14	9	1	10	6	4	14
%V	0.2%	0.4%	0.1%	0.2%	0.4%	0.2%	0.3%
%H		64.3%	7.1%	71.4%	42.9%	28.6%	100.0%

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 3.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5879	2315	1012	4051	1678	2373	5298
%H		39.4%	17.2%	68.9%	28.5%	40.4%	90.1%
PVR	2621	1585	680	1238	867	371	2491
%V	44.6%	68.5%	67.2%	30.6%	51.7%	15.6%	47.0%
%H		60.5%	25.9%	47.2%	33.1%	14.2%	95.0%
DVDR	39	16	6	32	13	18	36
%V	0.7%	0.7%	0.6%	0.8%	0.8%	0.8%	0.7%
%H		41.0%	15.4%	82.1%	33.3%	46.2%	92.3%
VCR	13	3	1	12	4	8	8
%V	0.2%	0.1%	0.1%	0.3%	0.2%	0.3%	0.2%
%H		23.1%	7.7%	92.3%	30.8%	61.5%	61.5%
Any recorder	2646	1586	681	1261	869	392	2511
%V	45.0%	68.5%	67.3%	31.1%	51.8%	16.5%	47.4%
%H		59.9%	25.7%	47.7%	32.8%	14.8%	94.9%

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	5879	2315	1012	4051	1678	2373	5298
%H		39.4%	17.2%	68.9%	28.5%	40.4%	90.1%
Receives HDTV (via STB or built-in reception)	3314	1657	600	2094	1017	1078	3096
%V	56.4%	71.6%	59.3%	51.7%	60.6%	45.4%	58.4%
%H		50.0%	18.1%	63.2%	30.7%	32.5%	93.4%
DVD/Blu-ray player or recorder	2074	799	363	1448	620	829	1893
%V	35.3%	34.5%	35.9%	35.7%	36.9%	34.9%	35.7%
%H		38.5%	17.5%	69.8%	29.9%	40.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
ITV North West
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	2950	1047	455	1944	629	1315	2541
%H		35.5%	15.4%	65.9%	21.3%	44.6%	86.1%
Under 20"	11	2	1	7	1	6	7
%V	0.4%	0.2%	0.2%	0.4%	0.2%	0.5%	0.3%
%H		18.2%	9.1%	63.6%	9.1%	54.5%	63.6%
20" - 29"	142	17	12	113	12	101	91
%V	4.8%	1.6%	2.6%	5.8%	1.9%	7.7%	3.6%
%H		12.0%	8.5%	79.6%	8.5%	71.1%	64.1%
30" - 39"	932	265	125	657	148	509	745
%V	31.6%	25.3%	27.5%	33.8%	23.5%	38.7%	29.3%
%H		28.4%	13.4%	70.5%	15.9%	54.6%	79.9%
40" - 49"	1173	469	198	749	292	457	1069
%V	39.8%	44.8%	43.5%	38.5%	46.4%	34.8%	42.1%
%H		40.0%	16.9%	63.9%	24.9%	39.0%	91.1%
50" - 59"	517	232	96	305	145	160	492
%V	17.5%	22.2%	21.1%	15.7%	23.1%	12.2%	19.4%
%H		44.9%	18.6%	59.0%	28.0%	30.9%	95.2%
60"+	58	32	11	32	19	13	56
%V	2.0%	3.1%	2.4%	1.6%	3.0%	1.0%	2.2%
%H		55.2%	19.0%	55.2%	32.8%	22.4%	96.6%
Don't know	117	31	13	81	12	69	81
%V	4.0%	3.0%	2.9%	4.2%	1.9%	5.2%	3.2%
%H		26.5%	11.1%	69.2%	10.3%	59.0%	69.2%

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 3.16: 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	2950	1047	455	1944	629	1315	2541
%H		35.5%	15.4%	65.9%	21.3%	44.6%	86.1%
PVR	1690	961	438	876	580	296	1584
%V	57.3%	91.8%	96.3%	45.1%	92.2%	22.5%	62.3%
%H		56.9%	25.9%	51.8%	34.3%	17.5%	93.7%
DVDR	32	14	4	25	11	14	28
%V	1.1%	1.3%	0.9%	1.3%	1.7%	1.1%	1.1%
%H		43.8%	12.5%	78.1%	34.4%	43.8%	87.5%
VCR	9	3	1	9	2	6	5
%V	0.3%	0.3%	0.2%	0.5%	0.3%	0.5%	0.2%
%H		33.3%	11.1%	100.0%	22.2%	66.7%	55.6%
Any recorder	1707	962	438	892	580	312	1597
%V	57.9%	91.9%	96.3%	45.9%	92.2%	23.7%	62.8%
%H		56.4%	25.7%	52.3%	34.0%	18.3%	93.6%

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	2950	1047	455	1944	629	1315	2541
%H		35.5%	15.4%	65.9%	21.3%	44.6%	86.1%
Receives HDTV (via STB or built-in reception)	1996	931	346	1277	549	727	1827
%V	67.7%	88.9%	76.0%	65.7%	87.3%	55.3%	71.9%
%H		46.6%	17.3%	64.0%	27.5%	36.4%	91.5%
DVD/Blu-ray player or recorder	1298	458	209	885	314	570	1146
%V	44.0%	43.7%	45.9%	45.5%	49.9%	43.3%	45.1%
%H		35.3%	16.1%	68.2%	24.2%	43.9%	88.3%

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 3.18: 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	2928	1268	557	2107	1049	1057	2757
%H		43.3%	19.0%	72.0%	35.8%	36.1%	94.2%
Under 20"	211	78	32	180	83	97	195
%V	7.2%	6.2%	5.7%	8.5%	7.9%	9.2%	7.1%
%H		37.0%	15.2%	85.3%	39.3%	46.0%	92.4%
20" - 29"	760	300	135	593	278	315	692
%V	26.0%	23.7%	24.2%	28.1%	26.5%	29.8%	25.1%
%H		39.5%	17.8%	78.0%	36.6%	41.4%	91.1%
30" - 39"	1155	497	222	816	407	409	1098
%V	39.4%	39.2%	39.9%	38.7%	38.8%	38.7%	39.8%
%H		43.0%	19.2%	70.6%	35.2%	35.4%	95.1%
40" - 49"	541	271	119	349	199	150	527
%V	18.5%	21.4%	21.4%	16.6%	19.0%	14.2%	19.1%
%H		50.1%	22.0%	64.5%	36.8%	27.7%	97.4%
50" - 59"	126	66	23	83	48	35	123
%V	4.3%	5.2%	4.1%	3.9%	4.6%	3.3%	4.5%
%H		52.4%	18.3%	65.9%	38.1%	27.8%	97.6%
60"+	15	10	2	10	7	3	15
%V	0.5%	0.8%	0.4%	0.5%	0.7%	0.3%	0.5%
%H		66.7%	13.3%	66.7%	46.7%	20.0%	100.0%
Don't know	121	46	24	77	28	49	106
%V	4.1%	3.6%	4.3%	3.7%	2.7%	4.6%	3.8%
%H		38.0%	19.8%	63.6%	23.1%	40.5%	87.6%

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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ITV North West

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	2928	1268	557	2107	1049	1057	2757
%H		43.3%	19.0%	72.0%	35.8%	36.1%	94.2%
PVR	931	623	242	362	287	75	907
%V	31.8%	49.1%	43.4%	17.2%	27.4%	7.1%	32.9%
%H		66.9%	26.0%	38.9%	30.8%	8.1%	97.4%
DVDR	8	2	1	7	2	5	8
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.5%	0.3%
%H		25.0%	12.5%	87.5%	25.0%	62.5%	100.0%
VCR	4	1	1	4	1	2	2
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	50.0%	50.0%
Any recorder	939	624	243	369	289	80	914
%V	32.1%	49.2%	43.6%	17.5%	27.6%	7.6%	33.2%
%H		66.5%	25.9%	39.3%	30.8%	8.5%	97.3%

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	2928	1268	557	2107	1049	1057	2757
%H		43.3%	19.0%	72.0%	35.8%	36.1%	94.2%
Receives HDTV (via STB or built-in reception)	1319	726	253	818	467	350	1269
%V	45.0%	57.3%	45.4%	38.8%	44.5%	33.1%	46.0%
%H		55.0%	19.2%	62.0%	35.4%	26.5%	96.2%
DVD/Blu-ray player or recorder	776	340	154	563	305	258	747
%V	26.5%	26.8%	27.6%	26.7%	29.1%	24.4%	27.1%
%H		43.8%	19.8%	72.6%	39.3%	33.2%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	7054	6783	2684	1160	4213	1618	2595	6457
%H		96.2%	38.0%	16.4%	59.7%	22.9%	36.8%	91.5%
Total Children	1381	1331	594	231	719	321	398	1350
%V	19.6%	19.6%	22.1%	19.9%	17.1%	19.8%	15.3%	20.9%
%H		96.4%	43.0%	16.7%	52.1%	23.2%	28.8%	97.8%
0 - 3	335	320	138	50	163	63	100	322
%V	4.7%	4.7%	5.1%	4.3%	3.9%	3.9%	3.9%	5.0%
%H		95.5%	41.2%	14.9%	48.7%	18.8%	29.9%	96.1%
4 - 15	1046	1011	456	181	555	258	298	1027
%V	14.8%	14.9%	17.0%	15.6%	13.2%	15.9%	11.5%	15.9%
%H		96.7%	43.6%	17.3%	53.1%	24.7%	28.5%	98.2%
4 - 9	537	514	230	82	278	122	157	526
%V	7.6%	7.6%	8.6%	7.1%	6.6%	7.5%	6.1%	8.1%
%H		95.7%	42.8%	15.3%	51.8%	22.7%	29.2%	98.0%
10 - 15	509	496	226	99	277	136	141	502
%V	7.2%	7.3%	8.4%	8.5%	6.6%	8.4%	5.4%	7.8%
%H		97.4%	44.4%	19.4%	54.4%	26.7%	27.7%	98.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	7054	6783	2684	1160	4213	1618	2595	6457
%H		96.2%	38.0%	16.4%	59.7%	22.9%	36.8%	91.5%
Total Adults (16+)	5673	5452	2091	929	3494	1297	2197	5108
%V	80.4%	80.4%	77.9%	80.1%	82.9%	80.2%	84.7%	79.1%
%H		96.1%	36.9%	16.4%	61.6%	22.9%	38.7%	90.0%
16 - 19	274	267	116	49	160	68	91	271
%V	3.9%	3.9%	4.3%	4.2%	3.8%	4.2%	3.5%	4.2%
%H		97.4%	42.3%	17.9%	58.4%	24.8%	33.2%	98.9%
20 - 24	437	403	140	82	235	94	140	423
%V	6.2%	5.9%	5.2%	7.1%	5.6%	5.8%	5.4%	6.6%
%H		92.2%	32.0%	18.8%	53.8%	21.5%	32.0%	96.8%
25 - 34	935	862	332	139	442	154	288	904
%V	13.3%	12.7%	12.4%	12.0%	10.5%	9.5%	11.1%	14.0%
%H		92.2%	35.5%	14.9%	47.3%	16.5%	30.8%	96.7%
35 - 44	876	821	353	149	456	184	272	846
%V	12.4%	12.1%	13.2%	12.8%	10.8%	11.4%	10.5%	13.1%
%H		93.7%	40.3%	17.0%	52.1%	21.0%	31.1%	96.6%
45 - 54	967	943	415	173	599	269	330	924
%V	13.7%	13.9%	15.5%	14.9%	14.2%	16.6%	12.7%	14.3%
%H		97.5%	42.9%	17.9%	61.9%	27.8%	34.1%	95.6%
55 - 64	885	867	339	166	589	235	354	817
%V	12.5%	12.8%	12.6%	14.3%	14.0%	14.5%	13.6%	12.7%
%H		98.0%	38.3%	18.8%	66.6%	26.6%	40.0%	92.3%
65+	1300	1290	396	171	1013	292	720	924
%V	18.4%	19.0%	14.8%	14.7%	24.0%	18.0%	27.7%	14.3%
%H		99.2%	30.5%	13.2%	77.9%	22.5%	55.4%	71.1%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	5673	5452	2091	929	3494	1297	2197	5108
%H		96.1%	36.9%	16.4%	61.6%	22.9%	38.7%	90.0%
AB	1164	1140	496	165	735	301	434	1142
%V	20.5%	20.9%	23.7%	17.8%	21.0%	23.2%	19.8%	22.4%
%H		97.9%	42.6%	14.2%	63.1%	25.9%	37.3%	98.1%
C1	1607	1533	602	272	979	400	579	1524
%V	28.3%	28.1%	28.8%	29.3%	28.0%	30.8%	26.4%	29.8%
%H		95.4%	37.5%	16.9%	60.9%	24.9%	36.0%	94.8%
C2	1091	1052	425	222	653	281	372	1002
%V	19.2%	19.3%	20.3%	23.9%	18.7%	21.7%	16.9%	19.6%
%H		96.4%	39.0%	20.3%	59.9%	25.8%	34.1%	91.8%
D	939	900	349	141	543	180	363	824
%V	16.6%	16.5%	16.7%	15.2%	15.5%	13.9%	16.5%	16.1%
%H		95.8%	37.2%	15.0%	57.8%	19.2%	38.7%	87.8%
E	872	826	219	130	584	135	449	616
%V	15.4%	15.2%	10.5%	14.0%	16.7%	10.4%	20.4%	12.1%
%H		94.7%	25.1%	14.9%	67.0%	15.5%	51.5%	70.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	5673	5452	2091	929	3494	1297	2197	5108
%H		96.1%	36.9%	16.4%	61.6%	22.9%	38.7%	90.0%
Working full time	2791	2685	1151	501	1561	666	895	2716
%V	49.2%	49.2%	55.0%	53.9%	44.7%	51.3%	40.7%	53.2%
%H		96.2%	41.2%	18.0%	55.9%	23.9%	32.1%	97.3%
Working part time	441	426	161	76	284	113	171	426
%V	7.8%	7.8%	7.7%	8.2%	8.1%	8.7%	7.8%	8.3%
%H		96.6%	36.5%	17.2%	64.4%	25.6%	38.8%	96.6%
Not working	2440	2341	779	352	1649	518	1131	1966
%V	43.0%	42.9%	37.3%	37.9%	47.2%	39.9%	51.5%	38.5%
%H		95.9%	31.9%	14.4%	67.6%	21.2%	46.4%	80.6%
Houseperson	3080	2950	1047	455	1944	629	1315	2641
%V	54.3%	54.1%	50.1%	49.0%	55.6%	48.5%	59.9%	51.7%
%H		95.8%	34.0%	14.8%	63.1%	20.4%	42.7%	85.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2777	2640	1024	474	1661	642	1019	2518
%H		95.1%	36.9%	17.1%	59.8%	23.1%	36.7%	90.7%
16 - 19	145	139	60	29	82	37	45	144
%V	5.2%	5.3%	5.9%	6.1%	4.9%	5.8%	4.4%	5.7%
%H		95.9%	41.4%	20.0%	56.6%	25.5%	31.0%	99.3%
20 - 24	219	201	72	44	113	50	63	212
%V	7.9%	7.6%	7.0%	9.3%	6.8%	7.8%	6.2%	8.4%
%H		91.8%	32.9%	20.1%	51.6%	22.8%	28.8%	96.8%
25 - 34	468	428	164	75	214	79	136	450
%V	16.9%	16.2%	16.0%	15.8%	12.9%	12.3%	13.3%	17.9%
%H		91.5%	35.0%	16.0%	45.7%	16.9%	29.1%	96.2%
35 - 44	429	393	164	71	217	88	130	413
%V	15.4%	14.9%	16.0%	15.0%	13.1%	13.7%	12.8%	16.4%
%H		91.6%	38.2%	16.6%	50.6%	20.5%	30.3%	96.3%
45 - 54	476	461	205	86	285	125	160	451
%V	17.1%	17.5%	20.0%	18.1%	17.2%	19.5%	15.7%	17.9%
%H		96.8%	43.1%	18.1%	59.9%	26.3%	33.6%	94.7%
55 - 64	435	422	167	81	281	112	169	397
%V	15.7%	16.0%	16.3%	17.1%	16.9%	17.4%	16.6%	15.8%
%H		97.0%	38.4%	18.6%	64.6%	25.7%	38.9%	91.3%
65+	605	597	191	88	469	152	317	452
%V	21.8%	22.6%	18.7%	18.6%	28.2%	23.7%	31.1%	18.0%
%H		98.7%	31.6%	14.5%	77.5%	25.1%	52.4%	74.7%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2777	2640	1024	474	1661	642	1019	2518
%H		95.1%	36.9%	17.1%	59.8%	23.1%	36.7%	90.7%
AB	582	568	247	87	361	150	211	571
%V	21.0%	21.5%	24.1%	18.4%	21.7%	23.4%	20.7%	22.7%
%H		97.6%	42.4%	14.9%	62.0%	25.8%	36.3%	98.1%
C1	754	715	286	134	444	193	252	722
%V	27.2%	27.1%	27.9%	28.3%	26.7%	30.1%	24.7%	28.7%
%H		94.8%	37.9%	17.8%	58.9%	25.6%	33.4%	95.8%
C2	583	558	222	118	352	150	202	529
%V	21.0%	21.1%	21.7%	24.9%	21.2%	23.4%	19.8%	21.0%
%H		95.7%	38.1%	20.2%	60.4%	25.7%	34.6%	90.7%
D	464	436	175	72	248	87	161	413
%V	16.7%	16.5%	17.1%	15.2%	14.9%	13.6%	15.8%	16.4%
%H		94.0%	37.7%	15.5%	53.4%	18.8%	34.7%	89.0%
E	394	364	95	64	256	63	193	282
%V	14.2%	13.8%	9.3%	13.5%	15.4%	9.8%	18.9%	11.2%
%H		92.4%	24.1%	16.2%	65.0%	16.0%	49.0%	71.6%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2777	2640	1024	474	1661	642	1019	2518
%H		95.1%	36.9%	17.1%	59.8%	23.1%	36.7%	90.7%
Working full time	1596	1518	659	287	866	376	490	1542
%V	57.5%	57.5%	64.4%	60.5%	52.1%	58.6%	48.1%	61.2%
%H		95.1%	41.3%	18.0%	54.3%	23.6%	30.7%	96.6%
Working part time	113	108	41	18	72	27	45	108
%V	4.1%	4.1%	4.0%	3.8%	4.3%	4.2%	4.4%	4.3%
%H		95.6%	36.3%	15.9%	63.7%	23.9%	39.8%	95.6%
Not working	1069	1015	324	170	723	239	484	868
%V	38.5%	38.4%	31.6%	35.9%	43.5%	37.2%	47.5%	34.5%
%H		94.9%	30.3%	15.9%	67.6%	22.4%	45.3%	81.2%
Houseperson	875	803	246	119	519	130	389	704
%V	31.5%	30.4%	24.0%	25.1%	31.2%	20.2%	38.2%	28.0%
%H		91.8%	28.1%	13.6%	59.3%	14.9%	44.5%	80.5%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2895	2812	1067	455	1833	655	1178	2590
%H		97.1%	36.9%	15.7%	63.3%	22.6%	40.7%	89.5%
16 - 19	130	128	55	20	78	31	47	127
%V	4.5%	4.6%	5.2%	4.4%	4.3%	4.7%	4.0%	4.9%
%H		98.5%	42.3%	15.4%	60.0%	23.8%	36.2%	97.7%
20 - 24	218	203	68	39	122	45	77	211
%V	7.5%	7.2%	6.4%	8.6%	6.7%	6.9%	6.5%	8.1%
%H		93.1%	31.2%	17.9%	56.0%	20.6%	35.3%	96.8%
25 - 34	467	434	168	64	228	75	153	454
%V	16.1%	15.4%	15.7%	14.1%	12.4%	11.5%	13.0%	17.5%
%H		92.9%	36.0%	13.7%	48.8%	16.1%	32.8%	97.2%
35 - 44	446	428	188	77	239	97	142	433
%V	15.4%	15.2%	17.6%	16.9%	13.0%	14.8%	12.1%	16.7%
%H		96.0%	42.2%	17.3%	53.6%	21.7%	31.8%	97.1%
45 - 54	491	482	210	88	314	144	170	473
%V	17.0%	17.1%	19.7%	19.3%	17.1%	22.0%	14.4%	18.3%
%H		98.2%	42.8%	17.9%	64.0%	29.3%	34.6%	96.3%
55 - 64	450	445	171	85	309	123	186	420
%V	15.5%	15.8%	16.0%	18.7%	16.9%	18.8%	15.8%	16.2%
%H		98.9%	38.0%	18.9%	68.7%	27.3%	41.3%	93.3%
65+	694	692	206	83	543	140	403	472
%V	24.0%	24.6%	19.3%	18.2%	29.6%	21.4%	34.2%	18.2%
%H		99.7%	29.7%	12.0%	78.2%	20.2%	58.1%	68.0%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2895	2812	1067	455	1833	655	1178	2590
%H		97.1%	36.9%	15.7%	63.3%	22.6%	40.7%	89.5%
AB	583	573	249	78	374	151	223	571
%V	20.1%	20.4%	23.3%	17.1%	20.4%	23.1%	18.9%	22.0%
%H		98.3%	42.7%	13.4%	64.2%	25.9%	38.3%	97.9%
C1	853	818	316	138	535	208	327	802
%V	29.5%	29.1%	29.6%	30.3%	29.2%	31.8%	27.8%	31.0%
%H		95.9%	37.0%	16.2%	62.7%	24.4%	38.3%	94.0%
C2	507	494	204	104	302	131	170	472
%V	17.5%	17.6%	19.1%	22.9%	16.5%	20.0%	14.4%	18.2%
%H		97.4%	40.2%	20.5%	59.6%	25.8%	33.5%	93.1%
D	475	464	174	69	294	93	201	411
%V	16.4%	16.5%	16.3%	15.2%	16.0%	14.2%	17.1%	15.9%
%H		97.7%	36.6%	14.5%	61.9%	19.6%	42.3%	86.5%
E	478	463	124	66	328	72	256	334
%V	16.5%	16.5%	11.6%	14.5%	17.9%	11.0%	21.7%	12.9%
%H		96.9%	25.9%	13.8%	68.6%	15.1%	53.6%	69.9%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2895	2812	1067	455	1833	655	1178	2590
%H		97.1%	36.9%	15.7%	63.3%	22.6%	40.7%	89.5%
Working full time	1196	1168	491	215	694	289	405	1174
%V	41.3%	41.5%	46.0%	47.3%	37.9%	44.1%	34.4%	45.3%
%H		97.7%	41.1%	18.0%	58.0%	24.2%	33.9%	98.2%
Working part time	328	318	121	58	212	86	126	318
%V	11.3%	11.3%	11.3%	12.7%	11.6%	13.1%	10.7%	12.3%
%H		97.0%	36.9%	17.7%	64.6%	26.2%	38.4%	97.0%
Not working	1372	1326	455	182	926	279	647	1098
%V	47.4%	47.2%	42.6%	40.0%	50.5%	42.6%	54.9%	42.4%
%H		96.6%	33.2%	13.3%	67.5%	20.3%	47.2%	80.0%
Houseperson	2205	2147	800	336	1426	499	927	1937
%V	76.2%	76.4%	75.0%	73.8%	77.8%	76.2%	78.7%	74.8%
%H		97.4%	36.3%	15.2%	64.7%	22.6%	42.0%	87.8%

Base: ITV North West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
AB	587	575	225	74	430	173	257	564
%V	21.1%	21.4%	22.8%	24.1%	21.4%	23.7%	20.0%	23.6%
%H (All HH)		98.0%	38.3%	12.6%	73.3%	29.5%	43.8%	96.1%
%H (TV HH)			39.1%	12.9%	74.8%	30.1%	44.7%	
C1	767	736	289	99	532	209	323	702
%V	27.5%	27.4%	29.2%	32.2%	26.5%	28.6%	25.2%	29.3%
%H (All HH)		96.0%	37.7%	12.9%	69.4%	27.2%	42.1%	91.5%
%H (TV HH)			39.3%	13.5%	72.3%	28.4%	43.9%	
C2	608	591	247	61	444	184	260	523
%V	21.8%	22.0%	25.0%	19.9%	22.1%	25.2%	20.3%	21.8%
%H (All HH)		97.2%	40.6%	10.0%	73.0%	30.3%	42.8%	86.0%
%H (TV HH)			41.8%	10.3%	75.1%	31.1%	44.0%	
D	469	441	159	48	326	117	210	394
%V	16.8%	16.4%	16.1%	15.6%	16.2%	16.0%	16.4%	16.5%
%H (All HH)		94.0%	33.9%	10.2%	69.5%	24.9%	44.8%	84.0%
%H (TV HH)			36.1%	10.9%	73.9%	26.5%	47.6%	
E	356	341	69	25	279	47	232	211
%V	12.8%	12.7%	7.0%	8.1%	13.9%	6.4%	18.1%	8.8%
%H (All HH)		95.8%	19.4%	7.0%	78.4%	13.2%	65.2%	59.3%
%H (TV HH)			20.2%	7.3%	81.8%	13.8%	68.0%	

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
Under 25	114	95	21	10	57	13	44	111
%V	4.1%	3.5%	2.1%	3.3%	2.8%	1.8%	3.4%	4.6%
%H (All HH)		83.3%	18.4%	8.8%	50.0%	11.4%	38.6%	97.4%
%H (TV HH)			22.1%	10.5%	60.0%	13.7%	46.3%	
25 - 34	430	393	161	47	235	91	144	419
%V	15.4%	14.7%	16.3%	15.3%	11.7%	12.5%	11.2%	17.5%
%H (All HH)		91.4%	37.4%	10.9%	54.7%	21.2%	33.5%	97.4%
%H (TV HH)			41.0%	12.0%	59.8%	23.2%	36.6%	
35 - 44	423	401	172	54	274	127	148	412
%V	15.2%	15.0%	17.4%	17.6%	13.6%	17.4%	11.5%	17.2%
%H (All HH)		94.8%	40.7%	12.8%	64.8%	30.0%	35.0%	97.4%
%H (TV HH)			42.9%	13.5%	68.3%	31.7%	36.9%	
45 - 54	507	495	220	83	356	173	183	485
%V	18.2%	18.5%	22.2%	27.0%	17.7%	23.7%	14.3%	20.3%
%H (All HH)		97.6%	43.4%	16.4%	70.2%	34.1%	36.1%	95.7%
%H (TV HH)			44.4%	16.8%	71.9%	34.9%	37.0%	
55 - 64	483	476	185	46	383	141	242	441
%V	17.3%	17.7%	18.7%	15.0%	19.0%	19.3%	18.9%	18.4%
%H (All HH)		98.6%	38.3%	9.5%	79.3%	29.2%	50.1%	91.3%
%H (TV HH)			38.9%	9.7%	80.5%	29.6%	50.8%	
65 +	830	821	232	67	706	186	521	526
%V	29.8%	30.6%	23.5%	21.8%	35.1%	25.5%	40.6%	22.0%
%H (All HH)		98.9%	28.0%	8.1%	85.1%	22.4%	62.8%	63.4%
%H (TV HH)			28.3%	8.2%	86.0%	22.7%	63.5%	

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
1	865	813	194	64	677	143	535	569
%V	31.0%	30.3%	19.6%	20.8%	33.7%	19.6%	41.7%	23.8%
%H (All HH)		94.0%	22.4%	7.4%	78.3%	16.5%	61.8%	65.8%
%H (TV HH)			23.9%	7.9%	83.3%	17.6%	65.8%	
2	1016	989	417	109	733	303	430	930
%V	36.5%	36.9%	42.2%	35.5%	36.4%	41.5%	33.5%	38.8%
%H (All HH)		97.3%	41.0%	10.7%	72.1%	29.8%	42.3%	91.5%
%H (TV HH)			42.2%	11.0%	74.1%	30.6%	43.5%	
3	393	381	162	58	261	121	141	384
%V	14.1%	14.2%	16.4%	18.9%	13.0%	16.6%	11.0%	16.0%
%H (All HH)		96.9%	41.2%	14.8%	66.4%	30.8%	35.9%	97.7%
%H (TV HH)			42.5%	15.2%	68.5%	31.8%	37.0%	
4	341	333	141	53	232	112	120	341
%V	12.2%	12.4%	14.3%	17.3%	11.5%	15.3%	9.4%	14.2%
%H (All HH)		97.7%	41.3%	15.5%	68.0%	32.8%	35.2%	100.0%
%H (TV HH)			42.3%	15.9%	69.7%	33.6%	36.0%	
5+	172	166	76	24	108	51	56	170
%V	6.2%	6.2%	7.7%	7.8%	5.4%	7.0%	4.4%	7.1%
%H (All HH)		96.5%	44.2%	14.0%	62.8%	29.7%	32.6%	98.8%
%H (TV HH)			45.8%	14.5%	65.1%	30.7%	33.7%	
Average HH size	2.29	2.30	2.51	2.60	2.21	2.52	2.04	2.46

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
Without	2086	1996	698	213	1559	531	1028	1700
%V	74.8%	74.4%	70.6%	69.4%	77.5%	72.7%	80.2%	71.0%
%H (All HH)		95.7%	33.5%	10.2%	74.7%	25.5%	49.3%	81.5%
%H (TV HH)			35.0%	10.7%	78.1%	26.6%	51.5%	
With	701	686	292	95	453	198	254	694
%V	25.2%	25.6%	29.5%	30.9%	22.5%	27.1%	19.8%	29.0%
%H (All HH)		97.9%	41.7%	13.6%	64.6%	28.2%	36.2%	99.0%
%H (TV HH)			42.6%	13.8%	66.0%	28.9%	37.0%	
0 - 3	238	233	96	26	140	54	86	238
%V	8.5%	8.7%	9.7%	8.5%	7.0%	7.4%	6.7%	9.9%
%H (All HH)		97.9%	40.3%	10.9%	58.8%	22.7%	36.1%	100.0%
%H (TV HH)			41.2%	11.2%	60.1%	23.2%	36.9%	
4 - 9	374	366	160	52	237	109	128	368
%V	13.4%	13.6%	16.2%	16.9%	11.8%	14.9%	10.0%	15.4%
%H (All HH)		97.9%	42.8%	13.9%	63.4%	29.1%	34.2%	98.4%
%H (TV HH)			43.7%	14.2%	64.8%	29.8%	35.0%	
10 - 15	347	341	147	54	237	108	129	344
%V	12.5%	12.7%	14.9%	17.6%	11.8%	14.8%	10.1%	14.4%
%H (All HH)		98.3%	42.4%	15.6%	68.3%	31.1%	37.2%	99.1%
%H (TV HH)			43.1%	15.8%	69.5%	31.7%	37.8%	

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
1	1099	1099	291	104	763	147	616	858
%V	39.4%	41.0%	29.4%	33.9%	37.9%	20.1%	48.0%	35.8%
%H (All HH)		100.0%	26.5%	9.5%	69.4%	13.4%	56.1%	78.1%
%H (TV HH)			26.5%	9.5%	69.4%	13.4%	56.1%	
2	874	874	352	117	667	275	392	765
%V	31.4%	32.6%	35.6%	38.1%	33.2%	37.7%	30.6%	32.0%
%H (All HH)		100.0%	40.3%	13.4%	76.3%	31.5%	44.9%	87.5%
%H (TV HH)			40.3%	13.4%	76.3%	31.5%	44.9%	
3	442	442	209	56	362	186	176	422
%V	15.9%	16.5%	21.1%	18.2%	18.0%	25.5%	13.7%	17.6%
%H (All HH)		100.0%	47.3%	12.7%	81.9%	42.1%	39.8%	95.5%
%H (TV HH)			47.3%	12.7%	81.9%	42.1%	39.8%	
4	180	180	75	22	152	69	82	174
%V	6.5%	6.7%	7.6%	7.2%	7.6%	9.5%	6.4%	7.3%
%H (All HH)		100.0%	41.7%	12.2%	84.4%	38.3%	45.6%	96.7%
%H (TV HH)			41.7%	12.2%	84.4%	38.3%	45.6%	
5+	88	88	62	9	68	52	16	87
%V	3.2%	3.3%	6.3%	2.9%	3.4%	7.1%	1.2%	3.6%
%H (All HH)		100.0%	70.5%	10.2%	77.3%	59.1%	18.2%	98.9%
%H (TV HH)			70.5%	10.2%	77.3%	59.1%	18.2%	

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
Under 20"	225	225	85	23	196	81	115	190
%V	8.1%	8.4%	8.6%	7.5%	9.7%	11.1%	9.0%	7.9%
%H (All HH)		100.0%	37.8%	10.2%	87.1%	36.0%	51.1%	84.4%
%H (TV HH)			37.8%	10.2%	87.1%	36.0%	51.1%	
20" - 29"	662	662	252	73	555	227	327	581
%V	23.8%	24.7%	25.5%	23.8%	27.6%	31.1%	25.5%	24.3%
%H (All HH)		100.0%	38.1%	11.0%	83.8%	34.3%	49.4%	87.8%
%H (TV HH)			38.1%	11.0%	83.8%	34.3%	49.4%	
30" - 39"	1119	1119	420	138	864	331	534	997
%V	40.2%	41.7%	42.5%	45.0%	43.0%	45.3%	41.7%	41.6%
%H (All HH)		100.0%	37.5%	12.3%	77.2%	29.6%	47.7%	89.1%
%H (TV HH)			37.5%	12.3%	77.2%	29.6%	47.7%	
40" - 49"	1294	1294	536	181	919	390	529	1166
%V	46.4%	48.2%	54.2%	59.0%	45.7%	53.4%	41.3%	48.7%
%H (All HH)		100.0%	41.4%	14.0%	71.0%	30.1%	40.9%	90.1%
%H (TV HH)			41.4%	14.0%	71.0%	30.1%	40.9%	
50" - 59"	581	581	305	73	400	212	187	553
%V	20.8%	21.7%	30.8%	23.8%	19.9%	29.0%	14.6%	23.1%
%H (All HH)		100.0%	52.5%	12.6%	68.8%	36.5%	32.2%	95.2%
%H (TV HH)			52.5%	12.6%	68.8%	36.5%	32.2%	
60"+	78	78	44	10	50	26	24	75
%V	2.8%	2.9%	4.4%	3.3%	2.5%	3.6%	1.9%	3.1%
%H (All HH)		100.0%	56.4%	12.8%	64.1%	33.3%	30.8%	96.2%
%H (TV HH)			56.4%	12.8%	64.1%	33.3%	30.8%	

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

Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
Main living room	2650	2650	985	305	1991	727	1264	2278
%V	95.1%	98.8%	99.6%	99.3%	99.0%	99.6%	98.6%	95.2%
%H (All HH)		100.0%	37.2%	11.5%	75.1%	27.4%	47.7%	86.0%
%H (TV HH)			37.2%	11.5%	75.1%	27.4%	47.7%	
Kitchen	278	278	123	27	246	117	129	247
%V	10.0%	10.4%	12.4%	8.8%	12.2%	16.0%	10.1%	10.3%
%H (All HH)		100.0%	44.2%	9.7%	88.5%	42.1%	46.4%	88.8%
%H (TV HH)			44.2%	9.7%	88.5%	42.1%	46.4%	
Adult's bedroom	1178	1178	536	151	929	454	476	1095
%V	42.3%	43.9%	54.2%	49.2%	46.2%	62.2%	37.1%	45.7%
%H (All HH)		100.0%	45.5%	12.8%	78.9%	38.5%	40.4%	93.0%
%H (TV HH)			45.5%	12.8%	78.9%	38.5%	40.4%	
Child's bedroom	246	246	124	33	181	98	83	242
%V	8.8%	9.2%	12.5%	10.7%	9.0%	13.4%	6.5%	10.1%
%H (All HH)		100.0%	50.4%	13.4%	73.6%	39.8%	33.7%	98.4%
%H (TV HH)			50.4%	13.4%	73.6%	39.8%	33.7%	
Other bedroom	167	167	79	24	136	74	62	161
%V	6.0%	6.2%	8.0%	7.8%	6.8%	10.1%	4.8%	6.7%
%H (All HH)		100.0%	47.3%	14.4%	81.4%	44.3%	37.1%	96.4%
%H (TV HH)			47.3%	14.4%	81.4%	44.3%	37.1%	
Second living/dining room	309	309	138	43	242	115	127	280
%V	11.1%	11.5%	14.0%	14.0%	12.0%	15.8%	9.9%	11.7%
%H (All HH)		100.0%	44.7%	13.9%	78.3%	37.2%	41.1%	90.6%
%H (TV HH)			44.7%	13.9%	78.3%	37.2%	41.1%	
Study/office	50	50	20	3	38	12	27	50
%V	1.8%	1.9%	2.0%	1.0%	1.9%	1.6%	2.1%	2.1%
%H (All HH)		100.0%	40.0%	6.0%	76.0%	24.0%	54.0%	100.0%
%H (TV HH)			40.0%	6.0%	76.0%	24.0%	54.0%	
TV room	11	11	6	0	10	4	5	11
%V	0.4%	0.4%	0.6%	0.0%	0.5%	0.5%	0.4%	0.5%
%H (All HH)		100.0%	54.5%	0.0%	90.9%	36.4%	45.5%	100.0%
%H (TV HH)			54.5%	0.0%	90.9%	36.4%	45.5%	
Conservatory	78	78	34	12	69	38	31	71
%V	2.8%	2.9%	3.4%	3.9%	3.4%	5.2%	2.4%	3.0%
%H (All HH)		100.0%	43.6%	15.4%	88.5%	48.7%	39.7%	91.0%
%H (TV HH)			43.6%	15.4%	88.5%	48.7%	39.7%	
Attic or loft room	10	10	5	2	9	6	3	10
%V	0.4%	0.4%	0.5%	0.7%	0.4%	0.8%	0.2%	0.4%
%H (All HH)		100.0%	50.0%	20.0%	90.0%	60.0%	30.0%	100.0%
%H (TV HH)			50.0%	20.0%	90.0%	60.0%	30.0%	
No specific location	7	7	3	0	7	3	4	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	39	39	21	1	32	15	17	36
%V	1.4%	1.5%	2.1%	0.3%	1.6%	2.1%	1.3%	1.5%
%H (All HH)		100.0%	53.8%	2.6%	82.1%	38.5%	43.6%	92.3%
%H (TV HH)			53.8%	2.6%	82.1%	38.5%	43.6%	

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
Oct 2018 - Sep 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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
Any DSAT provider	989	989	989	13	580	580	0	942
%V	35.5%	36.9%	100.0%	4.2%	28.8%	79.5%	0.0%	39.3%
%H (All HH)			100.0%	1.3%	58.6%	58.6%	0.0%	95.2%
%H (TV HH)			100.0%	1.3%	58.6%	58.6%	0.0%	
Sky with subscription	850	850	850	2	501	501	0	814
%V	30.5%	31.7%	85.9%	0.7%	24.9%	68.6%	0.0%	34.0%
%H (All HH)			100.0%	0.2%	58.9%	58.9%	0.0%	95.8%
%H (TV HH)			100.0%	0.2%	58.9%	58.9%	0.0%	
Sky without subscription	41	41	41	2	21	21	0	38
%V	1.5%	1.5%	4.1%	0.7%	1.0%	2.9%	0.0%	1.6%
%H (All HH)			100.0%	4.9%	51.2%	51.2%	0.0%	92.7%
%H (TV HH)			100.0%	4.9%	51.2%	51.2%	0.0%	
Freesat	87	87	87	5	52	52	0	79
%V	3.1%	3.2%	8.8%	1.6%	2.6%	7.1%	0.0%	3.3%
%H (All HH)			100.0%	5.7%	59.8%	59.8%	0.0%	90.8%
%H (TV HH)			100.0%	5.7%	59.8%	59.8%	0.0%	
Other satellite provider	59	59	59	6	27	27	0	57
%V	2.1%	2.2%	6.0%	2.0%	1.3%	3.7%	0.0%	2.4%
%H (All HH)			100.0%	10.2%	45.8%	45.8%	0.0%	96.6%
%H (TV HH)			100.0%	10.2%	45.8%	45.8%	0.0%	
DCAB	307	307	13	307	156	156	0	296
%V	11.0%	11.4%	1.3%	100.0%	7.8%	21.4%	0.0%	12.4%
%H (All HH)			4.2%	100.0%	50.8%	50.8%	0.0%	96.4%
%H (TV HH)			4.2%	100.0%	50.8%	50.8%	0.0%	
DTT	2011	2011	580	156	2011	730	1282	1664
%V	72.2%	75.0%	58.6%	50.8%	100.0%	100.0%	100.0%	69.5%
%H (All HH)		100.0%	28.8%	7.8%	100.0%	36.3%	63.7%	82.7%
%H (TV HH)			28.8%	7.8%	100.0%	36.3%	63.7%	

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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ITV Yorkshire

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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	2787	2682	989	307	2011	730	1282	2394
%H (All HH)		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (TV HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
PVR	1523	1523	878	285	1032	662	370	1427
%V	54.6%	56.8%	88.8%	92.8%	51.3%	90.7%	28.9%	59.6%
%H (All HH)		100.0%	57.6%	18.7%	67.8%	43.5%	24.3%	93.7%
%H (TV HH)			57.6%	18.7%	67.8%	43.5%	24.3%	
DVDR	19	19	11	2	14	8	6	16
%V	0.7%	0.7%	1.1%	0.7%	0.7%	1.1%	0.5%	0.7%
%H (All HH)		100.0%	57.9%	10.5%	73.7%	42.1%	31.6%	84.2%
%H (TV HH)			57.9%	10.5%	73.7%	42.1%	31.6%	
VCR	20	20	7	2	15	4	11	11
%V	0.7%	0.7%	0.7%	0.7%	0.7%	0.5%	0.9%	0.5%
%H (All HH)		100.0%	35.0%	10.0%	75.0%	20.0%	55.0%	55.0%
%H (TV HH)			35.0%	10.0%	75.0%	20.0%	55.0%	
Any recorder	1537	1537	880	285	1044	663	382	1434
%V	55.1%	57.3%	89.0%	92.8%	51.9%	90.8%	29.8%	59.9%
%H (All HH)		100.0%	57.3%	18.5%	67.9%	43.1%	24.9%	93.3%
%H (TV HH)			57.3%	18.5%	67.9%	43.1%	24.9%	
Receives HDTV (via STB or built-in reception)	1805	1805	808	279	1355	626	730	1671
%V	64.8%	67.3%	81.7%	90.9%	67.4%	85.8%	56.9%	69.8%
%H (All HH)		100.0%	44.8%	15.5%	75.1%	34.7%	40.4%	92.6%
%H (TV HH)			44.8%	15.5%	75.1%	34.7%	40.4%	
DVD/Blu-ray player or recorder	1584	1584	601	191	1236	493	742	1422
%V	56.8%	59.1%	60.8%	62.2%	61.5%	67.5%	57.9%	59.4%
%H (All HH)		100.0%	37.9%	12.1%	78.0%	31.1%	46.8%	89.8%
%H (TV HH)			37.9%	12.1%	78.0%	31.1%	46.8%	

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	2787	2682	989	307	2011	730	1282	2394
%V		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%
%H (All HH)			36.9%	11.4%	75.0%	27.2%	47.8%	
%H (TV HH)								
Has broadband internet	2394	2306	942	296	1664	696	968	2394
%V	85.9%	86.0%	95.2%	96.4%	82.7%	95.3%	75.5%	100.0%
%H (All HH)		96.3%	39.3%	12.4%	69.5%	29.1%	40.4%	100.0%
%H (TV HH)			40.8%	12.8%	72.2%	30.2%	42.0%	
Number of computers (PCs and laptops)								
0	615	574	119	28	480	76	405	240
%V	22.1%	21.4%	12.0%	9.1%	23.9%	10.4%	31.6%	10.0%
%H (All HH)		93.3%	19.3%	4.6%	78.0%	12.4%	65.9%	39.0%
%H (TV HH)			20.7%	4.9%	83.6%	13.2%	70.6%	
1	771	737	268	80	545	187	359	755
%V	27.7%	27.5%	27.1%	26.1%	27.1%	25.6%	28.0%	31.5%
%H (All HH)		95.6%	34.8%	10.4%	70.7%	24.3%	46.6%	97.9%
%H (TV HH)			36.4%	10.9%	73.9%	25.4%	48.7%	
2	615	600	253	75	450	201	249	614
%V	22.1%	22.4%	25.6%	24.4%	22.4%	27.5%	19.4%	25.6%
%H (All HH)		97.6%	41.1%	12.2%	73.2%	32.7%	40.5%	99.8%
%H (TV HH)			42.2%	12.5%	75.0%	33.5%	41.5%	
3	377	373	165	53	252	118	134	376
%V	13.5%	13.9%	16.7%	17.3%	12.5%	16.2%	10.5%	15.7%
%H (All HH)		98.9%	43.8%	14.1%	66.8%	31.3%	35.5%	99.7%
%H (TV HH)			44.2%	14.2%	67.6%	31.6%	35.9%	
4	200	197	92	40	136	75	61	200
%V	7.2%	7.3%	9.3%	13.0%	6.8%	10.3%	4.8%	8.4%
%H (All HH)		98.5%	46.0%	20.0%	68.0%	37.5%	30.5%	100.0%
%H (TV HH)			46.7%	20.3%	69.0%	38.1%	31.0%	
5+	210	201	91	29	148	74	74	210
%V	7.5%	7.5%	9.2%	9.4%	7.4%	10.1%	5.8%	8.8%
%H (All HH)		95.7%	43.3%	13.8%	70.5%	35.2%	35.2%	100.0%
%H (TV HH)			45.3%	14.4%	73.6%	36.8%	36.8%	

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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ITV Yorkshire

Set level data

Table 4.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	5372	2263	639	4163	1822	2342	4825
%H		42.1%	11.9%	77.5%	33.9%	43.6%	89.8%
Under 20"	273	103	32	241	105	136	236
%V	5.1%	4.6%	5.0%	5.8%	5.8%	5.8%	4.9%
%H		37.7%	11.7%	88.3%	38.5%	49.8%	86.4%
20" - 29"	832	315	86	698	282	415	732
%V	15.5%	13.9%	13.5%	16.8%	15.5%	17.7%	15.2%
%H		37.9%	10.3%	83.9%	33.9%	49.9%	88.0%
30" - 39"	1417	573	174	1099	458	641	1284
%V	26.4%	25.3%	27.2%	26.4%	25.1%	27.4%	26.6%
%H		40.4%	12.3%	77.6%	32.3%	45.2%	90.6%
40" - 49"	1551	672	219	1112	499	613	1414
%V	28.9%	29.7%	34.3%	26.7%	27.4%	26.2%	29.3%
%H		43.3%	14.1%	71.7%	32.2%	39.5%	91.2%
50" - 59"	655	347	83	451	239	212	625
%V	12.2%	15.3%	13.0%	10.8%	13.1%	9.1%	13.0%
%H		53.0%	12.7%	68.9%	36.5%	32.4%	95.4%
60"+	79	45	10	51	26	24	76
%V	1.5%	2.0%	1.6%	1.2%	1.4%	1.0%	1.6%
%H		57.0%	12.7%	64.6%	32.9%	30.4%	96.2%
Don't know	564	207	36	513	212	301	458
%V	10.5%	9.1%	5.6%	12.3%	11.6%	12.9%	9.5%
%H		36.7%	6.4%	91.0%	37.6%	53.4%	81.2%

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 4.12: 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	5372	2263	639	4163	1822	2342	4825
%H		42.1%	11.9%	77.5%	33.9%	43.6%	89.8%
Main living room	2666	995	306	2004	735	1269	2292
%V	49.6%	44.0%	47.9%	48.1%	40.3%	54.2%	47.5%
%H		37.3%	11.5%	75.2%	27.6%	47.6%	86.0%
Kitchen	279	124	27	247	118	129	248
%V	5.2%	5.5%	4.2%	5.9%	6.5%	5.5%	5.1%
%H		44.4%	9.7%	88.5%	42.3%	46.2%	88.9%
Adult's bedroom	1397	648	183	1099	554	545	1306
%V	26.0%	28.6%	28.6%	26.4%	30.4%	23.3%	27.1%
%H		46.4%	13.1%	78.7%	39.7%	39.0%	93.5%
Child's bedroom	315	162	39	231	124	107	310
%V	5.9%	7.2%	6.1%	5.5%	6.8%	4.6%	6.4%
%H		51.4%	12.4%	73.3%	39.4%	34.0%	98.4%
Other bedroom	203	101	25	167	93	74	196
%V	3.8%	4.5%	3.9%	4.0%	5.1%	3.2%	4.1%
%H		49.8%	12.3%	82.3%	45.8%	36.5%	96.6%
Second living/dining room	314	143	43	247	119	128	286
%V	5.8%	6.3%	6.7%	5.9%	6.5%	5.5%	5.9%
%H		45.5%	13.7%	78.7%	37.9%	40.8%	91.1%
Study/office	51	20	3	39	12	28	51
%V	0.9%	0.9%	0.5%	0.9%	0.7%	1.2%	1.1%
%H		39.2%	5.9%	76.5%	23.5%	54.9%	100.0%
TV room	11	6	0	10	4	5	11
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		54.5%	0.0%	90.9%	36.4%	45.5%	100.0%
Conservatory	78	34	12	69	38	31	71
%V	1.5%	1.5%	1.9%	1.7%	2.1%	1.3%	1.5%
%H		43.6%	15.4%	88.5%	48.7%	39.7%	91.0%
Attic or loft room	10	5	2	9	6	3	10
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	20.0%	90.0%	60.0%	30.0%	100.0%
No specific location	8	4	0	8	4	4	7
%V	0.1%	0.2%	0.0%	0.2%	0.2%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	87.5%
Other	40	22	1	32	15	17	37
%V	0.7%	1.0%	0.2%	0.8%	0.8%	0.7%	0.8%
%H		55.0%	2.5%	80.0%	37.5%	42.5%	92.5%

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	5372	2263	639	4163	1822	2342	4825
%H		42.1%	11.9%	77.5%	33.9%	43.6%	89.8%
PVR	2161	1360	397	1363	945	418	2054
%V	40.2%	60.1%	62.1%	32.7%	51.9%	17.8%	42.6%
%H		62.9%	18.4%	63.1%	43.7%	19.3%	95.0%
DVDR	20	12	2	15	9	6	17
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		60.0%	10.0%	75.0%	45.0%	30.0%	85.0%
VCR	22	7	2	16	4	12	13
%V	0.4%	0.3%	0.3%	0.4%	0.2%	0.5%	0.3%
%H		31.8%	9.1%	72.7%	18.2%	54.5%	59.1%
Any recorder	2179	1362	397	1380	946	433	2064
%V	40.6%	60.2%	62.1%	33.1%	51.9%	18.5%	42.8%
%H		62.5%	18.2%	63.3%	43.4%	19.9%	94.7%

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	5372	2263	639	4163	1822	2342	4825
%H		42.1%	11.9%	77.5%	33.9%	43.6%	89.8%
Receives HDTV (via STB or built-in reception)	2982	1454	431	2251	1131	1120	2811
%V	55.5%	64.3%	67.4%	54.1%	62.1%	47.8%	58.3%
%H		48.8%	14.5%	75.5%	37.9%	37.6%	94.3%
DVD/Blu-ray player or recorder	2095	848	273	1646	725	921	1916
%V	39.0%	37.5%	42.7%	39.5%	39.8%	39.3%	39.7%
%H		40.5%	13.0%	78.6%	34.6%	44.0%	91.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	2679	989	307	2010	730	1280	2302
%H		36.9%	11.5%	75.0%	27.2%	47.8%	85.9%
Under 20"	14	0	1	12	0	12	8
%V	0.5%	0.0%	0.3%	0.6%	0.0%	0.9%	0.3%
%H		0.0%	7.1%	85.7%	0.0%	85.7%	57.1%
20" - 29"	134	24	6	116	19	98	100
%V	5.0%	2.4%	2.0%	5.8%	2.6%	7.7%	4.3%
%H		17.9%	4.5%	86.6%	14.2%	73.1%	74.6%
30" - 39"	586	157	64	465	119	346	479
%V	21.9%	15.9%	20.8%	23.1%	16.3%	27.0%	20.8%
%H		26.8%	10.9%	79.4%	20.3%	59.0%	81.7%
40" - 49"	1075	419	149	769	308	461	955
%V	40.1%	42.4%	48.5%	38.3%	42.2%	36.0%	41.5%
%H		39.0%	13.9%	71.5%	28.7%	42.9%	88.8%
50" - 59"	523	276	64	356	189	168	497
%V	19.5%	27.9%	20.8%	17.7%	25.9%	13.1%	21.6%
%H		52.8%	12.2%	68.1%	36.1%	32.1%	95.0%
60"+	71	38	9	46	22	24	68
%V	2.7%	3.8%	2.9%	2.3%	3.0%	1.9%	3.0%
%H		53.5%	12.7%	64.8%	31.0%	33.8%	95.8%
Don't know	277	76	15	245	73	172	196
%V	10.3%	7.7%	4.9%	12.2%	10.0%	13.4%	8.5%
%H		27.4%	5.4%	88.4%	26.4%	62.1%	70.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2679	989	307	2010	730	1280	2302
%H		36.9%	11.5%	75.0%	27.2%	47.8%	85.9%
PVR	1487	865	279	999	647	352	1398
%V	55.5%	87.5%	90.9%	49.7%	88.6%	27.5%	60.7%
%H		58.2%	18.8%	67.2%	43.5%	23.7%	94.0%
DVDR	15	8	2	12	7	5	12
%V	0.6%	0.8%	0.7%	0.6%	1.0%	0.4%	0.5%
%H		53.3%	13.3%	80.0%	46.7%	33.3%	80.0%
VCR	16	6	2	11	4	7	8
%V	0.6%	0.6%	0.7%	0.5%	0.5%	0.5%	0.3%
%H		37.5%	12.5%	68.8%	25.0%	43.8%	50.0%
Any recorder	1499	867	279	1011	648	362	1404
%V	56.0%	87.7%	90.9%	50.3%	88.8%	28.3%	61.0%
%H		57.8%	18.6%	67.4%	43.2%	24.1%	93.7%

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	2679	989	307	2010	730	1280	2302
%H		36.9%	11.5%	75.0%	27.2%	47.8%	85.9%
Receives HDTV (via STB or built-in reception)	1759	789	274	1316	608	708	1637
%V	65.7%	79.8%	89.3%	65.5%	83.3%	55.3%	71.1%
%H		44.9%	15.6%	74.8%	34.6%	40.3%	93.1%
DVD/Blu-ray player or recorder	1386	506	163	1086	415	671	1235
%V	51.7%	51.2%	53.1%	54.0%	56.8%	52.4%	53.6%
%H		36.5%	11.8%	78.4%	29.9%	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

Oct 2018 - Sep 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	2693	1274	332	2154	1092	1062	2523
%H		47.3%	12.3%	80.0%	40.5%	39.4%	93.7%
Under 20"	259	103	31	229	105	124	228
%V	9.6%	8.1%	9.3%	10.6%	9.6%	11.7%	9.0%
%H		39.8%	12.0%	88.4%	40.5%	47.9%	88.0%
20" - 29"	698	291	80	581	264	318	633
%V	25.9%	22.8%	24.1%	27.0%	24.2%	29.9%	25.1%
%H		41.7%	11.5%	83.2%	37.8%	45.6%	90.7%
30" - 39"	831	417	111	633	339	295	806
%V	30.9%	32.7%	33.4%	29.4%	31.0%	27.8%	31.9%
%H		50.2%	13.4%	76.2%	40.8%	35.5%	97.0%
40" - 49"	476	253	70	343	191	152	459
%V	17.7%	19.9%	21.1%	15.9%	17.5%	14.3%	18.2%
%H		53.2%	14.7%	72.1%	40.1%	31.9%	96.4%
50" - 59"	133	71	19	94	50	44	128
%V	4.9%	5.6%	5.7%	4.4%	4.6%	4.1%	5.1%
%H		53.4%	14.3%	70.7%	37.6%	33.1%	96.2%
60"+	8	7	1	5	4	1	8
%V	0.3%	0.5%	0.3%	0.2%	0.4%	0.1%	0.3%
%H		87.5%	12.5%	62.5%	50.0%	12.5%	100.0%
Don't know	288	131	20	268	139	129	262
%V	10.7%	10.3%	6.0%	12.4%	12.7%	12.1%	10.4%
%H		45.5%	6.9%	93.1%	48.3%	44.8%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2693	1274	332	2154	1092	1062	2523
%H		47.3%	12.3%	80.0%	40.5%	39.4%	93.7%
PVR	675	495	118	364	298	66	656
%V	25.1%	38.9%	35.5%	16.9%	27.3%	6.2%	26.0%
%H		73.3%	17.5%	53.9%	44.1%	9.8%	97.2%
DVDR	4	4	0	3	2	1	4
%V	0.1%	0.3%	0.0%	0.1%	0.2%	0.1%	0.2%
%H		100.0%	0.0%	75.0%	50.0%	25.0%	100.0%
VCR	6	1	0	5	0	5	5
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.5%	0.2%
%H		16.7%	0.0%	83.3%	0.0%	83.3%	83.3%
Any recorder	680	495	118	369	298	71	661
%V	25.3%	38.9%	35.5%	17.1%	27.3%	6.7%	26.2%
%H		72.8%	17.4%	54.3%	43.8%	10.4%	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	2693	1274	332	2154	1092	1062	2523
%H		47.3%	12.3%	80.0%	40.5%	39.4%	93.7%
Receives HDTV (via STB or built-in reception)	1223	665	157	935	523	412	1174
%V	45.4%	52.2%	47.3%	43.4%	47.9%	38.8%	46.5%
%H		54.4%	12.8%	76.5%	42.8%	33.7%	96.0%
DVD/Blu-ray player or recorder	709	343	110	560	311	250	681
%V	26.3%	26.9%	33.1%	26.0%	28.5%	23.5%	27.0%
%H		48.4%	15.5%	79.0%	43.9%	35.3%	96.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	6383	6177	2486	798	4447	1835	2611	5876
%H		96.8%	38.9%	12.5%	69.7%	28.7%	40.9%	92.1%
Total Children	1244	1221	508	174	798	342	456	1230
%V	19.5%	19.8%	20.4%	21.8%	17.9%	18.6%	17.5%	20.9%
%H		98.2%	40.8%	14.0%	64.1%	27.5%	36.7%	98.9%
0 - 3	286	280	108	33	171	59	112	285
%V	4.5%	4.5%	4.3%	4.1%	3.8%	3.2%	4.3%	4.9%
%H		97.9%	37.8%	11.5%	59.8%	20.6%	39.2%	99.7%
4 - 15	958	942	401	141	627	283	344	945
%V	15.0%	15.3%	16.1%	17.7%	14.1%	15.4%	13.2%	16.1%
%H		98.3%	41.9%	14.7%	65.4%	29.5%	35.9%	98.6%
4 - 9	487	477	203	71	305	140	165	478
%V	7.6%	7.7%	8.2%	8.9%	6.9%	7.6%	6.3%	8.1%
%H		97.9%	41.7%	14.6%	62.6%	28.7%	33.9%	98.2%
10 - 15	471	464	197	70	322	143	179	467
%V	7.4%	7.5%	7.9%	8.8%	7.2%	7.8%	6.9%	7.9%
%H		98.5%	41.8%	14.9%	68.4%	30.4%	38.0%	99.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	6383	6177	2486	798	4447	1835	2611	5876
%H		96.8%	38.9%	12.5%	69.7%	28.7%	40.9%	92.1%
Total Adults (16+)	5138	4956	1978	625	3649	1493	2155	4646
%V	80.5%	80.2%	79.6%	78.3%	82.1%	81.4%	82.5%	79.1%
%H		96.5%	38.5%	12.2%	71.0%	29.1%	41.9%	90.4%
16 - 19	238	225	102	42	156	87	69	237
%V	3.7%	3.6%	4.1%	5.3%	3.5%	4.7%	2.6%	4.0%
%H		94.5%	42.9%	17.6%	65.5%	36.6%	29.0%	99.6%
20 - 24	412	367	117	49	249	96	153	407
%V	6.5%	5.9%	4.7%	6.1%	5.6%	5.2%	5.9%	6.9%
%H		89.1%	28.4%	11.9%	60.4%	23.3%	37.1%	98.8%
25 - 34	820	765	323	98	468	201	267	806
%V	12.8%	12.4%	13.0%	12.3%	10.5%	11.0%	10.2%	13.7%
%H		93.3%	39.4%	12.0%	57.1%	24.5%	32.6%	98.3%
35 - 44	760	728	323	99	495	232	263	744
%V	11.9%	11.8%	13.0%	12.4%	11.1%	12.6%	10.1%	12.7%
%H		95.8%	42.5%	13.0%	65.1%	30.5%	34.6%	97.9%
45 - 54	861	844	382	144	608	304	304	827
%V	13.5%	13.7%	15.4%	18.0%	13.7%	16.6%	11.6%	14.1%
%H		98.0%	44.4%	16.7%	70.6%	35.3%	35.3%	96.1%
55 - 64	812	802	344	87	632	265	367	765
%V	12.7%	13.0%	13.8%	10.9%	14.2%	14.4%	14.1%	13.0%
%H		98.8%	42.4%	10.7%	77.8%	32.6%	45.2%	94.2%
65+	1236	1225	388	106	1040	309	731	861
%V	19.4%	19.8%	15.6%	13.3%	23.4%	16.8%	28.0%	14.7%
%H		99.1%	31.4%	8.6%	84.1%	25.0%	59.1%	69.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	5138	4956	1978	625	3649	1493	2155	4646
%H		96.5%	38.5%	12.2%	71.0%	29.1%	41.9%	90.4%
AB	1142	1117	473	155	832	376	456	1112
%V	22.2%	22.5%	23.9%	24.8%	22.8%	25.2%	21.2%	23.9%
%H		97.8%	41.4%	13.6%	72.9%	32.9%	39.9%	97.4%
C1	1458	1392	571	195	1003	424	579	1373
%V	28.4%	28.1%	28.9%	31.2%	27.5%	28.4%	26.9%	29.6%
%H		95.5%	39.2%	13.4%	68.8%	29.1%	39.7%	94.2%
C2	1196	1166	504	141	852	382	470	1084
%V	23.3%	23.5%	25.5%	22.6%	23.3%	25.6%	21.8%	23.3%
%H		97.5%	42.1%	11.8%	71.2%	31.9%	39.3%	90.6%
D	860	819	321	95	593	237	356	765
%V	16.7%	16.5%	16.2%	15.2%	16.3%	15.9%	16.5%	16.5%
%H		95.2%	37.3%	11.0%	69.0%	27.6%	41.4%	89.0%
E	482	462	109	39	369	74	295	312
%V	9.4%	9.3%	5.5%	6.2%	10.1%	5.0%	13.7%	6.7%
%H		95.9%	22.6%	8.1%	76.6%	15.4%	61.2%	64.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	5138	4956	1978	625	3649	1493	2155	4646
%H		96.5%	38.5%	12.2%	71.0%	29.1%	41.9%	90.4%
Working full time	2293	2218	999	319	1524	733	791	2247
%V	44.6%	44.8%	50.5%	51.0%	41.8%	49.1%	36.7%	48.4%
%H		96.7%	43.6%	13.9%	66.5%	32.0%	34.5%	98.0%
Working part time	538	518	221	83	368	170	198	526
%V	10.5%	10.5%	11.2%	13.3%	10.1%	11.4%	9.2%	11.3%
%H		96.3%	41.1%	15.4%	68.4%	31.6%	36.8%	97.8%
Not working	2308	2219	757	222	1757	590	1166	1873
%V	44.9%	44.8%	38.3%	35.5%	48.2%	39.5%	54.1%	40.3%
%H		96.1%	32.8%	9.6%	76.1%	25.6%	50.5%	81.2%
Houseperson	2787	2682	989	307	2011	730	1282	2394
%V	54.2%	54.1%	50.0%	49.1%	55.1%	48.9%	59.5%	51.5%
%H		96.2%	35.5%	11.0%	72.2%	26.2%	46.0%	85.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2508	2401	993	296	1751	742	1009	2296
%H		95.7%	39.6%	11.8%	69.8%	29.6%	40.2%	91.5%
16 - 19	122	114	59	20	80	50	30	121
%V	4.9%	4.7%	5.9%	6.8%	4.6%	6.7%	3.0%	5.3%
%H		93.4%	48.4%	16.4%	65.6%	41.0%	24.6%	99.2%
20 - 24	209	179	54	23	120	44	76	205
%V	8.3%	7.5%	5.4%	7.8%	6.9%	5.9%	7.5%	8.9%
%H		85.6%	25.8%	11.0%	57.4%	21.1%	36.4%	98.1%
25 - 34	405	378	157	52	230	104	127	401
%V	16.1%	15.7%	15.8%	17.6%	13.1%	14.0%	12.6%	17.5%
%H		93.3%	38.8%	12.8%	56.8%	25.7%	31.4%	99.0%
35 - 44	372	352	160	45	241	115	126	360
%V	14.8%	14.7%	16.1%	15.2%	13.8%	15.5%	12.5%	15.7%
%H		94.6%	43.0%	12.1%	64.8%	30.9%	33.9%	96.8%
45 - 54	432	420	190	66	302	147	156	415
%V	17.2%	17.5%	19.1%	22.3%	17.2%	19.8%	15.5%	18.1%
%H		97.2%	44.0%	15.3%	69.9%	34.0%	36.1%	96.1%
55 - 64	395	390	171	45	302	130	172	368
%V	15.7%	16.2%	17.2%	15.2%	17.2%	17.5%	17.0%	16.0%
%H		98.7%	43.3%	11.4%	76.5%	32.9%	43.5%	93.2%
65+	574	569	202	44	475	152	323	426
%V	22.9%	23.7%	20.3%	14.9%	27.1%	20.5%	32.0%	18.6%
%H		99.1%	35.2%	7.7%	82.8%	26.5%	56.3%	74.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)		2508	2401	993	296	1751	742	1009	2296
	%H		95.7%	39.6%	11.8%	69.8%	29.6%	40.2%	91.5%
AB		573	561	236	76	414	184	231	562
	%V	22.8%	23.4%	23.8%	25.7%	23.6%	24.8%	22.9%	24.5%
	%H		97.9%	41.2%	13.3%	72.3%	32.1%	40.3%	98.1%
C1		684	646	281	88	453	200	253	652
	%V	27.3%	26.9%	28.3%	29.7%	25.9%	27.0%	25.1%	28.4%
	%H		94.4%	41.1%	12.9%	66.2%	29.2%	37.0%	95.3%
C2		648	621	277	75	456	216	240	586
	%V	25.8%	25.9%	27.9%	25.3%	26.0%	29.1%	23.8%	25.5%
	%H		95.8%	42.7%	11.6%	70.4%	33.3%	37.0%	90.4%
D		400	377	154	42	272	113	159	360
	%V	15.9%	15.7%	15.5%	14.2%	15.5%	15.2%	15.8%	15.7%
	%H		94.3%	38.5%	10.5%	68.0%	28.3%	39.8%	90.0%
E		204	196	45	15	156	30	126	137
	%V	8.1%	8.2%	4.5%	5.1%	8.9%	4.0%	12.5%	6.0%
	%H		96.1%	22.1%	7.4%	76.5%	14.7%	61.8%	67.2%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2508	2401	993	296	1751	742	1009	2296
%H		95.7%	39.6%	11.8%	69.8%	29.6%	40.2%	91.5%
Working full time	1399	1350	616	190	917	450	467	1372
%V	55.8%	56.2%	62.0%	64.2%	52.4%	60.6%	46.3%	59.8%
%H		96.5%	44.0%	13.6%	65.5%	32.2%	33.4%	98.1%
Working part time	127	112	40	19	83	34	49	123
%V	5.1%	4.7%	4.0%	6.4%	4.7%	4.6%	4.9%	5.4%
%H		88.2%	31.5%	15.0%	65.4%	26.8%	38.6%	96.9%
Not working	982	940	336	87	751	258	493	802
%V	39.2%	39.2%	33.8%	29.4%	42.9%	34.8%	48.9%	34.9%
%H		95.7%	34.2%	8.9%	76.5%	26.3%	50.2%	81.7%
Houseperson	667	618	211	49	471	149	322	531
%V	26.6%	25.7%	21.2%	16.6%	26.9%	20.1%	31.9%	23.1%
%H		92.7%	31.6%	7.3%	70.6%	22.3%	48.3%	79.6%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2630	2554	985	329	1898	751	1147	2350
%H		97.1%	37.5%	12.5%	72.2%	28.6%	43.6%	89.4%
16 - 19	116	110	43	22	76	37	39	115
%V	4.4%	4.3%	4.4%	6.7%	4.0%	4.9%	3.4%	4.9%
%H		94.8%	37.1%	19.0%	65.5%	31.9%	33.6%	99.1%
20 - 24	203	188	63	25	129	52	77	202
%V	7.7%	7.4%	6.4%	7.6%	6.8%	6.9%	6.7%	8.6%
%H		92.6%	31.0%	12.3%	63.5%	25.6%	37.9%	99.5%
25 - 34	415	387	166	46	238	97	141	405
%V	15.8%	15.2%	16.9%	14.0%	12.5%	12.9%	12.3%	17.2%
%H		93.3%	40.0%	11.1%	57.3%	23.4%	34.0%	97.6%
35 - 44	388	376	162	55	254	117	137	383
%V	14.8%	14.7%	16.4%	16.7%	13.4%	15.6%	11.9%	16.3%
%H		96.9%	41.8%	14.2%	65.5%	30.2%	35.3%	98.7%
45 - 54	429	424	192	78	306	157	149	412
%V	16.3%	16.6%	19.5%	23.7%	16.1%	20.9%	13.0%	17.5%
%H		98.8%	44.8%	18.2%	71.3%	36.6%	34.7%	96.0%
55 - 64	417	412	172	42	330	134	195	397
%V	15.9%	16.1%	17.5%	12.8%	17.4%	17.8%	17.0%	16.9%
%H		98.8%	41.2%	10.1%	79.1%	32.1%	46.8%	95.2%
65+	662	656	186	62	565	157	408	435
%V	25.2%	25.7%	18.9%	18.8%	29.8%	20.9%	35.6%	18.5%
%H		99.1%	28.1%	9.4%	85.3%	23.7%	61.6%	65.7%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2630	2554	985	329	1898	751	1147	2350
%H		97.1%	37.5%	12.5%	72.2%	28.6%	43.6%	89.4%
AB	570	555	238	79	418	192	226	551
%V	21.7%	21.7%	24.2%	24.0%	22.0%	25.6%	19.7%	23.4%
%H		97.4%	41.8%	13.9%	73.3%	33.7%	39.6%	96.7%
C1	774	746	290	107	551	224	326	721
%V	29.4%	29.2%	29.4%	32.5%	29.0%	29.8%	28.4%	30.7%
%H		96.4%	37.5%	13.8%	71.2%	28.9%	42.1%	93.2%
C2	549	545	227	66	396	166	230	498
%V	20.9%	21.3%	23.0%	20.1%	20.9%	22.1%	20.1%	21.2%
%H		99.3%	41.3%	12.0%	72.1%	30.2%	41.9%	90.7%
D	460	441	167	52	321	124	197	405
%V	17.5%	17.3%	17.0%	15.8%	16.9%	16.5%	17.2%	17.2%
%H		95.9%	36.3%	11.3%	69.8%	27.0%	42.8%	88.0%
E	278	266	63	24	213	45	168	176
%V	10.6%	10.4%	6.4%	7.3%	11.2%	6.0%	14.6%	7.5%
%H		95.7%	22.7%	8.6%	76.6%	16.2%	60.4%	63.3%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2630	2554	985	329	1898	751	1147	2350
%H		97.1%	37.5%	12.5%	72.2%	28.6%	43.6%	89.4%
Working full time	894	868	383	129	607	283	324	875
%V	34.0%	34.0%	38.9%	39.2%	32.0%	37.7%	28.2%	37.2%
%H		97.1%	42.8%	14.4%	67.9%	31.7%	36.2%	97.9%
Working part time	411	407	181	64	285	136	149	403
%V	15.6%	15.9%	18.4%	19.5%	15.0%	18.1%	13.0%	17.1%
%H		99.0%	44.0%	15.6%	69.3%	33.1%	36.3%	98.1%
Not working	1325	1279	421	136	1006	332	673	1071
%V	50.4%	50.1%	42.7%	41.3%	53.0%	44.2%	58.7%	45.6%
%H		96.5%	31.8%	10.3%	75.9%	25.1%	50.8%	80.8%
Houseperson	2120	2065	779	258	1541	580	960	1863
%V	80.6%	80.9%	79.1%	78.4%	81.2%	77.2%	83.7%	79.3%
%H		97.4%	36.7%	12.2%	72.7%	27.4%	45.3%	87.9%

Base: ITV Yorkshire - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
AB	260	255	105	40	168	68	100	247
%V	20.9%	21.0%	23.6%	20.5%	20.4%	22.6%	19.2%	23.8%
%H (All HH)		98.1%	40.4%	15.4%	64.6%	26.2%	38.5%	95.0%
%H (TV HH)			41.2%	15.7%	65.9%	26.7%	39.2%	
C1	341	331	125	61	224	91	133	311
%V	27.5%	27.3%	28.2%	31.3%	27.2%	30.2%	25.5%	30.0%
%H (All HH)		97.1%	36.7%	17.9%	65.7%	26.7%	39.0%	91.2%
%H (TV HH)			37.8%	18.4%	67.7%	27.5%	40.2%	
C2	273	266	109	44	170	65	105	228
%V	22.0%	21.9%	24.5%	22.6%	20.7%	21.6%	20.1%	22.0%
%H (All HH)		97.4%	39.9%	16.1%	62.3%	23.8%	38.5%	83.5%
%H (TV HH)			41.0%	16.5%	63.9%	24.4%	39.5%	
D	207	204	64	32	145	49	96	160
%V	16.7%	16.8%	14.4%	16.4%	17.6%	16.3%	18.4%	15.4%
%H (All HH)		98.6%	30.9%	15.5%	70.0%	23.7%	46.4%	77.3%
%H (TV HH)			31.4%	15.7%	71.1%	24.0%	47.1%	
E	161	157	41	17	116	28	89	90
%V	13.0%	12.9%	9.2%	8.7%	14.1%	9.3%	17.0%	8.7%
%H (All HH)		97.5%	25.5%	10.6%	72.0%	17.4%	55.3%	55.9%
%H (TV HH)			26.1%	10.8%	73.9%	17.8%	56.7%	

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
Oct 2018 - Sep 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
Under 25	44	39	12	8	22	9	14	43
%V	3.5%	3.2%	2.7%	4.1%	2.7%	3.0%	2.7%	4.1%
%H (All HH)		88.6%	27.3%	18.2%	50.0%	20.5%	31.8%	97.7%
%H (TV HH)			30.8%	20.5%	56.4%	23.1%	35.9%	
25 - 34	175	167	66	21	89	31	57	165
%V	14.1%	13.8%	14.9%	10.8%	10.8%	10.3%	10.9%	15.9%
%H (All HH)		95.4%	37.7%	12.0%	50.9%	17.7%	32.6%	94.3%
%H (TV HH)			39.5%	12.6%	53.3%	18.6%	34.1%	
35 - 44	182	174	68	40	97	46	51	178
%V	14.7%	14.3%	15.3%	20.5%	11.8%	15.3%	9.8%	17.2%
%H (All HH)		95.6%	37.4%	22.0%	53.3%	25.3%	28.0%	97.8%
%H (TV HH)			39.1%	23.0%	55.7%	26.4%	29.3%	
45 - 54	227	223	94	41	146	65	82	213
%V	18.3%	18.4%	21.2%	21.0%	17.7%	21.6%	15.7%	20.5%
%H (All HH)		98.2%	41.4%	18.1%	64.3%	28.6%	36.1%	93.8%
%H (TV HH)			42.2%	18.4%	65.5%	29.1%	36.8%	
55 - 64	233	232	91	38	172	71	101	207
%V	18.8%	19.1%	20.5%	19.5%	20.9%	23.6%	19.3%	20.0%
%H (All HH)		99.6%	39.1%	16.3%	73.8%	30.5%	43.3%	88.8%
%H (TV HH)			39.2%	16.4%	74.1%	30.6%	43.5%	
65 +	381	377	114	47	297	80	217	230
%V	30.7%	31.1%	25.7%	24.1%	36.1%	26.6%	41.6%	22.2%
%H (All HH)		99.0%	29.9%	12.3%	78.0%	21.0%	57.0%	60.4%
%H (TV HH)			30.2%	12.5%	78.8%	21.2%	57.6%	

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
Oct 2018 - Sep 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
1	405	393	92	43	302	59	243	253
%V	32.6%	32.4%	20.7%	22.1%	36.7%	19.6%	46.6%	24.4%
%H (All HH)		97.0%	22.7%	10.6%	74.6%	14.6%	60.0%	62.5%
%H (TV HH)			23.4%	10.9%	76.8%	15.0%	61.8%	
2	448	440	177	72	301	124	177	406
%V	36.1%	36.3%	39.9%	36.9%	36.6%	41.2%	33.9%	39.2%
%H (All HH)		98.2%	39.5%	16.1%	67.2%	27.7%	39.5%	90.6%
%H (TV HH)			40.2%	16.4%	68.4%	28.2%	40.2%	
3	187	183	80	35	113	58	56	181
%V	15.1%	15.1%	18.0%	17.9%	13.7%	19.3%	10.7%	17.5%
%H (All HH)		97.9%	42.8%	18.7%	60.4%	31.0%	29.9%	96.8%
%H (TV HH)			43.7%	19.1%	61.7%	31.7%	30.6%	
4	138	135	66	28	78	40	37	137
%V	11.1%	11.1%	14.9%	14.4%	9.5%	13.3%	7.1%	13.2%
%H (All HH)		97.8%	47.8%	20.3%	56.5%	29.0%	26.8%	99.3%
%H (TV HH)			48.9%	20.7%	57.8%	29.6%	27.4%	
5+	64	62	29	17	30	21	9	60
%V	5.2%	5.1%	6.5%	8.7%	3.6%	7.0%	1.7%	5.8%
%H (All HH)		96.9%	45.3%	26.6%	46.9%	32.8%	14.1%	93.8%
%H (TV HH)			46.8%	27.4%	48.4%	33.9%	14.5%	
Average HH size	2.23	2.23	2.49	2.55	2.09	2.50	1.84	2.40

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

Oct 2018 - Sep 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
Without	954	930	318	136	670	223	447	755
%V	76.8%	76.7%	71.6%	69.7%	81.4%	74.1%	85.6%	72.8%
%H (All HH)		97.5%	33.3%	14.3%	70.2%	23.4%	46.9%	79.1%
%H (TV HH)			34.2%	14.6%	72.0%	24.0%	48.1%	
With	289	283	126	58	154	78	75	282
%V	23.3%	23.3%	28.4%	29.7%	18.7%	25.9%	14.4%	27.2%
%H (All HH)		97.9%	43.6%	20.1%	53.3%	27.0%	26.0%	97.6%
%H (TV HH)			44.5%	20.5%	54.4%	27.6%	26.5%	
0 - 3	97	94	45	13	47	20	27	94
%V	7.8%	7.7%	10.1%	6.7%	5.7%	6.6%	5.2%	9.1%
%H (All HH)		96.9%	46.4%	13.4%	48.5%	20.6%	27.8%	96.9%
%H (TV HH)			47.9%	13.8%	50.0%	21.3%	28.7%	
4 - 9	147	145	63	30	79	41	38	143
%V	11.8%	12.0%	14.2%	15.4%	9.6%	13.6%	7.3%	13.8%
%H (All HH)		98.6%	42.9%	20.4%	53.7%	27.9%	25.9%	97.3%
%H (TV HH)			43.4%	20.7%	54.5%	28.3%	26.2%	
10 - 15	144	143	67	33	73	40	33	140
%V	11.6%	11.8%	15.1%	16.9%	8.9%	13.3%	6.3%	13.5%
%H (All HH)		99.3%	46.5%	22.9%	50.7%	27.8%	22.9%	97.2%
%H (TV HH)			46.9%	23.1%	51.0%	28.0%	23.1%	

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

Oct 2018 - Sep 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
1	473	473	125	55	303	46	257	346
%V	38.1%	39.0%	28.2%	28.2%	36.8%	15.3%	49.2%	33.4%
%H (All HH)		100.0%	26.4%	11.6%	64.1%	9.7%	54.3%	73.2%
%H (TV HH)			26.4%	11.6%	64.1%	9.7%	54.3%	
2	416	416	171	68	283	120	163	367
%V	33.5%	34.3%	38.5%	34.9%	34.4%	39.9%	31.2%	35.4%
%H (All HH)		100.0%	41.1%	16.3%	68.0%	28.8%	39.2%	88.2%
%H (TV HH)			41.1%	16.3%	68.0%	28.8%	39.2%	
3	203	203	88	39	149	77	72	184
%V	16.3%	16.7%	19.8%	20.0%	18.1%	25.6%	13.8%	17.7%
%H (All HH)		100.0%	43.3%	19.2%	73.4%	37.9%	35.5%	90.6%
%H (TV HH)			43.3%	19.2%	73.4%	37.9%	35.5%	
4	75	75	39	19	53	35	17	73
%V	6.0%	6.2%	8.8%	9.7%	6.4%	11.6%	3.3%	7.0%
%H (All HH)		100.0%	52.0%	25.3%	70.7%	46.7%	22.7%	97.3%
%H (TV HH)			52.0%	25.3%	70.7%	46.7%	22.7%	
5+	46	46	20	14	35	24	12	45
%V	3.7%	3.8%	4.5%	7.2%	4.3%	8.0%	2.3%	4.3%
%H (All HH)		100.0%	43.5%	30.4%	76.1%	52.2%	26.1%	97.8%
%H (TV HH)			43.5%	30.4%	76.1%	52.2%	26.1%	

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

Oct 2018 - Sep 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
Under 20"	114	114	40	23	97	47	50	92
%V	9.2%	9.4%	9.0%	11.8%	11.8%	15.6%	9.6%	8.9%
%H (All HH)		100.0%	35.1%	20.2%	85.1%	41.2%	43.9%	80.7%
%H (TV HH)			35.1%	20.2%	85.1%	41.2%	43.9%	
20" - 29"	287	287	103	48	226	93	133	237
%V	23.1%	23.7%	23.2%	24.6%	27.5%	30.9%	25.5%	22.9%
%H (All HH)		100.0%	35.9%	16.7%	78.7%	32.4%	46.3%	82.6%
%H (TV HH)			35.9%	16.7%	78.7%	32.4%	46.3%	
30" - 39"	551	551	204	95	386	153	233	469
%V	44.4%	45.4%	45.9%	48.7%	46.9%	50.8%	44.6%	45.2%
%H (All HH)		100.0%	37.0%	17.2%	70.1%	27.8%	42.3%	85.1%
%H (TV HH)			37.0%	17.2%	70.1%	27.8%	42.3%	
40" - 49"	637	637	254	114	426	177	249	552
%V	51.3%	52.5%	57.2%	58.5%	51.8%	58.8%	47.7%	53.2%
%H (All HH)		100.0%	39.9%	17.9%	66.9%	27.8%	39.1%	86.7%
%H (TV HH)			39.9%	17.9%	66.9%	27.8%	39.1%	
50" - 59"	300	300	135	60	192	105	88	286
%V	24.2%	24.7%	30.4%	30.8%	23.3%	34.9%	16.9%	27.6%
%H (All HH)		100.0%	45.0%	20.0%	64.0%	35.0%	29.3%	95.3%
%H (TV HH)			45.0%	20.0%	64.0%	35.0%	29.3%	
60"+	49	49	28	7	30	16	13	47
%V	3.9%	4.0%	6.3%	3.6%	3.6%	5.3%	2.5%	4.5%
%H (All HH)		100.0%	57.1%	14.3%	61.2%	32.7%	26.5%	95.9%
%H (TV HH)			57.1%	14.3%	61.2%	32.7%	26.5%	

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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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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
Main living room	1198	1198	439	194	816	301	515	1002
%V	96.5%	98.8%	98.9%	99.5%	99.1%	100.0%	98.7%	96.6%
%H (All HH)		100.0%	36.6%	16.2%	68.1%	25.1%	43.0%	83.6%
%H (TV HH)			36.6%	16.2%	68.1%	25.1%	43.0%	
Kitchen	137	137	61	24	108	59	49	121
%V	11.0%	11.3%	13.7%	12.3%	13.1%	19.6%	9.4%	11.7%
%H (All HH)		100.0%	44.5%	17.5%	78.8%	43.1%	35.8%	88.3%
%H (TV HH)			44.5%	17.5%	78.8%	43.1%	35.8%	
Adult's bedroom	549	549	242	104	395	203	192	494
%V	44.2%	45.3%	54.5%	53.3%	48.0%	67.4%	36.8%	47.6%
%H (All HH)		100.0%	44.1%	18.9%	71.9%	37.0%	35.0%	90.0%
%H (TV HH)			44.1%	18.9%	71.9%	37.0%	35.0%	
Child's bedroom	133	133	65	30	75	42	34	130
%V	10.7%	11.0%	14.6%	15.4%	9.1%	14.0%	6.5%	12.5%
%H (All HH)		100.0%	48.9%	22.6%	56.4%	31.6%	25.6%	97.7%
%H (TV HH)			48.9%	22.6%	56.4%	31.6%	25.6%	
Other bedroom	149	149	65	30	111	56	55	138
%V	12.0%	12.3%	14.6%	15.4%	13.5%	18.6%	10.5%	13.3%
%H (All HH)		100.0%	43.6%	20.1%	74.5%	37.6%	36.9%	92.6%
%H (TV HH)			43.6%	20.1%	74.5%	37.6%	36.9%	
Second living/dining room	109	109	46	27	78	43	35	100
%V	8.8%	9.0%	10.4%	13.8%	9.5%	14.3%	6.7%	9.6%
%H (All HH)		100.0%	42.2%	24.8%	71.6%	39.4%	32.1%	91.7%
%H (TV HH)			42.2%	24.8%	71.6%	39.4%	32.1%	
Study/office	16	16	8	3	14	8	5	16
%V	1.3%	1.3%	1.8%	1.5%	1.7%	2.7%	1.0%	1.5%
%H (All HH)		100.0%	50.0%	18.8%	87.5%	50.0%	31.3%	100.0%
%H (TV HH)			50.0%	18.8%	87.5%	50.0%	31.3%	
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	32	32	13	11	27	19	8	32
%V	2.6%	2.6%	2.9%	5.6%	3.3%	6.3%	1.5%	3.1%
%H (All HH)		100.0%	40.6%	34.4%	84.4%	59.4%	25.0%	100.0%
%H (TV HH)			40.6%	34.4%	84.4%	59.4%	25.0%	
Attic or loft room	2	2	1	1	1	1	0	2
%V	0.2%	0.2%	0.2%	0.5%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	0.0%	
No specific location	3	3	1	1	1	1	1	2
%V	0.2%	0.2%	0.2%	0.5%	0.1%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	33.3%	33.3%	33.3%	33.3%	66.7%
%H (TV HH)			33.3%	33.3%	33.3%	33.3%	33.3%	
Other	7	7	4	0	5	3	2	7
%V	0.6%	0.6%	0.9%	0.0%	0.6%	1.0%	0.4%	0.7%
%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%	

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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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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
Any DSAT provider	444	444	444	5	207	207	0	407
%V	35.7%	36.6%	100.0%	2.6%	25.2%	68.8%	0.0%	39.2%
%H (All HH)			100.0%	1.1%	46.6%	46.6%	0.0%	91.7%
%H (TV HH)			100.0%	1.1%	46.6%	46.6%	0.0%	
Sky with subscription	365	365	365	3	171	171	0	339
%V	29.4%	30.1%	82.2%	1.5%	20.8%	56.8%	0.0%	32.7%
%H (All HH)			100.0%	0.8%	46.8%	46.8%	0.0%	92.9%
%H (TV HH)			100.0%	0.8%	46.8%	46.8%	0.0%	
Sky without subscription	31	31	31	1	12	12	0	25
%V	2.5%	2.6%	7.0%	0.5%	1.5%	4.0%	0.0%	2.4%
%H (All HH)			100.0%	3.2%	38.7%	38.7%	0.0%	80.6%
%H (TV HH)			100.0%	3.2%	38.7%	38.7%	0.0%	
Freesat	46	46	46	1	25	25	0	41
%V	3.7%	3.8%	10.4%	0.5%	3.0%	8.3%	0.0%	4.0%
%H (All HH)			100.0%	2.2%	54.3%	54.3%	0.0%	89.1%
%H (TV HH)			100.0%	2.2%	54.3%	54.3%	0.0%	
Other satellite provider	24	24	24	0	12	12	0	23
%V	1.9%	2.0%	5.4%	0.0%	1.5%	4.0%	0.0%	2.2%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	95.8%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
DCAB	195	195	5	195	98	98	0	183
%V	15.7%	16.1%	1.1%	100.0%	11.9%	32.6%	0.0%	17.6%
%H (All HH)			2.6%	100.0%	50.3%	50.3%	0.0%	93.8%
%H (TV HH)			2.6%	100.0%	50.3%	50.3%	0.0%	
DTT	823	823	207	98	823	301	522	656
%V	66.3%	67.8%	46.6%	50.3%	100.0%	100.0%	100.0%	63.3%
%H (All HH)		100.0%	25.2%	11.9%	100.0%	36.6%	63.4%	79.7%
%H (TV HH)			25.2%	11.9%	100.0%	36.6%	63.4%	

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 5.9: 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	1242	1213	444	195	823	301	522	1037
%H (All HH)		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (TV HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
PVR	734	734	412	190	427	290	137	663
%V	59.1%	60.5%	92.8%	97.4%	51.9%	96.3%	26.2%	63.9%
%H (All HH)		100.0%	56.1%	25.9%	58.2%	39.5%	18.7%	90.3%
%H (TV HH)			56.1%	25.9%	58.2%	39.5%	18.7%	
DVDR	10	10	3	2	9	4	5	9
%V	0.8%	0.8%	0.7%	1.0%	1.1%	1.3%	1.0%	0.9%
%H (All HH)		100.0%	30.0%	20.0%	90.0%	40.0%	50.0%	90.0%
%H (TV HH)			30.0%	20.0%	90.0%	40.0%	50.0%	
VCR	3	3	1	0	3	1	2	2
%V	0.2%	0.2%	0.2%	0.0%	0.4%	0.3%	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	741	741	413	191	433	291	142	669
%V	59.7%	61.1%	93.0%	97.9%	52.6%	96.7%	27.2%	64.5%
%H (All HH)		100.0%	55.7%	25.8%	58.4%	39.3%	19.2%	90.3%
%H (TV HH)			55.7%	25.8%	58.4%	39.3%	19.2%	
Receives HDTV (via STB or built-in reception)	881	881	381	183	601	279	322	784
%V	70.9%	72.6%	85.8%	93.8%	73.0%	92.7%	61.7%	75.6%
%H (All HH)		100.0%	43.2%	20.8%	68.2%	31.7%	36.5%	89.0%
%H (TV HH)			43.2%	20.8%	68.2%	31.7%	36.5%	
DVD/Blu-ray player or recorder	766	766	282	130	536	209	327	648
%V	61.7%	63.1%	63.5%	66.7%	65.1%	69.4%	62.6%	62.5%
%H (All HH)		100.0%	36.8%	17.0%	70.0%	27.3%	42.7%	84.6%
%H (TV HH)			36.8%	17.0%	70.0%	27.3%	42.7%	

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 5.10: 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	1242	1213	444	195	823	301	522	1037
%V		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%
%H (All HH)			36.6%	16.1%	67.8%	24.8%	43.0%	
%H (TV HH)								
Has broadband internet	1037	1014	407	183	656	282	374	1037
%V	83.5%	83.6%	91.7%	93.8%	79.7%	93.7%	71.6%	100.0%
%H (All HH)		97.8%	39.2%	17.6%	63.3%	27.2%	36.1%	100.0%
%H (TV HH)			40.1%	18.0%	64.7%	27.8%	36.9%	
Number of computers (PCs and laptops)								
0	308	296	75	25	221	37	184	112
%V	24.8%	24.4%	16.9%	12.8%	26.9%	12.3%	35.2%	10.8%
%H (All HH)		96.1%	24.4%	8.1%	71.8%	12.0%	59.7%	36.4%
%H (TV HH)			25.3%	8.4%	74.7%	12.5%	62.2%	
1	328	322	112	45	223	69	153	319
%V	26.4%	26.5%	25.2%	23.1%	27.1%	22.9%	29.3%	30.8%
%H (All HH)		98.2%	34.1%	13.7%	68.0%	21.0%	46.6%	97.3%
%H (TV HH)			34.8%	14.0%	69.3%	21.4%	47.5%	
2	278	272	108	50	173	74	99	277
%V	22.4%	22.4%	24.3%	25.6%	21.0%	24.6%	19.0%	26.7%
%H (All HH)		97.8%	38.8%	18.0%	62.2%	26.6%	35.6%	99.6%
%H (TV HH)			39.7%	18.4%	63.6%	27.2%	36.4%	
3	155	150	71	30	100	55	45	155
%V	12.5%	12.4%	16.0%	15.4%	12.2%	18.3%	8.6%	14.9%
%H (All HH)		96.8%	45.8%	19.4%	64.5%	35.5%	29.0%	100.0%
%H (TV HH)			47.3%	20.0%	66.7%	36.7%	30.0%	
4	88	87	40	18	55	30	24	88
%V	7.1%	7.2%	9.0%	9.2%	6.7%	10.0%	4.6%	8.5%
%H (All HH)		98.9%	45.5%	20.5%	62.5%	34.1%	27.3%	100.0%
%H (TV HH)			46.0%	20.7%	63.2%	34.5%	27.6%	
5+	87	85	38	27	51	34	17	87
%V	7.0%	7.0%	8.6%	13.8%	6.2%	11.3%	3.3%	8.4%
%H (All HH)		97.7%	43.7%	31.0%	58.6%	39.1%	19.5%	100.0%
%H (TV HH)			44.7%	31.8%	60.0%	40.0%	20.0%	

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

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Set level data

Table 5.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	2461	1000	455	1719	787	932	2164
%H		40.6%	18.5%	69.8%	32.0%	37.9%	87.9%
Under 20"	138	51	29	115	57	58	115
%V	5.6%	5.1%	6.4%	6.7%	7.2%	6.2%	5.3%
%H		37.0%	21.0%	83.3%	41.3%	42.0%	83.3%
20" - 29"	366	134	60	291	124	167	304
%V	14.9%	13.4%	13.2%	16.9%	15.8%	17.9%	14.0%
%H		36.6%	16.4%	79.5%	33.9%	45.6%	83.1%
30" - 39"	695	267	127	488	207	282	604
%V	28.2%	26.7%	27.9%	28.4%	26.3%	30.3%	27.9%
%H		38.4%	18.3%	70.2%	29.8%	40.6%	86.9%
40" - 49"	787	335	143	524	237	287	693
%V	32.0%	33.5%	31.4%	30.5%	30.1%	30.8%	32.0%
%H		42.6%	18.2%	66.6%	30.1%	36.5%	88.1%
50" - 59"	349	165	73	222	128	95	334
%V	14.2%	16.5%	16.0%	12.9%	16.3%	10.2%	15.4%
%H		47.3%	20.9%	63.6%	36.7%	27.2%	95.7%
60"+	54	32	7	32	18	14	52
%V	2.2%	3.2%	1.5%	1.9%	2.3%	1.5%	2.4%
%H		59.3%	13.0%	59.3%	33.3%	25.9%	96.3%
Don't know	72	17	17	45	16	29	61
%V	2.9%	1.7%	3.7%	2.6%	2.0%	3.1%	2.8%
%H		23.6%	23.6%	62.5%	22.2%	40.3%	84.7%

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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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	2461	1000	455	1719	787	932	2164
%H		40.6%	18.5%	69.8%	32.0%	37.9%	87.9%
Main living room	1204	442	195	820	302	518	1006
%V	48.9%	44.2%	42.9%	47.7%	38.4%	55.6%	46.5%
%H		36.7%	16.2%	68.1%	25.1%	43.0%	83.6%
Kitchen	137	61	24	108	59	49	122
%V	5.6%	6.1%	5.3%	6.3%	7.5%	5.3%	5.6%
%H		44.5%	17.5%	78.8%	43.1%	35.8%	89.1%
Adult's bedroom	595	262	115	429	224	204	539
%V	24.2%	26.2%	25.3%	25.0%	28.5%	21.9%	24.9%
%H		44.0%	19.3%	72.1%	37.6%	34.3%	90.6%
Child's bedroom	172	85	38	98	55	43	167
%V	7.0%	8.5%	8.4%	5.7%	7.0%	4.6%	7.7%
%H		49.4%	22.1%	57.0%	32.0%	25.0%	97.1%
Other bedroom	178	76	40	132	68	64	166
%V	7.2%	7.6%	8.8%	7.7%	8.6%	6.9%	7.7%
%H		42.7%	22.5%	74.2%	38.2%	36.0%	93.3%
Second living/dining room	111	47	27	79	44	36	101
%V	4.5%	4.7%	5.9%	4.6%	5.6%	3.9%	4.7%
%H		42.3%	24.3%	71.2%	39.6%	32.4%	91.0%
Study/office	16	8	3	14	8	5	16
%V	0.7%	0.8%	0.7%	0.8%	1.0%	0.5%	0.7%
%H		50.0%	18.8%	87.5%	50.0%	31.3%	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	32	13	11	27	19	8	32
%V	1.3%	1.3%	2.4%	1.6%	2.4%	0.9%	1.5%
%H		40.6%	34.4%	84.4%	59.4%	25.0%	100.0%
Attic or loft room	2	1	1	1	1	0	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	100.0%
No specific location	3	1	1	1	1	1	2
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		33.3%	33.3%	33.3%	33.3%	33.3%	66.7%
Other	8	5	0	6	3	2	8
%V	0.3%	0.5%	0.0%	0.3%	0.4%	0.2%	0.4%
%H		62.5%	0.0%	75.0%	37.5%	25.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	2461	1000	455	1719	787	932	2164
%H		40.6%	18.5%	69.8%	32.0%	37.9%	87.9%
PVR	1059	631	279	565	410	155	974
%V	43.0%	63.1%	61.3%	32.9%	52.1%	16.6%	45.0%
%H		59.6%	26.3%	53.4%	38.7%	14.6%	92.0%
DVDR	11	3	2	9	4	5	9
%V	0.4%	0.3%	0.4%	0.5%	0.5%	0.5%	0.4%
%H		27.3%	18.2%	81.8%	36.4%	45.5%	81.8%
VCR	3	1	0	3	1	3	3
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	100.0%	100.0%
Any recorder	1070	635	280	576	413	163	984
%V	43.5%	63.5%	61.5%	33.5%	52.5%	17.5%	45.5%
%H		59.3%	26.2%	53.8%	38.6%	15.2%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.14: 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	2461	1000	455	1719	787	932	2164
%H		40.6%	18.5%	69.8%	32.0%	37.9%	87.9%
Receives HDTV (via STB or built-in reception)	1454	659	322	1014	529	484	1336
%V	59.1%	65.9%	70.8%	59.0%	67.2%	51.9%	61.7%
%H		45.3%	22.1%	69.7%	36.4%	33.3%	91.9%
DVD/Blu-ray player or recorder	1082	424	199	761	339	422	940
%V	44.0%	42.4%	43.7%	44.3%	43.1%	45.3%	43.4%
%H		39.2%	18.4%	70.3%	31.3%	39.0%	86.9%

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	1213	444	195	823	301	522	1014
%H		36.6%	16.1%	67.8%	24.8%	43.0%	83.6%
Under 20"	10	2	1	8	2	6	5
%V	0.8%	0.5%	0.5%	1.0%	0.7%	1.1%	0.5%
%H		20.0%	10.0%	80.0%	20.0%	60.0%	50.0%
20" - 29"	63	14	6	53	10	43	41
%V	5.2%	3.2%	3.1%	6.4%	3.3%	8.2%	4.0%
%H		22.2%	9.5%	84.1%	15.9%	68.3%	65.1%
30" - 39"	275	79	38	201	53	148	211
%V	22.7%	17.8%	19.5%	24.4%	17.6%	28.4%	20.8%
%H		28.7%	13.8%	73.1%	19.3%	53.8%	76.7%
40" - 49"	516	196	83	343	123	220	433
%V	42.5%	44.1%	42.6%	41.7%	40.9%	42.1%	42.7%
%H		38.0%	16.1%	66.5%	23.8%	42.6%	83.9%
50" - 59"	273	123	53	171	92	79	258
%V	22.5%	27.7%	27.2%	20.8%	30.6%	15.1%	25.4%
%H		45.1%	19.4%	62.6%	33.7%	28.9%	94.5%
60"+	41	23	7	25	14	11	39
%V	3.4%	5.2%	3.6%	3.0%	4.7%	2.1%	3.8%
%H		56.1%	17.1%	61.0%	34.1%	26.8%	95.1%
Don't know	35	6	8	22	7	16	28
%V	2.9%	1.4%	4.1%	2.7%	2.3%	3.1%	2.8%
%H		17.1%	22.9%	62.9%	20.0%	45.7%	80.0%

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 5.16: 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	1213	444	195	823	301	522	1014
%H		36.6%	16.1%	67.8%	24.8%	43.0%	83.6%
PVR	724	406	189	418	285	134	656
%V	59.7%	91.4%	96.9%	50.8%	94.7%	25.7%	64.7%
%H		56.1%	26.1%	57.7%	39.4%	18.5%	90.6%
DVDR	6	1	1	5	1	4	5
%V	0.5%	0.2%	0.5%	0.6%	0.3%	0.8%	0.5%
%H		16.7%	16.7%	83.3%	16.7%	66.7%	83.3%
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	730	408	189	424	286	139	661
%V	60.2%	91.9%	96.9%	51.5%	95.0%	26.6%	65.2%
%H		55.9%	25.9%	58.1%	39.2%	19.0%	90.5%

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	1213	444	195	823	301	522	1014
%H		36.6%	16.1%	67.8%	24.8%	43.0%	83.6%
Receives HDTV (via STB or built-in reception)	864	373	181	585	271	314	772
%V	71.2%	84.0%	92.8%	71.1%	90.0%	60.2%	76.1%
%H		43.2%	20.9%	67.7%	31.4%	36.3%	89.4%
DVD/Blu-ray player or recorder	645	226	102	455	164	291	538
%V	53.2%	50.9%	52.3%	55.3%	54.5%	55.7%	53.1%
%H		35.0%	15.8%	70.5%	25.4%	45.1%	83.4%

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 5.18: 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	1248	556	260	895	485	410	1149
%H		44.6%	20.8%	71.7%	38.9%	32.9%	92.1%
Under 20"	129	48	28	107	55	52	110
%V	10.3%	8.6%	10.8%	12.0%	11.3%	12.7%	9.6%
%H		37.2%	21.7%	82.9%	42.6%	40.3%	85.3%
20" - 29"	303	120	54	238	114	124	263
%V	24.3%	21.6%	20.8%	26.6%	23.5%	30.2%	22.9%
%H		39.6%	17.8%	78.5%	37.6%	40.9%	86.8%
30" - 39"	420	188	89	287	153	134	394
%V	33.7%	33.8%	34.2%	32.1%	31.5%	32.7%	34.3%
%H		44.8%	21.2%	68.3%	36.4%	31.9%	93.8%
40" - 49"	271	139	60	182	114	67	261
%V	21.7%	25.0%	23.1%	20.3%	23.5%	16.3%	22.7%
%H		51.3%	22.1%	67.2%	42.1%	24.7%	96.3%
50" - 59"	76	41	19	51	36	15	76
%V	6.1%	7.4%	7.3%	5.7%	7.4%	3.7%	6.6%
%H		53.9%	25.0%	67.1%	47.4%	19.7%	100.0%
60"+	12	9	0	7	3	4	12
%V	1.0%	1.6%	0.0%	0.8%	0.6%	1.0%	1.0%
%H		75.0%	0.0%	58.3%	25.0%	33.3%	100.0%
Don't know	36	11	9	23	9	14	34
%V	2.9%	2.0%	3.5%	2.6%	1.9%	3.4%	3.0%
%H		30.6%	25.0%	63.9%	25.0%	38.9%	94.4%

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	1248	556	260	895	485	410	1149
%H		44.6%	20.8%	71.7%	38.9%	32.9%	92.1%
PVR	334	225	90	147	125	22	317
%V	26.8%	40.5%	34.6%	16.4%	25.8%	5.4%	27.6%
%H		67.4%	26.9%	44.0%	37.4%	6.6%	94.9%
DVDR	5	2	1	4	3	1	5
%V	0.4%	0.4%	0.4%	0.4%	0.6%	0.2%	0.4%
%H		40.0%	20.0%	80.0%	60.0%	20.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	340	227	91	151	127	24	323
%V	27.2%	40.8%	35.0%	16.9%	26.2%	5.9%	28.1%
%H		66.8%	26.8%	44.4%	37.4%	7.1%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 5.20: 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	1248	556	260	895	485	410	1149
%H		44.6%	20.8%	71.7%	38.9%	32.9%	92.1%
Receives HDTV (via STB or built-in reception)	590	286	141	428	258	170	564
%V	47.3%	51.4%	54.2%	47.8%	53.2%	41.5%	49.1%
%H		48.5%	23.9%	72.5%	43.7%	28.8%	95.6%
DVD/Blu-ray player or recorder	436	198	97	305	175	131	402
%V	34.9%	35.6%	37.3%	34.1%	36.1%	32.0%	35.0%
%H		45.4%	22.2%	70.0%	40.1%	30.0%	92.2%

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

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	2765	2702	1107	497	1716	754	962	2486
%H		97.7%	40.0%	18.0%	62.1%	27.3%	34.8%	89.9%
Total Children	496	487	213	98	254	127	127	479
%V	17.9%	18.0%	19.2%	19.7%	14.8%	16.8%	13.2%	19.3%
%H		98.2%	42.9%	19.8%	51.2%	25.6%	25.6%	96.6%
0 - 3	118	114	54	16	58	26	33	114
%V	4.3%	4.2%	4.9%	3.2%	3.4%	3.4%	3.4%	4.6%
%H		96.6%	45.8%	13.6%	49.2%	22.0%	28.0%	96.6%
4 - 15	378	374	159	82	195	102	94	365
%V	13.7%	13.8%	14.4%	16.5%	11.4%	13.5%	9.8%	14.7%
%H		98.9%	42.1%	21.7%	51.6%	27.0%	24.9%	96.6%
4 - 9	193	191	80	38	102	54	48	187
%V	7.0%	7.1%	7.2%	7.6%	5.9%	7.2%	5.0%	7.5%
%H		99.0%	41.5%	19.7%	52.8%	28.0%	24.9%	96.9%
10 - 15	185	183	79	44	93	48	45	178
%V	6.7%	6.8%	7.1%	8.9%	5.4%	6.4%	4.7%	7.2%
%H		98.9%	42.7%	23.8%	50.3%	25.9%	24.3%	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	2765	2702	1107	497	1716	754	962	2486
%H		97.7%	40.0%	18.0%	62.1%	27.3%	34.8%	89.9%
Total Adults (16+)	2270	2214	894	399	1462	627	836	2007
%V	82.1%	81.9%	80.8%	80.3%	85.2%	83.2%	86.9%	80.7%
%H		97.5%	39.4%	17.6%	64.4%	27.6%	36.8%	88.4%
16 - 19	129	118	56	25	77	45	32	126
%V	4.7%	4.4%	5.1%	5.0%	4.5%	6.0%	3.3%	5.1%
%H		91.5%	43.4%	19.4%	59.7%	34.9%	24.8%	97.7%
20 - 24	152	143	63	40	88	50	38	149
%V	5.5%	5.3%	5.7%	8.0%	5.1%	6.6%	4.0%	6.0%
%H		94.1%	41.4%	26.3%	57.9%	32.9%	25.0%	98.0%
25 - 34	354	340	134	50	187	71	116	338
%V	12.8%	12.6%	12.1%	10.1%	10.9%	9.4%	12.1%	13.6%
%H		96.0%	37.9%	14.1%	52.8%	20.1%	32.8%	95.5%
35 - 44	311	301	131	69	162	85	77	305
%V	11.2%	11.1%	11.8%	13.9%	9.4%	11.3%	8.0%	12.3%
%H		96.8%	42.1%	22.2%	52.1%	27.3%	24.8%	98.1%
45 - 54	375	370	161	78	236	115	122	356
%V	13.6%	13.7%	14.5%	15.7%	13.8%	15.3%	12.7%	14.3%
%H		98.7%	42.9%	20.8%	62.9%	30.7%	32.5%	94.9%
55 - 64	386	384	168	63	280	130	150	354
%V	14.0%	14.2%	15.2%	12.7%	16.3%	17.2%	15.6%	14.2%
%H		99.5%	43.5%	16.3%	72.5%	33.7%	38.9%	91.7%
65+	563	559	183	74	433	131	302	380
%V	20.4%	20.7%	16.5%	14.9%	25.2%	17.4%	31.4%	15.3%
%H		99.3%	32.5%	13.1%	76.9%	23.3%	53.6%	67.5%

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 5.23: 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+)	2270	2214	894	399	1462	627	836	2007
%H		97.5%	39.4%	17.6%	64.4%	27.6%	36.8%	88.4%
AB	516	509	221	83	330	146	183	498
%V	22.7%	23.0%	24.7%	20.8%	22.6%	23.3%	21.9%	24.8%
%H		98.6%	42.8%	16.1%	64.0%	28.3%	35.5%	96.5%
C1	639	615	262	129	405	193	212	604
%V	28.1%	27.8%	29.3%	32.3%	27.7%	30.8%	25.4%	30.1%
%H		96.2%	41.0%	20.2%	63.4%	30.2%	33.2%	94.5%
C2	517	505	221	92	316	139	177	458
%V	22.8%	22.8%	24.7%	23.1%	21.6%	22.2%	21.2%	22.8%
%H		97.7%	42.7%	17.8%	61.1%	26.9%	34.2%	88.6%
D	362	356	121	67	248	102	146	300
%V	15.9%	16.1%	13.5%	16.8%	17.0%	16.3%	17.5%	14.9%
%H		98.3%	33.4%	18.5%	68.5%	28.2%	40.3%	82.9%
E	235	229	69	29	164	47	118	147
%V	10.4%	10.3%	7.7%	7.3%	11.2%	7.5%	14.1%	7.3%
%H		97.4%	29.4%	12.3%	69.8%	20.0%	50.2%	62.6%

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 5.24: 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+)	2270	2214	894	399	1462	627	836	2007
%H		97.5%	39.4%	17.6%	64.4%	27.6%	36.8%	88.4%
Working full time	998	978	447	188	590	286	303	972
%V	44.0%	44.2%	50.0%	47.1%	40.4%	45.6%	36.2%	48.4%
%H		98.0%	44.8%	18.8%	59.1%	28.7%	30.4%	97.4%
Working part time	213	209	83	39	139	63	77	205
%V	9.4%	9.4%	9.3%	9.8%	9.5%	10.0%	9.2%	10.2%
%H		98.1%	39.0%	18.3%	65.3%	29.6%	36.2%	96.2%
Not working	1059	1028	365	173	733	277	456	831
%V	46.7%	46.4%	40.8%	43.4%	50.1%	44.2%	54.5%	41.4%
%H		97.1%	34.5%	16.3%	69.2%	26.2%	43.1%	78.5%
Houseperson	1242	1213	444	195	823	301	522	1037
%V	54.7%	54.8%	49.7%	48.9%	56.3%	48.0%	62.4%	51.7%
%H		97.7%	35.7%	15.7%	66.3%	24.2%	42.0%	83.5%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	1104	1075	441	196	699	304	395	980
%H		97.4%	39.9%	17.8%	63.3%	27.5%	35.8%	88.8%
16 - 19	69	64	28	15	42	22	20	67
%V	6.3%	6.0%	6.3%	7.7%	6.0%	7.2%	5.1%	6.8%
%H		92.8%	40.6%	21.7%	60.9%	31.9%	29.0%	97.1%
20 - 24	78	74	33	19	44	26	18	76
%V	7.1%	6.9%	7.5%	9.7%	6.3%	8.6%	4.6%	7.8%
%H		94.9%	42.3%	24.4%	56.4%	33.3%	23.1%	97.4%
25 - 34	176	168	64	24	95	34	61	166
%V	15.9%	15.6%	14.5%	12.2%	13.6%	11.2%	15.4%	16.9%
%H		95.5%	36.4%	13.6%	54.0%	19.3%	34.7%	94.3%
35 - 44	151	147	68	32	78	41	37	150
%V	13.7%	13.7%	15.4%	16.3%	11.2%	13.5%	9.4%	15.3%
%H		97.4%	45.0%	21.2%	51.7%	27.2%	24.5%	99.3%
45 - 54	179	176	69	43	107	50	57	166
%V	16.2%	16.4%	15.6%	21.9%	15.3%	16.4%	14.4%	16.9%
%H		98.3%	38.5%	24.0%	59.8%	27.9%	31.8%	92.7%
55 - 64	190	189	90	24	139	66	73	169
%V	17.2%	17.6%	20.4%	12.2%	19.9%	21.7%	18.5%	17.2%
%H		99.5%	47.4%	12.6%	73.2%	34.7%	38.4%	88.9%
65+	261	258	88	40	192	63	129	186
%V	23.6%	24.0%	20.0%	20.4%	27.5%	20.7%	32.7%	19.0%
%H		98.9%	33.7%	15.3%	73.6%	24.1%	49.4%	71.3%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1104	1075	441	196	699	304	395	980
%H		97.4%	39.9%	17.8%	63.3%	27.5%	35.8%	88.8%
AB	253	249	113	40	158	74	85	245
%V	22.9%	23.2%	25.6%	20.4%	22.6%	24.3%	21.5%	25.0%
%H		98.4%	44.7%	15.8%	62.5%	29.2%	33.6%	96.8%
C1	299	288	126	60	188	94	94	287
%V	27.1%	26.8%	28.6%	30.6%	26.9%	30.9%	23.8%	29.3%
%H		96.3%	42.1%	20.1%	62.9%	31.4%	31.4%	96.0%
C2	281	272	115	49	169	69	99	247
%V	25.5%	25.3%	26.1%	25.0%	24.2%	22.7%	25.1%	25.2%
%H		96.8%	40.9%	17.4%	60.1%	24.6%	35.2%	87.9%
D	169	166	59	34	111	47	64	140
%V	15.3%	15.4%	13.4%	17.3%	15.9%	15.5%	16.2%	14.3%
%H		98.2%	34.9%	20.1%	65.7%	27.8%	37.9%	82.8%
E	101	100	28	13	72	20	52	61
%V	9.1%	9.3%	6.3%	6.6%	10.3%	6.6%	13.2%	6.2%
%H		99.0%	27.7%	12.9%	71.3%	19.8%	51.5%	60.4%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1104	1075	441	196	699	304	395	980
%H		97.4%	39.9%	17.8%	63.3%	27.5%	35.8%	88.8%
Working full time	590	575	266	107	341	164	177	571
%V	53.4%	53.5%	60.3%	54.6%	48.8%	53.9%	44.8%	58.3%
%H		97.5%	45.1%	18.1%	57.8%	27.8%	30.0%	96.8%
Working part time	37	35	12	8	27	13	14	34
%V	3.4%	3.3%	2.7%	4.1%	3.9%	4.3%	3.5%	3.5%
%H		94.6%	32.4%	21.6%	73.0%	35.1%	37.8%	91.9%
Not working	477	464	163	82	331	127	204	375
%V	43.2%	43.2%	37.0%	41.8%	47.4%	41.8%	51.6%	38.3%
%H		97.3%	34.2%	17.2%	69.4%	26.6%	42.8%	78.6%
Houseperson	279	268	77	36	189	52	137	204
%V	25.3%	24.9%	17.5%	18.4%	27.0%	17.1%	34.7%	20.8%
%H		96.1%	27.6%	12.9%	67.7%	18.6%	49.1%	73.1%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1166	1140	453	203	764	323	441	1027
%H		97.8%	38.9%	17.4%	65.5%	27.7%	37.8%	88.1%
16 - 19	60	54	28	10	35	23	12	59
%V	5.1%	4.7%	6.2%	4.9%	4.6%	7.1%	2.7%	5.7%
%H		90.0%	46.7%	16.7%	58.3%	38.3%	20.0%	98.3%
20 - 24	74	70	29	21	43	24	20	73
%V	6.3%	6.1%	6.4%	10.3%	5.6%	7.4%	4.5%	7.1%
%H		94.6%	39.2%	28.4%	58.1%	32.4%	27.0%	98.6%
25 - 34	178	172	70	26	92	37	55	172
%V	15.3%	15.1%	15.5%	12.8%	12.0%	11.5%	12.5%	16.7%
%H		96.6%	39.3%	14.6%	51.7%	20.8%	30.9%	96.6%
35 - 44	160	154	63	37	84	44	40	155
%V	13.7%	13.5%	13.9%	18.2%	11.0%	13.6%	9.1%	15.1%
%H		96.3%	39.4%	23.1%	52.5%	27.5%	25.0%	96.9%
45 - 54	196	194	91	35	129	64	65	189
%V	16.8%	17.0%	20.1%	17.2%	16.9%	19.8%	14.7%	18.4%
%H		99.0%	46.4%	17.9%	65.8%	32.7%	33.2%	96.4%
55 - 64	197	196	77	39	141	63	77	185
%V	16.9%	17.2%	17.0%	19.2%	18.5%	19.5%	17.5%	18.0%
%H		99.5%	39.1%	19.8%	71.6%	32.0%	39.1%	93.9%
65+	302	301	95	34	241	68	173	194
%V	25.9%	26.4%	21.0%	16.7%	31.5%	21.1%	39.2%	18.9%
%H		99.7%	31.5%	11.3%	79.8%	22.5%	57.3%	64.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1166	1140	453	203	764	323	441	1027
%H		97.8%	38.9%	17.4%	65.5%	27.7%	37.8%	88.1%
AB	263	260	108	43	171	73	99	254
%V	22.6%	22.8%	23.8%	21.2%	22.4%	22.6%	22.4%	24.7%
%H		98.9%	41.1%	16.3%	65.0%	27.8%	37.6%	96.6%
C1	340	327	136	69	217	99	117	318
%V	29.2%	28.7%	30.0%	34.0%	28.4%	30.7%	26.5%	31.0%
%H		96.2%	40.0%	20.3%	63.8%	29.1%	34.4%	93.5%
C2	236	233	106	42	147	69	78	211
%V	20.2%	20.4%	23.4%	20.7%	19.2%	21.4%	17.7%	20.5%
%H		98.7%	44.9%	17.8%	62.3%	29.2%	33.1%	89.4%
D	193	190	62	33	137	55	82	160
%V	16.6%	16.7%	13.7%	16.3%	17.9%	17.0%	18.6%	15.6%
%H		98.4%	32.1%	17.1%	71.0%	28.5%	42.5%	82.9%
E	134	130	41	15	92	27	65	86
%V	11.5%	11.4%	9.1%	7.4%	12.0%	8.4%	14.7%	8.4%
%H		97.0%	30.6%	11.2%	68.7%	20.1%	48.5%	64.2%

Base: ITV North East - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1166	1140	453	203	764	323	441	1027
%H		97.8%	38.9%	17.4%	65.5%	27.7%	37.8%	88.1%
Working full time	408	403	180	80	249	122	127	401
%V	35.0%	35.4%	39.7%	39.4%	32.6%	37.8%	28.8%	39.0%
%H		98.8%	44.1%	19.6%	61.0%	29.9%	31.1%	98.3%
Working part time	176	174	71	31	113	50	63	171
%V	15.1%	15.3%	15.7%	15.3%	14.8%	15.5%	14.3%	16.7%
%H		98.9%	40.3%	17.6%	64.2%	28.4%	35.8%	97.2%
Not working	582	564	201	91	402	151	251	456
%V	49.9%	49.5%	44.4%	44.8%	52.6%	46.7%	56.9%	44.4%
%H		96.9%	34.5%	15.6%	69.1%	25.9%	43.1%	78.4%
Houseperson	963	945	367	158	634	250	385	833
%V	82.6%	82.9%	81.0%	77.8%	83.0%	77.4%	87.3%	81.1%
%H		98.1%	38.1%	16.4%	65.8%	26.0%	40.0%	86.5%

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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
AB	420	396	159	92	232	105	126	409
%V	23.8%	23.7%	25.6%	27.5%	22.5%	25.2%	20.6%	26.9%
%H (All HH)		94.3%	37.9%	21.9%	55.2%	25.0%	30.0%	97.4%
%H (TV HH)			40.2%	23.2%	58.6%	26.5%	31.8%	
C1	490	452	181	95	273	125	148	447
%V	27.7%	27.1%	29.1%	28.4%	26.5%	30.0%	24.1%	29.4%
%H (All HH)		92.2%	36.9%	19.4%	55.7%	25.5%	30.2%	91.2%
%H (TV HH)			40.0%	21.0%	60.4%	27.7%	32.7%	
C2	322	312	134	68	182	87	95	281
%V	18.2%	18.7%	21.5%	20.4%	17.7%	20.9%	15.5%	18.5%
%H (All HH)		96.9%	41.6%	21.1%	56.5%	27.0%	29.5%	87.3%
%H (TV HH)			42.9%	21.8%	58.3%	27.9%	30.4%	
D	314	297	100	55	185	65	120	244
%V	17.8%	17.8%	16.1%	16.5%	18.0%	15.6%	19.6%	16.1%
%H (All HH)		94.6%	31.8%	17.5%	58.9%	20.7%	38.2%	77.7%
%H (TV HH)			33.7%	18.5%	62.3%	21.9%	40.4%	
E	223	211	48	25	158	34	124	138
%V	12.6%	12.6%	7.7%	7.5%	15.4%	8.2%	20.2%	9.1%
%H (All HH)		94.6%	21.5%	11.2%	70.9%	15.2%	55.6%	61.9%
%H (TV HH)			22.7%	11.8%	74.9%	16.1%	58.8%	

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Under 25	77	58	15	8	23	7	15	74
%V	4.4%	3.5%	2.4%	2.4%	2.2%	1.7%	2.4%	4.9%
%H (All HH)		75.3%	19.5%	10.4%	29.9%	9.1%	19.5%	96.1%
%H (TV HH)			25.9%	13.8%	39.7%	12.1%	25.9%	
25 - 34	275	245	91	41	104	39	65	266
%V	15.6%	14.7%	14.6%	12.3%	10.1%	9.4%	10.6%	17.5%
%H (All HH)		89.1%	33.1%	14.9%	37.8%	14.2%	23.6%	96.7%
%H (TV HH)			37.1%	16.7%	42.4%	15.9%	26.5%	
35 - 44	277	255	105	57	142	70	72	265
%V	15.7%	15.3%	16.9%	17.1%	13.8%	16.8%	11.7%	17.4%
%H (All HH)		92.1%	37.9%	20.6%	51.3%	25.3%	26.0%	95.7%
%H (TV HH)			41.2%	22.4%	55.7%	27.5%	28.2%	
45 - 54	344	331	137	74	206	95	111	323
%V	19.5%	19.8%	22.0%	22.2%	20.0%	22.8%	18.1%	21.3%
%H (All HH)		96.2%	39.8%	21.5%	59.9%	27.6%	32.3%	93.9%
%H (TV HH)			41.4%	22.4%	62.2%	28.7%	33.5%	
55 - 64	331	322	136	71	206	94	112	297
%V	18.7%	19.3%	21.9%	21.3%	20.0%	22.6%	18.3%	19.6%
%H (All HH)		97.3%	41.1%	21.5%	62.2%	28.4%	33.8%	89.7%
%H (TV HH)			42.2%	22.0%	64.0%	29.2%	34.8%	
65 +	466	460	139	84	347	110	237	294
%V	26.4%	27.5%	22.3%	25.1%	33.7%	26.4%	38.7%	19.4%
%H (All HH)		98.7%	29.8%	18.0%	74.5%	23.6%	50.9%	63.1%
%H (TV HH)			30.2%	18.3%	75.4%	23.9%	51.5%	

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
Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
1	660	613	163	99	425	105	320	461
%V	37.3%	36.7%	26.2%	29.6%	41.3%	25.2%	52.2%	30.3%
%H (All HH)		92.9%	24.7%	15.0%	64.4%	15.9%	48.5%	69.8%
%H (TV HH)			26.6%	16.2%	69.3%	17.1%	52.2%	
2	571	542	215	115	325	152	174	528
%V	32.3%	32.5%	34.6%	34.4%	31.6%	36.5%	28.4%	34.8%
%H (All HH)		94.9%	37.7%	20.1%	56.9%	26.6%	30.5%	92.5%
%H (TV HH)			39.7%	21.2%	60.0%	28.0%	32.1%	
3	257	244	108	55	138	71	66	252
%V	14.5%	14.6%	17.4%	16.5%	13.4%	17.1%	10.8%	16.6%
%H (All HH)		94.9%	42.0%	21.4%	53.7%	27.6%	25.7%	98.1%
%H (TV HH)			44.3%	22.5%	56.6%	29.1%	27.0%	
4	202	197	100	52	99	65	34	201
%V	11.4%	11.8%	16.1%	15.6%	9.6%	15.6%	5.5%	13.2%
%H (All HH)		97.5%	49.5%	25.7%	49.0%	32.2%	16.8%	99.5%
%H (TV HH)			50.8%	26.4%	50.3%	33.0%	17.3%	
5+	78	73	36	13	42	23	20	77
%V	4.4%	4.4%	5.8%	3.9%	4.1%	5.5%	3.3%	5.1%
%H (All HH)		93.6%	46.2%	16.7%	53.8%	29.5%	25.6%	98.7%
%H (TV HH)			49.3%	17.8%	57.5%	31.5%	27.4%	
Average HH size	2.15	2.16	2.42	2.31	2.05	2.41	1.80	2.30

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Without	1376	1293	450	249	835	311	523	1133
%V	77.8%	77.4%	72.3%	74.6%	81.1%	74.8%	85.3%	74.6%
%H (All HH)		94.0%	32.7%	18.1%	60.7%	22.6%	38.0%	82.3%
%H (TV HH)			34.8%	19.3%	64.6%	24.1%	40.4%	
With	392	377	172	85	194	104	90	386
%V	22.2%	22.6%	27.7%	25.4%	18.9%	25.0%	14.7%	25.4%
%H (All HH)		96.2%	43.9%	21.7%	49.5%	26.5%	23.0%	98.5%
%H (TV HH)			45.6%	22.5%	51.5%	27.6%	23.9%	
0 - 3	136	126	61	23	60	29	31	133
%V	7.7%	7.5%	9.8%	6.9%	5.8%	7.0%	5.1%	8.8%
%H (All HH)		92.6%	44.9%	16.9%	44.1%	21.3%	22.8%	97.8%
%H (TV HH)			48.4%	18.3%	47.6%	23.0%	24.6%	
4 - 9	193	187	84	41	91	48	43	190
%V	10.9%	11.2%	13.5%	12.3%	8.8%	11.5%	7.0%	12.5%
%H (All HH)		96.9%	43.5%	21.2%	47.2%	24.9%	22.3%	98.4%
%H (TV HH)			44.9%	21.9%	48.7%	25.7%	23.0%	
10 - 15	191	186	89	46	99	58	41	189
%V	10.8%	11.1%	14.3%	13.8%	9.6%	13.9%	6.7%	12.4%
%H (All HH)		97.4%	46.6%	24.1%	51.8%	30.4%	21.5%	99.0%
%H (TV HH)			47.8%	24.7%	53.2%	31.2%	22.0%	

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
1	680	680	179	109	367	57	310	535
%V	38.5%	40.7%	28.8%	32.6%	35.7%	13.7%	50.6%	35.2%
%H (All HH)		100.0%	26.3%	16.0%	54.0%	8.4%	45.6%	78.7%
%H (TV HH)			26.3%	16.0%	54.0%	8.4%	45.6%	
2	547	547	217	114	359	162	197	476
%V	30.9%	32.8%	34.9%	34.1%	34.9%	38.9%	32.1%	31.3%
%H (All HH)		100.0%	39.7%	20.8%	65.6%	29.6%	36.0%	87.0%
%H (TV HH)			39.7%	20.8%	65.6%	29.6%	36.0%	
3	276	276	131	69	187	111	76	263
%V	15.6%	16.5%	21.1%	20.7%	18.2%	26.7%	12.4%	17.3%
%H (All HH)		100.0%	47.5%	25.0%	67.8%	40.2%	27.5%	95.3%
%H (TV HH)			47.5%	25.0%	67.8%	40.2%	27.5%	
4	120	120	68	29	84	61	23	118
%V	6.8%	7.2%	10.9%	8.7%	8.2%	14.7%	3.8%	7.8%
%H (All HH)		100.0%	56.7%	24.2%	70.0%	50.8%	19.2%	98.3%
%H (TV HH)			56.7%	24.2%	70.0%	50.8%	19.2%	
5+	48	48	28	14	33	26	7	47
%V	2.7%	2.9%	4.5%	4.2%	3.2%	6.3%	1.1%	3.1%
%H (All HH)		100.0%	58.3%	29.2%	68.8%	54.2%	14.6%	97.9%
%H (TV HH)			58.3%	29.2%	68.8%	54.2%	14.6%	

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Under 20"	97	97	42	21	75	41	35	81
%V	5.5%	5.8%	6.8%	6.3%	7.3%	9.9%	5.7%	5.3%
%H (All HH)		100.0%	43.3%	21.6%	77.3%	42.3%	36.1%	83.5%
%H (TV HH)			43.3%	21.6%	77.3%	42.3%	36.1%	
20" - 29"	370	370	137	76	279	130	149	311
%V	20.9%	22.2%	22.0%	22.8%	27.1%	31.3%	24.3%	20.5%
%H (All HH)		100.0%	37.0%	20.5%	75.4%	35.1%	40.3%	84.1%
%H (TV HH)			37.0%	20.5%	75.4%	35.1%	40.3%	
30" - 39"	822	822	313	157	545	233	313	704
%V	46.5%	49.2%	50.3%	47.0%	53.0%	56.0%	51.1%	46.3%
%H (All HH)		100.0%	38.1%	19.1%	66.3%	28.3%	38.1%	85.6%
%H (TV HH)			38.1%	19.1%	66.3%	28.3%	38.1%	
40" - 49"	855	855	355	198	518	249	269	787
%V	48.4%	51.2%	57.1%	59.3%	50.3%	59.9%	43.9%	51.8%
%H (All HH)		100.0%	41.5%	23.2%	60.6%	29.1%	31.5%	92.0%
%H (TV HH)			41.5%	23.2%	60.6%	29.1%	31.5%	
50" - 59"	395	395	190	96	223	132	91	375
%V	22.3%	23.7%	30.5%	28.7%	21.7%	31.7%	14.8%	24.7%
%H (All HH)		100.0%	48.1%	24.3%	56.5%	33.4%	23.0%	94.9%
%H (TV HH)			48.1%	24.3%	56.5%	33.4%	23.0%	
60"+	63	63	39	14	32	22	10	60
%V	3.6%	3.8%	6.3%	4.2%	3.1%	5.3%	1.6%	3.9%
%H (All HH)		100.0%	61.9%	22.2%	50.8%	34.9%	15.9%	95.2%
%H (TV HH)			61.9%	22.2%	50.8%	34.9%	15.9%	

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

Oct 2018 - Sep 2019

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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Main living room	1652	1652	618	332	1019	414	605	1422
%V	93.4%	98.9%	99.4%	99.4%	99.0%	99.5%	98.7%	93.6%
%H (All HH)		100.0%	37.4%	20.1%	61.7%	25.1%	36.6%	86.1%
%H (TV HH)			37.4%	20.1%	61.7%	25.1%	36.6%	
Kitchen	155	155	77	33	120	75	46	144
%V	8.8%	9.3%	12.4%	9.9%	11.7%	18.0%	7.5%	9.5%
%H (All HH)		100.0%	49.7%	21.3%	77.4%	48.4%	29.7%	92.9%
%H (TV HH)			49.7%	21.3%	77.4%	48.4%	29.7%	
Adult's bedroom	773	773	350	179	519	290	229	700
%V	43.7%	46.3%	56.3%	53.6%	50.4%	69.7%	37.4%	46.1%
%H (All HH)		100.0%	45.3%	23.2%	67.1%	37.5%	29.6%	90.6%
%H (TV HH)			45.3%	23.2%	67.1%	37.5%	29.6%	
Child's bedroom	181	181	88	46	106	65	41	179
%V	10.2%	10.8%	14.1%	13.8%	10.3%	15.6%	6.7%	11.8%
%H (All HH)		100.0%	48.6%	25.4%	58.6%	35.9%	22.7%	98.9%
%H (TV HH)			48.6%	25.4%	58.6%	35.9%	22.7%	
Other bedroom	81	81	31	21	64	34	30	76
%V	4.6%	4.9%	5.0%	6.3%	6.2%	8.2%	4.9%	5.0%
%H (All HH)		100.0%	38.3%	25.9%	79.0%	42.0%	37.0%	93.8%
%H (TV HH)			38.3%	25.9%	79.0%	42.0%	37.0%	
Second living/dining room	124	124	67	33	83	56	27	120
%V	7.0%	7.4%	10.8%	9.9%	8.1%	13.5%	4.4%	7.9%
%H (All HH)		100.0%	54.0%	26.6%	66.9%	45.2%	21.8%	96.8%
%H (TV HH)			54.0%	26.6%	66.9%	45.2%	21.8%	
Study/office	20	20	11	4	12	7	5	19
%V	1.1%	1.2%	1.8%	1.2%	1.2%	1.7%	0.8%	1.3%
%H (All HH)		100.0%	55.0%	20.0%	60.0%	35.0%	25.0%	95.0%
%H (TV HH)			55.0%	20.0%	60.0%	35.0%	25.0%	
TV room	26	26	13	6	17	10	7	25
%V	1.5%	1.6%	2.1%	1.8%	1.7%	2.4%	1.1%	1.6%
%H (All HH)		100.0%	50.0%	23.1%	65.4%	38.5%	26.9%	96.2%
%H (TV HH)			50.0%	23.1%	65.4%	38.5%	26.9%	
Conservatory	29	29	16	7	19	11	8	28
%V	1.6%	1.7%	2.6%	2.1%	1.8%	2.6%	1.3%	1.8%
%H (All HH)		100.0%	55.2%	24.1%	65.5%	37.9%	27.6%	96.6%
%H (TV HH)			55.2%	24.1%	65.5%	37.9%	27.6%	
Attic or loft room	4	4	2	2	2	2	0	3
%V	0.2%	0.2%	0.3%	0.6%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	50.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			50.0%	50.0%	50.0%	50.0%	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	14	14	9	4	9	6	2	14
%V	0.8%	0.8%	1.4%	1.2%	0.9%	1.4%	0.3%	0.9%
%H (All HH)		100.0%	64.3%	28.6%	64.3%	42.9%	14.3%	100.0%
%H (TV HH)			64.3%	28.6%	64.3%	42.9%	14.3%	

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Any DSAT provider	622	622	622	12	275	275	0	586
%V	35.2%	37.2%	100.0%	3.6%	26.7%	66.1%	0.0%	38.6%
%H (All HH)			100.0%	1.9%	44.2%	44.2%	0.0%	94.2%
%H (TV HH)			100.0%	1.9%	44.2%	44.2%	0.0%	
Sky with subscription	525	525	525	5	231	231	0	498
%V	29.7%	31.4%	84.4%	1.5%	22.4%	55.5%	0.0%	32.8%
%H (All HH)			100.0%	1.0%	44.0%	44.0%	0.0%	94.9%
%H (TV HH)			100.0%	1.0%	44.0%	44.0%	0.0%	
Sky without subscription	33	33	33	1	16	16	0	29
%V	1.9%	2.0%	5.3%	0.3%	1.6%	3.8%	0.0%	1.9%
%H (All HH)			100.0%	3.0%	48.5%	48.5%	0.0%	87.9%
%H (TV HH)			100.0%	3.0%	48.5%	48.5%	0.0%	
Freesat	51	51	51	3	25	25	0	46
%V	2.9%	3.1%	8.2%	0.9%	2.4%	6.0%	0.0%	3.0%
%H (All HH)			100.0%	5.9%	49.0%	49.0%	0.0%	90.2%
%H (TV HH)			100.0%	5.9%	49.0%	49.0%	0.0%	
Other satellite provider	41	41	41	4	17	17	0	39
%V	2.3%	2.5%	6.6%	1.2%	1.7%	4.1%	0.0%	2.6%
%H (All HH)			100.0%	9.8%	41.5%	41.5%	0.0%	95.1%
%H (TV HH)			100.0%	9.8%	41.5%	41.5%	0.0%	
DCAB	334	334	12	334	146	146	0	318
%V	18.9%	20.0%	1.9%	100.0%	14.2%	35.1%	0.0%	20.9%
%H (All HH)			3.6%	100.0%	43.7%	43.7%	0.0%	95.2%
%H (TV HH)			3.6%	100.0%	43.7%	43.7%	0.0%	
DTT	1029	1029	275	146	1029	416	613	832
%V	58.2%	61.6%	44.2%	43.7%	100.0%	100.0%	100.0%	54.8%
%H (All HH)		100.0%	26.7%	14.2%	100.0%	40.4%	59.6%	80.9%
%H (TV HH)			26.7%	14.2%	100.0%	40.4%	59.6%	

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

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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	1768	1670	622	334	1029	416	613	1519
%H (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
PVR	1038	1038	557	321	555	386	169	970
%V	58.7%	62.2%	89.5%	96.1%	53.9%	92.8%	27.6%	63.9%
%H (All HH)		100.0%	53.7%	30.9%	53.5%	37.2%	16.3%	93.4%
%H (TV HH)			53.7%	30.9%	53.5%	37.2%	16.3%	
DVDR	12	12	5	2	9	3	6	10
%V	0.7%	0.7%	0.8%	0.6%	0.9%	0.7%	1.0%	0.7%
%H (All HH)		100.0%	41.7%	16.7%	75.0%	25.0%	50.0%	83.3%
%H (TV HH)			41.7%	16.7%	75.0%	25.0%	50.0%	
VCR	4	4	1	0	3	1	3	2
%V	0.2%	0.2%	0.2%	0.0%	0.3%	0.2%	0.5%	0.1%
%H (All HH)		100.0%	25.0%	0.0%	75.0%	25.0%	75.0%	50.0%
%H (TV HH)			25.0%	0.0%	75.0%	25.0%	75.0%	
Any recorder	1046	1046	558	321	563	386	177	977
%V	59.2%	62.6%	89.7%	96.1%	54.7%	92.8%	28.9%	64.3%
%H (All HH)		100.0%	53.3%	30.7%	53.8%	36.9%	16.9%	93.4%
%H (TV HH)			53.3%	30.7%	53.8%	36.9%	16.9%	
Receives HDTV (via STB or built-in reception)	1211	1211	532	308	761	379	382	1102
%V	68.5%	72.5%	85.5%	92.2%	74.0%	91.1%	62.3%	72.5%
%H (All HH)		100.0%	43.9%	25.4%	62.8%	31.3%	31.5%	91.0%
%H (TV HH)			43.9%	25.4%	62.8%	31.3%	31.5%	
DVD/Blu-ray player or recorder	1045	1045	404	212	655	282	373	920
%V	59.1%	62.6%	65.0%	63.5%	63.7%	67.8%	60.8%	60.6%
%H (All HH)		100.0%	38.7%	20.3%	62.7%	27.0%	35.7%	88.0%
%H (TV HH)			38.7%	20.3%	62.7%	27.0%	35.7%	

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

Oct 2018 - Sep 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	1768	1670	622	334	1029	416	613	1519
%V (All HH)		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%
%H (TV HH)			37.2%	20.0%	61.6%	24.9%	36.7%	
Has broadband internet	1519	1439	586	318	832	394	437	1519
%V	85.9%	86.2%	94.2%	95.2%	80.9%	94.7%	71.3%	100.0%
%H (All HH)		94.7%	38.6%	20.9%	54.8%	25.9%	28.8%	100.0%
%H (TV HH)			40.7%	22.1%	57.8%	27.4%	30.4%	
Number of computers (PCs and laptops)								
0	384	361	74	37	273	44	229	149
%V	21.7%	21.6%	11.9%	11.1%	26.5%	10.6%	37.4%	9.8%
%H (All HH)		94.0%	19.3%	9.6%	71.1%	11.5%	59.6%	38.8%
%H (TV HH)			20.5%	10.2%	75.6%	12.2%	63.4%	
1	453	421	152	92	257	106	151	443
%V	25.6%	25.2%	24.4%	27.5%	25.0%	25.5%	24.6%	29.2%
%H (All HH)		92.9%	33.6%	20.3%	56.7%	23.4%	33.3%	97.8%
%H (TV HH)			36.1%	21.9%	61.0%	25.2%	35.9%	
2	420	402	169	90	230	109	121	418
%V	23.8%	24.1%	27.2%	26.9%	22.4%	26.2%	19.7%	27.5%
%H (All HH)		95.7%	40.2%	21.4%	54.8%	26.0%	28.8%	99.5%
%H (TV HH)			42.0%	22.4%	57.2%	27.1%	30.1%	
3	239	225	98	51	128	71	56	238
%V	13.5%	13.5%	15.8%	15.3%	12.4%	17.1%	9.1%	15.7%
%H (All HH)		94.1%	41.0%	21.3%	53.6%	29.7%	23.4%	99.6%
%H (TV HH)			43.6%	22.7%	56.9%	31.6%	24.9%	
4	128	123	60	25	69	37	33	128
%V	7.2%	7.4%	9.6%	7.5%	6.7%	8.9%	5.4%	8.4%
%H (All HH)		96.1%	46.9%	19.5%	53.9%	28.9%	25.8%	100.0%
%H (TV HH)			48.8%	20.3%	56.1%	30.1%	26.8%	
5+	144	139	71	39	72	49	23	143
%V	8.1%	8.3%	11.4%	11.7%	7.0%	11.8%	3.8%	9.4%
%H (All HH)		96.5%	49.3%	27.1%	50.0%	34.0%	16.0%	99.3%
%H (TV HH)			51.1%	28.1%	51.8%	35.3%	16.5%	

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

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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	3334	1426	733	2155	1093	1063	2998
%H		42.8%	22.0%	64.6%	32.8%	31.9%	89.9%
Under 20"	116	52	26	93	52	41	97
%V	3.5%	3.6%	3.5%	4.3%	4.8%	3.9%	3.2%
%H		44.8%	22.4%	80.2%	44.8%	35.3%	83.6%
20" - 29"	453	168	94	350	167	183	385
%V	13.6%	11.8%	12.8%	16.2%	15.3%	17.2%	12.8%
%H		37.1%	20.8%	77.3%	36.9%	40.4%	85.0%
30" - 39"	1052	426	209	705	330	376	921
%V	31.6%	29.9%	28.5%	32.7%	30.2%	35.4%	30.7%
%H		40.5%	19.9%	67.0%	31.4%	35.7%	87.5%
40" - 49"	1063	466	255	636	332	304	990
%V	31.9%	32.7%	34.8%	29.5%	30.4%	28.6%	33.0%
%H		43.8%	24.0%	59.8%	31.2%	28.6%	93.1%
50" - 59"	448	220	111	253	154	99	428
%V	13.4%	15.4%	15.1%	11.7%	14.1%	9.3%	14.3%
%H		49.1%	24.8%	56.5%	34.4%	22.1%	95.5%
60"+	66	41	14	34	22	12	63
%V	2.0%	2.9%	1.9%	1.6%	2.0%	1.1%	2.1%
%H		62.1%	21.2%	51.5%	33.3%	18.2%	95.5%
Don't know	136	53	25	84	35	49	113
%V	4.1%	3.7%	3.4%	3.9%	3.2%	4.6%	3.8%
%H		39.0%	18.4%	61.8%	25.7%	36.0%	83.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3334	1426	733	2155	1093	1063	2998
%H		42.8%	22.0%	64.6%	32.8%	31.9%	89.9%
Main living room	1663	622	334	1027	417	610	1433
%V	49.9%	43.6%	45.6%	47.7%	38.2%	57.4%	47.8%
%H		37.4%	20.1%	61.8%	25.1%	36.7%	86.2%
Kitchen	156	78	33	121	75	46	145
%V	4.7%	5.5%	4.5%	5.6%	6.9%	4.3%	4.8%
%H		50.0%	21.2%	77.6%	48.1%	29.5%	92.9%
Adult's bedroom	960	448	223	652	379	274	881
%V	28.8%	31.4%	30.4%	30.3%	34.7%	25.8%	29.4%
%H		46.7%	23.2%	67.9%	39.5%	28.5%	91.8%
Child's bedroom	243	122	62	140	88	52	239
%V	7.3%	8.6%	8.5%	6.5%	8.1%	4.9%	8.0%
%H		50.2%	25.5%	57.6%	36.2%	21.4%	98.4%
Other bedroom	91	37	24	71	39	31	85
%V	2.7%	2.6%	3.3%	3.3%	3.6%	2.9%	2.8%
%H		40.7%	26.4%	78.0%	42.9%	34.1%	93.4%
Second living/dining room	125	67	34	83	56	27	121
%V	3.7%	4.7%	4.6%	3.9%	5.1%	2.5%	4.0%
%H		53.6%	27.2%	66.4%	44.8%	21.6%	96.8%
Study/office	20	11	4	12	7	5	19
%V	0.6%	0.8%	0.5%	0.6%	0.6%	0.5%	0.6%
%H		55.0%	20.0%	60.0%	35.0%	25.0%	95.0%
TV room	28	15	6	18	11	7	27
%V	0.8%	1.1%	0.8%	0.8%	1.0%	0.7%	0.9%
%H		53.6%	21.4%	64.3%	39.3%	25.0%	96.4%
Conservatory	30	16	7	20	11	8	28
%V	0.9%	1.1%	1.0%	0.9%	1.0%	0.8%	0.9%
%H		53.3%	23.3%	66.7%	36.7%	26.7%	93.3%
Attic or loft room	4	2	2	2	2	0	3
%V	0.1%	0.1%	0.3%	0.1%	0.2%	0.0%	0.1%
%H		50.0%	50.0%	50.0%	50.0%	0.0%	75.0%
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	15	9	4	9	7	2	15
%V	0.4%	0.6%	0.5%	0.4%	0.6%	0.2%	0.5%
%H		60.0%	26.7%	60.0%	46.7%	13.3%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	3334	1426	733	2155	1093	1063	2998
%H		42.8%	22.0%	64.6%	32.8%	31.9%	89.9%
PVR	1506	864	469	744	551	193	1428
%V	45.2%	60.6%	64.0%	34.5%	50.4%	18.2%	47.6%
%H		57.4%	31.1%	49.4%	36.6%	12.8%	94.8%
DVDR	13	5	2	9	4	6	10
%V	0.4%	0.4%	0.3%	0.4%	0.4%	0.6%	0.3%
%H		38.5%	15.4%	69.2%	30.8%	46.2%	76.9%
VCR	4	1	0	4	1	3	2
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		25.0%	0.0%	100.0%	25.0%	75.0%	50.0%
Any recorder	1518	867	469	754	553	202	1438
%V	45.5%	60.8%	64.0%	35.0%	50.6%	19.0%	48.0%
%H		57.1%	30.9%	49.7%	36.4%	13.3%	94.7%

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	3334	1426	733	2155	1093	1063	2998
%H		42.8%	22.0%	64.6%	32.8%	31.9%	89.9%
Receives HDTV (via STB or built-in reception)	1948	917	498	1246	693	553	1809
%V	58.4%	64.3%	67.9%	57.8%	63.4%	52.0%	60.3%
%H		47.1%	25.6%	64.0%	35.6%	28.4%	92.9%
DVD/Blu-ray player or recorder	1513	632	330	961	473	487	1372
%V	45.4%	44.3%	45.0%	44.6%	43.3%	45.8%	45.8%
%H		41.8%	21.8%	63.5%	31.3%	32.2%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1670	622	334	1029	416	613	1439
%H		37.2%	20.0%	61.6%	24.9%	36.7%	86.2%
Under 20"	9	1	0	5	0	5	5
%V	0.5%	0.2%	0.0%	0.5%	0.0%	0.8%	0.3%
%H		11.1%	0.0%	55.6%	0.0%	55.6%	55.6%
20" - 29"	79	14	9	60	9	50	50
%V	4.7%	2.3%	2.7%	5.8%	2.2%	8.2%	3.5%
%H		17.7%	11.4%	75.9%	11.4%	63.3%	63.3%
30" - 39"	401	105	61	270	66	204	301
%V	24.0%	16.9%	18.3%	26.2%	15.9%	33.3%	20.9%
%H		26.2%	15.2%	67.3%	16.5%	50.9%	75.1%
40" - 49"	694	271	154	422	187	235	629
%V	41.6%	43.6%	46.1%	41.0%	45.0%	38.3%	43.7%
%H		39.0%	22.2%	60.8%	26.9%	33.9%	90.6%
50" - 59"	360	173	88	204	123	82	342
%V	21.6%	27.8%	26.3%	19.8%	29.6%	13.4%	23.8%
%H		48.1%	24.4%	56.7%	34.2%	22.8%	95.0%
60"+	59	36	12	30	20	10	56
%V	3.5%	5.8%	3.6%	2.9%	4.8%	1.6%	3.9%
%H		61.0%	20.3%	50.8%	33.9%	16.9%	94.9%
Don't know	69	23	11	38	12	27	56
%V	4.1%	3.7%	3.3%	3.7%	2.9%	4.4%	3.9%
%H		33.3%	15.9%	55.1%	17.4%	39.1%	81.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1670	622	334	1029	416	613	1439
%H		37.2%	20.0%	61.6%	24.9%	36.7%	86.2%
PVR	1017	548	317	540	379	161	951
%V	60.9%	88.1%	94.9%	52.5%	91.1%	26.3%	66.1%
%H		53.9%	31.2%	53.1%	37.3%	15.8%	93.5%
DVDR	9	3	2	7	2	4	7
%V	0.5%	0.5%	0.6%	0.7%	0.5%	0.7%	0.5%
%H		33.3%	22.2%	77.8%	22.2%	44.4%	77.8%
VCR	3	0	0	3	0	3	2
%V	0.2%	0.0%	0.0%	0.3%	0.0%	0.5%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	66.7%
Any recorder	1025	549	318	547	379	168	958
%V	61.4%	88.3%	95.2%	53.2%	91.1%	27.4%	66.6%
%H		53.6%	31.0%	53.4%	37.0%	16.4%	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	1670	622	334	1029	416	613	1439
%H		37.2%	20.0%	61.6%	24.9%	36.7%	86.2%
Receives HDTV (via STB or built-in reception)	1187	521	304	743	371	372	1080
%V	71.1%	83.8%	91.0%	72.2%	89.2%	60.7%	75.1%
%H		43.9%	25.6%	62.6%	31.3%	31.3%	91.0%
DVD/Blu-ray player or recorder	867	321	172	537	217	320	749
%V	51.9%	51.6%	51.5%	52.2%	52.2%	52.2%	52.1%
%H		37.0%	19.8%	61.9%	25.0%	36.9%	86.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1664	804	399	1126	677	449	1559
%H		48.3%	24.0%	67.7%	40.7%	27.0%	93.7%
Under 20"	108	51	26	88	52	35	92
%V	6.5%	6.3%	6.5%	7.8%	7.7%	7.8%	5.9%
%H		47.2%	24.1%	81.5%	48.1%	32.4%	85.2%
20" - 29"	374	154	85	290	158	132	334
%V	22.5%	19.2%	21.3%	25.8%	23.3%	29.4%	21.4%
%H		41.2%	22.7%	77.5%	42.2%	35.3%	89.3%
30" - 39"	651	321	148	436	264	172	620
%V	39.1%	39.9%	37.1%	38.7%	39.0%	38.3%	39.8%
%H		49.3%	22.7%	67.0%	40.6%	26.4%	95.2%
40" - 49"	369	195	101	215	146	69	360
%V	22.2%	24.3%	25.3%	19.1%	21.6%	15.4%	23.1%
%H		52.8%	27.4%	58.3%	39.6%	18.7%	97.6%
50" - 59"	88	47	23	49	31	17	86
%V	5.3%	5.8%	5.8%	4.4%	4.6%	3.8%	5.5%
%H		53.4%	26.1%	55.7%	35.2%	19.3%	97.7%
60"+	8	5	1	3	2	1	8
%V	0.5%	0.6%	0.3%	0.3%	0.3%	0.2%	0.5%
%H		62.5%	12.5%	37.5%	25.0%	12.5%	100.0%
Don't know	67	31	14	46	23	22	57
%V	4.0%	3.9%	3.5%	4.1%	3.4%	4.9%	3.7%
%H		46.3%	20.9%	68.7%	34.3%	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

Oct 2018 - Sep 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	1664	804	399	1126	677	449	1559
%H		48.3%	24.0%	67.7%	40.7%	27.0%	93.7%
PVR	489	316	152	204	172	32	478
%V	29.4%	39.3%	38.1%	18.1%	25.4%	7.1%	30.7%
%H		64.6%	31.1%	41.7%	35.2%	6.5%	97.8%
DVDR	4	2	0	2	1	1	3
%V	0.2%	0.2%	0.0%	0.2%	0.1%	0.2%	0.2%
%H		50.0%	0.0%	50.0%	25.0%	25.0%	75.0%
VCR	1	1	0	1	0	0	0
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	0.0%	0.0%	0.0%
Any recorder	493	318	152	207	173	34	480
%V	29.6%	39.6%	38.1%	18.4%	25.6%	7.6%	30.8%
%H		64.5%	30.8%	42.0%	35.1%	6.9%	97.4%

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	1664	804	399	1126	677	449	1559
%H		48.3%	24.0%	67.7%	40.7%	27.0%	93.7%
Receives HDTV (via STB or built-in reception)	760	396	193	503	322	180	729
%V	45.7%	49.3%	48.4%	44.7%	47.6%	40.1%	46.8%
%H		52.1%	25.4%	66.2%	42.4%	23.7%	95.9%
DVD/Blu-ray player or recorder	646	311	158	423	256	167	623
%V	38.8%	38.7%	39.6%	37.6%	37.8%	37.2%	40.0%
%H		48.1%	24.5%	65.5%	39.6%	25.9%	96.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3799	3611	1508	772	2105	1000	1105	3491
%H		95.1%	39.7%	20.3%	55.4%	26.3%	29.1%	91.9%
Total Children	657	630	289	135	318	167	151	649
%V	17.3%	17.4%	19.2%	17.5%	15.1%	16.7%	13.7%	18.6%
%H		95.9%	44.0%	20.5%	48.4%	25.4%	23.0%	98.8%
0 - 3	155	144	67	25	69	32	37	151
%V	4.1%	4.0%	4.4%	3.2%	3.3%	3.2%	3.3%	4.3%
%H		92.9%	43.2%	16.1%	44.5%	20.6%	23.9%	97.4%
4 - 15	502	487	223	110	248	135	113	498
%V	13.2%	13.5%	14.8%	14.2%	11.8%	13.5%	10.2%	14.3%
%H		97.0%	44.4%	21.9%	49.4%	26.9%	22.5%	99.2%
4 - 9	252	243	107	52	121	62	59	250
%V	6.6%	6.7%	7.1%	6.7%	5.7%	6.2%	5.3%	7.2%
%H		96.4%	42.5%	20.6%	48.0%	24.6%	23.4%	99.2%
10 - 15	250	243	115	59	128	73	54	248
%V	6.6%	6.7%	7.6%	7.6%	6.1%	7.3%	4.9%	7.1%
%H		97.2%	46.0%	23.6%	51.2%	29.2%	21.6%	99.2%

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	3799	3611	1508	772	2105	1000	1105	3491
%H		95.1%	39.7%	20.3%	55.4%	26.3%	29.1%	91.9%
Total Adults (16+)	3142	2981	1219	637	1788	833	955	2843
%V	82.7%	82.6%	80.8%	82.5%	84.9%	83.3%	86.4%	81.4%
%H		94.9%	38.8%	20.3%	56.9%	26.5%	30.4%	90.5%
16 - 19	144	135	63	33	83	48	35	142
%V	3.8%	3.7%	4.2%	4.3%	3.9%	4.8%	3.2%	4.1%
%H		93.8%	43.8%	22.9%	57.6%	33.3%	24.3%	98.6%
20 - 24	247	210	85	40	109	60	48	244
%V	6.5%	5.8%	5.6%	5.2%	5.2%	6.0%	4.3%	7.0%
%H		85.0%	34.4%	16.2%	44.1%	24.3%	19.4%	98.8%
25 - 34	530	481	185	90	218	91	127	516
%V	14.0%	13.3%	12.3%	11.7%	10.4%	9.1%	11.5%	14.8%
%H		90.8%	34.9%	17.0%	41.1%	17.2%	24.0%	97.4%
35 - 44	469	438	202	96	230	123	107	455
%V	12.3%	12.1%	13.4%	12.4%	10.9%	12.3%	9.7%	13.0%
%H		93.4%	43.1%	20.5%	49.0%	26.2%	22.8%	97.0%
45 - 54	559	542	237	125	332	165	167	534
%V	14.7%	15.0%	15.7%	16.2%	15.8%	16.5%	15.1%	15.3%
%H		97.0%	42.4%	22.4%	59.4%	29.5%	29.9%	95.5%
55 - 64	521	511	226	120	324	162	162	483
%V	13.7%	14.2%	15.0%	15.5%	15.4%	16.2%	14.7%	13.8%
%H		98.1%	43.4%	23.0%	62.2%	31.1%	31.1%	92.7%
65+	672	664	222	133	493	183	310	469
%V	17.7%	18.4%	14.7%	17.2%	23.4%	18.3%	28.1%	13.4%
%H		98.8%	33.0%	19.8%	73.4%	27.2%	46.1%	69.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3142	2981	1219	637	1788	833	955	2843
%H		94.9%	38.8%	20.3%	56.9%	26.5%	30.4%	90.5%
AB	828	790	339	183	462	229	232	814
%V	26.4%	26.5%	27.8%	28.7%	25.8%	27.5%	24.3%	28.6%
%H		95.4%	40.9%	22.1%	55.8%	27.7%	28.0%	98.3%
C1	887	814	358	171	482	249	233	834
%V	28.2%	27.3%	29.4%	26.8%	27.0%	29.9%	24.4%	29.3%
%H		91.8%	40.4%	19.3%	54.3%	28.1%	26.3%	94.0%
C2	618	603	272	143	345	184	161	564
%V	19.7%	20.2%	22.3%	22.4%	19.3%	22.1%	16.9%	19.8%
%H		97.6%	44.0%	23.1%	55.8%	29.8%	26.1%	91.3%
D	519	496	181	101	298	120	178	433
%V	16.5%	16.6%	14.8%	15.9%	16.7%	14.4%	18.6%	15.2%
%H		95.6%	34.9%	19.5%	57.4%	23.1%	34.3%	83.4%
E	290	277	69	40	201	51	150	197
%V	9.2%	9.3%	5.7%	6.3%	11.2%	6.1%	15.7%	6.9%
%H		95.5%	23.8%	13.8%	69.3%	17.6%	51.7%	67.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3142	2981	1219	637	1788	833	955	2843
%H		94.9%	38.8%	20.3%	56.9%	26.5%	30.4%	90.5%
Working full time	1467	1393	636	325	755	411	344	1430
%V	46.7%	46.7%	52.2%	51.0%	42.2%	49.3%	36.0%	50.3%
%H		95.0%	43.4%	22.2%	51.5%	28.0%	23.4%	97.5%
Working part time	295	283	117	61	166	81	85	283
%V	9.4%	9.5%	9.6%	9.6%	9.3%	9.7%	8.9%	10.0%
%H		95.9%	39.7%	20.7%	56.3%	27.5%	28.8%	95.9%
Not working	1379	1305	467	251	866	341	526	1130
%V	43.9%	43.8%	38.3%	39.4%	48.4%	40.9%	55.1%	39.7%
%H		94.6%	33.9%	18.2%	62.8%	24.7%	38.1%	81.9%
Houseperson	1768	1670	622	334	1029	416	613	1519
%V	56.3%	56.0%	51.0%	52.4%	57.6%	49.9%	64.2%	53.4%
%H		94.5%	35.2%	18.9%	58.2%	23.5%	34.7%	85.9%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1508	1423	587	316	835	406	429	1380
%H		94.4%	38.9%	21.0%	55.4%	26.9%	28.4%	91.5%
16 - 19	74	69	31	19	43	27	16	73
%V	4.9%	4.8%	5.3%	6.0%	5.1%	6.7%	3.7%	5.3%
%H		93.2%	41.9%	25.7%	58.1%	36.5%	21.6%	98.6%
20 - 24	123	109	46	19	55	30	25	121
%V	8.2%	7.7%	7.8%	6.0%	6.6%	7.4%	5.8%	8.8%
%H		88.6%	37.4%	15.4%	44.7%	24.4%	20.3%	98.4%
25 - 34	265	238	90	45	108	47	61	257
%V	17.6%	16.7%	15.3%	14.2%	12.9%	11.6%	14.2%	18.6%
%H		89.8%	34.0%	17.0%	40.8%	17.7%	23.0%	97.0%
35 - 44	227	209	98	47	106	58	48	219
%V	15.1%	14.7%	16.7%	14.9%	12.7%	14.3%	11.2%	15.9%
%H		92.1%	43.2%	20.7%	46.7%	25.6%	21.1%	96.5%
45 - 54	269	260	107	62	160	78	82	255
%V	17.8%	18.3%	18.2%	19.6%	19.2%	19.2%	19.1%	18.5%
%H		96.7%	39.8%	23.0%	59.5%	29.0%	30.5%	94.8%
55 - 64	250	244	110	57	153	77	76	234
%V	16.6%	17.1%	18.7%	18.0%	18.3%	19.0%	17.7%	17.0%
%H		97.6%	44.0%	22.8%	61.2%	30.8%	30.4%	93.6%
65+	301	294	106	67	210	89	121	222
%V	20.0%	20.7%	18.1%	21.2%	25.1%	21.9%	28.2%	16.1%
%H		97.7%	35.2%	22.3%	69.8%	29.6%	40.2%	73.8%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1508	1423	587	316	835	406	429	1380
%H		94.4%	38.9%	21.0%	55.4%	26.9%	28.4%	91.5%
AB	409	389	167	91	226	113	114	402
%V	27.1%	27.3%	28.4%	28.8%	27.1%	27.8%	26.6%	29.1%
%H		95.1%	40.8%	22.2%	55.3%	27.6%	27.9%	98.3%
C1	395	360	163	78	206	114	92	380
%V	26.2%	25.3%	27.8%	24.7%	24.7%	28.1%	21.4%	27.5%
%H		91.1%	41.3%	19.7%	52.2%	28.9%	23.3%	96.2%
C2	344	333	146	79	192	101	91	307
%V	22.8%	23.4%	24.9%	25.0%	23.0%	24.9%	21.2%	22.2%
%H		96.8%	42.4%	23.0%	55.8%	29.4%	26.5%	89.2%
D	236	225	85	47	132	57	75	201
%V	15.6%	15.8%	14.5%	14.9%	15.8%	14.0%	17.5%	14.6%
%H		95.3%	36.0%	19.9%	55.9%	24.2%	31.8%	85.2%
E	123	115	26	20	79	21	58	89
%V	8.2%	8.1%	4.4%	6.3%	9.5%	5.2%	13.5%	6.4%
%H		93.5%	21.1%	16.3%	64.2%	17.1%	47.2%	72.4%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1508	1423	587	316	835	406	429	1380
%H		94.4%	38.9%	21.0%	55.4%	26.9%	28.4%	91.5%
Working full time	864	822	382	187	441	242	199	843
%V	57.3%	57.8%	65.1%	59.2%	52.8%	59.6%	46.4%	61.1%
%H		95.1%	44.2%	21.6%	51.0%	28.0%	23.0%	97.6%
Working part time	62	56	18	13	32	14	18	57
%V	4.1%	3.9%	3.1%	4.1%	3.8%	3.4%	4.2%	4.1%
%H		90.3%	29.0%	21.0%	51.6%	22.6%	29.0%	91.9%
Not working	582	544	187	116	362	149	213	481
%V	38.6%	38.2%	31.9%	36.7%	43.4%	36.7%	49.7%	34.9%
%H		93.5%	32.1%	19.9%	62.2%	25.6%	36.6%	82.6%
Houseperson	406	368	105	72	229	71	158	321
%V	26.9%	25.9%	17.9%	22.8%	27.4%	17.5%	36.8%	23.3%
%H		90.6%	25.9%	17.7%	56.4%	17.5%	38.9%	79.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1634	1558	633	321	953	427	525	1462
%H		95.3%	38.7%	19.6%	58.3%	26.1%	32.1%	89.5%
16 - 19	70	65	32	14	39	21	18	69
%V	4.3%	4.2%	5.1%	4.4%	4.1%	4.9%	3.4%	4.7%
%H		92.9%	45.7%	20.0%	55.7%	30.0%	25.7%	98.6%
20 - 24	124	102	39	21	54	30	23	123
%V	7.6%	6.5%	6.2%	6.5%	5.7%	7.0%	4.4%	8.4%
%H		82.3%	31.5%	16.9%	43.5%	24.2%	18.5%	99.2%
25 - 34	265	243	96	46	110	45	66	259
%V	16.2%	15.6%	15.2%	14.3%	11.5%	10.5%	12.6%	17.7%
%H		91.7%	36.2%	17.4%	41.5%	17.0%	24.9%	97.7%
35 - 44	243	228	104	49	124	65	59	237
%V	14.9%	14.6%	16.4%	15.3%	13.0%	15.2%	11.2%	16.2%
%H		93.8%	42.8%	20.2%	51.0%	26.7%	24.3%	97.5%
45 - 54	290	282	130	63	172	87	85	278
%V	17.7%	18.1%	20.5%	19.6%	18.0%	20.4%	16.2%	19.0%
%H		97.2%	44.8%	21.7%	59.3%	30.0%	29.3%	95.9%
55 - 64	271	266	116	63	171	85	86	249
%V	16.6%	17.1%	18.3%	19.6%	17.9%	19.9%	16.4%	17.0%
%H		98.2%	42.8%	23.2%	63.1%	31.4%	31.7%	91.9%
65+	372	370	116	66	283	94	188	248
%V	22.8%	23.7%	18.3%	20.6%	29.7%	22.0%	35.8%	17.0%
%H		99.5%	31.2%	17.7%	76.1%	25.3%	50.5%	66.7%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1634	1558	633	321	953	427	525	1462
%H		95.3%	38.7%	19.6%	58.3%	26.1%	32.1%	89.5%
AB	419	401	172	92	236	117	119	412
%V	25.6%	25.7%	27.2%	28.7%	24.8%	27.4%	22.7%	28.2%
%H		95.7%	41.1%	22.0%	56.3%	27.9%	28.4%	98.3%
C1	492	455	196	92	275	135	141	454
%V	30.1%	29.2%	31.0%	28.7%	28.9%	31.6%	26.9%	31.1%
%H		92.5%	39.8%	18.7%	55.9%	27.4%	28.7%	92.3%
C2	274	270	126	64	153	83	70	257
%V	16.8%	17.3%	19.9%	19.9%	16.1%	19.4%	13.3%	17.6%
%H		98.5%	46.0%	23.4%	55.8%	30.3%	25.5%	93.8%
D	283	271	96	53	166	62	103	232
%V	17.3%	17.4%	15.2%	16.5%	17.4%	14.5%	19.6%	15.9%
%H		95.8%	33.9%	18.7%	58.7%	21.9%	36.4%	82.0%
E	166	161	43	20	123	31	92	108
%V	10.2%	10.3%	6.8%	6.2%	12.9%	7.3%	17.5%	7.4%
%H		97.0%	25.9%	12.0%	74.1%	18.7%	55.4%	65.1%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1634	1558	633	321	953	427	525	1462
%H		95.3%	38.7%	19.6%	58.3%	26.1%	32.1%	89.5%
Working full time	604	571	253	138	314	169	145	588
%V	37.0%	36.6%	40.0%	43.0%	32.9%	39.6%	27.6%	40.2%
%H		94.5%	41.9%	22.8%	52.0%	28.0%	24.0%	97.4%
Working part time	234	227	99	48	134	67	67	226
%V	14.3%	14.6%	15.6%	15.0%	14.1%	15.7%	12.8%	15.5%
%H		97.0%	42.3%	20.5%	57.3%	28.6%	28.6%	96.6%
Not working	797	760	280	135	504	191	313	649
%V	48.8%	48.8%	44.2%	42.1%	52.9%	44.7%	59.6%	44.4%
%H		95.4%	35.1%	16.9%	63.2%	24.0%	39.3%	81.4%
Houseperson	1362	1302	517	262	800	344	455	1198
%V	83.4%	83.6%	81.7%	81.6%	83.9%	80.6%	86.7%	81.9%
%H		95.6%	38.0%	19.2%	58.7%	25.3%	33.4%	88.0%

Base: ITV Central Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV North Scotland

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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
AB	120	113	55	3	77	28	49	113
%V	19.5%	19.5%	20.5%	11.1%	20.3%	20.6%	20.1%	21.1%
%H (All HH)		94.2%	45.8%	2.5%	64.2%	23.3%	40.8%	94.2%
%H (TV HH)			48.7%	2.7%	68.1%	24.8%	43.4%	
C1	173	163	78	9	104	40	65	161
%V	28.2%	28.2%	29.1%	33.3%	27.4%	29.4%	26.6%	30.0%
%H (All HH)		94.2%	45.1%	5.2%	60.1%	23.1%	37.6%	93.1%
%H (TV HH)			47.9%	5.5%	63.8%	24.5%	39.9%	
C2	158	151	72	7	99	38	61	140
%V	25.7%	26.1%	26.9%	25.9%	26.1%	27.9%	25.0%	26.1%
%H (All HH)		95.6%	45.6%	4.4%	62.7%	24.1%	38.6%	88.6%
%H (TV HH)			47.7%	4.6%	65.6%	25.2%	40.4%	
D	111	105	46	5	70	24	46	89
%V	18.1%	18.1%	17.2%	18.5%	18.4%	17.6%	18.9%	16.6%
%H (All HH)		94.6%	41.4%	4.5%	63.1%	21.6%	41.4%	80.2%
%H (TV HH)			43.8%	4.8%	66.7%	22.9%	43.8%	
E	51	47	17	2	31	7	24	33
%V	8.3%	8.1%	6.3%	7.4%	8.2%	5.1%	9.8%	6.2%
%H (All HH)		92.2%	33.3%	3.9%	60.8%	13.7%	47.1%	64.7%
%H (TV HH)			36.2%	4.3%	66.0%	14.9%	51.1%	

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

Oct 2018 - Sep 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	614	579	268	27	380	136	244	536
%V (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Under 25	27	20	5	1	12	3	9	26
%V	4.4%	3.5%	1.9%	3.7%	3.2%	2.2%	3.7%	4.9%
%H (All HH)		74.1%	18.5%	3.7%	44.4%	11.1%	33.3%	96.3%
%H (TV HH)			25.0%	5.0%	60.0%	15.0%	45.0%	
25 - 34	102	91	41	6	43	17	27	100
%V	16.6%	15.7%	15.3%	22.2%	11.3%	12.5%	11.1%	18.7%
%H (All HH)		89.2%	40.2%	5.9%	42.2%	16.7%	26.5%	98.0%
%H (TV HH)			45.1%	6.6%	47.3%	18.7%	29.7%	
35 - 44	96	93	48	4	50	19	31	93
%V	15.6%	16.1%	17.9%	14.8%	13.2%	14.0%	12.7%	17.4%
%H (All HH)		96.9%	50.0%	4.2%	52.1%	19.8%	32.3%	96.9%
%H (TV HH)			51.6%	4.3%	53.8%	20.4%	33.3%	
45 - 54	100	94	53	5	61	28	33	95
%V	16.3%	16.2%	19.8%	18.5%	16.1%	20.6%	13.5%	17.7%
%H (All HH)		94.0%	53.0%	5.0%	61.0%	28.0%	33.0%	95.0%
%H (TV HH)			56.4%	5.3%	64.9%	29.8%	35.1%	
55 - 64	103	99	50	5	70	29	41	99
%V	16.8%	17.1%	18.7%	18.5%	18.4%	21.3%	16.8%	18.5%
%H (All HH)		96.1%	48.5%	4.9%	68.0%	28.2%	39.8%	96.1%
%H (TV HH)			50.5%	5.1%	70.7%	29.3%	41.4%	
65 +	186	183	71	6	144	41	103	123
%V	30.3%	31.6%	26.5%	22.2%	37.9%	30.1%	42.2%	22.9%
%H (All HH)		98.4%	38.2%	3.2%	77.4%	22.0%	55.4%	66.1%
%H (TV HH)			38.8%	3.3%	78.7%	22.4%	56.3%	

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

Oct 2018 - Sep 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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
1	212	191	68	8	132	28	104	148
%V	34.5%	33.0%	25.4%	29.6%	34.7%	20.6%	42.6%	27.6%
%H (All HH)		90.1%	32.1%	3.8%	62.3%	13.2%	49.1%	69.8%
%H (TV HH)			35.6%	4.2%	69.1%	14.7%	54.5%	
2	220	210	102	9	145	61	84	206
%V	35.8%	36.3%	38.1%	33.3%	38.2%	44.9%	34.4%	38.4%
%H (All HH)		95.5%	46.4%	4.1%	65.9%	27.7%	38.2%	93.6%
%H (TV HH)			48.6%	4.3%	69.0%	29.0%	40.0%	
3	87	85	47	6	49	23	25	87
%V	14.2%	14.7%	17.5%	22.2%	12.9%	16.9%	10.2%	16.2%
%H (All HH)		97.7%	54.0%	6.9%	56.3%	26.4%	28.7%	100.0%
%H (TV HH)			55.3%	7.1%	57.6%	27.1%	29.4%	
4	72	69	39	4	40	17	23	72
%V	11.7%	11.9%	14.6%	14.8%	10.5%	12.5%	9.4%	13.4%
%H (All HH)		95.8%	54.2%	5.6%	55.6%	23.6%	31.9%	100.0%
%H (TV HH)			56.5%	5.8%	58.0%	24.6%	33.3%	
5+	23	23	13	1	14	8	6	23
%V	3.7%	4.0%	4.9%	3.7%	3.7%	5.9%	2.5%	4.3%
%H (All HH)		100.0%	56.5%	4.3%	60.9%	34.8%	26.1%	100.0%
%H (TV HH)			56.5%	4.3%	60.9%	34.8%	26.1%	
Average HH size	2.16	2.19	2.37	2.31	2.12	2.39	1.96	2.30

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

Oct 2018 - Sep 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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Without	475	444	197	19	306	104	202	398
%V	77.4%	76.7%	73.5%	70.4%	80.5%	76.5%	82.8%	74.3%
%H (All HH)		93.5%	41.5%	4.0%	64.4%	21.9%	42.5%	83.8%
%H (TV HH)			44.4%	4.3%	68.9%	23.4%	45.5%	
With	140	135	71	8	74	32	42	139
%V	22.8%	23.3%	26.5%	29.6%	19.5%	23.5%	17.2%	25.9%
%H (All HH)		96.4%	50.7%	5.7%	52.9%	22.9%	30.0%	99.3%
%H (TV HH)			52.6%	5.9%	54.8%	23.7%	31.1%	
0 - 3	52	51	25	3	26	10	16	52
%V	8.5%	8.8%	9.3%	11.1%	6.8%	7.4%	6.6%	9.7%
%H (All HH)		98.1%	48.1%	5.8%	50.0%	19.2%	30.8%	100.0%
%H (TV HH)			49.0%	5.9%	51.0%	19.6%	31.4%	
4 - 9	73	71	36	5	36	15	21	73
%V	11.9%	12.3%	13.4%	18.5%	9.5%	11.0%	8.6%	13.6%
%H (All HH)		97.3%	49.3%	6.8%	49.3%	20.5%	28.8%	100.0%
%H (TV HH)			50.7%	7.0%	50.7%	21.1%	29.6%	
10 - 15	65	64	35	3	35	16	19	64
%V	10.6%	11.1%	13.1%	11.1%	9.2%	11.8%	7.8%	11.9%
%H (All HH)		98.5%	53.8%	4.6%	53.8%	24.6%	29.2%	98.5%
%H (TV HH)			54.7%	4.7%	54.7%	25.0%	29.7%	

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

Oct 2018 - Sep 2019

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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
1	232	232	84	9	134	22	112	190
%V	37.8%	40.1%	31.3%	33.3%	35.3%	16.2%	45.9%	35.4%
%H (All HH)		100.0%	36.2%	3.9%	57.8%	9.5%	48.3%	81.9%
%H (TV HH)			36.2%	3.9%	57.8%	9.5%	48.3%	
2	203	203	99	11	134	51	84	178
%V	33.1%	35.1%	36.9%	40.7%	35.3%	37.5%	34.4%	33.2%
%H (All HH)		100.0%	48.8%	5.4%	66.0%	25.1%	41.4%	87.7%
%H (TV HH)			48.8%	5.4%	66.0%	25.1%	41.4%	
3	92	92	53	5	72	40	32	87
%V	15.0%	15.9%	19.8%	18.5%	18.9%	29.4%	13.1%	16.2%
%H (All HH)		100.0%	57.6%	5.4%	78.3%	43.5%	34.8%	94.6%
%H (TV HH)			57.6%	5.4%	78.3%	43.5%	34.8%	
4	35	35	21	2	25	14	11	34
%V	5.7%	6.0%	7.8%	7.4%	6.6%	10.3%	4.5%	6.3%
%H (All HH)		100.0%	60.0%	5.7%	71.4%	40.0%	31.4%	97.1%
%H (TV HH)			60.0%	5.7%	71.4%	40.0%	31.4%	
5+	17	17	12	1	14	9	5	17
%V	2.8%	2.9%	4.5%	3.7%	3.7%	6.6%	2.0%	3.2%
%H (All HH)		100.0%	70.6%	5.9%	82.4%	52.9%	29.4%	100.0%
%H (TV HH)			70.6%	5.9%	82.4%	52.9%	29.4%	

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
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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	614	579	268	27	380	136	244	536
%V (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Under 20"	36	36	15	3	29	11	18	29
%V	5.9%	6.2%	5.6%	11.1%	7.6%	8.1%	7.4%	5.4%
%H (All HH)		100.0%	41.7%	8.3%	80.6%	30.6%	50.0%	80.6%
%H (TV HH)			41.7%	8.3%	80.6%	30.6%	50.0%	
20" - 29"	121	121	56	4	95	37	59	104
%V	19.7%	20.9%	20.9%	14.8%	25.0%	27.2%	24.2%	19.4%
%H (All HH)		100.0%	46.3%	3.3%	78.5%	30.6%	48.8%	86.0%
%H (TV HH)			46.3%	3.3%	78.5%	30.6%	48.8%	
30" - 39"	275	275	126	13	194	72	122	237
%V	44.8%	47.5%	47.0%	48.1%	51.1%	52.9%	50.0%	44.2%
%H (All HH)		100.0%	45.8%	4.7%	70.5%	26.2%	44.4%	86.2%
%H (TV HH)			45.8%	4.7%	70.5%	26.2%	44.4%	
40" - 49"	278	278	144	14	181	81	100	260
%V	45.3%	48.0%	53.7%	51.9%	47.6%	59.6%	41.0%	48.5%
%H (All HH)		100.0%	51.8%	5.0%	65.1%	29.1%	36.0%	93.5%
%H (TV HH)			51.8%	5.0%	65.1%	29.1%	36.0%	
50" - 59"	121	121	71	7	75	40	35	115
%V	19.7%	20.9%	26.5%	25.9%	19.7%	29.4%	14.3%	21.5%
%H (All HH)		100.0%	58.7%	5.8%	62.0%	33.1%	28.9%	95.0%
%H (TV HH)			58.7%	5.8%	62.0%	33.1%	28.9%	
60"+	14	14	9	1	8	5	3	14
%V	2.3%	2.4%	3.4%	3.7%	2.1%	3.7%	1.2%	2.6%
%H (All HH)		100.0%	64.3%	7.1%	57.1%	35.7%	21.4%	100.0%
%H (TV HH)			64.3%	7.1%	57.1%	35.7%	21.4%	

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

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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Main living room	571	571	266	27	377	135	241	500
%V	93.0%	98.6%	99.3%	100.0%	99.2%	99.3%	98.8%	93.3%
%H (All HH)		100.0%	46.6%	4.7%	66.0%	23.6%	42.2%	87.6%
%H (TV HH)			46.6%	4.7%	66.0%	23.6%	42.2%	
Kitchen	88	88	47	2	72	34	38	80
%V	14.3%	15.2%	17.5%	7.4%	18.9%	25.0%	15.6%	14.9%
%H (All HH)		100.0%	53.4%	2.3%	81.8%	38.6%	43.2%	90.9%
%H (TV HH)			53.4%	2.3%	81.8%	38.6%	43.2%	
Adult's bedroom	255	255	137	14	180	87	94	233
%V	41.5%	44.0%	51.1%	51.9%	47.4%	64.0%	38.5%	43.5%
%H (All HH)		100.0%	53.7%	5.5%	70.6%	34.1%	36.9%	91.4%
%H (TV HH)			53.7%	5.5%	70.6%	34.1%	36.9%	
Child's bedroom	47	47	29	3	26	16	10	46
%V	7.7%	8.1%	10.8%	11.1%	6.8%	11.8%	4.1%	8.6%
%H (All HH)		100.0%	61.7%	6.4%	55.3%	34.0%	21.3%	97.9%
%H (TV HH)			61.7%	6.4%	55.3%	34.0%	21.3%	
Other bedroom	27	27	19	1	23	16	7	26
%V	4.4%	4.7%	7.1%	3.7%	6.1%	11.8%	2.9%	4.9%
%H (All HH)		100.0%	70.4%	3.7%	85.2%	59.3%	25.9%	96.3%
%H (TV HH)			70.4%	3.7%	85.2%	59.3%	25.9%	
Second living/dining room	52	52	31	2	37	18	19	51
%V	8.5%	9.0%	11.6%	7.4%	9.7%	13.2%	7.8%	9.5%
%H (All HH)		100.0%	59.6%	3.8%	71.2%	34.6%	36.5%	98.1%
%H (TV HH)			59.6%	3.8%	71.2%	34.6%	36.5%	
Study/office	9	9	5	1	6	3	3	9
%V	1.5%	1.6%	1.9%	3.7%	1.6%	2.2%	1.2%	1.7%
%H (All HH)		100.0%	55.6%	11.1%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			55.6%	11.1%	66.7%	33.3%	33.3%	
TV room	11	11	6	0	9	4	4	10
%V	1.8%	1.9%	2.2%	0.0%	2.4%	2.9%	1.6%	1.9%
%H (All HH)		100.0%	54.5%	0.0%	81.8%	36.4%	36.4%	90.9%
%H (TV HH)			54.5%	0.0%	81.8%	36.4%	36.4%	
Conservatory	7	7	3	1	6	3	3	6
%V	1.1%	1.2%	1.1%	3.7%	1.6%	2.2%	1.2%	1.1%
%H (All HH)		100.0%	42.9%	14.3%	85.7%	42.9%	42.9%	85.7%
%H (TV HH)			42.9%	14.3%	85.7%	42.9%	42.9%	
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	3	0	2	1	1	4
%V	0.7%	0.7%	1.1%	0.0%	0.5%	0.7%	0.4%	0.7%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	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

DATA PERIOD: ANNUAL
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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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Any DSAT provider	268	268	268	1	125	125	0	252
%V	43.6%	46.3%	100.0%	3.7%	32.9%	91.9%	0.0%	47.0%
%H (All HH)			100.0%	0.4%	46.6%	46.6%	0.0%	94.0%
%H (TV HH)			100.0%	0.4%	46.6%	46.6%	0.0%	
Sky with subscription	220	220	220	0	104	104	0	210
%V	35.8%	38.0%	82.1%	0.0%	27.4%	76.5%	0.0%	39.2%
%H (All HH)			100.0%	0.0%	47.3%	47.3%	0.0%	95.5%
%H (TV HH)			100.0%	0.0%	47.3%	47.3%	0.0%	
Sky without subscription	15	15	15	0	7	7	0	13
%V	2.4%	2.6%	5.6%	0.0%	1.8%	5.1%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	46.7%	46.7%	0.0%	86.7%
%H (TV HH)			100.0%	0.0%	46.7%	46.7%	0.0%	
Freesat	28	28	28	0	13	13	0	26
%V	4.6%	4.8%	10.4%	0.0%	3.4%	9.6%	0.0%	4.9%
%H (All HH)			100.0%	0.0%	46.4%	46.4%	0.0%	92.9%
%H (TV HH)			100.0%	0.0%	46.4%	46.4%	0.0%	
Other satellite provider	15	15	15	0	6	6	0	14
%V	2.4%	2.6%	5.6%	0.0%	1.6%	4.4%	0.0%	2.6%
%H (All HH)			100.0%	0.0%	40.0%	40.0%	0.0%	93.3%
%H (TV HH)			100.0%	0.0%	40.0%	40.0%	0.0%	
DCAB	27	27	1	27	12	12	0	25
%V	4.4%	4.7%	0.4%	100.0%	3.2%	8.8%	0.0%	4.7%
%H (All HH)			3.7%	100.0%	44.4%	44.4%	0.0%	92.6%
%H (TV HH)			3.7%	100.0%	44.4%	44.4%	0.0%	
DTT	380	380	125	12	380	136	244	317
%V	61.9%	65.6%	46.6%	44.4%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	32.9%	3.2%	100.0%	35.8%	64.2%	83.4%
%H (TV HH)			32.9%	3.2%	100.0%	35.8%	64.2%	

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
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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	614	579	268	27	380	136	244	536
%H (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
PVR	346	346	245	25	204	128	77	321
%V	56.4%	59.8%	91.4%	92.6%	53.7%	94.1%	31.6%	59.9%
%H (All HH)		100.0%	70.8%	7.2%	59.0%	37.0%	22.3%	92.8%
%H (TV HH)			70.8%	7.2%	59.0%	37.0%	22.3%	
DVDR	12	12	10	0	6	4	2	11
%V	2.0%	2.1%	3.7%	0.0%	1.6%	2.9%	0.8%	2.1%
%H (All HH)		100.0%	83.3%	0.0%	50.0%	33.3%	16.7%	91.7%
%H (TV HH)			83.3%	0.0%	50.0%	33.3%	16.7%	
VCR	2	2	1	0	2	0	1	1
%V	0.3%	0.3%	0.4%	0.0%	0.5%	0.0%	0.4%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	0.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	0.0%	50.0%	
Any recorder	351	351	247	25	208	128	80	324
%V	57.2%	60.6%	92.2%	92.6%	54.7%	94.1%	32.8%	60.4%
%H (All HH)		100.0%	70.4%	7.1%	59.3%	36.5%	22.8%	92.3%
%H (TV HH)			70.4%	7.1%	59.3%	36.5%	22.8%	
Receives HDTV (via STB or built-in reception)	354	354	210	26	237	117	119	331
%V	57.7%	61.1%	78.4%	96.3%	62.4%	86.0%	48.8%	61.8%
%H (All HH)		100.0%	59.3%	7.3%	66.9%	33.1%	33.6%	93.5%
%H (TV HH)			59.3%	7.3%	66.9%	33.1%	33.6%	
DVD/Blu-ray player or recorder	329	329	166	17	218	90	128	298
%V	53.6%	56.8%	61.9%	63.0%	57.4%	66.2%	52.5%	55.6%
%H (All HH)		100.0%	50.5%	5.2%	66.3%	27.4%	38.9%	90.6%
%H (TV HH)			50.5%	5.2%	66.3%	27.4%	38.9%	

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

Oct 2018 - Sep 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	614	579	268	27	380	136	244	536
%V (All HH)		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%
%H (TV HH)			46.3%	4.7%	65.6%	23.5%	42.1%	
Has broadband internet	536	507	252	25	317	127	190	536
%V	87.3%	87.6%	94.0%	92.6%	83.4%	93.4%	77.9%	100.0%
%H (All HH)		94.6%	47.0%	4.7%	59.1%	23.7%	35.4%	100.0%
%H (TV HH)			49.7%	4.9%	62.5%	25.0%	37.5%	
Number of computers (PCs and laptops)								
0	112	106	30	3	82	13	69	40
%V	18.2%	18.3%	11.2%	11.1%	21.6%	9.6%	28.3%	7.5%
%H (All HH)		94.6%	26.8%	2.7%	73.2%	11.6%	61.6%	35.7%
%H (TV HH)			28.3%	2.8%	77.4%	12.3%	65.1%	
1	160	150	60	10	97	31	67	155
%V	26.1%	25.9%	22.4%	37.0%	25.5%	22.8%	27.5%	28.9%
%H (All HH)		93.8%	37.5%	6.3%	60.6%	19.4%	41.9%	96.9%
%H (TV HH)			40.0%	6.7%	64.7%	20.7%	44.7%	
2	161	151	71	6	94	35	60	161
%V	26.2%	26.1%	26.5%	22.2%	24.7%	25.7%	24.6%	30.0%
%H (All HH)		93.8%	44.1%	3.7%	58.4%	21.7%	37.3%	100.0%
%H (TV HH)			47.0%	4.0%	62.3%	23.2%	39.7%	
3	93	88	55	5	55	30	25	93
%V	15.1%	15.2%	20.5%	18.5%	14.5%	22.1%	10.2%	17.4%
%H (All HH)		94.6%	59.1%	5.4%	59.1%	32.3%	26.9%	100.0%
%H (TV HH)			62.5%	5.7%	62.5%	34.1%	28.4%	
4	44	42	25	1	27	12	14	44
%V	7.2%	7.3%	9.3%	3.7%	7.1%	8.8%	5.7%	8.2%
%H (All HH)		95.5%	56.8%	2.3%	61.4%	27.3%	31.8%	100.0%
%H (TV HH)			59.5%	2.4%	64.3%	28.6%	33.3%	
5+	44	42	28	3	25	16	9	44
%V	7.2%	7.3%	10.4%	11.1%	6.6%	11.8%	3.7%	8.2%
%H (All HH)		95.5%	63.6%	6.8%	56.8%	36.4%	20.5%	100.0%
%H (TV HH)			66.7%	7.1%	59.5%	38.1%	21.4%	

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

Oct 2018 - Sep 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	1146	586	55	796	349	447	1038
%H		51.1%	4.8%	69.5%	30.5%	39.0%	90.6%
Under 20"	43	19	3	35	14	21	36
%V	3.8%	3.2%	5.5%	4.4%	4.0%	4.7%	3.5%
%H		44.2%	7.0%	81.4%	32.6%	48.8%	83.7%
20" - 29"	153	72	5	123	50	73	134
%V	13.4%	12.3%	9.1%	15.5%	14.3%	16.3%	12.9%
%H		47.1%	3.3%	80.4%	32.7%	47.7%	87.6%
30" - 39"	357	171	16	257	104	153	314
%V	31.2%	29.2%	29.1%	32.3%	29.8%	34.2%	30.3%
%H		47.9%	4.5%	72.0%	29.1%	42.9%	88.0%
40" - 49"	334	180	17	217	103	114	315
%V	29.1%	30.7%	30.9%	27.3%	29.5%	25.5%	30.3%
%H		53.9%	5.1%	65.0%	30.8%	34.1%	94.3%
50" - 59"	133	78	8	82	44	39	127
%V	11.6%	13.3%	14.5%	10.3%	12.6%	8.7%	12.2%
%H		58.6%	6.0%	61.7%	33.1%	29.3%	95.5%
60"+	16	11	1	10	6	4	16
%V	1.4%	1.9%	1.8%	1.3%	1.7%	0.9%	1.5%
%H		68.8%	6.3%	62.5%	37.5%	25.0%	100.0%
Don't know	110	55	5	72	28	44	97
%V	9.6%	9.4%	9.1%	9.0%	8.0%	9.8%	9.3%
%H		50.0%	4.5%	65.5%	25.5%	40.0%	88.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	1146	586	55	796	349	447	1038
%H		51.1%	4.8%	69.5%	30.5%	39.0%	90.6%
Main living room	573	266	27	378	135	243	502
%V	50.0%	45.4%	49.1%	47.5%	38.7%	54.4%	48.4%
%H		46.4%	4.7%	66.0%	23.6%	42.4%	87.6%
Kitchen	89	47	2	73	34	39	80
%V	7.8%	8.0%	3.6%	9.2%	9.7%	8.7%	7.7%
%H		52.8%	2.2%	82.0%	38.2%	43.8%	89.9%
Adult's bedroom	304	165	17	219	109	110	281
%V	26.5%	28.2%	30.9%	27.5%	31.2%	24.6%	27.1%
%H		54.3%	5.6%	72.0%	35.9%	36.2%	92.4%
Child's bedroom	61	35	4	36	20	16	60
%V	5.3%	6.0%	7.3%	4.5%	5.7%	3.6%	5.8%
%H		57.4%	6.6%	59.0%	32.8%	26.2%	98.4%
Other bedroom	33	23	1	28	20	8	32
%V	2.9%	3.9%	1.8%	3.5%	5.7%	1.8%	3.1%
%H		69.7%	3.0%	84.8%	60.6%	24.2%	97.0%
Second living/dining room	53	32	2	37	18	19	51
%V	4.6%	5.5%	3.6%	4.6%	5.2%	4.3%	4.9%
%H		60.4%	3.8%	69.8%	34.0%	35.8%	96.2%
Study/office	9	5	1	6	3	3	9
%V	0.8%	0.9%	1.8%	0.8%	0.9%	0.7%	0.9%
%H		55.6%	11.1%	66.7%	33.3%	33.3%	100.0%
TV room	11	6	0	9	4	4	10
%V	1.0%	1.0%	0.0%	1.1%	1.1%	0.9%	1.0%
%H		54.5%	0.0%	81.8%	36.4%	36.4%	90.9%
Conservatory	7	3	1	6	3	3	6
%V	0.6%	0.5%	1.8%	0.8%	0.9%	0.7%	0.6%
%H		42.9%	14.3%	85.7%	42.9%	42.9%	85.7%
Attic or loft room	1	0	1	0	0	0	1
%V	0.1%	0.0%	1.8%	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	5	4	0	2	1	1	5
%V	0.4%	0.7%	0.0%	0.3%	0.3%	0.2%	0.5%
%H		80.0%	0.0%	40.0%	20.0%	20.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1146	586	55	796	349	447	1038
%H		51.1%	4.8%	69.5%	30.5%	39.0%	90.6%
PVR	504	387	33	277	192	85	475
%V	44.0%	66.0%	60.0%	34.8%	55.0%	19.0%	45.8%
%H		76.8%	6.5%	55.0%	38.1%	16.9%	94.2%
DVDR	13	10	0	6	4	2	11
%V	1.1%	1.7%	0.0%	0.8%	1.1%	0.4%	1.1%
%H		76.9%	0.0%	46.2%	30.8%	15.4%	84.6%
VCR	2	1	0	2	0	1	1
%V	0.2%	0.2%	0.0%	0.3%	0.0%	0.2%	0.1%
%H		50.0%	0.0%	100.0%	0.0%	50.0%	50.0%
Any recorder	510	389	33	281	193	88	480
%V	44.5%	66.4%	60.0%	35.3%	55.3%	19.7%	46.2%
%H		76.3%	6.5%	55.1%	37.8%	17.3%	94.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 7.14: 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	1146	586	55	796	349	447	1038
%H		51.1%	4.8%	69.5%	30.5%	39.0%	90.6%
Receives HDTV (via STB or built-in reception)	561	364	35	370	205	164	531
%V	49.0%	62.1%	63.6%	46.5%	58.7%	36.7%	51.2%
%H		64.9%	6.2%	66.0%	36.5%	29.2%	94.7%
DVD/Blu-ray player or recorder	441	235	23	299	139	160	407
%V	38.5%	40.1%	41.8%	37.6%	39.8%	35.8%	39.2%
%H		53.3%	5.2%	67.8%	31.5%	36.3%	92.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	579	268	27	380	136	244	507
%H		46.3%	4.7%	65.6%	23.5%	42.1%	87.6%
Under 20"	2	1	0	1	0	1	2
%V	0.3%	0.4%	0.0%	0.3%	0.0%	0.4%	0.4%
%H		50.0%	0.0%	50.0%	0.0%	50.0%	100.0%
20" - 29"	28	7	1	20	2	18	18
%V	4.8%	2.6%	3.7%	5.3%	1.5%	7.4%	3.6%
%H		25.0%	3.6%	71.4%	7.1%	64.3%	64.3%
30" - 39"	140	46	7	101	22	79	106
%V	24.2%	17.2%	25.9%	26.6%	16.2%	32.4%	20.9%
%H		32.9%	5.0%	72.1%	15.7%	56.4%	75.7%
40" - 49"	230	115	9	150	62	87	214
%V	39.7%	42.9%	33.3%	39.5%	45.6%	35.7%	42.2%
%H		50.0%	3.9%	65.2%	27.0%	37.8%	93.0%
50" - 59"	114	66	6	69	36	33	108
%V	19.7%	24.6%	22.2%	18.2%	26.5%	13.5%	21.3%
%H		57.9%	5.3%	60.5%	31.6%	28.9%	94.7%
60"+	13	9	1	7	4	3	13
%V	2.2%	3.4%	3.7%	1.8%	2.9%	1.2%	2.6%
%H		69.2%	7.7%	53.8%	30.8%	23.1%	100.0%
Don't know	53	25	3	32	10	22	46
%V	9.2%	9.3%	11.1%	8.4%	7.4%	9.0%	9.1%
%H		47.2%	5.7%	60.4%	18.9%	41.5%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	579	268	27	380	136	244	507
%H		46.3%	4.7%	65.6%	23.5%	42.1%	87.6%
PVR	339	244	25	197	126	71	314
%V	58.5%	91.0%	92.6%	51.8%	92.6%	29.1%	61.9%
%H		72.0%	7.4%	58.1%	37.2%	20.9%	92.6%
DVDR	9	7	0	5	3	2	8
%V	1.6%	2.6%	0.0%	1.3%	2.2%	0.8%	1.6%
%H		77.8%	0.0%	55.6%	33.3%	22.2%	88.9%
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	343	245	25	200	127	73	317
%V	59.2%	91.4%	92.6%	52.6%	93.4%	29.9%	62.5%
%H		71.4%	7.3%	58.3%	37.0%	21.3%	92.4%

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	579	268	27	380	136	244	507
%H		46.3%	4.7%	65.6%	23.5%	42.1%	87.6%
Receives HDTV (via STB or built-in reception)	349	208	25	232	114	117	326
%V	60.3%	77.6%	92.6%	61.1%	83.8%	48.0%	64.3%
%H		59.6%	7.2%	66.5%	32.7%	33.5%	93.4%
DVD/Blu-ray player or recorder	297	146	15	199	80	119	266
%V	51.3%	54.5%	55.6%	52.4%	58.8%	48.8%	52.5%
%H		49.2%	5.1%	67.0%	26.9%	40.1%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	567	318	28	416	212	203	532
%H		56.1%	4.9%	73.4%	37.4%	35.8%	93.8%
Under 20"	41	19	2	34	14	20	34
%V	7.2%	6.0%	7.1%	8.2%	6.6%	9.9%	6.4%
%H		46.3%	4.9%	82.9%	34.1%	48.8%	82.9%
20" - 29"	125	64	4	103	47	55	115
%V	22.0%	20.1%	14.3%	24.8%	22.2%	27.1%	21.6%
%H		51.2%	3.2%	82.4%	37.6%	44.0%	92.0%
30" - 39"	217	126	10	156	82	74	208
%V	38.3%	39.6%	35.7%	37.5%	38.7%	36.5%	39.1%
%H		58.1%	4.6%	71.9%	37.8%	34.1%	95.9%
40" - 49"	104	65	8	67	41	26	101
%V	18.3%	20.4%	28.6%	16.1%	19.3%	12.8%	19.0%
%H		62.5%	7.7%	64.4%	39.4%	25.0%	97.1%
50" - 59"	20	13	2	14	8	5	19
%V	3.5%	4.1%	7.1%	3.4%	3.8%	2.5%	3.6%
%H		65.0%	10.0%	70.0%	40.0%	25.0%	95.0%
60"+	3	2	0	2	2	1	3
%V	0.5%	0.6%	0.0%	0.5%	0.9%	0.5%	0.6%
%H		66.7%	0.0%	66.7%	66.7%	33.3%	100.0%
Don't know	57	30	2	40	18	22	51
%V	10.1%	9.4%	7.1%	9.6%	8.5%	10.8%	9.6%
%H		52.6%	3.5%	70.2%	31.6%	38.6%	89.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	567	318	28	416	212	203	532
%H		56.1%	4.9%	73.4%	37.4%	35.8%	93.8%
PVR	165	143	9	80	66	14	161
%V	29.1%	45.0%	32.1%	19.2%	31.1%	6.9%	30.3%
%H		86.7%	5.5%	48.5%	40.0%	8.5%	97.6%
DVDR	4	4	0	1	1	0	4
%V	0.7%	1.3%	0.0%	0.2%	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	167	144	9	80	66	15	163
%V	29.5%	45.3%	32.1%	19.2%	31.1%	7.4%	30.6%
%H		86.2%	5.4%	47.9%	39.5%	9.0%	97.6%

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	567	318	28	416	212	203	532
%H		56.1%	4.9%	73.4%	37.4%	35.8%	93.8%
Receives HDTV (via STB or built-in reception)	211	156	10	138	91	47	205
%V	37.2%	49.1%	35.7%	33.2%	42.9%	23.2%	38.5%
%H		73.9%	4.7%	65.4%	43.1%	22.3%	97.2%
DVD/Blu-ray player or recorder	144	88	8	100	59	40	141
%V	25.4%	27.7%	28.6%	24.0%	27.8%	19.7%	26.5%
%H		61.1%	5.6%	69.4%	41.0%	27.8%	97.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1328	1270	636	62	805	326	478	1234
%H		95.6%	47.9%	4.7%	60.6%	24.5%	36.0%	92.9%
Total Children	234	228	118	12	121	50	71	233
%V	17.6%	18.0%	18.6%	19.4%	15.0%	15.3%	14.9%	18.9%
%H		97.4%	50.4%	5.1%	51.7%	21.4%	30.3%	99.6%
0 - 3	58	57	27	4	30	11	19	58
%V	4.4%	4.5%	4.2%	6.5%	3.7%	3.4%	4.0%	4.7%
%H		98.3%	46.6%	6.9%	51.7%	19.0%	32.8%	100.0%
4 - 15	176	171	91	8	91	39	52	175
%V	13.3%	13.5%	14.3%	12.9%	11.3%	12.0%	10.9%	14.2%
%H		97.2%	51.7%	4.5%	51.7%	22.2%	29.5%	99.4%
4 - 9	93	89	46	6	46	19	27	92
%V	7.0%	7.0%	7.2%	9.7%	5.7%	5.8%	5.6%	7.5%
%H		95.7%	49.5%	6.5%	49.5%	20.4%	29.0%	98.9%
10 - 15	84	82	45	3	45	19	26	83
%V	6.3%	6.5%	7.1%	4.8%	5.6%	5.8%	5.4%	6.7%
%H		97.6%	53.6%	3.6%	53.6%	22.6%	31.0%	98.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1328	1270	636	62	805	326	478	1234
%H		95.6%	47.9%	4.7%	60.6%	24.5%	36.0%	92.9%
Total Adults (16+)	1094	1042	517	50	684	277	407	1001
%V	82.4%	82.0%	81.3%	80.6%	85.0%	85.0%	85.1%	81.1%
%H		95.2%	47.3%	4.6%	62.5%	25.3%	37.2%	91.5%
16 - 19	59	54	24	5	38	16	23	58
%V	4.4%	4.3%	3.8%	8.1%	4.7%	4.9%	4.8%	4.7%
%H		91.5%	40.7%	8.5%	64.4%	27.1%	39.0%	98.3%
20 - 24	64	54	27	2	34	16	18	64
%V	4.8%	4.3%	4.2%	3.2%	4.2%	4.9%	3.8%	5.2%
%H		84.4%	42.2%	3.1%	53.1%	25.0%	28.1%	100.0%
25 - 34	184	169	75	10	88	34	54	181
%V	13.9%	13.3%	11.8%	16.1%	10.9%	10.4%	11.3%	14.7%
%H		91.8%	40.8%	5.4%	47.8%	18.5%	29.3%	98.4%
35 - 44	174	168	89	8	89	36	53	169
%V	13.1%	13.2%	14.0%	12.9%	11.1%	11.0%	11.1%	13.7%
%H		96.6%	51.1%	4.6%	51.1%	20.7%	30.5%	97.1%
45 - 54	162	155	93	7	100	50	50	157
%V	12.2%	12.2%	14.6%	11.3%	12.4%	15.3%	10.5%	12.7%
%H		95.7%	57.4%	4.3%	61.7%	30.9%	30.9%	96.9%
55 - 64	173	169	91	8	120	55	65	169
%V	13.0%	13.3%	14.3%	12.9%	14.9%	16.9%	13.6%	13.7%
%H		97.7%	52.6%	4.6%	69.4%	31.8%	37.6%	97.7%
65+	277	273	117	9	215	71	144	204
%V	20.9%	21.5%	18.4%	14.5%	26.7%	21.8%	30.1%	16.5%
%H		98.6%	42.2%	3.2%	77.6%	25.6%	52.0%	73.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1094	1042	517	50	684	277	407	1001
%H		95.2%	47.3%	4.6%	62.5%	25.3%	37.2%	91.5%
AB	234	224	118	8	148	60	88	226
%V	21.4%	21.5%	22.8%	16.0%	21.6%	21.7%	21.6%	22.6%
%H		95.7%	50.4%	3.4%	63.2%	25.6%	37.6%	96.6%
C1	324	306	149	19	199	82	117	310
%V	29.6%	29.4%	28.8%	38.0%	29.1%	29.6%	28.7%	31.0%
%H		94.4%	46.0%	5.9%	61.4%	25.3%	36.1%	95.7%
C2	294	283	144	12	186	79	107	272
%V	26.9%	27.2%	27.9%	24.0%	27.2%	28.5%	26.3%	27.2%
%H		96.3%	49.0%	4.1%	63.3%	26.9%	36.4%	92.5%
D	179	171	84	8	114	46	68	151
%V	16.4%	16.4%	16.2%	16.0%	16.7%	16.6%	16.7%	15.1%
%H		95.5%	46.9%	4.5%	63.7%	25.7%	38.0%	84.4%
E	63	58	22	3	37	10	27	42
%V	5.8%	5.6%	4.3%	6.0%	5.4%	3.6%	6.6%	4.2%
%H		92.1%	34.9%	4.8%	58.7%	15.9%	42.9%	66.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1094	1042	517	50	684	277	407	1001
%H		95.2%	47.3%	4.6%	62.5%	25.3%	37.2%	91.5%
Working full time	513	491	266	25	296	134	162	503
%V	46.9%	47.1%	51.5%	50.0%	43.3%	48.4%	39.8%	50.2%
%H		95.7%	51.9%	4.9%	57.7%	26.1%	31.6%	98.1%
Working part time	120	116	58	4	70	29	42	118
%V	11.0%	11.1%	11.2%	8.0%	10.2%	10.5%	10.3%	11.8%
%H		96.7%	48.3%	3.3%	58.3%	24.2%	35.0%	98.3%
Not working	460	435	193	21	318	114	204	381
%V	42.0%	41.7%	37.3%	42.0%	46.5%	41.2%	50.1%	38.1%
%H		94.6%	42.0%	4.6%	69.1%	24.8%	44.3%	82.8%
Houseperson	614	579	268	27	380	136	244	536
%V	56.1%	55.6%	51.8%	54.0%	55.6%	49.1%	60.0%	53.5%
%H		94.3%	43.6%	4.4%	61.9%	22.1%	39.7%	87.3%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	541	508	257	24	333	139	193	501
%H		93.9%	47.5%	4.4%	61.6%	25.7%	35.7%	92.6%
16 - 19	31	29	14	2	20	9	11	31
%V	5.7%	5.7%	5.4%	8.3%	6.0%	6.5%	5.7%	6.2%
%H		93.5%	45.2%	6.5%	64.5%	29.0%	35.5%	100.0%
20 - 24	33	25	12	2	16	7	9	32
%V	6.1%	4.9%	4.7%	8.3%	4.8%	5.0%	4.7%	6.4%
%H		75.8%	36.4%	6.1%	48.5%	21.2%	27.3%	97.0%
25 - 34	90	82	35	3	46	17	30	89
%V	16.6%	16.1%	13.6%	12.5%	13.8%	12.2%	15.5%	17.8%
%H		91.1%	38.9%	3.3%	51.1%	18.9%	33.3%	98.9%
35 - 44	88	83	43	4	42	16	25	84
%V	16.3%	16.3%	16.7%	16.7%	12.6%	11.5%	13.0%	16.8%
%H		94.3%	48.9%	4.5%	47.7%	18.2%	28.4%	95.5%
45 - 54	81	77	47	3	49	24	25	79
%V	15.0%	15.2%	18.3%	12.5%	14.7%	17.3%	13.0%	15.8%
%H		95.1%	58.0%	3.7%	60.5%	29.6%	30.9%	97.5%
55 - 64	86	82	46	4	59	29	30	83
%V	15.9%	16.1%	17.9%	16.7%	17.7%	20.9%	15.5%	16.6%
%H		95.3%	53.5%	4.7%	68.6%	33.7%	34.9%	96.5%
65+	133	130	59	5	101	37	64	103
%V	24.6%	25.6%	23.0%	20.8%	30.3%	26.6%	33.2%	20.6%
%H		97.7%	44.4%	3.8%	75.9%	27.8%	48.1%	77.4%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	541	508	257	24	333	139	193	501
%H		93.9%	47.5%	4.4%	61.6%	25.7%	35.7%	92.6%
AB	117	111	60	4	73	31	42	114
%V	21.6%	21.9%	23.3%	16.7%	21.9%	22.3%	21.8%	22.8%
%H		94.9%	51.3%	3.4%	62.4%	26.5%	35.9%	97.4%
C1	155	144	74	8	94	41	53	152
%V	28.7%	28.3%	28.8%	33.3%	28.2%	29.5%	27.5%	30.3%
%H		92.9%	47.7%	5.2%	60.6%	26.5%	34.2%	98.1%
C2	156	148	72	6	98	40	58	142
%V	28.8%	29.1%	28.0%	25.0%	29.4%	28.8%	30.1%	28.3%
%H		94.9%	46.2%	3.8%	62.8%	25.6%	37.2%	91.0%
D	85	79	40	4	52	22	30	74
%V	15.7%	15.6%	15.6%	16.7%	15.6%	15.8%	15.5%	14.8%
%H		92.9%	47.1%	4.7%	61.2%	25.9%	35.3%	87.1%
E	28	25	11	1	15	5	10	19
%V	5.2%	4.9%	4.3%	4.2%	4.5%	3.6%	5.2%	3.8%
%H		89.3%	39.3%	3.6%	53.6%	17.9%	35.7%	67.9%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	541	508	257	24	333	139	193	501
%H		93.9%	47.5%	4.4%	61.6%	25.7%	35.7%	92.6%
Working full time	314	299	160	14	180	79	100	306
%V	58.0%	58.9%	62.3%	58.3%	54.1%	56.8%	51.8%	61.1%
%H		95.2%	51.0%	4.5%	57.3%	25.2%	31.8%	97.5%
Working part time	29	26	12	1	18	7	11	27
%V	5.4%	5.1%	4.7%	4.2%	5.4%	5.0%	5.7%	5.4%
%H		89.7%	41.4%	3.4%	62.1%	24.1%	37.9%	93.1%
Not working	199	183	84	8	135	53	82	168
%V	36.8%	36.0%	32.7%	33.3%	40.5%	38.1%	42.5%	33.5%
%H		92.0%	42.2%	4.0%	67.8%	26.6%	41.2%	84.4%
Houseperson	151	131	56	5	86	28	58	122
%V	27.9%	25.8%	21.8%	20.8%	25.8%	20.1%	30.1%	24.4%
%H		86.8%	37.1%	3.3%	57.0%	18.5%	38.4%	80.8%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	553	534	261	26	352	137	214	501
%H		96.6%	47.2%	4.7%	63.7%	24.8%	38.7%	90.6%
16 - 19	28	25	10	3	18	7	11	27
%V	5.1%	4.7%	3.8%	11.5%	5.1%	5.1%	5.1%	5.4%
%H		89.3%	35.7%	10.7%	64.3%	25.0%	39.3%	96.4%
20 - 24	32	29	15	0	18	9	9	32
%V	5.8%	5.4%	5.7%	0.0%	5.1%	6.6%	4.2%	6.4%
%H		90.6%	46.9%	0.0%	56.3%	28.1%	28.1%	100.0%
25 - 34	94	87	40	7	42	17	25	92
%V	17.0%	16.3%	15.3%	26.9%	11.9%	12.4%	11.7%	18.4%
%H		92.6%	42.6%	7.4%	44.7%	18.1%	26.6%	97.9%
35 - 44	87	85	46	4	48	20	28	85
%V	15.7%	15.9%	17.6%	15.4%	13.6%	14.6%	13.1%	17.0%
%H		97.7%	52.9%	4.6%	55.2%	23.0%	32.2%	97.7%
45 - 54	81	78	47	4	51	26	25	77
%V	14.6%	14.6%	18.0%	15.4%	14.5%	19.0%	11.7%	15.4%
%H		96.3%	58.0%	4.9%	63.0%	32.1%	30.9%	95.1%
55 - 64	87	86	45	4	61	26	35	86
%V	15.7%	16.1%	17.2%	15.4%	17.3%	19.0%	16.4%	17.2%
%H		98.9%	51.7%	4.6%	70.1%	29.9%	40.2%	98.9%
65+	145	143	58	4	114	33	80	101
%V	26.2%	26.8%	22.2%	15.4%	32.4%	24.1%	37.4%	20.2%
%H		98.6%	40.0%	2.8%	78.6%	22.8%	55.2%	69.7%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	553	534	261	26	352	137	214	501
%H		96.6%	47.2%	4.7%	63.7%	24.8%	38.7%	90.6%
AB	117	113	58	4	75	29	46	113
%V	21.2%	21.2%	22.2%	15.4%	21.3%	21.2%	21.5%	22.6%
%H		96.6%	49.6%	3.4%	64.1%	24.8%	39.3%	96.6%
C1	169	162	76	11	105	40	65	158
%V	30.6%	30.3%	29.1%	42.3%	29.8%	29.2%	30.4%	31.5%
%H		95.9%	45.0%	6.5%	62.1%	23.7%	38.5%	93.5%
C2	138	134	72	5	88	39	49	130
%V	25.0%	25.1%	27.6%	19.2%	25.0%	28.5%	22.9%	25.9%
%H		97.1%	52.2%	3.6%	63.8%	28.3%	35.5%	94.2%
D	94	92	44	4	62	24	38	77
%V	17.0%	17.2%	16.9%	15.4%	17.6%	17.5%	17.8%	15.4%
%H		97.9%	46.8%	4.3%	66.0%	25.5%	40.4%	81.9%
E	34	33	11	2	22	4	17	23
%V	6.1%	6.2%	4.2%	7.7%	6.3%	2.9%	7.9%	4.6%
%H		97.1%	32.4%	5.9%	64.7%	11.8%	50.0%	67.6%

Base: ITV North Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	553	534	261	26	352	137	214	501
%H		96.6%	47.2%	4.7%	63.7%	24.8%	38.7%	90.6%
Working full time	200	192	106	10	116	55	62	197
%V	36.2%	36.0%	40.6%	38.5%	33.0%	40.1%	29.0%	39.3%
%H		96.0%	53.0%	5.0%	58.0%	27.5%	31.0%	98.5%
Working part time	91	90	46	4	52	22	31	90
%V	16.5%	16.9%	17.6%	15.4%	14.8%	16.1%	14.5%	18.0%
%H		98.9%	50.5%	4.4%	57.1%	24.2%	34.1%	98.9%
Not working	261	252	109	12	183	61	122	214
%V	47.2%	47.2%	41.8%	46.2%	52.0%	44.5%	57.0%	42.7%
%H		96.6%	41.8%	4.6%	70.1%	23.4%	46.7%	82.0%
Houseperson	464	448	212	22	294	109	185	414
%V	83.9%	83.9%	81.2%	84.6%	83.5%	79.6%	86.4%	82.6%
%H		96.6%	45.7%	4.7%	63.4%	23.5%	39.9%	89.2%

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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
AB	925	889	370	114	568	202	365	896
%V	28.8%	28.9%	31.4%	29.8%	28.1%	32.0%	26.2%	31.4%
%H (All HH)		96.1%	40.0%	12.3%	61.4%	21.8%	39.5%	96.9%
%H (TV HH)			41.6%	12.8%	63.9%	22.7%	41.1%	
C1	1046	1004	378	131	675	211	465	949
%V	32.6%	32.7%	32.1%	34.2%	33.3%	33.4%	33.4%	33.2%
%H (All HH)		96.0%	36.1%	12.5%	64.5%	20.2%	44.5%	90.7%
%H (TV HH)			37.6%	13.0%	67.2%	21.0%	46.3%	
C2	628	610	245	83	382	120	263	553
%V	19.6%	19.9%	20.8%	21.7%	18.9%	19.0%	18.9%	19.4%
%H (All HH)		97.1%	39.0%	13.2%	60.8%	19.1%	41.9%	88.1%
%H (TV HH)			40.2%	13.6%	62.6%	19.7%	43.1%	
D	381	364	128	42	242	73	169	313
%V	11.9%	11.8%	10.9%	11.0%	12.0%	11.6%	12.1%	11.0%
%H (All HH)		95.5%	33.6%	11.0%	63.5%	19.2%	44.4%	82.2%
%H (TV HH)			35.2%	11.5%	66.5%	20.1%	46.4%	
E	230	207	56	13	156	26	131	146
%V	7.2%	6.7%	4.8%	3.4%	7.7%	4.1%	9.4%	5.1%
%H (All HH)		90.0%	24.3%	5.7%	67.8%	11.3%	57.0%	63.5%
%H (TV HH)			27.1%	6.3%	75.4%	12.6%	63.3%	

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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Under 25	103	79	23	7	42	11	31	101
%V	3.2%	2.6%	2.0%	1.8%	2.1%	1.7%	2.2%	3.5%
%H (All HH)		76.7%	22.3%	6.8%	40.8%	10.7%	30.1%	98.1%
%H (TV HH)			29.1%	8.9%	53.2%	13.9%	39.2%	
25 - 34	424	397	148	54	190	53	137	418
%V	13.2%	12.9%	12.6%	14.1%	9.4%	8.4%	9.8%	14.6%
%H (All HH)		93.6%	34.9%	12.7%	44.8%	12.5%	32.3%	98.6%
%H (TV HH)			37.3%	13.6%	47.9%	13.4%	34.5%	
35 - 44	519	488	204	73	270	88	182	509
%V	16.2%	15.9%	17.3%	19.1%	13.3%	13.9%	13.1%	17.8%
%H (All HH)		94.0%	39.3%	14.1%	52.0%	17.0%	35.1%	98.1%
%H (TV HH)			41.8%	15.0%	55.3%	18.0%	37.3%	
45 - 54	571	552	246	98	332	137	195	561
%V	17.8%	18.0%	20.9%	25.6%	16.4%	21.7%	14.0%	19.6%
%H (All HH)		96.7%	43.1%	17.2%	58.1%	24.0%	34.2%	98.2%
%H (TV HH)			44.6%	17.8%	60.1%	24.8%	35.3%	
55 - 64	579	568	246	65	410	153	257	545
%V	18.0%	18.5%	20.9%	17.0%	20.3%	24.2%	18.5%	19.1%
%H (All HH)		98.1%	42.5%	11.2%	70.8%	26.4%	44.4%	94.1%
%H (TV HH)			43.3%	11.4%	72.2%	26.9%	45.2%	
65 +	1014	989	310	85	780	189	591	722
%V	31.6%	32.2%	26.3%	22.2%	38.5%	30.0%	42.5%	25.3%
%H (All HH)		97.5%	30.6%	8.4%	76.9%	18.6%	58.3%	71.2%
%H (TV HH)			31.3%	8.6%	78.9%	19.1%	59.8%	

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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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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
1	964	894	237	56	690	116	574	693
%V	30.0%	29.1%	20.1%	14.6%	34.1%	18.4%	41.2%	24.3%
%H (All HH)		92.7%	24.6%	5.8%	71.6%	12.0%	59.5%	71.9%
%H (TV HH)			26.5%	6.3%	77.2%	13.0%	64.2%	
2	1112	1077	414	140	748	259	489	1045
%V	34.6%	35.0%	35.2%	36.6%	37.0%	41.0%	35.1%	36.6%
%H (All HH)		96.9%	37.2%	12.6%	67.3%	23.3%	44.0%	94.0%
%H (TV HH)			38.4%	13.0%	69.5%	24.0%	45.4%	
3	460	447	210	69	262	112	150	449
%V	14.3%	14.5%	17.8%	18.0%	12.9%	17.7%	10.8%	15.7%
%H (All HH)		97.2%	45.7%	15.0%	57.0%	24.3%	32.6%	97.6%
%H (TV HH)			47.0%	15.4%	58.6%	25.1%	33.6%	
4	474	461	212	78	228	93	135	471
%V	14.8%	15.0%	18.0%	20.4%	11.3%	14.7%	9.7%	16.5%
%H (All HH)		97.3%	44.7%	16.5%	48.1%	19.6%	28.5%	99.4%
%H (TV HH)			46.0%	16.9%	49.5%	20.2%	29.3%	
5+	201	195	104	39	96	51	44	199
%V	6.3%	6.3%	8.8%	10.2%	4.7%	8.1%	3.2%	7.0%
%H (All HH)		97.0%	51.7%	19.4%	47.8%	25.4%	21.9%	99.0%
%H (TV HH)			53.3%	20.0%	49.2%	26.2%	22.6%	
Average HH size	2.34	2.36	2.62	2.78	2.16	2.54	1.99	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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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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Without	2385	2271	807	262	1615	470	1146	2041
%V	74.3%	73.9%	68.6%	68.4%	79.8%	74.5%	82.3%	71.4%
%H (All HH)		95.2%	33.8%	11.0%	67.7%	19.7%	48.1%	85.6%
%H (TV HH)			35.5%	11.5%	71.1%	20.7%	50.5%	
With	825	801	370	121	408	162	247	816
%V	25.7%	26.1%	31.4%	31.6%	20.2%	25.7%	17.7%	28.6%
%H (All HH)		97.1%	44.8%	14.7%	49.5%	19.6%	29.9%	98.9%
%H (TV HH)			46.2%	15.1%	50.9%	20.2%	30.8%	
0 - 3	280	273	121	35	129	48	81	278
%V	8.7%	8.9%	10.3%	9.1%	6.4%	7.6%	5.8%	9.7%
%H (All HH)		97.5%	43.2%	12.5%	46.1%	17.1%	28.9%	99.3%
%H (TV HH)			44.3%	12.8%	47.3%	17.6%	29.7%	
4 - 9	434	419	180	65	213	72	141	426
%V	13.5%	13.6%	15.3%	17.0%	10.5%	11.4%	10.1%	14.9%
%H (All HH)		96.5%	41.5%	15.0%	49.1%	16.6%	32.5%	98.2%
%H (TV HH)			43.0%	15.5%	50.8%	17.2%	33.7%	
10 - 15	419	411	210	71	208	90	118	418
%V	13.1%	13.4%	17.8%	18.5%	10.3%	14.3%	8.5%	14.6%
%H (All HH)		98.1%	50.1%	16.9%	49.6%	21.5%	28.2%	99.8%
%H (TV HH)			51.1%	17.3%	50.6%	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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Household level data

Table 8.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
1	1336	1336	360	140	826	89	737	1103
%V	41.6%	43.5%	30.6%	36.6%	40.8%	14.1%	52.9%	38.6%
%H (All HH)		100.0%	26.9%	10.5%	61.8%	6.7%	55.2%	82.6%
%H (TV HH)			26.9%	10.5%	61.8%	6.7%	55.2%	
2	1000	1000	433	130	673	256	417	922
%V	31.2%	32.5%	36.8%	33.9%	33.3%	40.6%	30.0%	32.3%
%H (All HH)		100.0%	43.3%	13.0%	67.3%	25.6%	41.7%	92.2%
%H (TV HH)			43.3%	13.0%	67.3%	25.6%	41.7%	
3	435	435	203	62	321	156	166	419
%V	13.6%	14.2%	17.2%	16.2%	15.9%	24.7%	11.9%	14.7%
%H (All HH)		100.0%	46.7%	14.3%	73.8%	35.9%	38.2%	96.3%
%H (TV HH)			46.7%	14.3%	73.8%	35.9%	38.2%	
4	203	203	114	38	134	81	53	199
%V	6.3%	6.6%	9.7%	9.9%	6.6%	12.8%	3.8%	7.0%
%H (All HH)		100.0%	56.2%	18.7%	66.0%	39.9%	26.1%	98.0%
%H (TV HH)			56.2%	18.7%	66.0%	39.9%	26.1%	
5+	99	99	67	13	70	50	20	97
%V	3.1%	3.2%	5.7%	3.4%	3.5%	7.9%	1.4%	3.4%
%H (All HH)		100.0%	67.7%	13.1%	70.7%	50.5%	20.2%	98.0%
%H (TV HH)			67.7%	13.1%	70.7%	50.5%	20.2%	

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 8.6: 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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Under 20"	278	278	127	24	228	105	123	253
%V	8.7%	9.0%	10.8%	6.3%	11.3%	16.6%	8.8%	8.9%
%H (All HH)		100.0%	45.7%	8.6%	82.0%	37.8%	44.2%	91.0%
%H (TV HH)			45.7%	8.6%	82.0%	37.8%	44.2%	
20" - 29"	830	830	331	102	618	226	392	734
%V	25.9%	27.0%	28.1%	26.6%	30.5%	35.8%	28.2%	25.7%
%H (All HH)		100.0%	39.9%	12.3%	74.5%	27.2%	47.2%	88.4%
%H (TV HH)			39.9%	12.3%	74.5%	27.2%	47.2%	
30" - 39"	1410	1410	519	191	1008	344	665	1254
%V	43.9%	45.9%	44.1%	49.9%	49.8%	54.5%	47.8%	43.9%
%H (All HH)		100.0%	36.8%	13.5%	71.5%	24.4%	47.2%	88.9%
%H (TV HH)			36.8%	13.5%	71.5%	24.4%	47.2%	
40" - 49"	1393	1393	615	206	872	358	514	1312
%V	43.4%	45.3%	52.3%	53.8%	43.1%	56.7%	36.9%	45.9%
%H (All HH)		100.0%	44.1%	14.8%	62.6%	25.7%	36.9%	94.2%
%H (TV HH)			44.1%	14.8%	62.6%	25.7%	36.9%	
50" - 59"	564	564	304	84	318	166	153	550
%V	17.6%	18.4%	25.8%	21.9%	15.7%	26.3%	11.0%	19.3%
%H (All HH)		100.0%	53.9%	14.9%	56.4%	29.4%	27.1%	97.5%
%H (TV HH)			53.9%	14.9%	56.4%	29.4%	27.1%	
60"+	90	90	59	13	35	21	14	87
%V	2.8%	2.9%	5.0%	3.4%	1.7%	3.3%	1.0%	3.0%
%H (All HH)		100.0%	65.6%	14.4%	38.9%	23.3%	15.6%	96.7%
%H (TV HH)			65.6%	14.4%	38.9%	23.3%	15.6%	

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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Main living room	3037	3037	1169	379	2002	631	1371	2713
%V	94.6%	98.8%	99.3%	99.0%	98.9%	100.0%	98.5%	95.0%
%H (All HH)		100.0%	38.5%	12.5%	65.9%	20.8%	45.1%	89.3%
%H (TV HH)			38.5%	12.5%	65.9%	20.8%	45.1%	
Kitchen	338	338	176	31	267	134	133	318
%V	10.5%	11.0%	15.0%	8.1%	13.2%	21.2%	9.6%	11.1%
%H (All HH)		100.0%	52.1%	9.2%	79.0%	39.6%	39.3%	94.1%
%H (TV HH)			52.1%	9.2%	79.0%	39.6%	39.3%	
Adult's bedroom	1342	1342	615	190	939	422	517	1252
%V	41.8%	43.7%	52.3%	49.6%	46.4%	66.9%	37.1%	43.8%
%H (All HH)		100.0%	45.8%	14.2%	70.0%	31.4%	38.5%	93.3%
%H (TV HH)			45.8%	14.2%	70.0%	31.4%	38.5%	
Child's bedroom	246	246	143	42	127	76	51	246
%V	7.7%	8.0%	12.1%	11.0%	6.3%	12.0%	3.7%	8.6%
%H (All HH)		100.0%	58.1%	17.1%	51.6%	30.9%	20.7%	100.0%
%H (TV HH)			58.1%	17.1%	51.6%	30.9%	20.7%	
Other bedroom	222	222	129	29	163	95	67	217
%V	6.9%	7.2%	11.0%	7.6%	8.1%	15.1%	4.8%	7.6%
%H (All HH)		100.0%	58.1%	13.1%	73.4%	42.8%	30.2%	97.7%
%H (TV HH)			58.1%	13.1%	73.4%	42.8%	30.2%	
Second living/dining room	275	275	137	45	188	91	97	264
%V	8.6%	8.9%	11.6%	11.7%	9.3%	14.4%	7.0%	9.2%
%H (All HH)		100.0%	49.8%	16.4%	68.4%	33.1%	35.3%	96.0%
%H (TV HH)			49.8%	16.4%	68.4%	33.1%	35.3%	
Study/office	67	67	35	8	53	29	24	66
%V	2.1%	2.2%	3.0%	2.1%	2.6%	4.6%	1.7%	2.3%
%H (All HH)		100.0%	52.2%	11.9%	79.1%	43.3%	35.8%	98.5%
%H (TV HH)			52.2%	11.9%	79.1%	43.3%	35.8%	
TV room	22	22	15	2	13	6	6	22
%V	0.7%	0.7%	1.3%	0.5%	0.6%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	68.2%	9.1%	59.1%	27.3%	27.3%	100.0%
%H (TV HH)			68.2%	9.1%	59.1%	27.3%	27.3%	
Conservatory	52	52	23	11	42	24	19	50
%V	1.6%	1.7%	2.0%	2.9%	2.1%	3.8%	1.4%	1.8%
%H (All HH)		100.0%	44.2%	21.2%	80.8%	46.2%	36.5%	96.2%
%H (TV HH)			44.2%	21.2%	80.8%	46.2%	36.5%	
Attic or loft room	5	5	3	0	5	3	2	5
%V	0.2%	0.2%	0.3%	0.0%	0.2%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
No specific location	5	5	4	1	5	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%	80.0%	20.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			80.0%	20.0%	100.0%	60.0%	20.0%	
Other	37	37	20	6	24	13	11	36
%V	1.2%	1.2%	1.7%	1.6%	1.2%	2.1%	0.8%	1.3%
%H (All HH)		100.0%	54.1%	16.2%	64.9%	35.1%	29.7%	97.3%
%H (TV HH)			54.1%	16.2%	64.9%	35.1%	29.7%	

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 8.8: 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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Any DSAT provider	1177	1177	1177	18	512	512	0	1119
%V	36.7%	38.3%	100.0%	4.7%	25.3%	81.1%	0.0%	39.2%
%H (All HH)			100.0%	1.5%	43.5%	43.5%	0.0%	95.1%
%H (TV HH)			100.0%	1.5%	43.5%	43.5%	0.0%	
Sky with subscription	944	944	944	7	403	403	0	903
%V	29.4%	30.7%	80.2%	1.8%	19.9%	63.9%	0.0%	31.6%
%H (All HH)			100.0%	0.7%	42.7%	42.7%	0.0%	95.7%
%H (TV HH)			100.0%	0.7%	42.7%	42.7%	0.0%	
Sky without subscription	32	32	32	1	18	18	0	31
%V	1.0%	1.0%	2.7%	0.3%	0.9%	2.9%	0.0%	1.1%
%H (All HH)			100.0%	3.1%	56.3%	56.3%	0.0%	96.9%
%H (TV HH)			100.0%	3.1%	56.3%	56.3%	0.0%	
Freesat	176	176	176	5	78	78	0	161
%V	5.5%	5.7%	15.0%	1.3%	3.9%	12.4%	0.0%	5.6%
%H (All HH)			100.0%	2.8%	44.3%	44.3%	0.0%	91.5%
%H (TV HH)			100.0%	2.8%	44.3%	44.3%	0.0%	
Other satellite provider	65	65	65	4	31	31	0	65
%V	2.0%	2.1%	5.5%	1.0%	1.5%	4.9%	0.0%	2.3%
%H (All HH)			100.0%	6.2%	47.7%	47.7%	0.0%	100.0%
%H (TV HH)			100.0%	6.2%	47.7%	47.7%	0.0%	
DCAB	383	383	18	383	130	130	0	370
%V	11.9%	12.5%	1.5%	100.0%	6.4%	20.6%	0.0%	13.0%
%H (All HH)			4.7%	100.0%	33.9%	33.9%	0.0%	96.6%
%H (TV HH)			4.7%	100.0%	33.9%	33.9%	0.0%	
DTT	2024	2024	512	130	2024	631	1392	1736
%V	63.1%	65.9%	43.5%	33.9%	100.0%	100.0%	100.0%	60.8%
%H (All HH)		100.0%	25.3%	6.4%	100.0%	31.2%	68.8%	85.8%
%H (TV HH)			25.3%	6.4%	100.0%	31.2%	68.8%	

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	3210	3073	1177	383	2024	631	1392	2857
%H (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
PVR	1888	1888	1046	366	1062	576	487	1786
%V	58.8%	61.4%	88.9%	95.6%	52.5%	91.3%	35.0%	62.5%
%H (All HH)		100.0%	55.4%	19.4%	56.3%	30.5%	25.8%	94.6%
%H (TV HH)			55.4%	19.4%	56.3%	30.5%	25.8%	
DVDR	67	67	29	13	51	24	27	55
%V	2.1%	2.2%	2.5%	3.4%	2.5%	3.8%	1.9%	1.9%
%H (All HH)		100.0%	43.3%	19.4%	76.1%	35.8%	40.3%	82.1%
%H (TV HH)			43.3%	19.4%	76.1%	35.8%	40.3%	
VCR	15	15	4	1	14	5	9	10
%V	0.5%	0.5%	0.3%	0.3%	0.7%	0.8%	0.6%	0.4%
%H (All HH)		100.0%	26.7%	6.7%	93.3%	33.3%	60.0%	66.7%
%H (TV HH)			26.7%	6.7%	93.3%	33.3%	60.0%	
Any recorder	1913	1913	1049	366	1087	577	509	1803
%V	59.6%	62.3%	89.1%	95.6%	53.7%	91.4%	36.6%	63.1%
%H (All HH)		100.0%	54.8%	19.1%	56.8%	30.2%	26.6%	94.2%
%H (TV HH)			54.8%	19.1%	56.8%	30.2%	26.6%	
Receives HDTV (via STB or built-in reception)	2341	2341	1031	351	1557	582	976	2181
%V	72.9%	76.2%	87.6%	91.6%	76.9%	92.2%	70.1%	76.3%
%H (All HH)		100.0%	44.0%	15.0%	66.5%	24.9%	41.7%	93.2%
%H (TV HH)			44.0%	15.0%	66.5%	24.9%	41.7%	
DVD/Blu-ray player or recorder	1995	1995	797	250	1358	483	875	1840
%V	62.1%	64.9%	67.7%	65.3%	67.1%	76.5%	62.9%	64.4%
%H (All HH)		100.0%	39.9%	12.5%	68.1%	24.2%	43.9%	92.2%
%H (TV HH)			39.9%	12.5%	68.1%	24.2%	43.9%	

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 8.10: 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	3210	3073	1177	383	2024	631	1392	2857
%V (All HH)		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%
%H (TV HH)			38.3%	12.5%	65.9%	20.5%	45.3%	
Has broadband internet	2857	2740	1119	370	1736	604	1132	2857
%V	89.0%	89.2%	95.1%	96.6%	85.8%	95.7%	81.3%	100.0%
%H (All HH)		95.9%	39.2%	13.0%	60.8%	21.1%	39.6%	100.0%
%H (TV HH)			40.8%	13.5%	63.4%	22.0%	41.3%	
Number of computers (PCs and laptops)								
0	461	430	106	18	338	41	296	138
%V	14.4%	14.0%	9.0%	4.7%	16.7%	6.5%	21.3%	4.8%
%H (All HH)		93.3%	23.0%	3.9%	73.3%	8.9%	64.2%	29.9%
%H (TV HH)			24.7%	4.2%	78.6%	9.5%	68.8%	
1	792	757	255	73	501	117	384	774
%V	24.7%	24.6%	21.7%	19.1%	24.8%	18.5%	27.6%	27.1%
%H (All HH)		95.6%	32.2%	9.2%	63.3%	14.8%	48.5%	97.7%
%H (TV HH)			33.7%	9.6%	66.2%	15.5%	50.7%	
2	811	775	311	107	509	183	327	803
%V	25.3%	25.2%	26.4%	27.9%	25.1%	29.0%	23.5%	28.1%
%H (All HH)		95.6%	38.3%	13.2%	62.8%	22.6%	40.3%	99.0%
%H (TV HH)			40.1%	13.8%	65.7%	23.6%	42.2%	
3	498	483	202	73	302	113	189	494
%V	15.5%	15.7%	17.2%	19.1%	14.9%	17.9%	13.6%	17.3%
%H (All HH)		97.0%	40.6%	14.7%	60.6%	22.7%	38.0%	99.2%
%H (TV HH)			41.8%	15.1%	62.5%	23.4%	39.1%	
4	299	288	136	41	179	72	106	299
%V	9.3%	9.4%	11.6%	10.7%	8.8%	11.4%	7.6%	10.5%
%H (All HH)		96.3%	45.5%	13.7%	59.9%	24.1%	35.5%	100.0%
%H (TV HH)			47.2%	14.2%	62.2%	25.0%	36.8%	
5+	349	341	167	71	194	105	89	348
%V	10.9%	11.1%	14.2%	18.5%	9.6%	16.6%	6.4%	12.2%
%H (All HH)		97.7%	47.9%	20.3%	55.6%	30.1%	25.5%	99.7%
%H (TV HH)			49.0%	20.8%	56.9%	30.8%	26.1%	

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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Set level data

Table 8.11: Screen Size

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6001	2662	812	4064	1679	2385	5539
%H		44.4%	13.5%	67.7%	28.0%	39.7%	92.3%
Under 20"	351	164	32	290	138	152	319
%V	5.8%	6.2%	3.9%	7.1%	8.2%	6.4%	5.8%
%H		46.7%	9.1%	82.6%	39.3%	43.3%	90.9%
20" - 29"	1056	440	136	802	327	475	949
%V	17.6%	16.5%	16.7%	19.7%	19.5%	19.9%	17.1%
%H		41.7%	12.9%	75.9%	31.0%	45.0%	89.9%
30" - 39"	1781	700	246	1262	459	804	1611
%V	29.7%	26.3%	30.3%	31.1%	27.3%	33.7%	29.1%
%H		39.3%	13.8%	70.9%	25.8%	45.1%	90.5%
40" - 49"	1663	778	254	1033	464	570	1574
%V	27.7%	29.2%	31.3%	25.4%	27.6%	23.9%	28.4%
%H		46.8%	15.3%	62.1%	27.9%	34.3%	94.6%
50" - 59"	619	335	93	350	185	164	604
%V	10.3%	12.6%	11.5%	8.6%	11.0%	6.9%	10.9%
%H		54.1%	15.0%	56.5%	29.9%	26.5%	97.6%
60"+	100	65	14	39	24	15	96
%V	1.7%	2.4%	1.7%	1.0%	1.4%	0.6%	1.7%
%H		65.0%	14.0%	39.0%	24.0%	15.0%	96.0%
Don't know	431	180	37	286	81	205	386
%V	7.2%	6.8%	4.6%	7.0%	4.8%	8.6%	7.0%
%H		41.8%	8.6%	66.4%	18.8%	47.6%	89.6%

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	6001	2662	812	4064	1679	2385	5539
%H		44.4%	13.5%	67.7%	28.0%	39.7%	92.3%
Main living room	3052	1175	381	2011	634	1377	2726
%V	50.9%	44.1%	46.9%	49.5%	37.8%	57.7%	49.2%
%H		38.5%	12.5%	65.9%	20.8%	45.1%	89.3%
Kitchen	339	177	32	268	136	133	320
%V	5.6%	6.6%	3.9%	6.6%	8.1%	5.6%	5.8%
%H		52.2%	9.4%	79.1%	40.1%	39.2%	94.4%
Adult's bedroom	1556	730	231	1094	519	574	1460
%V	25.9%	27.4%	28.4%	26.9%	30.9%	24.1%	26.4%
%H		46.9%	14.8%	70.3%	33.4%	36.9%	93.8%
Child's bedroom	329	198	58	167	106	61	329
%V	5.5%	7.4%	7.1%	4.1%	6.3%	2.6%	5.9%
%H		60.2%	17.6%	50.8%	32.2%	18.5%	100.0%
Other bedroom	251	141	36	186	109	78	246
%V	4.2%	5.3%	4.4%	4.6%	6.5%	3.3%	4.4%
%H		56.2%	14.3%	74.1%	43.4%	31.1%	98.0%
Second living/dining room	280	138	47	190	92	99	269
%V	4.7%	5.2%	5.8%	4.7%	5.5%	4.2%	4.9%
%H		49.3%	16.8%	67.9%	32.9%	35.4%	96.1%
Study/office	68	36	8	54	30	24	67
%V	1.1%	1.4%	1.0%	1.3%	1.8%	1.0%	1.2%
%H		52.9%	11.8%	79.4%	44.1%	35.3%	98.5%
TV room	22	15	2	13	6	6	22
%V	0.4%	0.6%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		68.2%	9.1%	59.1%	27.3%	27.3%	100.0%
Conservatory	52	23	11	42	24	19	50
%V	0.9%	0.9%	1.4%	1.0%	1.4%	0.8%	0.9%
%H		44.2%	21.2%	80.8%	46.2%	36.5%	96.2%
Attic or loft room	5	3	0	5	3	2	5
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
No specific location	6	4	1	5	4	1	6
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
Other	41	23	6	27	16	12	39
%V	0.7%	0.9%	0.7%	0.7%	1.0%	0.5%	0.7%
%H		56.1%	14.6%	65.9%	39.0%	29.3%	95.1%

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 8.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	6001	2662	812	4064	1679	2385	5539
%H		44.4%	13.5%	67.7%	28.0%	39.7%	92.3%
PVR	2744	1680	554	1397	862	535	2629
%V	45.7%	63.1%	68.2%	34.4%	51.3%	22.4%	47.5%
%H		61.2%	20.2%	50.9%	31.4%	19.5%	95.8%
DVDR	73	31	15	56	25	31	60
%V	1.2%	1.2%	1.8%	1.4%	1.5%	1.3%	1.1%
%H		42.5%	20.5%	76.7%	34.2%	42.5%	82.2%
VCR	16	4	1	15	5	10	11
%V	0.3%	0.2%	0.1%	0.4%	0.3%	0.4%	0.2%
%H		25.0%	6.3%	93.8%	31.3%	62.5%	68.8%
Any recorder	2782	1685	559	1432	869	563	2654
%V	46.4%	63.3%	68.8%	35.2%	51.8%	23.6%	47.9%
%H		60.6%	20.1%	51.5%	31.2%	20.2%	95.4%

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	6001	2662	812	4064	1679	2385	5539
%H		44.4%	13.5%	67.7%	28.0%	39.7%	92.3%
Receives HDTV (via STB or built-in reception)	3674	1839	554	2424	1107	1317	3477
%V	61.2%	69.1%	68.2%	59.6%	65.9%	55.2%	62.8%
%H		50.1%	15.1%	66.0%	30.1%	35.8%	94.6%
DVD/Blu-ray player or recorder	2820	1242	395	1904	802	1102	2639
%V	47.0%	46.7%	48.6%	46.9%	47.8%	46.2%	47.6%
%H		44.0%	14.0%	67.5%	28.4%	39.1%	93.6%

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 8.15: 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	3073	1177	383	2024	631	1392	2740
%H		38.3%	12.5%	65.9%	20.5%	45.3%	89.2%
Under 20"	14	3	0	11	1	11	9
%V	0.5%	0.3%	0.0%	0.5%	0.2%	0.8%	0.3%
%H		21.4%	0.0%	78.6%	7.1%	78.6%	64.3%
20" - 29"	212	41	17	164	17	146	154
%V	6.9%	3.5%	4.4%	8.1%	2.7%	10.5%	5.6%
%H		19.3%	8.0%	77.4%	8.0%	68.9%	72.6%
30" - 39"	841	231	89	627	136	491	698
%V	27.4%	19.6%	23.2%	31.0%	21.6%	35.3%	25.5%
%H		27.5%	10.6%	74.6%	16.2%	58.4%	83.0%
40" - 49"	1165	493	169	739	286	453	1086
%V	37.9%	41.9%	44.1%	36.5%	45.3%	32.5%	39.6%
%H		42.3%	14.5%	63.4%	24.5%	38.9%	93.2%
50" - 59"	505	268	74	285	144	141	494
%V	16.4%	22.8%	19.3%	14.1%	22.8%	10.1%	18.0%
%H		53.1%	14.7%	56.4%	28.5%	27.9%	97.8%
60"+	84	54	12	33	20	13	81
%V	2.7%	4.6%	3.1%	1.6%	3.2%	0.9%	3.0%
%H		64.3%	14.3%	39.3%	23.8%	15.5%	96.4%
Don't know	252	87	21	164	27	136	218
%V	8.2%	7.4%	5.5%	8.1%	4.3%	9.8%	8.0%
%H		34.5%	8.3%	65.1%	10.7%	54.0%	86.5%

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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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	3073	1177	383	2024	631	1392	2740
%H		38.3%	12.5%	65.9%	20.5%	45.3%	89.2%
PVR	1864	1037	362	1043	567	476	1764
%V	60.7%	88.1%	94.5%	51.5%	89.9%	34.2%	64.4%
%H		55.6%	19.4%	56.0%	30.4%	25.5%	94.6%
DVDR	55	23	11	41	16	25	45
%V	1.8%	2.0%	2.9%	2.0%	2.5%	1.8%	1.6%
%H		41.8%	20.0%	74.5%	29.1%	45.5%	81.8%
VCR	11	2	1	10	3	8	6
%V	0.4%	0.2%	0.3%	0.5%	0.5%	0.6%	0.2%
%H		18.2%	9.1%	90.9%	27.3%	72.7%	54.5%
Any recorder	1885	1039	362	1063	568	495	1776
%V	61.3%	88.3%	94.5%	52.5%	90.0%	35.6%	64.8%
%H		55.1%	19.2%	56.4%	30.1%	26.3%	94.2%

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	3073	1177	383	2024	631	1392	2740
%H		38.3%	12.5%	65.9%	20.5%	45.3%	89.2%
Receives HDTV (via STB or built-in reception)	2309	1016	350	1529	571	959	2154
%V	75.1%	86.3%	91.4%	75.5%	90.5%	68.9%	78.6%
%H		44.0%	15.2%	66.2%	24.7%	41.5%	93.3%
DVD/Blu-ray player or recorder	1783	700	221	1210	419	791	1637
%V	58.0%	59.5%	57.7%	59.8%	66.4%	56.8%	59.7%
%H		39.3%	12.4%	67.9%	23.5%	44.4%	91.8%

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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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	2928	1485	429	2040	1048	992	2799
%H		50.7%	14.7%	69.7%	35.8%	33.9%	95.6%
Under 20"	338	161	32	279	138	141	310
%V	11.5%	10.8%	7.5%	13.7%	13.2%	14.2%	11.1%
%H		47.6%	9.5%	82.5%	40.8%	41.7%	91.7%
20" - 29"	845	399	119	639	310	328	795
%V	28.9%	26.9%	27.7%	31.3%	29.6%	33.1%	28.4%
%H		47.2%	14.1%	75.6%	36.7%	38.8%	94.1%
30" - 39"	940	468	157	635	323	312	912
%V	32.1%	31.5%	36.6%	31.1%	30.8%	31.5%	32.6%
%H		49.8%	16.7%	67.6%	34.4%	33.2%	97.0%
40" - 49"	497	286	84	294	178	116	488
%V	17.0%	19.3%	19.6%	14.4%	17.0%	11.7%	17.4%
%H		57.5%	16.9%	59.2%	35.8%	23.3%	98.2%
50" - 59"	113	68	19	65	42	23	111
%V	3.9%	4.6%	4.4%	3.2%	4.0%	2.3%	4.0%
%H		60.2%	16.8%	57.5%	37.2%	20.4%	98.2%
60"+	16	11	2	6	4	2	16
%V	0.5%	0.7%	0.5%	0.3%	0.4%	0.2%	0.6%
%H		68.8%	12.5%	37.5%	25.0%	12.5%	100.0%
Don't know	179	93	15	123	54	69	168
%V	6.1%	6.3%	3.5%	6.0%	5.2%	7.0%	6.0%
%H		52.0%	8.4%	68.7%	30.2%	38.5%	93.9%

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	2928	1485	429	2040	1048	992	2799
%H		50.7%	14.7%	69.7%	35.8%	33.9%	95.6%
PVR	880	643	191	354	295	60	865
%V	30.1%	43.3%	44.5%	17.4%	28.1%	6.0%	30.9%
%H		73.1%	21.7%	40.2%	33.5%	6.8%	98.3%
DVDR	18	8	5	14	9	6	15
%V	0.6%	0.5%	1.2%	0.7%	0.9%	0.6%	0.5%
%H		44.4%	27.8%	77.8%	50.0%	33.3%	83.3%
VCR	5	1	1	5	2	3	5
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.2%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	100.0%
Any recorder	896	647	197	369	301	68	879
%V	30.6%	43.6%	45.9%	18.1%	28.7%	6.9%	31.4%
%H		72.2%	22.0%	41.2%	33.6%	7.6%	98.1%

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	2928	1485	429	2040	1048	992	2799
%H		50.7%	14.7%	69.7%	35.8%	33.9%	95.6%
Receives HDTV (via STB or built-in reception)	1365	822	204	894	536	358	1323
%V	46.6%	55.4%	47.6%	43.8%	51.1%	36.1%	47.3%
%H		60.2%	14.9%	65.5%	39.3%	26.2%	96.9%
DVD/Blu-ray player or recorder	1037	541	174	694	383	311	1002
%V	35.4%	36.4%	40.6%	34.0%	36.5%	31.4%	35.8%
%H		52.2%	16.8%	66.9%	36.9%	30.0%	96.6%

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	7526	7261	3087	1065	4381	1605	2776	7070
%H		96.5%	41.0%	14.2%	58.2%	21.3%	36.9%	93.9%
Total Children	1458	1420	654	231	701	268	433	1444
%V	19.4%	19.6%	21.2%	21.7%	16.0%	16.7%	15.6%	20.4%
%H		97.4%	44.9%	15.8%	48.1%	18.4%	29.7%	99.0%
0 - 3	338	330	147	43	153	55	99	336
%V	4.5%	4.5%	4.8%	4.0%	3.5%	3.4%	3.6%	4.8%
%H		97.6%	43.5%	12.7%	45.3%	16.3%	29.3%	99.4%
4 - 15	1120	1090	508	188	548	214	334	1108
%V	14.9%	15.0%	16.5%	17.7%	12.5%	13.3%	12.0%	15.7%
%H		97.3%	45.4%	16.8%	48.9%	19.1%	29.8%	98.9%
4 - 9	565	546	234	89	272	91	181	555
%V	7.5%	7.5%	7.6%	8.4%	6.2%	5.7%	6.5%	7.9%
%H		96.6%	41.4%	15.8%	48.1%	16.1%	32.0%	98.2%
10 - 15	555	543	274	99	276	123	153	553
%V	7.4%	7.5%	8.9%	9.3%	6.3%	7.7%	5.5%	7.8%
%H		97.8%	49.4%	17.8%	49.7%	22.2%	27.6%	99.6%

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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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	7526	7261	3087	1065	4381	1605	2776	7070
%H		96.5%	41.0%	14.2%	58.2%	21.3%	36.9%	93.9%
Total Adults (16+)	6069	5841	2433	834	3680	1337	2343	5627
%V	80.6%	80.4%	78.8%	78.3%	84.0%	83.3%	84.4%	79.6%
%H		96.2%	40.1%	13.7%	60.6%	22.0%	38.6%	92.7%
16 - 19	282	270	134	46	157	74	83	281
%V	3.7%	3.7%	4.3%	4.3%	3.6%	4.6%	3.0%	4.0%
%H		95.7%	47.5%	16.3%	55.7%	26.2%	29.4%	99.6%
20 - 24	413	365	156	66	192	91	102	404
%V	5.5%	5.0%	5.1%	6.2%	4.4%	5.7%	3.7%	5.7%
%H		88.4%	37.8%	16.0%	46.5%	22.0%	24.7%	97.8%
25 - 34	881	839	332	129	418	142	276	872
%V	11.7%	11.6%	10.8%	12.1%	9.5%	8.8%	9.9%	12.3%
%H		95.2%	37.7%	14.6%	47.4%	16.1%	31.3%	99.0%
35 - 44	954	900	379	140	475	155	320	936
%V	12.7%	12.4%	12.3%	13.1%	10.8%	9.7%	11.5%	13.2%
%H		94.3%	39.7%	14.7%	49.8%	16.2%	33.5%	98.1%
45 - 54	1025	998	474	176	583	254	329	1010
%V	13.6%	13.7%	15.4%	16.5%	13.3%	15.8%	11.9%	14.3%
%H		97.4%	46.2%	17.2%	56.9%	24.8%	32.1%	98.5%
55 - 64	957	943	429	122	669	275	395	918
%V	12.7%	13.0%	13.9%	11.5%	15.3%	17.1%	14.2%	13.0%
%H		98.5%	44.8%	12.7%	69.9%	28.7%	41.3%	95.9%
65+	1555	1526	529	156	1186	346	839	1206
%V	20.7%	21.0%	17.1%	14.6%	27.1%	21.6%	30.2%	17.1%
%H		98.1%	34.0%	10.0%	76.3%	22.3%	54.0%	77.6%

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 8.23: 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+)	6069	5841	2433	834	3680	1337	2343	5627
%H		96.2%	40.1%	13.7%	60.6%	22.0%	38.6%	92.7%
AB	1844	1785	778	256	1111	435	676	1805
%V	30.4%	30.6%	32.0%	30.7%	30.2%	32.5%	28.9%	32.1%
%H		96.8%	42.2%	13.9%	60.2%	23.6%	36.7%	97.9%
C1	1978	1901	790	280	1216	452	764	1854
%V	32.6%	32.5%	32.5%	33.6%	33.0%	33.8%	32.6%	32.9%
%H		96.1%	39.9%	14.2%	61.5%	22.9%	38.6%	93.7%
C2	1249	1221	534	193	732	271	460	1149
%V	20.6%	20.9%	21.9%	23.1%	19.9%	20.3%	19.6%	20.4%
%H		97.8%	42.8%	15.5%	58.6%	21.7%	36.8%	92.0%
D	695	657	255	84	420	142	278	609
%V	11.5%	11.2%	10.5%	10.1%	11.4%	10.6%	11.9%	10.8%
%H		94.5%	36.7%	12.1%	60.4%	20.4%	40.0%	87.6%
E	302	276	76	22	201	36	165	209
%V	5.0%	4.7%	3.1%	2.6%	5.5%	2.7%	7.0%	3.7%
%H		91.4%	25.2%	7.3%	66.6%	11.9%	54.6%	69.2%

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 8.24: 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+)	6069	5841	2433	834	3680	1337	2343	5627
%H		96.2%	40.1%	13.7%	60.6%	22.0%	38.6%	92.7%
Working full time	2920	2811	1240	473	1609	647	962	2873
%V	48.1%	48.1%	51.0%	56.7%	43.7%	48.4%	41.1%	51.1%
%H		96.3%	42.5%	16.2%	55.1%	22.2%	32.9%	98.4%
Working part time	693	670	304	90	410	163	247	680
%V	11.4%	11.5%	12.5%	10.8%	11.1%	12.2%	10.5%	12.1%
%H		96.7%	43.9%	13.0%	59.2%	23.5%	35.6%	98.1%
Not working	2455	2360	889	272	1660	526	1134	2073
%V	40.5%	40.4%	36.5%	32.6%	45.1%	39.3%	48.4%	36.8%
%H		96.1%	36.2%	11.1%	67.6%	21.4%	46.2%	84.4%
Houseperson	3210	3073	1177	383	2024	631	1392	2857
%V	52.9%	52.6%	48.4%	45.9%	55.0%	47.2%	59.4%	50.8%
%H		95.7%	36.7%	11.9%	63.1%	19.7%	43.4%	89.0%

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 8.25: 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+)	2966	2830	1198	418	1731	646	1085	2777
%H		95.4%	40.4%	14.1%	58.4%	21.8%	36.6%	93.6%
16 - 19	147	141	70	25	76	35	41	146
%V	5.0%	5.0%	5.8%	6.0%	4.4%	5.4%	3.8%	5.3%
%H		95.9%	47.6%	17.0%	51.7%	23.8%	27.9%	99.3%
20 - 24	219	193	84	36	91	43	48	211
%V	7.4%	6.8%	7.0%	8.6%	5.3%	6.7%	4.4%	7.6%
%H		88.1%	38.4%	16.4%	41.6%	19.6%	21.9%	96.3%
25 - 34	444	418	166	65	206	73	133	442
%V	15.0%	14.8%	13.9%	15.6%	11.9%	11.3%	12.3%	15.9%
%H		94.1%	37.4%	14.6%	46.4%	16.4%	30.0%	99.5%
35 - 44	476	444	178	69	228	69	159	466
%V	16.0%	15.7%	14.9%	16.5%	13.2%	10.7%	14.7%	16.8%
%H		93.3%	37.4%	14.5%	47.9%	14.5%	33.4%	97.9%
45 - 54	504	486	235	81	279	117	162	492
%V	17.0%	17.2%	19.6%	19.4%	16.1%	18.1%	14.9%	17.7%
%H		96.4%	46.6%	16.1%	55.4%	23.2%	32.1%	97.6%
55 - 64	458	450	199	61	320	129	190	438
%V	15.4%	15.9%	16.6%	14.6%	18.5%	20.0%	17.5%	15.8%
%H		98.3%	43.4%	13.3%	69.9%	28.2%	41.5%	95.6%
65+	719	698	266	80	530	179	351	582
%V	24.2%	24.7%	22.2%	19.1%	30.6%	27.7%	32.4%	21.0%
%H		97.1%	37.0%	11.1%	73.7%	24.9%	48.8%	80.9%

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 8.26: 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+)	2966	2830	1198	418	1731	646	1085	2777
%H		95.4%	40.4%	14.1%	58.4%	21.8%	36.6%	93.6%
AB	922	885	393	127	535	215	321	907
%V	31.1%	31.3%	32.8%	30.4%	30.9%	33.3%	29.6%	32.7%
%H		96.0%	42.6%	13.8%	58.0%	23.3%	34.8%	98.4%
C1	930	890	373	139	552	213	339	886
%V	31.4%	31.4%	31.1%	33.3%	31.9%	33.0%	31.2%	31.9%
%H		95.7%	40.1%	14.9%	59.4%	22.9%	36.5%	95.3%
C2	670	650	284	103	383	140	243	618
%V	22.6%	23.0%	23.7%	24.6%	22.1%	21.7%	22.4%	22.3%
%H		97.0%	42.4%	15.4%	57.2%	20.9%	36.3%	92.2%
D	314	293	121	38	180	67	113	280
%V	10.6%	10.4%	10.1%	9.1%	10.4%	10.4%	10.4%	10.1%
%H		93.3%	38.5%	12.1%	57.3%	21.3%	36.0%	89.2%
E	131	112	28	10	81	11	70	85
%V	4.4%	4.0%	2.3%	2.4%	4.7%	1.7%	6.5%	3.1%
%H		85.5%	21.4%	7.6%	61.8%	8.4%	53.4%	64.9%

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+)	2966	2830	1198	418	1731	646	1085	2777
%H		95.4%	40.4%	14.1%	58.4%	21.8%	36.6%	93.6%
Working full time	1802	1723	771	286	965	387	578	1772
%V	60.8%	60.9%	64.4%	68.4%	55.7%	59.9%	53.3%	63.8%
%H		95.6%	42.8%	15.9%	53.6%	21.5%	32.1%	98.3%
Working part time	139	133	53	14	85	29	56	133
%V	4.7%	4.7%	4.4%	3.3%	4.9%	4.5%	5.2%	4.8%
%H		95.7%	38.1%	10.1%	61.2%	20.9%	40.3%	95.7%
Not working	1025	974	374	118	681	229	451	871
%V	34.6%	34.4%	31.2%	28.2%	39.3%	35.4%	41.6%	31.4%
%H		95.0%	36.5%	11.5%	66.4%	22.3%	44.0%	85.0%
Houseperson	660	592	197	63	403	107	296	545
%V	22.3%	20.9%	16.4%	15.1%	23.3%	16.6%	27.3%	19.6%
%H		89.7%	29.8%	9.5%	61.1%	16.2%	44.8%	82.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3102	3012	1234	417	1949	691	1258	2850
%H		97.1%	39.8%	13.4%	62.8%	22.3%	40.6%	91.9%
16 - 19	136	128	64	22	81	39	42	136
%V	4.4%	4.2%	5.2%	5.3%	4.2%	5.6%	3.3%	4.8%
%H		94.1%	47.1%	16.2%	59.6%	28.7%	30.9%	100.0%
20 - 24	194	173	72	29	101	48	53	193
%V	6.3%	5.7%	5.8%	7.0%	5.2%	6.9%	4.2%	6.8%
%H		89.2%	37.1%	14.9%	52.1%	24.7%	27.3%	99.5%
25 - 34	437	421	166	63	212	69	143	430
%V	14.1%	14.0%	13.5%	15.1%	10.9%	10.0%	11.4%	15.1%
%H		96.3%	38.0%	14.4%	48.5%	15.8%	32.7%	98.4%
35 - 44	478	456	201	71	247	86	161	470
%V	15.4%	15.1%	16.3%	17.0%	12.7%	12.4%	12.8%	16.5%
%H		95.4%	42.1%	14.9%	51.7%	18.0%	33.7%	98.3%
45 - 54	522	513	239	95	303	137	167	518
%V	16.8%	17.0%	19.4%	22.8%	15.5%	19.8%	13.3%	18.2%
%H		98.3%	45.8%	18.2%	58.0%	26.2%	32.0%	99.2%
55 - 64	499	493	229	61	350	145	205	479
%V	16.1%	16.4%	18.6%	14.6%	18.0%	21.0%	16.3%	16.8%
%H		98.8%	45.9%	12.2%	70.1%	29.1%	41.1%	96.0%
65+	837	829	263	75	655	167	488	624
%V	27.0%	27.5%	21.3%	18.0%	33.6%	24.2%	38.8%	21.9%
%H		99.0%	31.4%	9.0%	78.3%	20.0%	58.3%	74.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3102	3012	1234	417	1949	691	1258	2850
%H		97.1%	39.8%	13.4%	62.8%	22.3%	40.6%	91.9%
AB	922	900	385	128	576	221	356	898
%V	29.7%	29.9%	31.2%	30.7%	29.6%	32.0%	28.3%	31.5%
%H		97.6%	41.8%	13.9%	62.5%	24.0%	38.6%	97.4%
C1	1048	1011	417	141	664	240	425	969
%V	33.8%	33.6%	33.8%	33.8%	34.1%	34.7%	33.8%	34.0%
%H		96.5%	39.8%	13.5%	63.4%	22.9%	40.6%	92.5%
C2	580	571	250	90	349	131	218	531
%V	18.7%	19.0%	20.3%	21.6%	17.9%	19.0%	17.3%	18.6%
%H		98.4%	43.1%	15.5%	60.2%	22.6%	37.6%	91.6%
D	382	365	134	45	239	74	165	329
%V	12.3%	12.1%	10.9%	10.8%	12.3%	10.7%	13.1%	11.5%
%H		95.5%	35.1%	11.8%	62.6%	19.4%	43.2%	86.1%
E	171	164	48	12	120	25	95	124
%V	5.5%	5.4%	3.9%	2.9%	6.2%	3.6%	7.6%	4.4%
%H		95.9%	28.1%	7.0%	70.2%	14.6%	55.6%	72.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3102	3012	1234	417	1949	691	1258	2850
%H		97.1%	39.8%	13.4%	62.8%	22.3%	40.6%	91.9%
Working full time	1118	1089	469	186	644	260	384	1101
%V	36.0%	36.2%	38.0%	44.6%	33.0%	37.6%	30.5%	38.6%
%H		97.4%	41.9%	16.6%	57.6%	23.3%	34.3%	98.5%
Working part time	554	537	251	76	325	134	191	547
%V	17.9%	17.8%	20.3%	18.2%	16.7%	19.4%	15.2%	19.2%
%H		96.9%	45.3%	13.7%	58.7%	24.2%	34.5%	98.7%
Not working	1430	1386	515	154	979	297	682	1202
%V	46.1%	46.0%	41.7%	36.9%	50.2%	43.0%	54.2%	42.2%
%H		96.9%	36.0%	10.8%	68.5%	20.8%	47.7%	84.1%
Houseperson	2550	2481	980	320	1621	524	1096	2311
%V	82.2%	82.4%	79.4%	76.7%	83.2%	75.8%	87.1%	81.1%
%H		97.3%	38.4%	12.5%	63.6%	20.5%	43.0%	90.6%

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
Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
AB	538	517	220	55	368	141	228	522
%V	25.7%	25.7%	25.9%	25.3%	27.1%	28.8%	26.2%	27.8%
%H (All HH)		96.1%	40.9%	10.2%	68.4%	26.2%	42.4%	97.0%
%H (TV HH)			42.6%	10.6%	71.2%	27.3%	44.1%	
C1	628	605	257	73	415	159	256	577
%V	30.0%	30.0%	30.2%	33.6%	30.5%	32.4%	29.4%	30.7%
%H (All HH)		96.3%	40.9%	11.6%	66.1%	25.3%	40.8%	91.9%
%H (TV HH)			42.5%	12.1%	68.6%	26.3%	42.3%	
C2	463	450	204	44	299	115	183	413
%V	22.1%	22.3%	24.0%	20.3%	22.0%	23.5%	21.0%	22.0%
%H (All HH)		97.2%	44.1%	9.5%	64.6%	24.8%	39.5%	89.2%
%H (TV HH)			45.3%	9.8%	66.4%	25.6%	40.7%	
D	303	288	116	36	167	53	114	262
%V	14.5%	14.3%	13.6%	16.6%	12.3%	10.8%	13.1%	14.0%
%H (All HH)		95.0%	38.3%	11.9%	55.1%	17.5%	37.6%	86.5%
%H (TV HH)			40.3%	12.5%	58.0%	18.4%	39.6%	
E	163	154	54	9	112	23	89	105
%V	7.8%	7.6%	6.4%	4.1%	8.2%	4.7%	10.2%	5.6%
%H (All HH)		94.5%	33.1%	5.5%	68.7%	14.1%	54.6%	64.4%
%H (TV HH)			35.1%	5.8%	72.7%	14.9%	57.8%	

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
Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Under 25	64	53	15	5	32	9	23	64
%V	3.1%	2.6%	1.8%	2.3%	2.4%	1.8%	2.6%	3.4%
%H (All HH)		82.8%	23.4%	7.8%	50.0%	14.1%	35.9%	100.0%
%H (TV HH)			28.3%	9.4%	60.4%	17.0%	43.4%	
25 - 34	306	286	115	34	148	44	104	302
%V	14.6%	14.2%	13.5%	15.7%	10.9%	9.0%	12.0%	16.1%
%H (All HH)		93.5%	37.6%	11.1%	48.4%	14.4%	34.0%	98.7%
%H (TV HH)			40.2%	11.9%	51.7%	15.4%	36.4%	
35 - 44	325	304	139	36	175	66	109	322
%V	15.5%	15.1%	16.4%	16.6%	12.9%	13.5%	12.5%	17.1%
%H (All HH)		93.5%	42.8%	11.1%	53.8%	20.3%	33.5%	99.1%
%H (TV HH)			45.7%	11.8%	57.6%	21.7%	35.9%	
45 - 54	408	400	189	57	265	120	145	395
%V	19.5%	19.9%	22.2%	26.3%	19.5%	24.5%	16.7%	21.0%
%H (All HH)		98.0%	46.3%	14.0%	65.0%	29.4%	35.5%	96.8%
%H (TV HH)			47.3%	14.3%	66.3%	30.0%	36.3%	
55 - 64	369	357	171	35	247	102	145	351
%V	17.6%	17.7%	20.1%	16.1%	18.2%	20.8%	16.7%	18.7%
%H (All HH)		96.7%	46.3%	9.5%	66.9%	27.6%	39.3%	95.1%
%H (TV HH)			47.9%	9.8%	69.2%	28.6%	40.6%	
65 +	623	614	221	49	493	149	344	444
%V	29.7%	30.5%	26.0%	22.6%	36.3%	30.4%	39.5%	23.6%
%H (All HH)		98.6%	35.5%	7.9%	79.1%	23.9%	55.2%	71.3%
%H (TV HH)			36.0%	8.0%	80.3%	24.3%	56.0%	

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

Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
1	599	562	153	45	435	82	353	431
%V	28.6%	27.9%	18.0%	20.7%	32.0%	16.7%	40.6%	22.9%
%H (All HH)		93.8%	25.5%	7.5%	72.6%	13.7%	58.9%	72.0%
%H (TV HH)			27.2%	8.0%	77.4%	14.6%	62.8%	
2	728	705	340	68	480	206	274	691
%V	34.7%	35.0%	40.0%	31.3%	35.3%	42.0%	31.5%	36.8%
%H (All HH)		96.8%	46.7%	9.3%	65.9%	28.3%	37.6%	94.9%
%H (TV HH)			48.2%	9.6%	68.1%	29.2%	38.9%	
3	334	323	154	42	198	92	106	327
%V	15.9%	16.0%	18.1%	19.4%	14.6%	18.8%	12.2%	17.4%
%H (All HH)		96.7%	46.1%	12.6%	59.3%	27.5%	31.7%	97.9%
%H (TV HH)			47.7%	13.0%	61.3%	28.5%	32.8%	
4	309	302	142	43	183	80	104	307
%V	14.7%	15.0%	16.7%	19.8%	13.5%	16.3%	12.0%	16.3%
%H (All HH)		97.7%	46.0%	13.9%	59.2%	25.9%	33.7%	99.4%
%H (TV HH)			47.0%	14.2%	60.6%	26.5%	34.4%	
5+	125	122	61	19	64	30	34	123
%V	6.0%	6.1%	7.2%	8.8%	4.7%	6.1%	3.9%	6.5%
%H (All HH)		97.6%	48.8%	15.2%	51.2%	24.0%	27.2%	98.4%
%H (TV HH)			50.0%	15.6%	52.5%	24.6%	27.9%	
Average HH size	2.37	2.38	2.58	2.68	2.25	2.55	2.08	2.49

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

Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Without	1538	1473	599	145	1048	359	689	1325
%V	73.4%	73.1%	70.5%	66.8%	77.1%	73.3%	79.2%	70.6%
%H (All HH)		95.8%	38.9%	9.4%	68.1%	23.3%	44.8%	86.2%
%H (TV HH)			40.7%	9.8%	71.1%	24.4%	46.8%	
With	557	541	252	72	312	131	181	553
%V	26.6%	26.8%	29.6%	33.2%	22.9%	26.7%	20.8%	29.4%
%H (All HH)		97.1%	45.2%	12.9%	56.0%	23.5%	32.5%	99.3%
%H (TV HH)			46.6%	13.3%	57.7%	24.2%	33.5%	
0 - 3	205	196	90	17	100	33	67	203
%V	9.8%	9.7%	10.6%	7.8%	7.4%	6.7%	7.7%	10.8%
%H (All HH)		95.6%	43.9%	8.3%	48.8%	16.1%	32.7%	99.0%
%H (TV HH)			45.9%	8.7%	51.0%	16.8%	34.2%	
4 - 9	296	287	136	39	160	69	91	294
%V	14.1%	14.2%	16.0%	18.0%	11.8%	14.1%	10.5%	15.7%
%H (All HH)		97.0%	45.9%	13.2%	54.1%	23.3%	30.7%	99.3%
%H (TV HH)			47.4%	13.6%	55.7%	24.0%	31.7%	
10 - 15	261	259	128	37	155	72	83	259
%V	12.5%	12.9%	15.1%	17.1%	11.4%	14.7%	9.5%	13.8%
%H (All HH)		99.2%	49.0%	14.2%	59.4%	27.6%	31.8%	99.2%
%H (TV HH)			49.4%	14.3%	59.8%	27.8%	32.0%	

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

Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
1	803	803	261	84	488	88	400	686
%V	38.3%	39.9%	30.7%	38.7%	35.9%	18.0%	46.0%	36.5%
%H (All HH)		100.0%	32.5%	10.5%	60.8%	11.0%	49.8%	85.4%
%H (TV HH)			32.5%	10.5%	60.8%	11.0%	49.8%	
2	666	666	292	63	469	174	295	593
%V	31.8%	33.1%	34.4%	29.0%	34.5%	35.5%	33.9%	31.6%
%H (All HH)		100.0%	43.8%	9.5%	70.4%	26.1%	44.3%	89.0%
%H (TV HH)			43.8%	9.5%	70.4%	26.1%	44.3%	
3	315	315	178	37	226	127	100	302
%V	15.0%	15.6%	20.9%	17.1%	16.6%	25.9%	11.5%	16.1%
%H (All HH)		100.0%	56.5%	11.7%	71.7%	40.3%	31.7%	95.9%
%H (TV HH)			56.5%	11.7%	71.7%	40.3%	31.7%	
4	144	144	69	19	107	55	52	139
%V	6.9%	7.1%	8.1%	8.8%	7.9%	11.2%	6.0%	7.4%
%H (All HH)		100.0%	47.9%	13.2%	74.3%	38.2%	36.1%	96.5%
%H (TV HH)			47.9%	13.2%	74.3%	38.2%	36.1%	
5+	86	86	50	13	69	46	23	86
%V	4.1%	4.3%	5.9%	6.0%	5.1%	9.4%	2.6%	4.6%
%H (All HH)		100.0%	58.1%	15.1%	80.2%	53.5%	26.7%	100.0%
%H (TV HH)			58.1%	15.1%	80.2%	53.5%	26.7%	

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

Oct 2018 - Sep 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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Under 20"	304	304	127	29	253	111	142	268
%V	14.5%	15.1%	14.9%	13.4%	18.6%	22.7%	16.3%	14.3%
%H (All HH)		100.0%	41.8%	9.5%	83.2%	36.5%	46.7%	88.2%
%H (TV HH)			41.8%	9.5%	83.2%	36.5%	46.7%	
20" - 29"	571	571	241	57	445	181	263	501
%V	27.3%	28.3%	28.4%	26.3%	32.7%	36.9%	30.2%	26.7%
%H (All HH)		100.0%	42.2%	10.0%	77.9%	31.7%	46.1%	87.7%
%H (TV HH)			42.2%	10.0%	77.9%	31.7%	46.1%	
30" - 39"	927	927	388	101	645	233	412	827
%V	44.2%	46.0%	45.6%	46.5%	47.4%	47.6%	47.4%	44.0%
%H (All HH)		100.0%	41.9%	10.9%	69.6%	25.1%	44.4%	89.2%
%H (TV HH)			41.9%	10.9%	69.6%	25.1%	44.4%	
40" - 49"	986	986	467	122	651	280	371	941
%V	47.1%	48.9%	54.9%	56.2%	47.9%	57.1%	42.6%	50.1%
%H (All HH)		100.0%	47.4%	12.4%	66.0%	28.4%	37.6%	95.4%
%H (TV HH)			47.4%	12.4%	66.0%	28.4%	37.6%	
50" - 59"	422	422	234	49	255	137	118	411
%V	20.1%	20.9%	27.5%	22.6%	18.8%	28.0%	13.6%	21.9%
%H (All HH)		100.0%	55.5%	11.6%	60.4%	32.5%	28.0%	97.4%
%H (TV HH)			55.5%	11.6%	60.4%	32.5%	28.0%	
60"+	61	61	36	8	38	24	14	61
%V	2.9%	3.0%	4.2%	3.7%	2.8%	4.9%	1.6%	3.2%
%H (All HH)		100.0%	59.0%	13.1%	62.3%	39.3%	23.0%	100.0%
%H (TV HH)			59.0%	13.1%	62.3%	39.3%	23.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Main living room	1994	1994	849	214	1348	489	859	1788
%V	95.2%	99.0%	99.9%	98.6%	99.1%	99.8%	98.7%	95.2%
%H (All HH)		100.0%	42.6%	10.7%	67.6%	24.5%	43.1%	89.7%
%H (TV HH)			42.6%	10.7%	67.6%	24.5%	43.1%	
Kitchen	265	265	125	28	226	114	112	241
%V	12.6%	13.2%	14.7%	12.9%	16.6%	23.3%	12.9%	12.8%
%H (All HH)		100.0%	47.2%	10.6%	85.3%	43.0%	42.3%	90.9%
%H (TV HH)			47.2%	10.6%	85.3%	43.0%	42.3%	
Adult's bedroom	911	911	451	104	657	318	338	848
%V	43.5%	45.2%	53.1%	47.9%	48.3%	64.9%	38.9%	45.2%
%H (All HH)		100.0%	49.5%	11.4%	72.1%	34.9%	37.1%	93.1%
%H (TV HH)			49.5%	11.4%	72.1%	34.9%	37.1%	
Child's bedroom	177	177	96	26	99	55	44	175
%V	8.4%	8.8%	11.3%	12.0%	7.3%	11.2%	5.1%	9.3%
%H (All HH)		100.0%	54.2%	14.7%	55.9%	31.1%	24.9%	98.9%
%H (TV HH)			54.2%	14.7%	55.9%	31.1%	24.9%	
Other bedroom	101	101	59	9	82	51	31	96
%V	4.8%	5.0%	6.9%	4.1%	6.0%	10.4%	3.6%	5.1%
%H (All HH)		100.0%	58.4%	8.9%	81.2%	50.5%	30.7%	95.0%
%H (TV HH)			58.4%	8.9%	81.2%	50.5%	30.7%	
Second living/dining room	203	203	96	25	151	71	80	192
%V	9.7%	10.1%	11.3%	11.5%	11.1%	14.5%	9.2%	10.2%
%H (All HH)		100.0%	47.3%	12.3%	74.4%	35.0%	39.4%	94.6%
%H (TV HH)			47.3%	12.3%	74.4%	35.0%	39.4%	
Study/office	41	41	22	4	31	16	15	41
%V	2.0%	2.0%	2.6%	1.8%	2.3%	3.3%	1.7%	2.2%
%H (All HH)		100.0%	53.7%	9.8%	75.6%	39.0%	36.6%	100.0%
%H (TV HH)			53.7%	9.8%	75.6%	39.0%	36.6%	
TV room	23	23	12	1	16	6	10	23
%V	1.1%	1.1%	1.4%	0.5%	1.2%	1.2%	1.1%	1.2%
%H (All HH)		100.0%	52.2%	4.3%	69.6%	26.1%	43.5%	100.0%
%H (TV HH)			52.2%	4.3%	69.6%	26.1%	43.5%	
Conservatory	52	52	31	6	40	26	15	50
%V	2.5%	2.6%	3.6%	2.8%	2.9%	5.3%	1.7%	2.7%
%H (All HH)		100.0%	59.6%	11.5%	76.9%	50.0%	28.8%	96.2%
%H (TV HH)			59.6%	11.5%	76.9%	50.0%	28.8%	
Attic or loft room	3	3	1	0	2	0	2	3
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.0%	0.2%	0.2%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	0.0%	66.7%	
No specific location	1	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	41	41	26	5	30	22	9	38
%V	2.0%	2.0%	3.1%	2.3%	2.2%	4.5%	1.0%	2.0%
%H (All HH)		100.0%	63.4%	12.2%	73.2%	53.7%	22.0%	92.7%
%H (TV HH)			63.4%	12.2%	73.2%	53.7%	22.0%	

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

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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	2095	2015	850	217	1360	490	870	1878
%V (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Any DSAT provider	850	850	850	13	414	414	0	808
%V	40.6%	42.2%	100.0%	6.0%	30.4%	84.5%	0.0%	43.0%
%H (All HH)			100.0%	1.5%	48.7%	48.7%	0.0%	95.1%
%H (TV HH)			100.0%	1.5%	48.7%	48.7%	0.0%	
Sky with subscription	705	705	705	5	335	335	0	681
%V	33.7%	35.0%	82.9%	2.3%	24.6%	68.4%	0.0%	36.3%
%H (All HH)			100.0%	0.7%	47.5%	47.5%	0.0%	96.6%
%H (TV HH)			100.0%	0.7%	47.5%	47.5%	0.0%	
Sky without subscription	31	31	31	2	14	14	0	25
%V	1.5%	1.5%	3.6%	0.9%	1.0%	2.9%	0.0%	1.3%
%H (All HH)			100.0%	6.5%	45.2%	45.2%	0.0%	80.6%
%H (TV HH)			100.0%	6.5%	45.2%	45.2%	0.0%	
Freesat	100	100	100	4	58	58	0	88
%V	4.8%	5.0%	11.8%	1.8%	4.3%	11.8%	0.0%	4.7%
%H (All HH)			100.0%	4.0%	58.0%	58.0%	0.0%	88.0%
%H (TV HH)			100.0%	4.0%	58.0%	58.0%	0.0%	
Other satellite provider	50	50	50	3	27	27	0	48
%V	2.4%	2.5%	5.9%	1.4%	2.0%	5.5%	0.0%	2.6%
%H (All HH)			100.0%	6.0%	54.0%	54.0%	0.0%	96.0%
%H (TV HH)			100.0%	6.0%	54.0%	54.0%	0.0%	
DCAB	217	217	13	217	86	86	0	210
%V	10.4%	10.8%	1.5%	100.0%	6.3%	17.6%	0.0%	11.2%
%H (All HH)			6.0%	100.0%	39.6%	39.6%	0.0%	96.8%
%H (TV HH)			6.0%	100.0%	39.6%	39.6%	0.0%	
DTT	1360	1360	414	86	1360	490	870	1178
%V	64.9%	67.5%	48.7%	39.6%	100.0%	100.0%	100.0%	62.7%
%H (All HH)		100.0%	30.4%	6.3%	100.0%	36.0%	64.0%	86.6%
%H (TV HH)			30.4%	6.3%	100.0%	36.0%	64.0%	

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

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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	2095	2015	850	217	1360	490	870	1878
%H (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
PVR	1245	1245	776	202	724	448	276	1181
%V	59.4%	61.8%	91.3%	93.1%	53.2%	91.4%	31.7%	62.9%
%H (All HH)		100.0%	62.3%	16.2%	58.2%	36.0%	22.2%	94.9%
%H (TV HH)			62.3%	16.2%	58.2%	36.0%	22.2%	
DVDR	22	22	11	2	17	9	8	18
%V	1.1%	1.1%	1.3%	0.9%	1.3%	1.8%	0.9%	1.0%
%H (All HH)		100.0%	50.0%	9.1%	77.3%	40.9%	36.4%	81.8%
%H (TV HH)			50.0%	9.1%	77.3%	40.9%	36.4%	
VCR	21	21	11	2	20	10	9	17
%V	1.0%	1.0%	1.3%	0.9%	1.5%	2.0%	1.0%	0.9%
%H (All HH)		100.0%	52.4%	9.5%	95.2%	47.6%	42.9%	81.0%
%H (TV HH)			52.4%	9.5%	95.2%	47.6%	42.9%	
Any recorder	1258	1258	779	202	734	450	284	1190
%V	60.0%	62.4%	91.6%	93.1%	54.0%	91.8%	32.6%	63.4%
%H (All HH)		100.0%	61.9%	16.1%	58.3%	35.8%	22.6%	94.6%
%H (TV HH)			61.9%	16.1%	58.3%	35.8%	22.6%	
Receives HDTV (via STB or built-in reception)	1581	1581	764	198	1087	455	632	1468
%V	75.5%	78.5%	89.9%	91.2%	79.9%	92.9%	72.6%	78.2%
%H (All HH)		100.0%	48.3%	12.5%	68.8%	28.8%	40.0%	92.9%
%H (TV HH)			48.3%	12.5%	68.8%	28.8%	40.0%	
DVD/Blu-ray player or recorder	1328	1328	583	145	912	353	558	1224
%V	63.4%	65.9%	68.6%	66.8%	67.1%	72.0%	64.1%	65.2%
%H (All HH)		100.0%	43.9%	10.9%	68.7%	26.6%	42.0%	92.2%
%H (TV HH)			43.9%	10.9%	68.7%	26.6%	42.0%	

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

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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	2095	2015	850	217	1360	490	870	1878
%V (All HH)		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%
%H (TV HH)			42.2%	10.8%	67.5%	24.3%	43.2%	
Has broadband internet	1878	1806	808	210	1178	467	712	1878
%V	89.6%	89.6%	95.1%	96.8%	86.6%	95.3%	81.8%	100.0%
%H (All HH)		96.2%	43.0%	11.2%	62.7%	24.9%	37.9%	100.0%
%H (TV HH)			44.7%	11.6%	65.2%	25.9%	39.4%	
Number of computers (PCs and laptops)								
0	310	295	78	17	223	36	186	105
%V	14.8%	14.6%	9.2%	7.8%	16.4%	7.3%	21.4%	5.6%
%H (All HH)		95.2%	25.2%	5.5%	71.9%	11.6%	60.0%	33.9%
%H (TV HH)			26.4%	5.8%	75.6%	12.2%	63.1%	
1	516	485	199	48	319	104	214	506
%V	24.6%	24.1%	23.4%	22.1%	23.5%	21.2%	24.6%	26.9%
%H (All HH)		94.0%	38.6%	9.3%	61.8%	20.2%	41.5%	98.1%
%H (TV HH)			41.0%	9.9%	65.8%	21.4%	44.1%	
2	521	506	219	60	348	136	212	519
%V	24.9%	25.1%	25.8%	27.6%	25.6%	27.8%	24.4%	27.6%
%H (All HH)		97.1%	42.0%	11.5%	66.8%	26.1%	40.7%	99.6%
%H (TV HH)			43.3%	11.9%	68.8%	26.9%	41.9%	
3	348	338	160	38	216	88	128	348
%V	16.6%	16.8%	18.8%	17.5%	15.9%	18.0%	14.7%	18.5%
%H (All HH)		97.1%	46.0%	10.9%	62.1%	25.3%	36.8%	100.0%
%H (TV HH)			47.3%	11.2%	63.9%	26.0%	37.9%	
4	189	183	97	19	118	57	61	189
%V	9.0%	9.1%	11.4%	8.8%	8.7%	11.6%	7.0%	10.1%
%H (All HH)		96.8%	51.3%	10.1%	62.4%	30.2%	32.3%	100.0%
%H (TV HH)			53.0%	10.4%	64.5%	31.1%	33.3%	
5+	211	207	98	37	137	69	68	210
%V	10.1%	10.3%	11.5%	17.1%	10.1%	14.1%	7.8%	11.2%
%H (All HH)		98.1%	46.4%	17.5%	64.9%	32.7%	32.2%	99.5%
%H (TV HH)			47.3%	17.9%	66.2%	33.3%	32.9%	

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

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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	4117	1921	469	2906	1285	1622	3792
%H		46.7%	11.4%	70.6%	31.2%	39.4%	92.1%
Under 20"	372	160	35	309	142	167	329
%V	9.0%	8.3%	7.5%	10.6%	11.1%	10.3%	8.7%
%H		43.0%	9.4%	83.1%	38.2%	44.9%	88.4%
20" - 29"	744	324	72	586	250	336	661
%V	18.1%	16.9%	15.4%	20.2%	19.5%	20.7%	17.4%
%H		43.5%	9.7%	78.8%	33.6%	45.2%	88.8%
30" - 39"	1178	516	134	827	329	499	1059
%V	28.6%	26.9%	28.6%	28.5%	25.6%	30.8%	27.9%
%H		43.8%	11.4%	70.2%	27.9%	42.4%	89.9%
40" - 49"	1208	586	151	793	356	437	1158
%V	29.3%	30.5%	32.2%	27.3%	27.7%	26.9%	30.5%
%H		48.5%	12.5%	65.6%	29.5%	36.2%	95.9%
50" - 59"	473	268	57	281	153	127	460
%V	11.5%	14.0%	12.2%	9.7%	11.9%	7.8%	12.1%
%H		56.7%	12.1%	59.4%	32.3%	26.8%	97.3%
60"+	69	42	9	43	28	15	68
%V	1.7%	2.2%	1.9%	1.5%	2.2%	0.9%	1.8%
%H		60.9%	13.0%	62.3%	40.6%	21.7%	98.6%
Don't know	74	25	10	68	28	40	57
%V	1.8%	1.3%	2.1%	2.3%	2.2%	2.5%	1.5%
%H		33.8%	13.5%	91.9%	37.8%	54.1%	77.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
Table 9.12: Location of set

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	4117	1921	469	2906	1285	1622	3792
%H		46.7%	11.4%	70.6%	31.2%	39.4%	92.1%
Main living room	1999	852	215	1351	491	860	1793
%V	48.6%	44.4%	45.8%	46.5%	38.2%	53.0%	47.3%
%H		42.6%	10.8%	67.6%	24.6%	43.0%	89.7%
Kitchen	265	125	28	227	114	113	241
%V	6.4%	6.5%	6.0%	7.8%	8.9%	7.0%	6.4%
%H		47.2%	10.6%	85.7%	43.0%	42.6%	90.9%
Adult's bedroom	1119	551	136	815	399	416	1048
%V	27.2%	28.7%	29.0%	28.0%	31.1%	25.6%	27.6%
%H		49.2%	12.2%	72.8%	35.7%	37.2%	93.7%
Child's bedroom	240	131	37	137	78	60	238
%V	5.8%	6.8%	7.9%	4.7%	6.1%	3.7%	6.3%
%H		54.6%	15.4%	57.1%	32.5%	25.0%	99.2%
Other bedroom	120	70	9	96	59	37	115
%V	2.9%	3.6%	1.9%	3.3%	4.6%	2.3%	3.0%
%H		58.3%	7.5%	80.0%	49.2%	30.8%	95.8%
Second living/dining room	208	98	27	155	73	82	196
%V	5.1%	5.1%	5.8%	5.3%	5.7%	5.1%	5.2%
%H		47.1%	13.0%	74.5%	35.1%	39.4%	94.2%
Study/office	43	23	4	33	16	16	43
%V	1.0%	1.2%	0.9%	1.1%	1.2%	1.0%	1.1%
%H		53.5%	9.3%	76.7%	37.2%	37.2%	100.0%
TV room	24	13	1	16	6	10	24
%V	0.6%	0.7%	0.2%	0.6%	0.5%	0.6%	0.6%
%H		54.2%	4.2%	66.7%	25.0%	41.7%	100.0%
Conservatory	52	31	6	40	26	15	50
%V	1.3%	1.6%	1.3%	1.4%	2.0%	0.9%	1.3%
%H		59.6%	11.5%	76.9%	50.0%	28.8%	96.2%
Attic or loft room	3	1	0	2	0	2	3
%V	0.1%	0.1%	0.0%	0.1%	0.0%	0.1%	0.1%
%H		33.3%	0.0%	66.7%	0.0%	66.7%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	44	26	6	32	23	9	41
%V	1.1%	1.4%	1.3%	1.1%	1.8%	0.6%	1.1%
%H		59.1%	13.6%	72.7%	52.3%	20.5%	93.2%

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

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	4117	1921	469	2906	1285	1622	3792
%H		46.7%	11.4%	70.6%	31.2%	39.4%	92.1%
PVR	1837	1230	304	999	678	320	1765
%V	44.6%	64.0%	64.8%	34.4%	52.8%	19.7%	46.5%
%H		67.0%	16.5%	54.4%	36.9%	17.4%	96.1%
DVDR	24	13	2	19	10	10	20
%V	0.6%	0.7%	0.4%	0.7%	0.8%	0.6%	0.5%
%H		54.2%	8.3%	79.2%	41.7%	41.7%	83.3%
VCR	21	11	2	20	10	9	17
%V	0.5%	0.6%	0.4%	0.7%	0.8%	0.6%	0.4%
%H		52.4%	9.5%	95.2%	47.6%	42.9%	81.0%
Any recorder	1857	1237	305	1017	685	332	1781
%V	45.1%	64.4%	65.0%	35.0%	53.3%	20.5%	47.0%
%H		66.6%	16.4%	54.8%	36.9%	17.9%	95.9%

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	4117	1921	469	2906	1285	1622	3792
%H		46.7%	11.4%	70.6%	31.2%	39.4%	92.1%
Receives HDTV (via STB or built-in reception)	2618	1372	335	1823	888	935	2464
%V	63.6%	71.4%	71.4%	62.7%	69.1%	57.6%	65.0%
%H		52.4%	12.8%	69.6%	33.9%	35.7%	94.1%
DVD/Blu-ray player or recorder	1886	881	215	1300	568	732	1759
%V	45.8%	45.9%	45.8%	44.7%	44.2%	45.1%	46.4%
%H		46.7%	11.4%	68.9%	30.1%	38.8%	93.3%

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 9.15: 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	2012	850	217	1358	489	869	1804
%H		42.2%	10.8%	67.5%	24.3%	43.2%	89.7%
Under 20"	20	3	4	13	1	12	15
%V	1.0%	0.4%	1.8%	1.0%	0.2%	1.4%	0.8%
%H		15.0%	20.0%	65.0%	5.0%	60.0%	75.0%
20" - 29"	161	37	12	134	26	108	112
%V	8.0%	4.4%	5.5%	9.9%	5.3%	12.4%	6.2%
%H		23.0%	7.5%	83.2%	16.1%	67.1%	69.6%
30" - 39"	530	182	43	371	92	279	441
%V	26.3%	21.4%	19.8%	27.3%	18.8%	32.1%	24.4%
%H		34.3%	8.1%	70.0%	17.4%	52.6%	83.2%
40" - 49"	831	375	103	546	218	328	789
%V	41.3%	44.1%	47.5%	40.2%	44.6%	37.7%	43.7%
%H		45.1%	12.4%	65.7%	26.2%	39.5%	94.9%
50" - 59"	386	215	43	233	125	108	374
%V	19.2%	25.3%	19.8%	17.2%	25.6%	12.4%	20.7%
%H		55.7%	11.1%	60.4%	32.4%	28.0%	96.9%
60"+	52	31	6	30	17	13	51
%V	2.6%	3.6%	2.8%	2.2%	3.5%	1.5%	2.8%
%H		59.6%	11.5%	57.7%	32.7%	25.0%	98.1%
Don't know	32	7	6	30	9	21	21
%V	1.6%	0.8%	2.8%	2.2%	1.8%	2.4%	1.2%
%H		21.9%	18.8%	93.8%	28.1%	65.6%	65.6%

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 9.16: 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	2012	850	217	1358	489	869	1804
%H		42.2%	10.8%	67.5%	24.3%	43.2%	89.7%
PVR	1220	765	199	702	438	264	1158
%V	60.6%	90.0%	91.7%	51.7%	89.6%	30.4%	64.2%
%H		62.7%	16.3%	57.5%	35.9%	21.6%	94.9%
DVDR	19	9	2	15	7	8	16
%V	0.9%	1.1%	0.9%	1.1%	1.4%	0.9%	0.9%
%H		47.4%	10.5%	78.9%	36.8%	42.1%	84.2%
VCR	15	7	1	13	6	7	12
%V	0.7%	0.8%	0.5%	1.0%	1.2%	0.8%	0.7%
%H		46.7%	6.7%	86.7%	40.0%	46.7%	80.0%
Any recorder	1232	768	200	711	440	272	1165
%V	61.2%	90.4%	92.2%	52.4%	90.0%	31.3%	64.6%
%H		62.3%	16.2%	57.7%	35.7%	22.1%	94.6%

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	2012	850	217	1358	489	869	1804
%H		42.2%	10.8%	67.5%	24.3%	43.2%	89.7%
Receives HDTV (via STB or built-in reception)	1547	753	193	1056	443	614	1436
%V	76.9%	88.6%	88.9%	77.8%	90.6%	70.7%	79.6%
%H		48.7%	12.5%	68.3%	28.6%	39.7%	92.8%
DVD/Blu-ray player or recorder	1155	501	123	794	298	495	1061
%V	57.4%	58.9%	56.7%	58.5%	60.9%	57.0%	58.8%
%H		43.4%	10.6%	68.7%	25.8%	42.9%	91.9%

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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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	2105	1072	252	1548	796	753	1988
%H		50.9%	12.0%	73.5%	37.8%	35.8%	94.4%
Under 20"	352	157	31	296	140	155	315
%V	16.7%	14.6%	12.3%	19.1%	17.6%	20.6%	15.8%
%H		44.6%	8.8%	84.1%	39.8%	44.0%	89.5%
20" - 29"	583	287	60	452	224	228	548
%V	27.7%	26.8%	23.8%	29.2%	28.1%	30.3%	27.6%
%H		49.2%	10.3%	77.5%	38.4%	39.1%	94.0%
30" - 39"	648	334	92	456	237	219	618
%V	30.8%	31.2%	36.5%	29.5%	29.8%	29.1%	31.1%
%H		51.5%	14.2%	70.4%	36.6%	33.8%	95.4%
40" - 49"	377	211	48	247	138	109	369
%V	17.9%	19.7%	19.0%	16.0%	17.3%	14.5%	18.6%
%H		56.0%	12.7%	65.5%	36.6%	28.9%	97.9%
50" - 59"	87	53	13	48	28	20	86
%V	4.1%	4.9%	5.2%	3.1%	3.5%	2.7%	4.3%
%H		60.9%	14.9%	55.2%	32.2%	23.0%	98.9%
60"+	17	11	3	13	11	2	17
%V	0.8%	1.0%	1.2%	0.8%	1.4%	0.3%	0.9%
%H		64.7%	17.6%	76.5%	64.7%	11.8%	100.0%
Don't know	41	18	5	38	18	20	36
%V	1.9%	1.7%	2.0%	2.5%	2.3%	2.7%	1.8%
%H		43.9%	12.2%	92.7%	43.9%	48.8%	87.8%

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 9.19: 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	2105	1072	252	1548	796	753	1988
%H		50.9%	12.0%	73.5%	37.8%	35.8%	94.4%
PVR	616	464	104	297	241	56	607
%V	29.3%	43.3%	41.3%	19.2%	30.3%	7.4%	30.5%
%H		75.3%	16.9%	48.2%	39.1%	9.1%	98.5%
DVDR	5	4	0	4	3	1	4
%V	0.2%	0.4%	0.0%	0.3%	0.4%	0.1%	0.2%
%H		80.0%	0.0%	80.0%	60.0%	20.0%	80.0%
VCR	7	4	0	6	4	2	5
%V	0.3%	0.4%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		57.1%	0.0%	85.7%	57.1%	28.6%	71.4%
Any recorder	626	468	105	305	245	60	615
%V	29.7%	43.7%	41.7%	19.7%	30.8%	8.0%	30.9%
%H		74.8%	16.8%	48.7%	39.1%	9.6%	98.2%

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	2105	1072	252	1548	796	753	1988
%H		50.9%	12.0%	73.5%	37.8%	35.8%	94.4%
Receives HDTV (via STB or built-in reception)	1071	618	142	767	445	321	1028
%V	50.9%	57.6%	56.3%	49.5%	55.9%	42.6%	51.7%
%H		57.7%	13.3%	71.6%	41.5%	30.0%	96.0%
DVD/Blu-ray player or recorder	730	380	92	506	270	237	698
%V	34.7%	35.4%	36.5%	32.7%	33.9%	31.5%	35.1%
%H		52.1%	12.6%	69.3%	37.0%	32.5%	95.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data

Table 9.21: Age of Children

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Inds	4963	4802	2192	581	3063	1249	1814	4681
%H		96.8%	44.2%	11.7%	61.7%	25.2%	36.6%	94.3%
Total Children	978	956	453	127	539	229	310	972
%V	19.7%	19.9%	20.7%	21.9%	17.6%	18.3%	17.1%	20.8%
%H		97.8%	46.3%	13.0%	55.1%	23.4%	31.7%	99.4%
0 - 3	236	226	105	21	117	40	78	234
%V	4.8%	4.7%	4.8%	3.6%	3.8%	3.2%	4.3%	5.0%
%H		95.8%	44.5%	8.9%	49.6%	16.9%	33.1%	99.2%
4 - 15	742	730	348	106	422	189	232	738
%V	15.0%	15.2%	15.9%	18.2%	13.8%	15.1%	12.8%	15.8%
%H		98.4%	46.9%	14.3%	56.9%	25.5%	31.3%	99.5%
4 - 9	389	379	179	53	209	91	118	388
%V	7.8%	7.9%	8.2%	9.1%	6.8%	7.3%	6.5%	8.3%
%H		97.4%	46.0%	13.6%	53.7%	23.4%	30.3%	99.7%
10 - 15	353	351	169	53	212	98	114	351
%V	7.1%	7.3%	7.7%	9.1%	6.9%	7.8%	6.3%	7.5%
%H		99.4%	47.9%	15.0%	60.1%	27.8%	32.3%	99.4%

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	4963	4802	2192	581	3063	1249	1814	4681
%H		96.8%	44.2%	11.7%	61.7%	25.2%	36.6%	94.3%
Total Adults (16+)	3985	3846	1739	454	2524	1020	1504	3708
%V	80.3%	80.1%	79.3%	78.1%	82.4%	81.7%	82.9%	79.2%
%H		96.5%	43.6%	11.4%	63.3%	25.6%	37.7%	93.0%
16 - 19	196	190	95	33	119	59	60	191
%V	3.9%	4.0%	4.3%	5.7%	3.9%	4.7%	3.3%	4.1%
%H		96.9%	48.5%	16.8%	60.7%	30.1%	30.6%	97.4%
20 - 24	256	226	93	33	139	62	77	255
%V	5.2%	4.7%	4.2%	5.7%	4.5%	5.0%	4.2%	5.4%
%H		88.3%	36.3%	12.9%	54.3%	24.2%	30.1%	99.6%
25 - 34	636	599	235	79	319	102	217	627
%V	12.8%	12.5%	10.7%	13.6%	10.4%	8.2%	12.0%	13.4%
%H		94.2%	36.9%	12.4%	50.2%	16.0%	34.1%	98.6%
35 - 44	607	579	284	69	327	135	192	599
%V	12.2%	12.1%	13.0%	11.9%	10.7%	10.8%	10.6%	12.8%
%H		95.4%	46.8%	11.4%	53.9%	22.2%	31.6%	98.7%
45 - 54	703	690	342	101	448	213	235	688
%V	14.2%	14.4%	15.6%	17.4%	14.6%	17.1%	13.0%	14.7%
%H		98.2%	48.6%	14.4%	63.7%	30.3%	33.4%	97.9%
55 - 64	637	623	319	58	426	187	238	613
%V	12.8%	13.0%	14.6%	10.0%	13.9%	15.0%	13.1%	13.1%
%H		97.8%	50.1%	9.1%	66.9%	29.4%	37.4%	96.2%
65+	951	939	370	82	747	262	485	735
%V	19.2%	19.6%	16.9%	14.1%	24.4%	21.0%	26.7%	15.7%
%H		98.7%	38.9%	8.6%	78.5%	27.5%	51.0%	77.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Individual level data
Table 9.23: Social Grade (Adults 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Adults (16+)	3985	3846	1739	454	2524	1020	1504	3708
%H		96.5%	43.6%	11.4%	63.3%	25.6%	37.7%	93.0%
AB	1046	1013	455	111	714	294	419	1026
%V	26.2%	26.3%	26.2%	24.4%	28.3%	28.8%	27.9%	27.7%
%H		96.8%	43.5%	10.6%	68.3%	28.1%	40.1%	98.1%
C1	1180	1140	525	152	757	333	424	1116
%V	29.6%	29.6%	30.2%	33.5%	30.0%	32.6%	28.2%	30.1%
%H		96.6%	44.5%	12.9%	64.2%	28.2%	35.9%	94.6%
C2	940	921	443	92	596	245	350	867
%V	23.6%	23.9%	25.5%	20.3%	23.6%	24.0%	23.3%	23.4%
%H		98.0%	47.1%	9.8%	63.4%	26.1%	37.2%	92.2%
D	596	561	235	84	309	112	198	543
%V	15.0%	14.6%	13.5%	18.5%	12.2%	11.0%	13.2%	14.6%
%H		94.1%	39.4%	14.1%	51.8%	18.8%	33.2%	91.1%
E	223	211	81	14	149	36	113	156
%V	5.6%	5.5%	4.7%	3.1%	5.9%	3.5%	7.5%	4.2%
%H		94.6%	36.3%	6.3%	66.8%	16.1%	50.7%	70.0%

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 9.24: 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+)	3985	3846	1739	454	2524	1020	1504	3708
%H		96.5%	43.6%	11.4%	63.3%	25.6%	37.7%	93.0%
Working full time	1926	1855	868	235	1129	478	652	1891
%V	48.3%	48.2%	49.9%	51.8%	44.7%	46.9%	43.4%	51.0%
%H		96.3%	45.1%	12.2%	58.6%	24.8%	33.9%	98.2%
Working part time	469	457	215	54	295	127	168	462
%V	11.8%	11.9%	12.4%	11.9%	11.7%	12.5%	11.2%	12.5%
%H		97.4%	45.8%	11.5%	62.9%	27.1%	35.8%	98.5%
Not working	1590	1535	656	165	1100	416	685	1356
%V	39.9%	39.9%	37.7%	36.3%	43.6%	40.8%	45.5%	36.6%
%H		96.5%	41.3%	10.4%	69.2%	26.2%	43.1%	85.3%
Houseperson	2095	2015	850	217	1360	490	870	1878
%V	52.6%	52.4%	48.9%	47.8%	53.9%	48.0%	57.8%	50.6%
%H		96.2%	40.6%	10.4%	64.9%	23.4%	41.5%	89.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1958	1880	881	228	1211	516	694	1838
%H		96.0%	45.0%	11.6%	61.8%	26.4%	35.4%	93.9%
16 - 19	105	103	48	20	59	29	31	100
%V	5.4%	5.5%	5.4%	8.8%	4.9%	5.6%	4.5%	5.4%
%H		98.1%	45.7%	19.0%	56.2%	27.6%	29.5%	95.2%
20 - 24	125	110	51	18	62	36	26	124
%V	6.4%	5.9%	5.8%	7.9%	5.1%	7.0%	3.7%	6.7%
%H		88.0%	40.8%	14.4%	49.6%	28.8%	20.8%	99.2%
25 - 34	321	297	116	38	162	52	110	317
%V	16.4%	15.8%	13.2%	16.7%	13.4%	10.1%	15.9%	17.2%
%H		92.5%	36.1%	11.8%	50.5%	16.2%	34.3%	98.8%
35 - 44	305	289	141	35	161	64	97	300
%V	15.6%	15.4%	16.0%	15.4%	13.3%	12.4%	14.0%	16.3%
%H		94.8%	46.2%	11.5%	52.8%	21.0%	31.8%	98.4%
45 - 54	337	330	163	50	213	101	112	330
%V	17.2%	17.6%	18.5%	21.9%	17.6%	19.6%	16.1%	18.0%
%H		97.9%	48.4%	14.8%	63.2%	30.0%	33.2%	97.9%
55 - 64	322	315	169	27	214	97	117	307
%V	16.4%	16.8%	19.2%	11.8%	17.7%	18.8%	16.9%	16.7%
%H		97.8%	52.5%	8.4%	66.5%	30.1%	36.3%	95.3%
65+	444	436	194	39	339	139	201	360
%V	22.7%	23.2%	22.0%	17.1%	28.0%	26.9%	29.0%	19.6%
%H		98.2%	43.7%	8.8%	76.4%	31.3%	45.3%	81.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1958	1880	881	228	1211	516	694	1838
%H		96.0%	45.0%	11.6%	61.8%	26.4%	35.4%	93.9%
AB	535	516	239	55	362	154	208	527
%V	27.3%	27.4%	27.1%	24.1%	29.9%	29.8%	30.0%	28.7%
%H		96.4%	44.7%	10.3%	67.7%	28.8%	38.9%	98.5%
C1	540	521	254	75	335	161	174	516
%V	27.6%	27.7%	28.8%	32.9%	27.7%	31.2%	25.1%	28.1%
%H		96.5%	47.0%	13.9%	62.0%	29.8%	32.2%	95.6%
C2	495	481	233	50	308	129	179	453
%V	25.3%	25.6%	26.4%	21.9%	25.4%	25.0%	25.8%	24.6%
%H		97.2%	47.1%	10.1%	62.2%	26.1%	36.2%	91.5%
D	283	265	113	42	141	54	88	263
%V	14.5%	14.1%	12.8%	18.4%	11.6%	10.5%	12.7%	14.3%
%H		93.6%	39.9%	14.8%	49.8%	19.1%	31.1%	92.9%
E	105	97	42	6	64	18	46	79
%V	5.4%	5.2%	4.8%	2.6%	5.3%	3.5%	6.6%	4.3%
%H		92.4%	40.0%	5.7%	61.0%	17.1%	43.8%	75.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1958	1880	881	228	1211	516	694	1838
%H		96.0%	45.0%	11.6%	61.8%	26.4%	35.4%	93.9%
Working full time	1177	1127	534	147	685	298	387	1152
%V	60.1%	59.9%	60.6%	64.5%	56.6%	57.8%	55.8%	62.7%
%H		95.8%	45.4%	12.5%	58.2%	25.3%	32.9%	97.9%
Working part time	100	96	45	11	61	27	34	96
%V	5.1%	5.1%	5.1%	4.8%	5.0%	5.2%	4.9%	5.2%
%H		96.0%	45.0%	11.0%	61.0%	27.0%	34.0%	96.0%
Not working	682	657	302	69	465	192	273	589
%V	34.8%	34.9%	34.3%	30.3%	38.4%	37.2%	39.3%	32.0%
%H		96.3%	44.3%	10.1%	68.2%	28.2%	40.0%	86.4%
Houseperson	431	395	163	40	270	91	179	359
%V	22.0%	21.0%	18.5%	17.5%	22.3%	17.6%	25.8%	19.5%
%H		91.6%	37.8%	9.3%	62.6%	21.1%	41.5%	83.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2027	1966	858	226	1314	504	810	1871
%H		97.0%	42.3%	11.1%	64.8%	24.9%	40.0%	92.3%
16 - 19	91	87	47	12	60	30	29	90
%V	4.5%	4.4%	5.5%	5.3%	4.6%	6.0%	3.6%	4.8%
%H		95.6%	51.6%	13.2%	65.9%	33.0%	31.9%	98.9%
20 - 24	132	116	42	14	77	26	51	131
%V	6.5%	5.9%	4.9%	6.2%	5.9%	5.2%	6.3%	7.0%
%H		87.9%	31.8%	10.6%	58.3%	19.7%	38.6%	99.2%
25 - 34	316	302	119	41	157	50	106	311
%V	15.6%	15.4%	13.9%	18.1%	11.9%	9.9%	13.1%	16.6%
%H		95.6%	37.7%	13.0%	49.7%	15.8%	33.5%	98.4%
35 - 44	302	290	143	34	166	71	95	299
%V	14.9%	14.8%	16.7%	15.0%	12.6%	14.1%	11.7%	16.0%
%H		96.0%	47.4%	11.3%	55.0%	23.5%	31.5%	99.0%
45 - 54	366	360	179	50	235	113	123	358
%V	18.1%	18.3%	20.9%	22.1%	17.9%	22.4%	15.2%	19.1%
%H		98.4%	48.9%	13.7%	64.2%	30.9%	33.6%	97.8%
55 - 64	315	308	151	31	212	90	121	307
%V	15.5%	15.7%	17.6%	13.7%	16.1%	17.9%	14.9%	16.4%
%H		97.8%	47.9%	9.8%	67.3%	28.6%	38.4%	97.5%
65+	507	503	177	42	407	123	284	374
%V	25.0%	25.6%	20.6%	18.6%	31.0%	24.4%	35.1%	20.0%
%H		99.2%	34.9%	8.3%	80.3%	24.3%	56.0%	73.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	2027	1966	858	226	1314	504	810	1871
%H		97.0%	42.3%	11.1%	64.8%	24.9%	40.0%	92.3%
AB	511	498	216	56	352	140	212	499
%V	25.2%	25.3%	25.2%	24.8%	26.8%	27.8%	26.2%	26.7%
%H		97.5%	42.3%	11.0%	68.9%	27.4%	41.5%	97.7%
C1	640	618	271	77	422	172	251	600
%V	31.6%	31.4%	31.6%	34.1%	32.1%	34.1%	31.0%	32.1%
%H		96.6%	42.3%	12.0%	65.9%	26.9%	39.2%	93.8%
C2	446	440	210	42	288	116	171	414
%V	22.0%	22.4%	24.5%	18.6%	21.9%	23.0%	21.1%	22.1%
%H		98.7%	47.1%	9.4%	64.6%	26.0%	38.3%	92.8%
D	313	296	122	42	168	58	110	280
%V	15.4%	15.1%	14.2%	18.6%	12.8%	11.5%	13.6%	15.0%
%H		94.6%	39.0%	13.4%	53.7%	18.5%	35.1%	89.5%
E	118	115	39	8	84	18	66	78
%V	5.8%	5.8%	4.5%	3.5%	6.4%	3.6%	8.1%	4.2%
%H		97.5%	33.1%	6.8%	71.2%	15.3%	55.9%	66.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2027	1966	858	226	1314	504	810	1871
%H		97.0%	42.3%	11.1%	64.8%	24.9%	40.0%	92.3%
Working full time	749	728	334	88	444	180	264	738
%V	37.0%	37.0%	38.9%	38.9%	33.8%	35.7%	32.6%	39.4%
%H		97.2%	44.6%	11.7%	59.3%	24.0%	35.2%	98.5%
Working part time	369	361	170	43	234	100	134	366
%V	18.2%	18.4%	19.8%	19.0%	17.8%	19.8%	16.5%	19.6%
%H		97.8%	46.1%	11.7%	63.4%	27.1%	36.3%	99.2%
Not working	908	878	353	95	635	224	412	767
%V	44.8%	44.7%	41.1%	42.0%	48.3%	44.4%	50.9%	41.0%
%H		96.7%	38.9%	10.5%	69.9%	24.7%	45.4%	84.5%
Houseperson	1664	1619	687	177	1090	399	691	1519
%V	82.1%	82.3%	80.1%	78.3%	83.0%	79.2%	85.3%	81.2%
%H		97.3%	41.3%	10.6%	65.5%	24.0%	41.5%	91.3%

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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
AB	227	221	87	15	164	49	115	213
%V	27.7%	27.6%	28.2%	23.8%	28.2%	26.8%	29.0%	29.9%
%H (All HH)		97.4%	38.3%	6.6%	72.2%	21.6%	50.7%	93.8%
%H (TV HH)			39.4%	6.8%	74.2%	22.2%	52.0%	
C1	240	233	101	18	159	59	100	218
%V	29.3%	29.1%	32.7%	28.6%	27.4%	32.2%	25.2%	30.6%
%H (All HH)		97.1%	42.1%	7.5%	66.3%	24.6%	41.7%	90.8%
%H (TV HH)			43.3%	7.7%	68.2%	25.3%	42.9%	
C2	186	185	65	22	139	45	94	162
%V	22.7%	23.1%	21.0%	34.9%	23.9%	24.6%	23.7%	22.7%
%H (All HH)		99.5%	34.9%	11.8%	74.7%	24.2%	50.5%	87.1%
%H (TV HH)			35.1%	11.9%	75.1%	24.3%	50.8%	
D	111	107	33	7	77	19	59	85
%V	13.5%	13.4%	10.7%	11.1%	13.3%	10.4%	14.9%	11.9%
%H (All HH)		96.4%	29.7%	6.3%	69.4%	17.1%	53.2%	76.6%
%H (TV HH)			30.8%	6.5%	72.0%	17.8%	55.1%	
E	55	55	22	1	42	13	29	36
%V	6.7%	6.9%	7.1%	1.6%	7.2%	7.1%	7.3%	5.0%
%H (All HH)		100.0%	40.0%	1.8%	76.4%	23.6%	52.7%	65.5%
%H (TV HH)			40.0%	1.8%	76.4%	23.6%	52.7%	

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

Oct 2018 - Sep 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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Under 25	42	38	7	7	24	7	17	42
%V	5.1%	4.8%	2.3%	11.1%	4.1%	3.8%	4.3%	5.9%
%H (All HH)		90.5%	16.7%	16.7%	57.1%	16.7%	40.5%	100.0%
%H (TV HH)			18.4%	18.4%	63.2%	18.4%	44.7%	
25 - 34	97	92	37	7	52	15	38	95
%V	11.8%	11.5%	12.0%	11.1%	9.0%	8.2%	9.6%	13.3%
%H (All HH)		94.8%	38.1%	7.2%	53.6%	15.5%	39.2%	97.9%
%H (TV HH)			40.2%	7.6%	56.5%	16.3%	41.3%	
35 - 44	96	94	31	12	62	19	43	96
%V	11.7%	11.8%	10.0%	19.0%	10.7%	10.4%	10.8%	13.5%
%H (All HH)		97.9%	32.3%	12.5%	64.6%	19.8%	44.8%	100.0%
%H (TV HH)			33.0%	12.8%	66.0%	20.2%	45.7%	
45 - 54	126	120	61	10	74	31	43	122
%V	15.4%	15.0%	19.7%	15.9%	12.7%	16.9%	10.8%	17.1%
%H (All HH)		95.2%	48.4%	7.9%	58.7%	24.6%	34.1%	96.8%
%H (TV HH)			50.8%	8.3%	61.7%	25.8%	35.8%	
55 - 64	155	154	65	11	115	37	78	150
%V	18.9%	19.3%	21.0%	17.5%	19.8%	20.2%	19.6%	21.0%
%H (All HH)		99.4%	41.9%	7.1%	74.2%	23.9%	50.3%	96.8%
%H (TV HH)			42.2%	7.1%	74.7%	24.0%	50.6%	
65 +	304	302	107	15	254	75	179	207
%V	37.1%	37.8%	34.6%	23.8%	43.7%	41.0%	45.1%	29.0%
%H (All HH)		99.3%	35.2%	4.9%	83.6%	24.7%	58.9%	68.1%
%H (TV HH)			35.4%	5.0%	84.1%	24.8%	59.3%	

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

Oct 2018 - Sep 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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
1	256	245	67	11	199	41	157	173
%V	31.2%	30.6%	21.7%	17.5%	34.3%	22.4%	39.5%	24.3%
%H (All HH)		95.7%	26.2%	4.3%	77.7%	16.0%	61.3%	67.6%
%H (TV HH)			27.3%	4.5%	81.2%	16.7%	64.1%	
2	316	311	132	22	226	79	148	293
%V	38.5%	38.9%	42.7%	34.9%	38.9%	43.2%	37.3%	41.1%
%H (All HH)		98.4%	41.8%	7.0%	71.5%	25.0%	46.8%	92.7%
%H (TV HH)			42.4%	7.1%	72.7%	25.4%	47.6%	
3	108	106	49	13	63	26	37	107
%V	13.2%	13.3%	15.9%	20.6%	10.8%	14.2%	9.3%	15.0%
%H (All HH)		98.1%	45.4%	12.0%	58.3%	24.1%	34.3%	99.1%
%H (TV HH)			46.2%	12.3%	59.4%	24.5%	34.9%	
4	96	95	41	10	64	25	39	96
%V	11.7%	11.9%	13.3%	15.9%	11.0%	13.7%	9.8%	13.5%
%H (All HH)		99.0%	42.7%	10.4%	66.7%	26.0%	40.6%	100.0%
%H (TV HH)			43.2%	10.5%	67.4%	26.3%	41.1%	
5+	44	43	18	7	28	12	16	44
%V	5.4%	5.4%	5.8%	11.1%	4.8%	6.6%	4.0%	6.2%
%H (All HH)		97.7%	40.9%	15.9%	63.6%	27.3%	36.4%	100.0%
%H (TV HH)			41.9%	16.3%	65.1%	27.9%	37.2%	
Average HH size	2.25	2.25	2.41	2.80	2.16	2.43	2.03	2.40

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
Oct 2018 - Sep 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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Without	638	622	237	42	464	142	322	532
%V	77.8%	77.8%	76.7%	66.7%	79.9%	77.6%	81.1%	74.6%
%H (All HH)		97.5%	37.1%	6.6%	72.7%	22.3%	50.5%	83.4%
%H (TV HH)			38.1%	6.8%	74.6%	22.8%	51.8%	
With	182	178	72	21	117	41	76	181
%V	22.2%	22.3%	23.3%	33.3%	20.1%	22.4%	19.1%	25.4%
%H (All HH)		97.8%	39.6%	11.5%	64.3%	22.5%	41.8%	99.5%
%H (TV HH)			40.4%	11.8%	65.7%	23.0%	42.7%	
0 - 3	62	60	20	9	42	15	27	62
%V	7.6%	7.5%	6.5%	14.3%	7.2%	8.2%	6.8%	8.7%
%H (All HH)		96.8%	32.3%	14.5%	67.7%	24.2%	43.5%	100.0%
%H (TV HH)			33.3%	15.0%	70.0%	25.0%	45.0%	
4 - 9	95	95	42	9	60	24	36	95
%V	11.6%	11.9%	13.6%	14.3%	10.3%	13.1%	9.1%	13.3%
%H (All HH)		100.0%	44.2%	9.5%	63.2%	25.3%	37.9%	100.0%
%H (TV HH)			44.2%	9.5%	63.2%	25.3%	37.9%	
10 - 15	83	81	32	11	54	20	34	82
%V	10.1%	10.1%	10.4%	17.5%	9.3%	10.9%	8.6%	11.5%
%H (All HH)		97.6%	38.6%	13.3%	65.1%	24.1%	41.0%	98.8%
%H (TV HH)			39.5%	13.6%	66.7%	24.7%	42.0%	

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

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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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
1	357	357	113	27	234	41	193	297
%V	43.5%	44.6%	36.6%	42.9%	40.3%	22.4%	48.6%	41.7%
%H (All HH)		100.0%	31.7%	7.6%	65.5%	11.5%	54.1%	83.2%
%H (TV HH)			31.7%	7.6%	65.5%	11.5%	54.1%	
2	270	270	105	18	208	68	140	233
%V	32.9%	33.8%	34.0%	28.6%	35.8%	37.2%	35.3%	32.7%
%H (All HH)		100.0%	38.9%	6.7%	77.0%	25.2%	51.9%	86.3%
%H (TV HH)			38.9%	6.7%	77.0%	25.2%	51.9%	
3	117	117	61	14	96	54	43	110
%V	14.3%	14.6%	19.7%	22.2%	16.5%	29.5%	10.8%	15.4%
%H (All HH)		100.0%	52.1%	12.0%	82.1%	46.2%	36.8%	94.0%
%H (TV HH)			52.1%	12.0%	82.1%	46.2%	36.8%	
4	37	37	20	3	25	11	14	37
%V	4.5%	4.6%	6.5%	4.8%	4.3%	6.0%	3.5%	5.2%
%H (All HH)		100.0%	54.1%	8.1%	67.6%	29.7%	37.8%	100.0%
%H (TV HH)			54.1%	8.1%	67.6%	29.7%	37.8%	
5+	20	20	10	2	17	10	8	19
%V	2.4%	2.5%	3.2%	3.2%	2.9%	5.5%	2.0%	2.7%
%H (All HH)		100.0%	50.0%	10.0%	85.0%	50.0%	40.0%	95.0%
%H (TV HH)			50.0%	10.0%	85.0%	50.0%	40.0%	

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

Oct 2018 - Sep 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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Under 20"	99	99	43	7	86	36	50	83
%V	12.1%	12.4%	13.9%	11.1%	14.8%	19.7%	12.6%	11.6%
%H (All HH)		100.0%	43.4%	7.1%	86.9%	36.4%	50.5%	83.8%
%H (TV HH)			43.4%	7.1%	86.9%	36.4%	50.5%	
20" - 29"	220	220	76	13	184	58	126	184
%V	26.8%	27.5%	24.6%	20.6%	31.7%	31.7%	31.7%	25.8%
%H (All HH)		100.0%	34.5%	5.9%	83.6%	26.4%	57.3%	83.6%
%H (TV HH)			34.5%	5.9%	83.6%	26.4%	57.3%	
30" - 39"	397	397	143	27	300	91	210	346
%V	48.4%	49.6%	46.3%	42.9%	51.6%	49.7%	52.9%	48.5%
%H (All HH)		100.0%	36.0%	6.8%	75.6%	22.9%	52.9%	87.2%
%H (TV HH)			36.0%	6.8%	75.6%	22.9%	52.9%	
40" - 49"	384	384	175	39	269	108	161	351
%V	46.8%	48.0%	56.6%	61.9%	46.3%	59.0%	40.6%	49.2%
%H (All HH)		100.0%	45.6%	10.2%	70.1%	28.1%	41.9%	91.4%
%H (TV HH)			45.6%	10.2%	70.1%	28.1%	41.9%	
50" - 59"	139	139	72	14	90	42	48	133
%V	17.0%	17.4%	23.3%	22.2%	15.5%	23.0%	12.1%	18.7%
%H (All HH)		100.0%	51.8%	10.1%	64.7%	30.2%	34.5%	95.7%
%H (TV HH)			51.8%	10.1%	64.7%	30.2%	34.5%	
60"+	15	15	12	0	8	6	3	15
%V	1.8%	1.9%	3.9%	0.0%	1.4%	3.3%	0.8%	2.1%
%H (All HH)		100.0%	80.0%	0.0%	53.3%	40.0%	20.0%	100.0%
%H (TV HH)			80.0%	0.0%	53.3%	40.0%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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Table 10.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Main living room	790	790	307	63	572	181	390	687
%V	96.3%	98.8%	99.4%	100.0%	98.5%	98.9%	98.2%	96.4%
%H (All HH)		100.0%	38.9%	8.0%	72.4%	22.9%	49.4%	87.0%
%H (TV HH)			38.9%	8.0%	72.4%	22.9%	49.4%	
Kitchen	102	102	51	8	85	43	43	90
%V	12.4%	12.8%	16.5%	12.7%	14.6%	23.5%	10.8%	12.6%
%H (All HH)		100.0%	50.0%	7.8%	83.3%	42.2%	42.2%	88.2%
%H (TV HH)			50.0%	7.8%	83.3%	42.2%	42.2%	
Adult's bedroom	327	327	146	30	256	112	144	296
%V	39.9%	40.9%	47.2%	47.6%	44.1%	61.2%	36.3%	41.5%
%H (All HH)		100.0%	44.6%	9.2%	78.3%	34.3%	44.0%	90.5%
%H (TV HH)			44.6%	9.2%	78.3%	34.3%	44.0%	
Child's bedroom	56	56	25	7	38	16	21	55
%V	6.8%	7.0%	8.1%	11.1%	6.5%	8.7%	5.3%	7.7%
%H (All HH)		100.0%	44.6%	12.5%	67.9%	28.6%	37.5%	98.2%
%H (TV HH)			44.6%	12.5%	67.9%	28.6%	37.5%	
Other bedroom	37	37	18	2	30	12	17	37
%V	4.5%	4.6%	5.8%	3.2%	5.2%	6.6%	4.3%	5.2%
%H (All HH)		100.0%	48.6%	5.4%	81.1%	32.4%	45.9%	100.0%
%H (TV HH)			48.6%	5.4%	81.1%	32.4%	45.9%	
Second living/dining room	70	70	29	5	60	24	36	63
%V	8.5%	8.8%	9.4%	7.9%	10.3%	13.1%	9.1%	8.8%
%H (All HH)		100.0%	41.4%	7.1%	85.7%	34.3%	51.4%	90.0%
%H (TV HH)			41.4%	7.1%	85.7%	34.3%	51.4%	
Study/office	13	13	7	1	11	5	6	13
%V	1.6%	1.6%	2.3%	1.6%	1.9%	2.7%	1.5%	1.8%
%H (All HH)		100.0%	53.8%	7.7%	84.6%	38.5%	46.2%	100.0%
%H (TV HH)			53.8%	7.7%	84.6%	38.5%	46.2%	
TV room	5	5	3	0	4	3	1	5
%V	0.6%	0.6%	1.0%	0.0%	0.7%	1.6%	0.3%	0.7%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	60.0%	20.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	60.0%	20.0%	
Conservatory	17	17	8	1	15	6	9	17
%V	2.1%	2.1%	2.6%	1.6%	2.6%	3.3%	2.3%	2.4%
%H (All HH)		100.0%	47.1%	5.9%	88.2%	35.3%	52.9%	100.0%
%H (TV HH)			47.1%	5.9%	88.2%	35.3%	52.9%	
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%	0.5%	0.3%	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	9	9	3	0	9	3	6	9
%V	1.1%	1.1%	1.0%	0.0%	1.5%	1.6%	1.5%	1.3%
%H (All HH)		100.0%	33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	100.0%	33.3%	66.7%	

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 10.8: 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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Any DSAT provider	309	309	309	2	154	154	0	280
%V	37.7%	38.6%	100.0%	3.2%	26.5%	84.2%	0.0%	39.3%
%H (All HH)			100.0%	0.6%	49.8%	49.8%	0.0%	90.6%
%H (TV HH)			100.0%	0.6%	49.8%	49.8%	0.0%	
Sky with subscription	233	233	233	2	112	112	0	213
%V	28.4%	29.1%	75.4%	3.2%	19.3%	61.2%	0.0%	29.9%
%H (All HH)			100.0%	0.9%	48.1%	48.1%	0.0%	91.4%
%H (TV HH)			100.0%	0.9%	48.1%	48.1%	0.0%	
Sky without subscription	15	15	15	0	8	8	0	12
%V	1.8%	1.9%	4.9%	0.0%	1.4%	4.4%	0.0%	1.7%
%H (All HH)			100.0%	0.0%	53.3%	53.3%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	53.3%	53.3%	0.0%	
Freesat	59	59	59	0	30	30	0	51
%V	7.2%	7.4%	19.1%	0.0%	5.2%	16.4%	0.0%	7.2%
%H (All HH)			100.0%	0.0%	50.8%	50.8%	0.0%	86.4%
%H (TV HH)			100.0%	0.0%	50.8%	50.8%	0.0%	
Other satellite provider	15	15	15	1	9	9	0	14
%V	1.8%	1.9%	4.9%	1.6%	1.5%	4.9%	0.0%	2.0%
%H (All HH)			100.0%	6.7%	60.0%	60.0%	0.0%	93.3%
%H (TV HH)			100.0%	6.7%	60.0%	60.0%	0.0%	
DCAB	63	63	2	63	30	30	0	60
%V	7.7%	7.9%	0.6%	100.0%	5.2%	16.4%	0.0%	8.4%
%H (All HH)			3.2%	100.0%	47.6%	47.6%	0.0%	95.2%
%H (TV HH)			3.2%	100.0%	47.6%	47.6%	0.0%	
DTT	581	581	154	30	581	183	397	492
%V	70.9%	72.6%	49.8%	47.6%	100.0%	100.0%	100.0%	69.0%
%H (All HH)		100.0%	26.5%	5.2%	100.0%	31.5%	68.3%	84.7%
%H (TV HH)			26.5%	5.2%	100.0%	31.5%	68.3%	

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

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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	820	800	309	63	581	183	397	713
%H (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
PVR	515	515	274	59	348	165	183	465
%V	62.8%	64.4%	88.7%	93.7%	59.9%	90.2%	46.1%	65.2%
%H (All HH)		100.0%	53.2%	11.5%	67.6%	32.0%	35.5%	90.3%
%H (TV HH)			53.2%	11.5%	67.6%	32.0%	35.5%	
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	3	3	2	1	2	0	1	1
%V	0.4%	0.4%	0.6%	1.6%	0.3%	0.0%	0.3%	0.1%
%H (All HH)		100.0%	66.7%	33.3%	66.7%	0.0%	33.3%	33.3%
%H (TV HH)			66.7%	33.3%	66.7%	0.0%	33.3%	
Any recorder	517	517	276	60	349	165	183	466
%V	63.0%	64.6%	89.3%	95.2%	60.1%	90.2%	46.1%	65.4%
%H (All HH)		100.0%	53.4%	11.6%	67.5%	31.9%	35.4%	90.1%
%H (TV HH)			53.4%	11.6%	67.5%	31.9%	35.4%	
Receives HDTV (via STB or built-in reception)	619	619	279	61	451	170	281	563
%V	75.5%	77.4%	90.3%	96.8%	77.6%	92.9%	70.8%	79.0%
%H (All HH)		100.0%	45.1%	9.9%	72.9%	27.5%	45.4%	91.0%
%H (TV HH)			45.1%	9.9%	72.9%	27.5%	45.4%	
DVD/Blu-ray player or recorder	603	603	229	54	445	147	299	539
%V	73.5%	75.4%	74.1%	85.7%	76.6%	80.3%	75.3%	75.6%
%H (All HH)		100.0%	38.0%	9.0%	73.8%	24.4%	49.6%	89.4%
%H (TV HH)			38.0%	9.0%	73.8%	24.4%	49.6%	

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

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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	820	800	309	63	581	183	397	713
%V (All HH)		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%
%H (TV HH)			38.6%	7.9%	72.6%	22.9%	49.6%	
Has broadband internet	713	696	280	60	492	165	326	713
%V	87.0%	87.0%	90.6%	95.2%	84.7%	90.2%	82.1%	100.0%
%H (All HH)		97.6%	39.3%	8.4%	69.0%	23.1%	45.7%	100.0%
%H (TV HH)			40.2%	8.6%	70.7%	23.7%	46.8%	
Number of computers (PCs and laptops)								
0	134	131	40	5	109	23	85	32
%V	16.3%	16.4%	12.9%	7.9%	18.8%	12.6%	21.4%	4.5%
%H (All HH)		97.8%	29.9%	3.7%	81.3%	17.2%	63.4%	23.9%
%H (TV HH)			30.5%	3.8%	83.2%	17.6%	64.9%	
1	184	180	68	12	132	38	94	178
%V	22.4%	22.5%	22.0%	19.0%	22.7%	20.8%	23.7%	25.0%
%H (All HH)		97.8%	37.0%	6.5%	71.7%	20.7%	51.1%	96.7%
%H (TV HH)			37.8%	6.7%	73.3%	21.1%	52.2%	
2	228	220	86	17	162	55	107	228
%V	27.8%	27.5%	27.8%	27.0%	27.9%	30.1%	27.0%	32.0%
%H (All HH)		96.5%	37.7%	7.5%	71.1%	24.1%	46.9%	100.0%
%H (TV HH)			39.1%	7.7%	73.6%	25.0%	48.6%	
3	121	119	49	11	82	28	53	121
%V	14.8%	14.9%	15.9%	17.5%	14.1%	15.3%	13.4%	17.0%
%H (All HH)		98.3%	40.5%	9.1%	67.8%	23.1%	43.8%	100.0%
%H (TV HH)			41.2%	9.2%	68.9%	23.5%	44.5%	
4	76	76	29	8	48	15	34	76
%V	9.3%	9.5%	9.4%	12.7%	8.3%	8.2%	8.6%	10.7%
%H (All HH)		100.0%	38.2%	10.5%	63.2%	19.7%	44.7%	100.0%
%H (TV HH)			38.2%	10.5%	63.2%	19.7%	44.7%	
5+	76	75	38	10	48	23	25	76
%V	9.3%	9.4%	12.3%	15.9%	8.3%	12.6%	6.3%	10.7%
%H (All HH)		98.7%	50.0%	13.2%	63.2%	30.3%	32.9%	100.0%
%H (TV HH)			50.7%	13.3%	64.0%	30.7%	33.3%	

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

Oct 2018 - Sep 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	1499	635	124	1132	432	700	1343
%H		42.4%	8.3%	75.5%	28.8%	46.7%	89.6%
Under 20"	114	49	8	99	42	58	97
%V	7.6%	7.7%	6.5%	8.7%	9.7%	8.3%	7.2%
%H		43.0%	7.0%	86.8%	36.8%	50.9%	85.1%
20" - 29"	284	104	18	236	80	156	243
%V	18.9%	16.4%	14.5%	20.8%	18.5%	22.3%	18.1%
%H		36.6%	6.3%	83.1%	28.2%	54.9%	85.6%
30" - 39"	475	181	36	362	121	242	418
%V	31.7%	28.5%	29.0%	32.0%	28.0%	34.6%	31.1%
%H		38.1%	7.6%	76.2%	25.5%	50.9%	88.0%
40" - 49"	451	204	48	323	135	188	416
%V	30.1%	32.1%	38.7%	28.5%	31.3%	26.9%	31.0%
%H		45.2%	10.6%	71.6%	29.9%	41.7%	92.2%
50" - 59"	152	80	15	98	47	51	146
%V	10.1%	12.6%	12.1%	8.7%	10.9%	7.3%	10.9%
%H		52.6%	9.9%	64.5%	30.9%	33.6%	96.1%
60"+	16	13	0	9	6	3	16
%V	1.1%	2.0%	0.0%	0.8%	1.4%	0.4%	1.2%
%H		81.3%	0.0%	56.3%	37.5%	18.8%	100.0%
Don't know	7	5	0	4	2	2	7
%V	0.5%	0.8%	0.0%	0.4%	0.5%	0.3%	0.5%
%H		71.4%	0.0%	57.1%	28.6%	28.6%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	1499	635	124	1132	432	700	1343
%H		42.4%	8.3%	75.5%	28.8%	46.7%	89.6%
Main living room	791	307	63	573	182	391	688
%V	52.8%	48.3%	50.8%	50.6%	42.1%	55.9%	51.2%
%H		38.8%	8.0%	72.4%	23.0%	49.4%	87.0%
Kitchen	102	51	8	85	43	43	90
%V	6.8%	8.0%	6.5%	7.5%	10.0%	6.1%	6.7%
%H		50.0%	7.8%	83.3%	42.2%	42.2%	88.2%
Adult's bedroom	371	171	36	286	128	158	340
%V	24.7%	26.9%	29.0%	25.3%	29.6%	22.6%	25.3%
%H		46.1%	9.7%	77.1%	34.5%	42.6%	91.6%
Child's bedroom	76	34	9	52	22	30	75
%V	5.1%	5.4%	7.3%	4.6%	5.1%	4.3%	5.6%
%H		44.7%	11.8%	68.4%	28.9%	39.5%	98.7%
Other bedroom	39	19	2	31	13	18	39
%V	2.6%	3.0%	1.6%	2.7%	3.0%	2.6%	2.9%
%H		48.7%	5.1%	79.5%	33.3%	46.2%	100.0%
Second living/dining room	71	31	5	62	26	36	64
%V	4.7%	4.9%	4.0%	5.5%	6.0%	5.1%	4.8%
%H		43.7%	7.0%	87.3%	36.6%	50.7%	90.1%
Study/office	13	7	1	11	5	6	13
%V	0.9%	1.1%	0.8%	1.0%	1.2%	0.9%	1.0%
%H		53.8%	7.7%	84.6%	38.5%	46.2%	100.0%
TV room	5	3	0	4	3	1	5
%V	0.3%	0.5%	0.0%	0.4%	0.7%	0.1%	0.4%
%H		60.0%	0.0%	80.0%	60.0%	20.0%	100.0%
Conservatory	17	8	1	15	6	9	17
%V	1.1%	1.3%	0.8%	1.3%	1.4%	1.3%	1.3%
%H		47.1%	5.9%	88.2%	35.3%	52.9%	100.0%
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	10	3	0	10	3	7	10
%V	0.7%	0.5%	0.0%	0.9%	0.7%	1.0%	0.7%
%H		30.0%	0.0%	100.0%	30.0%	70.0%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1499	635	124	1132	432	700	1343
%H		42.4%	8.3%	75.5%	28.8%	46.7%	89.6%
PVR	677	404	76	428	230	198	621
%V	45.2%	63.6%	61.3%	37.8%	53.2%	28.3%	46.2%
%H		59.7%	11.2%	63.2%	34.0%	29.2%	91.7%
DVDR	5	1	1	5	2	3	5
%V	0.3%	0.2%	0.8%	0.4%	0.5%	0.4%	0.4%
%H		20.0%	20.0%	100.0%	40.0%	60.0%	100.0%
VCR	3	2	1	2	0	1	1
%V	0.2%	0.3%	0.8%	0.2%	0.0%	0.1%	0.1%
%H		66.7%	33.3%	66.7%	0.0%	33.3%	33.3%
Any recorder	681	405	77	431	230	201	624
%V	45.4%	63.8%	62.1%	38.1%	53.2%	28.7%	46.5%
%H		59.5%	11.3%	63.3%	33.8%	29.5%	91.6%

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	1499	635	124	1132	432	700	1343
%H		42.4%	8.3%	75.5%	28.8%	46.7%	89.6%
Receives HDTV (via STB or built-in reception)	923	450	92	679	297	382	852
%V	61.6%	70.9%	74.2%	60.0%	68.8%	54.6%	63.4%
%H		48.8%	10.0%	73.6%	32.2%	41.4%	92.3%
DVD/Blu-ray player or recorder	834	333	75	621	219	402	761
%V	55.6%	52.4%	60.5%	54.9%	50.7%	57.4%	56.7%
%H		39.9%	9.0%	74.5%	26.3%	48.2%	91.2%

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 10.15: 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	800	309	63	581	183	397	696
%H		38.6%	7.9%	72.6%	22.9%	49.6%	87.0%
Under 20"	7	2	0	5	1	4	6
%V	0.9%	0.6%	0.0%	0.9%	0.5%	1.0%	0.9%
%H		28.6%	0.0%	71.4%	14.3%	57.1%	85.7%
20" - 29"	64	13	2	57	11	46	43
%V	8.0%	4.2%	3.2%	9.8%	6.0%	11.6%	6.2%
%H		20.3%	3.1%	89.1%	17.2%	71.9%	67.2%
30" - 39"	255	69	14	195	39	157	210
%V	31.9%	22.3%	22.2%	33.6%	21.3%	39.5%	30.2%
%H		27.1%	5.5%	76.5%	15.3%	61.6%	82.4%
40" - 49"	329	146	34	231	89	143	298
%V	41.1%	47.2%	54.0%	39.8%	48.6%	36.0%	42.8%
%H		44.4%	10.3%	70.2%	27.1%	43.5%	90.6%
50" - 59"	128	66	13	83	40	44	123
%V	16.0%	21.4%	20.6%	14.3%	21.9%	11.1%	17.7%
%H		51.6%	10.2%	64.8%	31.3%	34.4%	96.1%
60"+	14	11	0	7	4	3	14
%V	1.8%	3.6%	0.0%	1.2%	2.2%	0.8%	2.0%
%H		78.6%	0.0%	50.0%	28.6%	21.4%	100.0%
Don't know	3	2	0	2	1	1	3
%V	0.4%	0.6%	0.0%	0.3%	0.5%	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 10.16: 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	800	309	63	581	183	397	696
%H		38.6%	7.9%	72.6%	22.9%	49.6%	87.0%
PVR	501	269	58	335	160	175	451
%V	62.6%	87.1%	92.1%	57.7%	87.4%	44.1%	64.8%
%H		53.7%	11.6%	66.9%	31.9%	34.9%	90.0%
DVDR	3	1	1	3	1	2	3
%V	0.4%	0.3%	1.6%	0.5%	0.5%	0.5%	0.4%
%H		33.3%	33.3%	100.0%	33.3%	66.7%	100.0%
VCR	3	2	1	2	0	1	1
%V	0.4%	0.6%	1.6%	0.3%	0.0%	0.3%	0.1%
%H		66.7%	33.3%	66.7%	0.0%	33.3%	33.3%
Any recorder	504	270	58	337	160	177	454
%V	63.0%	87.4%	92.1%	58.0%	87.4%	44.6%	65.2%
%H		53.6%	11.5%	66.9%	31.7%	35.1%	90.1%

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	800	309	63	581	183	397	696
%H		38.6%	7.9%	72.6%	22.9%	49.6%	87.0%
Receives HDTV (via STB or built-in reception)	604	270	59	439	162	277	550
%V	75.5%	87.4%	93.7%	75.6%	88.5%	69.8%	79.0%
%H		44.7%	9.8%	72.7%	26.8%	45.9%	91.1%
DVD/Blu-ray player or recorder	551	205	49	405	129	277	489
%V	68.9%	66.3%	77.8%	69.7%	70.5%	69.8%	70.3%
%H		37.2%	8.9%	73.5%	23.4%	50.3%	88.7%

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	699	327	61	551	248	303	647
%H		46.8%	8.7%	78.8%	35.5%	43.3%	92.6%
Under 20"	107	47	8	94	41	53	90
%V	15.3%	14.4%	13.1%	17.1%	16.5%	17.5%	13.9%
%H		43.9%	7.5%	87.9%	38.3%	49.5%	84.1%
20" - 29"	220	91	15	179	69	110	200
%V	31.5%	27.8%	24.6%	32.5%	27.8%	36.3%	30.9%
%H		41.4%	6.8%	81.4%	31.4%	50.0%	90.9%
30" - 39"	221	112	22	167	82	85	208
%V	31.6%	34.3%	36.1%	30.3%	33.1%	28.1%	32.1%
%H		50.7%	10.0%	75.6%	37.1%	38.5%	94.1%
40" - 49"	122	59	14	92	46	46	118
%V	17.5%	18.0%	23.0%	16.7%	18.5%	15.2%	18.2%
%H		48.4%	11.5%	75.4%	37.7%	37.7%	96.7%
50" - 59"	24	13	2	15	7	7	24
%V	3.4%	4.0%	3.3%	2.7%	2.8%	2.3%	3.7%
%H		54.2%	8.3%	62.5%	29.2%	29.2%	100.0%
60"+	2	2	0	2	2	0	2
%V	0.3%	0.6%	0.0%	0.4%	0.8%	0.0%	0.3%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Don't know	4	3	0	2	1	1	4
%V	0.6%	0.9%	0.0%	0.4%	0.4%	0.3%	0.6%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	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	699	327	61	551	248	303	647
%H		46.8%	8.7%	78.8%	35.5%	43.3%	92.6%
PVR	176	135	18	93	70	24	170
%V	25.2%	41.3%	29.5%	16.9%	28.2%	7.9%	26.3%
%H		76.7%	10.2%	52.8%	39.8%	13.6%	96.6%
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	177	135	18	94	70	24	171
%V	25.3%	41.3%	29.5%	17.1%	28.2%	7.9%	26.4%
%H		76.3%	10.2%	53.1%	39.5%	13.6%	96.6%

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	699	327	61	551	248	303	647
%H		46.8%	8.7%	78.8%	35.5%	43.3%	92.6%
Receives HDTV (via STB or built-in reception)	319	181	33	241	135	105	302
%V	45.6%	55.4%	54.1%	43.7%	54.4%	34.7%	46.7%
%H		56.7%	10.3%	75.5%	42.3%	32.9%	94.7%
DVD/Blu-ray player or recorder	283	128	26	216	91	125	272
%V	40.5%	39.1%	42.6%	39.2%	36.7%	41.3%	42.0%
%H		45.2%	9.2%	76.3%	32.2%	44.2%	96.1%

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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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	1840	1799	744	176	1252	446	806	1708
%H		97.8%	40.4%	9.6%	68.0%	24.2%	43.8%	92.8%
Total Children	314	306	125	36	201	75	126	314
%V	17.1%	17.0%	16.8%	20.5%	16.1%	16.8%	15.6%	18.4%
%H		97.5%	39.8%	11.5%	64.0%	23.9%	40.1%	100.0%
0 - 3	72	70	24	9	48	16	32	72
%V	3.9%	3.9%	3.2%	5.1%	3.8%	3.6%	4.0%	4.2%
%H		97.2%	33.3%	12.5%	66.7%	22.2%	44.4%	100.0%
4 - 15	243	237	101	27	153	59	94	242
%V	13.2%	13.2%	13.6%	15.3%	12.2%	13.2%	11.7%	14.2%
%H		97.5%	41.6%	11.1%	63.0%	24.3%	38.7%	99.6%
4 - 9	131	131	61	14	81	33	48	131
%V	7.1%	7.3%	8.2%	8.0%	6.5%	7.4%	6.0%	7.7%
%H		100.0%	46.6%	10.7%	61.8%	25.2%	36.6%	100.0%
10 - 15	111	106	40	14	72	26	45	111
%V	6.0%	5.9%	5.4%	8.0%	5.8%	5.8%	5.6%	6.5%
%H		95.5%	36.0%	12.6%	64.9%	23.4%	40.5%	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	1840	1799	744	176	1252	446	806	1708
%H		97.8%	40.4%	9.6%	68.0%	24.2%	43.8%	92.8%
Total Adults (16+)	1526	1493	619	140	1051	371	680	1395
%V	82.9%	83.0%	83.2%	79.5%	83.9%	83.2%	84.4%	81.7%
%H		97.8%	40.6%	9.2%	68.9%	24.3%	44.6%	91.4%
16 - 19	76	73	31	10	44	18	26	76
%V	4.1%	4.1%	4.2%	5.7%	3.5%	4.0%	3.2%	4.4%
%H		96.1%	40.8%	13.2%	57.9%	23.7%	34.2%	100.0%
20 - 24	112	106	32	24	69	29	40	112
%V	6.1%	5.9%	4.3%	13.6%	5.5%	6.5%	5.0%	6.6%
%H		94.6%	28.6%	21.4%	61.6%	25.9%	35.7%	100.0%
25 - 34	200	192	78	21	107	35	72	197
%V	10.9%	10.7%	10.5%	11.9%	8.5%	7.8%	8.9%	11.5%
%H		96.0%	39.0%	10.5%	53.5%	17.5%	36.0%	98.5%
35 - 44	187	182	75	19	115	37	78	187
%V	10.2%	10.1%	10.1%	10.8%	9.2%	8.3%	9.7%	10.9%
%H		97.3%	40.1%	10.2%	61.5%	19.8%	41.7%	100.0%
45 - 54	234	226	118	21	149	67	82	230
%V	12.7%	12.6%	15.9%	11.9%	11.9%	15.0%	10.2%	13.5%
%H		96.6%	50.4%	9.0%	63.7%	28.6%	35.0%	98.3%
55 - 64	252	252	110	20	180	60	120	246
%V	13.7%	14.0%	14.8%	11.4%	14.4%	13.5%	14.9%	14.4%
%H		100.0%	43.7%	7.9%	71.4%	23.8%	47.6%	97.6%
65+	465	462	175	25	387	125	262	347
%V	25.3%	25.7%	23.5%	14.2%	30.9%	28.0%	32.5%	20.3%
%H		99.4%	37.6%	5.4%	83.2%	26.9%	56.3%	74.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1526	1493	619	140	1051	371	680	1395
%H		97.8%	40.6%	9.2%	68.9%	24.3%	44.6%	91.4%
AB	447	432	175	35	315	99	216	428
%V	29.3%	28.9%	28.3%	25.0%	30.0%	26.7%	31.8%	30.7%
%H		96.6%	39.1%	7.8%	70.5%	22.1%	48.3%	95.7%
C1	466	455	207	51	301	129	172	440
%V	30.5%	30.5%	33.4%	36.4%	28.6%	34.8%	25.3%	31.5%
%H		97.6%	44.4%	10.9%	64.6%	27.7%	36.9%	94.4%
C2	344	342	133	41	250	88	162	311
%V	22.5%	22.9%	21.5%	29.3%	23.8%	23.7%	23.8%	22.3%
%H		99.4%	38.7%	11.9%	72.7%	25.6%	47.1%	90.4%
D	194	188	68	12	130	37	94	163
%V	12.7%	12.6%	11.0%	8.6%	12.4%	10.0%	13.8%	11.7%
%H		96.9%	35.1%	6.2%	67.0%	19.1%	48.5%	84.0%
E	76	75	36	2	55	19	36	53
%V	5.0%	5.0%	5.8%	1.4%	5.2%	5.1%	5.3%	3.8%
%H		98.7%	47.4%	2.6%	72.4%	25.0%	47.4%	69.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1526	1493	619	140	1051	371	680	1395
%H		97.8%	40.6%	9.2%	68.9%	24.3%	44.6%	91.4%
Working full time	626	611	273	61	392	137	255	618
%V	41.0%	40.9%	44.1%	43.6%	37.3%	36.9%	37.5%	44.3%
%H		97.6%	43.6%	9.7%	62.6%	21.9%	40.7%	98.7%
Working part time	196	190	76	21	129	48	81	188
%V	12.8%	12.7%	12.3%	15.0%	12.3%	12.9%	11.9%	13.5%
%H		96.9%	38.8%	10.7%	65.8%	24.5%	41.3%	95.9%
Not working	705	692	270	58	531	186	344	589
%V	46.2%	46.3%	43.6%	41.4%	50.5%	50.1%	50.6%	42.2%
%H		98.2%	38.3%	8.2%	75.3%	26.4%	48.8%	83.5%
Houseperson	820	800	309	63	581	183	397	713
%V	53.7%	53.6%	49.9%	45.0%	55.3%	49.3%	58.4%	51.1%
%H		97.6%	37.7%	7.7%	70.9%	22.3%	48.4%	87.0%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	731	710	294	66	500	177	323	678
%H		97.1%	40.2%	9.0%	68.4%	24.2%	44.2%	92.7%
16 - 19	37	35	16	3	22	9	13	36
%V	5.1%	4.9%	5.4%	4.5%	4.4%	5.1%	4.0%	5.3%
%H		94.6%	43.2%	8.1%	59.5%	24.3%	35.1%	97.3%
20 - 24	53	48	15	11	31	13	18	53
%V	7.3%	6.8%	5.1%	16.7%	6.2%	7.3%	5.6%	7.8%
%H		90.6%	28.3%	20.8%	58.5%	24.5%	34.0%	100.0%
25 - 34	96	93	34	11	55	19	35	95
%V	13.1%	13.1%	11.6%	16.7%	11.0%	10.7%	10.8%	14.0%
%H		96.9%	35.4%	11.5%	57.3%	19.8%	36.5%	99.0%
35 - 44	93	90	40	9	54	17	37	93
%V	12.7%	12.7%	13.6%	13.6%	10.8%	9.6%	11.5%	13.7%
%H		96.8%	43.0%	9.7%	58.1%	18.3%	39.8%	100.0%
45 - 54	119	112	56	10	76	32	44	116
%V	16.3%	15.8%	19.0%	15.2%	15.2%	18.1%	13.6%	17.1%
%H		94.1%	47.1%	8.4%	63.9%	26.9%	37.0%	97.5%
55 - 64	117	117	49	10	84	26	57	113
%V	16.0%	16.5%	16.7%	15.2%	16.8%	14.7%	17.6%	16.7%
%H		100.0%	41.9%	8.5%	71.8%	22.2%	48.7%	96.6%
65+	216	215	85	11	179	61	118	171
%V	29.5%	30.3%	28.9%	16.7%	35.8%	34.5%	36.5%	25.2%
%H		99.5%	39.4%	5.1%	82.9%	28.2%	54.6%	79.2%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	731	710	294	66	500	177	323	678
%H		97.1%	40.2%	9.0%	68.4%	24.2%	44.2%	92.7%
AB	211	204	82	16	148	45	102	205
%V	28.9%	28.7%	27.9%	24.2%	29.6%	25.4%	31.6%	30.2%
%H		96.7%	38.9%	7.6%	70.1%	21.3%	48.3%	97.2%
C1	225	219	102	24	145	66	79	216
%V	30.8%	30.8%	34.7%	36.4%	29.0%	37.3%	24.5%	31.9%
%H		97.3%	45.3%	10.7%	64.4%	29.3%	35.1%	96.0%
C2	180	179	67	21	135	47	88	164
%V	24.6%	25.2%	22.8%	31.8%	27.0%	26.6%	27.2%	24.2%
%H		99.4%	37.2%	11.7%	75.0%	26.1%	48.9%	91.1%
C	85	80	29	6	52	14	39	73
%V	11.6%	11.3%	9.9%	9.1%	10.4%	7.9%	12.1%	10.8%
%H		94.1%	34.1%	7.1%	61.2%	16.5%	45.9%	85.9%
E	29	28	13	0	20	5	14	19
%V	4.0%	3.9%	4.4%	0.0%	4.0%	2.8%	4.3%	2.8%
%H		96.6%	44.8%	0.0%	69.0%	17.2%	48.3%	65.5%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	731	710	294	66	500	177	323	678
%H		97.1%	40.2%	9.0%	68.4%	24.2%	44.2%	92.7%
Working full time	384	373	164	37	240	85	155	380
%V	52.5%	52.5%	55.8%	56.1%	48.0%	48.0%	48.0%	56.0%
%H		97.1%	42.7%	9.6%	62.5%	22.1%	40.4%	99.0%
Working part time	42	41	17	3	30	10	20	40
%V	5.7%	5.8%	5.8%	4.5%	6.0%	5.6%	6.2%	5.9%
%H		97.6%	40.5%	7.1%	71.4%	23.8%	47.6%	95.2%
Not working	305	296	113	26	230	82	148	259
%V	41.7%	41.7%	38.4%	39.4%	46.0%	46.3%	45.8%	38.2%
%H		97.0%	37.0%	8.5%	75.4%	26.9%	48.5%	84.9%
Houseperson	164	153	50	9	118	33	85	133
%V	22.4%	21.5%	17.0%	13.6%	23.6%	18.6%	26.3%	19.6%
%H		93.3%	30.5%	5.5%	72.0%	20.1%	51.8%	81.1%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	795	783	326	74	551	194	357	716
%H		98.5%	41.0%	9.3%	69.3%	24.4%	44.9%	90.1%
16 - 19	39	38	15	7	22	8	13	39
%V	4.9%	4.9%	4.6%	9.5%	4.0%	4.1%	3.6%	5.4%
%H		97.4%	38.5%	17.9%	56.4%	20.5%	33.3%	100.0%
20 - 24	59	58	18	12	38	16	21	59
%V	7.4%	7.4%	5.5%	16.2%	6.9%	8.2%	5.9%	8.2%
%H		98.3%	30.5%	20.3%	64.4%	27.1%	35.6%	100.0%
25 - 34	104	99	45	9	53	16	37	102
%V	13.1%	12.6%	13.8%	12.2%	9.6%	8.2%	10.4%	14.2%
%H		95.2%	43.3%	8.7%	51.0%	15.4%	35.6%	98.1%
36 - 44	93	92	35	10	61	20	41	93
%V	11.7%	11.7%	10.7%	13.5%	11.1%	10.3%	11.5%	13.0%
%H		98.9%	37.6%	10.8%	65.6%	21.5%	44.1%	100.0%
45 - 54	115	113	62	11	73	35	37	114
%V	14.5%	14.4%	19.0%	14.9%	13.2%	18.0%	10.4%	15.9%
%H		98.3%	53.9%	9.6%	63.5%	30.4%	32.2%	99.1%
55 - 64	135	134	61	10	97	34	63	133
%V	17.0%	17.1%	18.7%	13.5%	17.6%	17.5%	17.6%	18.6%
%H		99.3%	45.2%	7.4%	71.9%	25.2%	46.7%	98.5%
65+	249	248	90	14	209	64	145	176
%V	31.3%	31.7%	27.6%	18.9%	37.9%	33.0%	40.6%	24.6%
%H		99.6%	36.1%	5.6%	83.9%	25.7%	58.2%	70.7%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	795	783	326	74	551	194	357	716
%H		98.5%	41.0%	9.3%	69.3%	24.4%	44.9%	90.1%
AB	235	228	93	19	167	53	113	223
%V	29.6%	29.1%	28.5%	25.7%	30.3%	27.3%	31.7%	31.1%
%H		97.0%	39.6%	8.1%	71.1%	22.6%	48.1%	94.9%
C1	241	237	105	27	156	63	93	223
%V	30.3%	30.3%	32.2%	36.5%	28.3%	32.5%	26.1%	31.1%
%H		98.3%	43.6%	11.2%	64.7%	26.1%	38.6%	92.5%
C2	163	163	65	20	114	41	74	147
%V	20.5%	20.8%	19.9%	27.0%	20.7%	21.1%	20.7%	20.5%
%H		100.0%	39.9%	12.3%	69.9%	25.2%	45.4%	90.2%
D	108	108	39	6	78	23	55	90
%V	13.6%	13.8%	12.0%	8.1%	14.2%	11.9%	15.4%	12.6%
%H		100.0%	36.1%	5.6%	72.2%	21.3%	50.9%	83.3%
E	47	47	23	2	36	14	22	34
%V	5.9%	6.0%	7.1%	2.7%	6.5%	7.2%	6.2%	4.7%
%H		100.0%	48.9%	4.3%	76.6%	29.8%	46.8%	72.3%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	795	783	326	74	551	194	357	716
%H		98.5%	41.0%	9.3%	69.3%	24.4%	44.9%	90.1%
Working full time	242	237	109	24	152	51	100	238
%V	30.4%	30.3%	33.4%	32.4%	27.6%	26.3%	28.0%	33.2%
%H		97.9%	45.0%	9.9%	62.8%	21.1%	41.3%	98.3%
Working part time	153	149	60	18	99	38	61	149
%V	19.2%	19.0%	18.4%	24.3%	18.0%	19.6%	17.1%	20.8%
%H		97.4%	39.2%	11.8%	64.7%	24.8%	39.9%	97.4%
Not working	399	396	157	32	300	104	196	330
%V	50.2%	50.6%	48.2%	43.2%	54.4%	53.6%	54.9%	46.1%
%H		99.2%	39.3%	8.0%	75.2%	26.1%	49.1%	82.7%
Houseperson	656	647	258	54	463	151	312	581
%V	82.5%	82.6%	79.1%	73.0%	84.0%	77.8%	87.4%	81.1%
%H		98.6%	39.3%	8.2%	70.6%	23.0%	47.6%	88.6%

Base: ITV South West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Oct 2018 - Sep 2019
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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
AB	160	157	72	21	112	51	60	151
%V	21.6%	21.8%	24.6%	26.6%	20.6%	23.8%	18.2%	24.6%
%H (All HH)		98.1%	45.0%	13.1%	70.0%	31.9%	37.5%	94.4%
%H (TV HH)			45.9%	13.4%	71.3%	32.5%	38.2%	
C1	179	175	75	20	131	54	77	161
%V	24.2%	24.3%	25.6%	25.3%	24.1%	25.2%	23.3%	26.2%
%H (All HH)		97.8%	41.9%	11.2%	73.2%	30.2%	43.0%	89.9%
%H (TV HH)			42.9%	11.4%	74.9%	30.9%	44.0%	
C2	145	142	64	13	108	46	62	126
%V	19.6%	19.7%	21.8%	16.5%	19.9%	21.5%	18.8%	20.5%
%H (All HH)		97.9%	44.1%	9.0%	74.5%	31.7%	42.8%	86.9%
%H (TV HH)			45.1%	9.2%	76.1%	32.4%	43.7%	
D	137	131	49	14	102	40	62	110
%V	18.5%	18.2%	16.7%	17.7%	18.8%	18.7%	18.8%	17.9%
%H (All HH)		95.6%	35.8%	10.2%	74.5%	29.2%	45.3%	80.3%
%H (TV HH)			37.4%	10.7%	77.9%	30.5%	47.3%	
E	120	115	33	11	91	22	69	67
%V	16.2%	16.0%	11.3%	13.9%	16.7%	10.3%	20.9%	10.9%
%H (All HH)		95.8%	27.5%	9.2%	75.8%	18.3%	57.5%	55.8%
%H (TV HH)			28.7%	9.6%	79.1%	19.1%	60.0%	

Base: 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
Oct 2018 - Sep 2019
ITV Ulster
Household level data
Table 11.2: Houseperson Age

Platforms available in household

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

Base: 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
Oct 2018 - Sep 2019
ITV Ulster
Household level data
Table 11.3: Size of Household

Platforms available in household

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

Base: 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
Oct 2018 - Sep 2019
ITV Ulster
Household level data
Table 11.4: Presence of Children

Platforms available in household

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

Base: 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

Oct 2018 - Sep 2019

ITV Ulster

Household level data

Table 11.5: Number of TV sets in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
1	264	264	74	25	191	39	153	186
%V	35.7%	36.7%	25.3%	31.6%	35.1%	18.2%	46.4%	30.2%
%H (All HH)		100.0%	28.0%	9.5%	72.3%	14.8%	58.0%	70.5%
%H (TV HH)			28.0%	9.5%	72.3%	14.8%	58.0%	
2	251	251	110	32	184	80	104	222
%V	33.9%	34.9%	37.5%	40.5%	33.8%	37.4%	31.5%	36.1%
%H (All HH)		100.0%	43.8%	12.7%	73.3%	31.9%	41.4%	88.4%
%H (TV HH)			43.8%	12.7%	73.3%	31.9%	41.4%	
3	121	121	59	12	98	51	47	113
%V	16.4%	16.8%	20.1%	15.2%	18.0%	23.8%	14.2%	18.4%
%H (All HH)		100.0%	48.8%	9.9%	81.0%	42.1%	38.8%	93.4%
%H (TV HH)			48.8%	9.9%	81.0%	42.1%	38.8%	
4	55	55	31	7	45	27	17	53
%V	7.4%	7.6%	10.6%	8.9%	8.3%	12.6%	5.2%	8.6%
%H (All HH)		100.0%	56.4%	12.7%	81.8%	49.1%	30.9%	96.4%
%H (TV HH)			56.4%	12.7%	81.8%	49.1%	30.9%	
5+	30	30	19	4	25	17	8	29
%V	4.1%	4.2%	6.5%	5.1%	4.6%	7.9%	2.4%	4.7%
%H (All HH)		100.0%	63.3%	13.3%	83.3%	56.7%	26.7%	96.7%
%H (TV HH)			63.3%	13.3%	83.3%	56.7%	26.7%	

Base: 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
Oct 2018 - Sep 2019
ITV Ulster
Household level data
Table 11.6: Screen size

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Under 20"	52	52	21	5	45	20	25	43
%V	7.0%	7.2%	7.2%	6.3%	8.3%	9.3%	7.6%	7.0%
%H (All HH)		100.0%	40.4%	9.6%	86.5%	38.5%	48.1%	82.7%
%H (TV HH)			40.4%	9.6%	86.5%	38.5%	48.1%	
20" - 29"	215	215	91	20	180	79	102	178
%V	29.1%	29.9%	31.1%	25.3%	33.1%	36.9%	30.9%	28.9%
%H (All HH)		100.0%	42.3%	9.3%	83.7%	36.7%	47.4%	82.8%
%H (TV HH)			42.3%	9.3%	83.7%	36.7%	47.4%	
30" - 39"	366	366	151	37	291	120	171	307
%V	49.5%	50.8%	51.5%	46.8%	53.5%	56.1%	51.8%	49.9%
%H (All HH)		100.0%	41.3%	10.1%	79.5%	32.8%	46.7%	83.9%
%H (TV HH)			41.3%	10.1%	79.5%	32.8%	46.7%	
40" - 49"	399	399	185	51	294	141	154	361
%V	53.9%	55.4%	63.1%	64.6%	54.0%	65.9%	46.7%	58.7%
%H (All HH)		100.0%	46.4%	12.8%	73.7%	35.3%	38.6%	90.5%
%H (TV HH)			46.4%	12.8%	73.7%	35.3%	38.6%	
50" - 59"	143	143	73	19	98	52	45	138
%V	19.3%	19.9%	24.9%	24.1%	18.0%	24.3%	13.6%	22.4%
%H (All HH)		100.0%	51.0%	13.3%	68.5%	36.4%	31.5%	96.5%
%H (TV HH)			51.0%	13.3%	68.5%	36.4%	31.5%	
60"+	15	15	8	1	9	5	4	14
%V	2.0%	2.1%	2.7%	1.3%	1.7%	2.3%	1.2%	2.3%
%H (All HH)		100.0%	53.3%	6.7%	60.0%	33.3%	26.7%	93.3%
%H (TV HH)			53.3%	6.7%	60.0%	33.3%	26.7%	

Base: 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

Household level data

Table 11.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
Main living room	711	711	290	79	537	212	324	594
%V	96.1%	98.8%	99.0%	100.0%	98.7%	99.1%	98.2%	96.6%
%H (All HH)		100.0%	40.8%	11.1%	75.5%	29.8%	45.6%	83.5%
%H (TV HH)			40.8%	11.1%	75.5%	29.8%	45.6%	
Kitchen	173	173	81	16	152	76	76	155
%V	23.4%	24.0%	27.6%	20.3%	27.9%	35.5%	23.0%	25.2%
%H (All HH)		100.0%	46.8%	9.2%	87.9%	43.9%	43.9%	89.6%
%H (TV HH)			46.8%	9.2%	87.9%	43.9%	43.9%	
Adult's bedroom	283	283	142	36	217	116	101	261
%V	38.2%	39.3%	48.5%	45.6%	39.9%	54.2%	30.6%	42.4%
%H (All HH)		100.0%	50.2%	12.7%	76.7%	41.0%	35.7%	92.2%
%H (TV HH)			50.2%	12.7%	76.7%	41.0%	35.7%	
Child's bedroom	65	65	35	9	43	24	19	65
%V	8.8%	9.0%	11.9%	11.4%	7.9%	11.2%	5.8%	10.6%
%H (All HH)		100.0%	53.8%	13.8%	66.2%	36.9%	29.2%	100.0%
%H (TV HH)			53.8%	13.8%	66.2%	36.9%	29.2%	
Other bedroom	11	11	6	1	9	5	3	10
%V	1.5%	1.5%	2.0%	1.3%	1.7%	2.3%	0.9%	1.6%
%H (All HH)		100.0%	54.5%	9.1%	81.8%	45.5%	27.3%	90.9%
%H (TV HH)			54.5%	9.1%	81.8%	45.5%	27.3%	
Second living/dining room	108	108	54	12	85	43	42	101
%V	14.6%	15.0%	18.4%	15.2%	15.6%	20.1%	12.7%	16.4%
%H (All HH)		100.0%	50.0%	11.1%	78.7%	39.8%	38.9%	93.5%
%H (TV HH)			50.0%	11.1%	78.7%	39.8%	38.9%	
Study/office	7	7	3	1	5	2	3	7
%V	0.9%	1.0%	1.0%	1.3%	0.9%	0.9%	0.9%	1.1%
%H (All HH)		100.0%	42.9%	14.3%	71.4%	28.6%	42.9%	100.0%
%H (TV HH)			42.9%	14.3%	71.4%	28.6%	42.9%	
TV room	17	17	10	1	16	11	5	16
%V	2.3%	2.4%	3.4%	1.3%	2.9%	5.1%	1.5%	2.6%
%H (All HH)		100.0%	58.8%	5.9%	94.1%	64.7%	29.4%	94.1%
%H (TV HH)			58.8%	5.9%	94.1%	64.7%	29.4%	
Conservatory	16	16	10	2	13	8	5	16
%V	2.2%	2.2%	3.4%	2.5%	2.4%	3.7%	1.5%	2.6%
%H (All HH)		100.0%	62.5%	12.5%	81.3%	50.0%	31.3%	100.0%
%H (TV HH)			62.5%	12.5%	81.3%	50.0%	31.3%	
Attic or loft room	1	1	0	0	1	1	0	1
%V	0.1%	0.1%	0.0%	0.0%	0.2%	0.5%	0.0%	0.2%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	100.0%	0.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	100.0%	0.0%	
No specific location	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	13	13	7	1	11	6	5	12
%V	1.8%	1.8%	2.4%	1.3%	2.0%	2.8%	1.5%	2.0%
%H (All HH)		100.0%	53.8%	7.7%	84.6%	46.2%	38.5%	92.3%
%H (TV HH)			53.8%	7.7%	84.6%	46.2%	38.5%	

Base: 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

Oct 2018 - Sep 2019

ITV Ulster

Household level data

Table 11.8: Platform Provider

Platforms available in household

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

Base: 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	740	720	293	79	544	214	330	615
%H (All HH)		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (TV HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
PVR	395	395	262	76	258	199	59	368
%V	53.4%	54.9%	89.4%	96.2%	47.4%	93.0%	17.9%	59.8%
%H (All HH)		100.0%	66.3%	19.2%	65.3%	50.4%	14.9%	93.2%
%H (TV HH)			66.3%	19.2%	65.3%	50.4%	14.9%	
DVDR	3	3	1	1	2	1	1	3
%V	0.4%	0.4%	0.3%	1.3%	0.4%	0.5%	0.3%	0.5%
%H (All HH)		100.0%	33.3%	33.3%	66.7%	33.3%	33.3%	100.0%
%H (TV HH)			33.3%	33.3%	66.7%	33.3%	33.3%	
VCR	5	5	2	0	4	1	3	4
%V	0.7%	0.7%	0.7%	0.0%	0.7%	0.5%	0.9%	0.7%
%H (All HH)		100.0%	40.0%	0.0%	80.0%	20.0%	60.0%	80.0%
%H (TV HH)			40.0%	0.0%	80.0%	20.0%	60.0%	
Any recorder	399	399	262	76	262	199	62	371
%V	53.9%	55.4%	89.4%	96.2%	48.2%	93.0%	18.8%	60.3%
%H (All HH)		100.0%	65.7%	19.0%	65.7%	49.9%	15.5%	93.0%
%H (TV HH)			65.7%	19.0%	65.7%	49.9%	15.5%	
Receives HDTV (via STB or built-in reception)	543	543	257	71	415	198	217	490
%V	73.4%	75.4%	87.7%	89.9%	76.3%	92.5%	65.8%	79.7%
%H (All HH)		100.0%	47.3%	13.1%	76.4%	36.5%	40.0%	90.2%
%H (TV HH)			47.3%	13.1%	76.4%	36.5%	40.0%	
DVD/Blu-ray player or recorder	327	327	143	34	244	103	141	286
%V	44.2%	45.4%	48.8%	43.0%	44.9%	48.1%	42.7%	46.5%
%H (All HH)		100.0%	43.7%	10.4%	74.6%	31.5%	43.1%	87.5%
%H (TV HH)			43.7%	10.4%	74.6%	31.5%	43.1%	

Base: 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	740	720	293	79	544	214	330	615
%V		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%
%H (All HH)			40.7%	11.0%	75.6%	29.7%	45.8%	
%H (TV HH)								
Has broadband internet	615	603	271	76	435	198	238	615
%V	83.1%	83.8%	92.5%	96.2%	80.0%	92.5%	72.1%	100.0%
%H (All HH)		98.0%	44.1%	12.4%	70.7%	32.2%	38.7%	100.0%
%H (TV HH)			44.9%	12.6%	72.1%	32.8%	39.5%	
Number of computers (PCs and laptops)								
0	178	171	42	10	148	32	117	62
%V	24.1%	23.8%	14.3%	12.7%	27.2%	15.0%	35.5%	10.1%
%H (All HH)		96.1%	23.6%	5.6%	83.1%	18.0%	65.7%	34.8%
%H (TV HH)			24.6%	5.8%	86.5%	18.7%	68.4%	
1	209	201	87	20	145	57	88	201
%V	28.2%	27.9%	29.7%	25.3%	26.7%	26.6%	26.7%	32.7%
%H (All HH)		96.2%	41.6%	9.6%	69.4%	27.3%	42.1%	96.2%
%H (TV HH)			43.3%	10.0%	72.1%	28.4%	43.8%	
2	177	175	75	23	130	58	72	176
%V	23.9%	24.3%	25.6%	29.1%	23.9%	27.1%	21.8%	28.6%
%H (All HH)		98.9%	42.4%	13.0%	73.4%	32.8%	40.7%	99.4%
%H (TV HH)			42.9%	13.1%	74.3%	33.1%	41.1%	
3	87	86	43	12	61	32	29	87
%V	11.8%	11.9%	14.7%	15.2%	11.2%	15.0%	8.8%	14.1%
%H (All HH)		98.9%	49.4%	13.8%	70.1%	36.8%	33.3%	100.0%
%H (TV HH)			50.0%	14.0%	70.9%	37.2%	33.7%	
4	46	45	23	8	30	17	13	46
%V	6.2%	6.3%	7.8%	10.1%	5.5%	7.9%	3.9%	7.5%
%H (All HH)		97.8%	50.0%	17.4%	65.2%	37.0%	28.3%	100.0%
%H (TV HH)			51.1%	17.8%	66.7%	37.8%	28.9%	
5+	43	43	24	6	30	18	11	43
%V	5.8%	6.0%	8.2%	7.6%	5.5%	8.4%	3.3%	7.0%
%H (All HH)		100.0%	55.8%	14.0%	69.8%	41.9%	25.6%	100.0%
%H (TV HH)			55.8%	14.0%	69.8%	41.9%	25.6%	

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

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

Base: 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	1510	698	171	1171	556	615	1341
%H		46.2%	11.3%	77.5%	36.8%	40.7%	88.8%
PVR	572	405	103	352	284	67	541
%V	37.9%	58.0%	60.2%	30.1%	51.1%	10.9%	40.3%
%H		70.8%	18.0%	61.5%	49.7%	11.7%	94.6%
DVDR	3	1	1	3	1	1	3
%V	0.2%	0.1%	0.6%	0.3%	0.2%	0.2%	0.2%
%H		33.3%	33.3%	100.0%	33.3%	33.3%	100.0%
VCR	6	2	0	5	1	4	4
%V	0.4%	0.3%	0.0%	0.4%	0.2%	0.7%	0.3%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	66.7%
Any recorder	578	407	103	357	286	71	545
%V	38.3%	58.3%	60.2%	30.5%	51.4%	11.5%	40.6%
%H		70.4%	17.8%	61.8%	49.5%	12.3%	94.3%

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

Base: 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	293	79	544	214	330	603
%H		40.7%	11.0%	75.6%	29.7%	45.8%	83.8%
Under 20"	4	1	0	3	1	3	2
%V	0.6%	0.3%	0.0%	0.6%	0.5%	0.9%	0.3%
%H		25.0%	0.0%	75.0%	25.0%	75.0%	50.0%
20" - 29"	49	11	2	42	7	35	29
%V	6.8%	3.8%	2.5%	7.7%	3.3%	10.6%	4.8%
%H		22.4%	4.1%	85.7%	14.3%	71.4%	59.2%
30" - 39"	189	58	14	156	44	112	138
%V	26.3%	19.8%	17.7%	28.7%	20.6%	33.9%	22.9%
%H		30.7%	7.4%	82.5%	23.3%	59.3%	73.0%
40" - 49"	336	151	44	249	116	133	300
%V	46.7%	51.5%	55.7%	45.8%	54.2%	40.3%	49.8%
%H		44.9%	13.1%	74.1%	34.5%	39.6%	89.3%
50" - 59"	122	62	18	81	42	38	117
%V	16.9%	21.2%	22.8%	14.9%	19.6%	11.5%	19.4%
%H		50.8%	14.8%	66.4%	34.4%	31.1%	95.9%
60"+	13	8	1	8	4	4	12
%V	1.8%	2.7%	1.3%	1.5%	1.9%	1.2%	2.0%
%H		61.5%	7.7%	61.5%	30.8%	30.8%	92.3%
Don't know	7	2	0	6	1	5	4
%V	1.0%	0.7%	0.0%	1.1%	0.5%	1.5%	0.7%
%H		28.6%	0.0%	85.7%	14.3%	71.4%	57.1%

Base: 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 11.16: Main Set Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Main Sets	720	293	79	544	214	330	603
%H		40.7%	11.0%	75.6%	29.7%	45.8%	83.8%
PVR	379	254	74	244	191	53	353
%V	52.6%	86.7%	93.7%	44.9%	89.3%	16.1%	58.5%
%H		67.0%	19.5%	64.4%	50.4%	14.0%	93.1%
DVDR	2	1	0	2	1	1	2
%V	0.3%	0.3%	0.0%	0.4%	0.5%	0.3%	0.3%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	4	1	0	4	0	3	3
%V	0.6%	0.3%	0.0%	0.7%	0.0%	0.9%	0.5%
%H		25.0%	0.0%	100.0%	0.0%	75.0%	75.0%
Any recorder	383	255	74	247	191	56	355
%V	53.2%	87.0%	93.7%	45.4%	89.3%	17.0%	58.9%
%H		66.6%	19.3%	64.5%	49.9%	14.6%	92.7%

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

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

Platforms available in Household

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

Base: 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	790	405	92	627	342	285	738
%H		51.3%	11.6%	79.4%	43.3%	36.1%	93.4%
PVR	192	151	29	108	93	15	188
%V	24.3%	37.3%	31.5%	17.2%	27.2%	5.3%	25.5%
%H		78.6%	15.1%	56.3%	48.4%	7.8%	97.9%
DVDR	1	1	0	0	0	0	1
%V	0.1%	0.2%	0.0%	0.0%	0.0%	0.0%	0.1%
%H		100.0%	0.0%	0.0%	0.0%	0.0%	100.0%
VCR	1	1	0	1	1	0	1
%V	0.1%	0.2%	0.0%	0.2%	0.3%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	195	152	29	110	94	15	190
%V	24.7%	37.5%	31.5%	17.5%	27.5%	5.3%	25.7%
%H		77.9%	14.9%	56.4%	48.2%	7.7%	97.4%

Base: 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	790	405	92	627	342	285	738
%H		51.3%	11.6%	79.4%	43.3%	36.1%	93.4%
Receives HDTV (via STB or built-in reception)	410	224	48	332	192	139	392
%V	51.9%	55.3%	52.2%	53.0%	56.1%	48.8%	53.1%
%H		54.6%	11.7%	81.0%	46.8%	33.9%	95.6%
DVD/Blu-ray player or recorder	171	93	18	124	69	55	165
%V	21.6%	23.0%	19.6%	19.8%	20.2%	19.3%	22.4%
%H		54.4%	10.5%	72.5%	40.4%	32.2%	96.5%

Base: 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	1868	1829	815	217	1336	594	742	1697
%H		97.9%	43.6%	11.6%	71.5%	31.8%	39.7%	90.8%
Total Children	395	389	183	46	265	125	139	387
%V	21.1%	21.3%	22.5%	21.2%	19.8%	21.0%	18.7%	22.8%
%H		98.5%	46.3%	11.6%	67.1%	31.6%	35.2%	98.0%
0 - 3	95	94	41	10	66	29	37	91
%V	5.1%	5.1%	5.0%	4.6%	4.9%	4.9%	5.0%	5.4%
%H		98.9%	43.2%	10.5%	69.5%	30.5%	38.9%	95.8%
4 - 15	301	295	142	37	199	96	103	295
%V	16.1%	16.1%	17.4%	17.1%	14.9%	16.2%	13.9%	17.4%
%H		98.0%	47.2%	12.3%	66.1%	31.9%	34.2%	98.0%
4 - 9	154	151	70	19	100	46	54	151
%V	8.2%	8.3%	8.6%	8.8%	7.5%	7.7%	7.3%	8.9%
%H		98.1%	45.5%	12.3%	64.9%	29.9%	35.1%	98.1%
10 - 15	147	144	72	17	99	50	49	145
%V	7.9%	7.9%	8.8%	7.8%	7.4%	8.4%	6.6%	8.5%
%H		98.0%	49.0%	11.6%	67.3%	34.0%	33.3%	98.6%

Base: 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	1868	1829	815	217	1336	594	742	1697
%H		97.9%	43.6%	11.6%	71.5%	31.8%	39.7%	90.8%
Total Adults (16+)	1473	1440	631	171	1071	468	603	1310
%V	78.9%	78.7%	77.4%	78.8%	80.2%	78.8%	81.3%	77.2%
%H		97.8%	42.8%	11.6%	72.7%	31.8%	40.9%	88.9%
16 - 19	93	91	44	14	62	32	30	92
%V	5.0%	5.0%	5.4%	6.5%	4.6%	5.4%	4.0%	5.4%
%H		97.8%	47.3%	15.1%	66.7%	34.4%	32.3%	98.9%
20 - 24	106	102	50	16	68	37	31	103
%V	5.7%	5.6%	6.1%	7.4%	5.1%	6.2%	4.2%	6.1%
%H		96.2%	47.2%	15.1%	64.2%	34.9%	29.2%	97.2%
25 - 34	245	235	95	30	161	65	95	234
%V	13.1%	12.8%	11.7%	13.8%	12.1%	10.9%	12.8%	13.8%
%H		95.9%	38.8%	12.2%	65.7%	26.5%	38.8%	95.5%
35 - 44	238	233	110	26	161	74	86	229
%V	12.7%	12.7%	13.5%	12.0%	12.1%	12.5%	11.6%	13.5%
%H		97.9%	46.2%	10.9%	67.6%	31.1%	36.1%	96.2%
45 - 54	255	249	123	29	182	89	93	240
%V	13.7%	13.6%	15.1%	13.4%	13.6%	15.0%	12.5%	14.1%
%H		97.6%	48.2%	11.4%	71.4%	34.9%	36.5%	94.1%
55 - 64	231	228	97	29	181	80	101	214
%V	12.4%	12.5%	11.9%	13.4%	13.5%	13.5%	13.6%	12.6%
%H		98.7%	42.0%	12.6%	78.4%	34.6%	43.7%	92.6%
65+	305	302	111	27	257	92	165	200
%V	16.3%	16.5%	13.6%	12.4%	19.2%	15.5%	22.2%	11.8%
%H		99.0%	36.4%	8.9%	84.3%	30.2%	54.1%	65.6%

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	1473	1440	631	171	1071	468	603	1310
%H		97.8%	42.8%	11.6%	72.7%	31.8%	40.9%	88.9%
Working full time	721	704	321	86	509	234	275	694
%V	48.9%	48.9%	50.9%	50.3%	47.5%	50.0%	45.6%	53.0%
%H		97.6%	44.5%	11.9%	70.6%	32.5%	38.1%	96.3%
Working part time	121	120	60	15	81	41	41	115
%V	8.2%	8.3%	9.5%	8.8%	7.6%	8.8%	6.8%	8.8%
%H		99.2%	49.6%	12.4%	66.9%	33.9%	33.9%	95.0%
Not working	631	617	250	70	481	194	287	501
%V	42.8%	42.8%	39.6%	40.9%	44.9%	41.5%	47.6%	38.2%
%H		97.8%	39.6%	11.1%	76.2%	30.7%	45.5%	79.4%
Houseperson	740	720	293	79	544	214	330	615
%V	50.2%	50.0%	46.4%	46.2%	50.8%	45.7%	54.7%	46.9%
%H		97.3%	39.6%	10.7%	73.5%	28.9%	44.6%	83.1%

Base: 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 11.25: Males - Age

Platforms available in household

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

Base: 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+)	718	698	310	82	519	231	288	639
%H		97.2%	43.2%	11.4%	72.3%	32.2%	40.1%	89.0%
AB	171	169	79	23	118	56	62	164
%V	23.8%	24.2%	25.5%	28.0%	22.7%	24.2%	21.5%	25.7%
%H		98.8%	46.2%	13.5%	69.0%	32.7%	36.3%	95.9%
C1	176	173	83	23	124	60	64	167
%V	24.5%	24.8%	26.8%	28.0%	23.9%	26.0%	22.2%	26.1%
%H		98.3%	47.2%	13.1%	70.5%	34.1%	36.4%	94.9%
C2	170	166	76	15	127	57	70	153
%V	23.7%	23.8%	24.5%	18.3%	24.5%	24.7%	24.3%	23.9%
%H		97.6%	44.7%	8.8%	74.7%	33.5%	41.2%	90.0%
D	127	121	49	14	95	43	53	109
%V	17.7%	17.3%	15.8%	17.1%	18.3%	18.6%	18.4%	17.1%
%H		95.3%	38.6%	11.0%	74.8%	33.9%	41.7%	85.8%
E	74	70	22	8	54	15	39	46
%V	10.3%	10.0%	7.1%	9.8%	10.4%	6.5%	13.5%	7.2%
%H		94.6%	29.7%	10.8%	73.0%	20.3%	52.7%	62.2%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	718	698	310	82	519	231	288	639
%H		97.2%	43.2%	11.4%	72.3%	32.2%	40.1%	89.0%
Working full time	422	412	191	49	296	138	157	405
%V	58.8%	59.0%	61.6%	59.8%	57.0%	59.7%	54.5%	63.4%
%H		97.6%	45.3%	11.6%	70.1%	32.7%	37.2%	96.0%
Working part time	26	26	13	3	19	10	9	22
%V	3.6%	3.7%	4.2%	3.7%	3.7%	4.3%	3.1%	3.4%
%H		100.0%	50.0%	11.5%	73.1%	38.5%	34.6%	84.6%
Not working	270	261	105	31	204	83	121	212
%V	37.6%	37.4%	33.9%	37.8%	39.3%	35.9%	42.0%	33.2%
%H		96.7%	38.9%	11.5%	75.6%	30.7%	44.8%	78.5%
Houseperson	145	135	48	12	101	31	70	97
%V	20.2%	19.3%	15.5%	14.6%	19.5%	13.4%	24.3%	15.2%
%H		93.1%	33.1%	8.3%	69.7%	21.4%	48.3%	66.9%

Base: 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 11.28: Females - Age

Platforms available in household

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

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

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	755	742	321	89	552	237	315	671
%H		98.3%	42.5%	11.8%	73.1%	31.4%	41.7%	88.9%
Working full time	298	292	129	37	213	96	117	289
%V	39.5%	39.4%	40.2%	41.6%	38.6%	40.5%	37.1%	43.1%
%H		98.0%	43.3%	12.4%	71.5%	32.2%	39.3%	97.0%
Working part time	95	94	47	13	62	31	31	93
%V	12.6%	12.7%	14.6%	14.6%	11.2%	13.1%	9.8%	13.9%
%H		98.9%	49.5%	13.7%	65.3%	32.6%	32.6%	97.9%
Not working	361	356	145	39	277	111	166	289
%V	47.8%	48.0%	45.2%	43.8%	50.2%	46.8%	52.7%	43.1%
%H		98.6%	40.2%	10.8%	76.7%	30.7%	46.0%	80.1%
Houseperson	595	586	245	67	443	184	259	518
%V	78.8%	79.0%	76.3%	75.3%	80.3%	77.6%	82.2%	77.2%
%H		98.5%	41.2%	11.3%	74.5%	30.9%	43.5%	87.1%

Base: ITV Ulster - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
AB	65	63	32	1	38	12	26	62
%V	22.3%	22.3%	21.6%	20.0%	21.6%	19.0%	22.8%	25.1%
%H (All HH)		96.9%	49.2%	1.5%	58.5%	18.5%	40.0%	95.4%
%H (TV HH)			50.8%	1.6%	60.3%	19.0%	41.3%	
C1	69	67	35	2	44	16	27	63
%V	23.7%	23.7%	23.6%	40.0%	25.0%	25.4%	23.7%	25.5%
%H (All HH)		97.1%	50.7%	2.9%	63.8%	23.2%	39.1%	91.3%
%H (TV HH)			52.2%	3.0%	65.7%	23.9%	40.3%	
C2	67	67	38	1	42	17	24	59
%V	23.0%	23.7%	25.7%	20.0%	23.9%	27.0%	21.1%	23.9%
%H (All HH)		100.0%	56.7%	1.5%	62.7%	25.4%	35.8%	88.1%
%H (TV HH)			56.7%	1.5%	62.7%	25.4%	35.8%	
D	51	50	25	1	31	11	20	39
%V	17.5%	17.7%	16.9%	20.0%	17.6%	17.5%	17.5%	15.8%
%H (All HH)		98.0%	49.0%	2.0%	60.8%	21.6%	39.2%	76.5%
%H (TV HH)			50.0%	2.0%	62.0%	22.0%	40.0%	
E	39	36	18	0	22	6	16	24
%V	13.4%	12.7%	12.2%	0.0%	12.5%	9.5%	14.0%	9.7%
%H (All HH)		92.3%	46.2%	0.0%	56.4%	15.4%	41.0%	61.5%
%H (TV HH)			50.0%	0.0%	61.1%	16.7%	44.4%	

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

Oct 2018 - Sep 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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
Under 25	7	7	1	1	5	1	4	7
%V	2.4%	2.5%	0.7%	20.0%	2.8%	1.6%	3.5%	2.8%
%H (All HH)		100.0%	14.3%	14.3%	71.4%	14.3%	57.1%	100.0%
%H (TV HH)			14.3%	14.3%	71.4%	14.3%	57.1%	
25 - 34	47	43	24	0	23	10	13	45
%V	16.2%	15.2%	16.2%	0.0%	13.1%	15.9%	11.4%	18.2%
%H (All HH)		91.5%	51.1%	0.0%	48.9%	21.3%	27.7%	95.7%
%H (TV HH)			55.8%	0.0%	53.5%	23.3%	30.2%	
35 - 44	32	31	13	0	18	6	12	31
%V	11.0%	11.0%	8.8%	0.0%	10.2%	9.5%	10.5%	12.6%
%H (All HH)		96.9%	40.6%	0.0%	56.3%	18.8%	37.5%	96.9%
%H (TV HH)			41.9%	0.0%	58.1%	19.4%	38.7%	
45 - 54	48	47	29	1	28	14	14	46
%V	16.5%	16.6%	19.6%	20.0%	15.9%	22.2%	12.3%	18.6%
%H (All HH)		97.9%	60.4%	2.1%	58.3%	29.2%	29.2%	95.8%
%H (TV HH)			61.7%	2.1%	59.6%	29.8%	29.8%	
55 - 64	65	63	38	2	37	13	24	57
%V	22.3%	22.3%	25.7%	40.0%	21.0%	20.6%	21.1%	23.1%
%H (All HH)		96.9%	58.5%	3.1%	56.9%	20.0%	36.9%	87.7%
%H (TV HH)			60.3%	3.2%	58.7%	20.6%	38.1%	
65 +	92	92	44	1	65	18	47	61
%V	31.6%	32.5%	29.7%	20.0%	36.9%	28.6%	41.2%	24.7%
%H (All HH)		100.0%	47.8%	1.1%	70.7%	19.6%	51.1%	66.3%
%H (TV HH)			47.8%	1.1%	70.7%	19.6%	51.1%	

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

Oct 2018 - Sep 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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
1	100	95	41	0	63	13	49	67
%V	34.4%	33.6%	27.7%	0.0%	35.8%	20.6%	43.0%	27.1%
%H (All HH)		95.0%	41.0%	0.0%	63.0%	13.0%	49.0%	67.0%
%H (TV HH)			43.2%	0.0%	66.3%	13.7%	51.6%	
2	111	108	60	3	66	25	41	102
%V	38.1%	38.2%	40.5%	60.0%	37.5%	39.7%	36.0%	41.3%
%H (All HH)		97.3%	54.1%	2.7%	59.5%	22.5%	36.9%	91.9%
%H (TV HH)			55.6%	2.8%	61.1%	23.1%	38.0%	
3	43	43	25	1	24	11	13	41
%V	14.8%	15.2%	16.9%	20.0%	13.6%	17.5%	11.4%	16.6%
%H (All HH)		100.0%	58.1%	2.3%	55.8%	25.6%	30.2%	95.3%
%H (TV HH)			58.1%	2.3%	55.8%	25.6%	30.2%	
4	30	30	19	1	20	12	8	30
%V	10.3%	10.6%	12.8%	20.0%	11.4%	19.0%	7.0%	12.1%
%H (All HH)		100.0%	63.3%	3.3%	66.7%	40.0%	26.7%	100.0%
%H (TV HH)			63.3%	3.3%	66.7%	40.0%	26.7%	
5+	7	7	3	0	4	2	2	7
%V	2.4%	2.5%	2.0%	0.0%	2.3%	3.2%	1.8%	2.8%
%H (All HH)		100.0%	42.9%	0.0%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			42.9%	0.0%	57.1%	28.6%	28.6%	
Average HH size	2.09	2.11	2.22	2.67	2.08	2.45	1.88	2.23

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
Oct 2018 - Sep 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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
Without	228	220	112	3	141	46	95	185
%V	78.4%	77.7%	75.7%	60.0%	80.1%	73.0%	83.3%	74.9%
%H (All HH)		96.5%	49.1%	1.3%	61.8%	20.2%	41.7%	81.1%
%H (TV HH)			50.9%	1.4%	64.1%	20.9%	43.2%	
With	63	62	36	2	35	17	18	62
%V	21.6%	21.9%	24.3%	40.0%	19.9%	27.0%	15.8%	25.1%
%H (All HH)		98.4%	57.1%	3.2%	55.6%	27.0%	28.6%	98.4%
%H (TV HH)			58.1%	3.2%	56.5%	27.4%	29.0%	
0 - 3	20	20	9	0	11	4	7	19
%V	6.9%	7.1%	6.1%	0.0%	6.3%	6.3%	6.1%	7.7%
%H (All HH)		100.0%	45.0%	0.0%	55.0%	20.0%	35.0%	95.0%
%H (TV HH)			45.0%	0.0%	55.0%	20.0%	35.0%	
4 - 9	32	31	20	1	19	9	9	31
%V	11.0%	11.0%	13.5%	20.0%	10.8%	14.3%	7.9%	12.6%
%H (All HH)		96.9%	62.5%	3.1%	59.4%	28.1%	28.1%	96.9%
%H (TV HH)			64.5%	3.2%	61.3%	29.0%	29.0%	
10 - 15	28	28	17	1	16	9	7	28
%V	9.6%	9.9%	11.5%	20.0%	9.1%	14.3%	6.1%	11.3%
%H (All HH)		100.0%	60.7%	3.6%	57.1%	32.1%	25.0%	100.0%
%H (TV HH)			60.7%	3.6%	57.1%	32.1%	25.0%	

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

Oct 2018 - Sep 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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
1	115	115	47	0	63	7	55	90
%V	39.5%	40.6%	31.8%	0.0%	35.8%	11.1%	48.2%	36.4%
%H (All HH)		100.0%	40.9%	0.0%	54.8%	6.1%	47.8%	78.3%
%H (TV HH)			40.9%	0.0%	54.8%	6.1%	47.8%	
2	93	93	54	2	58	25	34	76
%V	32.0%	32.9%	36.5%	40.0%	33.0%	39.7%	29.8%	30.8%
%H (All HH)		100.0%	58.1%	2.2%	62.4%	26.9%	36.6%	81.7%
%H (TV HH)			58.1%	2.2%	62.4%	26.9%	36.6%	
3	48	48	30	1	34	17	17	48
%V	16.5%	17.0%	20.3%	20.0%	19.3%	27.0%	14.9%	19.4%
%H (All HH)		100.0%	62.5%	2.1%	70.8%	35.4%	35.4%	100.0%
%H (TV HH)			62.5%	2.1%	70.8%	35.4%	35.4%	
4	16	16	10	1	11	6	5	16
%V	5.5%	5.7%	6.8%	20.0%	6.3%	9.5%	4.4%	6.5%
%H (All HH)		100.0%	62.5%	6.3%	68.8%	37.5%	31.3%	100.0%
%H (TV HH)			62.5%	6.3%	68.8%	37.5%	31.3%	
5+	11	11	8	0	10	7	3	11
%V	3.8%	3.9%	5.4%	0.0%	5.7%	11.1%	2.6%	4.5%
%H (All HH)		100.0%	72.7%	0.0%	90.9%	63.6%	27.3%	100.0%
%H (TV HH)			72.7%	0.0%	90.9%	63.6%	27.3%	

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

Oct 2018 - Sep 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	283	148	5	176	63	114	247
%V (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
Under 20"	27	27	13	0	23	9	14	24
%V	9.3%	9.5%	8.8%	0.0%	13.1%	14.3%	12.3%	9.7%
%H (All HH)		100.0%	48.1%	0.0%	85.2%	33.3%	51.9%	88.9%
%H (TV HH)			48.1%	0.0%	85.2%	33.3%	51.9%	
20" - 29"	64	64	34	0	49	20	29	56
%V	22.0%	22.6%	23.0%	0.0%	27.8%	31.7%	25.4%	22.7%
%H (All HH)		100.0%	53.1%	0.0%	76.6%	31.3%	45.3%	87.5%
%H (TV HH)			53.1%	0.0%	76.6%	31.3%	45.3%	
30" - 39"	148	148	74	3	99	34	65	120
%V	50.9%	52.3%	50.0%	60.0%	56.3%	54.0%	57.0%	48.6%
%H (All HH)		100.0%	50.0%	2.0%	66.9%	23.0%	43.9%	81.1%
%H (TV HH)			50.0%	2.0%	66.9%	23.0%	43.9%	
40" - 49"	145	145	91	3	88	44	43	132
%V	49.8%	51.2%	61.5%	60.0%	50.0%	69.8%	37.7%	53.4%
%H (All HH)		100.0%	62.8%	2.1%	60.7%	30.3%	29.7%	91.0%
%H (TV HH)			62.8%	2.1%	60.7%	30.3%	29.7%	
50" - 59"	60	60	35	2	38	18	21	56
%V	20.6%	21.2%	23.6%	40.0%	21.6%	28.6%	18.4%	22.7%
%H (All HH)		100.0%	58.3%	3.3%	63.3%	30.0%	35.0%	93.3%
%H (TV HH)			58.3%	3.3%	63.3%	30.0%	35.0%	
60"+	8	8	5	0	5	2	2	8
%V	2.7%	2.8%	3.4%	0.0%	2.8%	3.2%	1.8%	3.2%
%H (All HH)		100.0%	62.5%	0.0%	62.5%	25.0%	25.0%	100.0%
%H (TV HH)			62.5%	0.0%	62.5%	25.0%	25.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
Main living room	278	278	147	5	175	62	113	236
%V	95.5%	98.2%	99.3%	100.0%	99.4%	98.4%	99.1%	95.5%
%H (All HH)		100.0%	52.9%	1.8%	62.9%	22.3%	40.6%	84.9%
%H (TV HH)			52.9%	1.8%	62.9%	22.3%	40.6%	
Kitchen	40	40	24	0	31	16	15	38
%V	13.7%	14.1%	16.2%	0.0%	17.6%	25.4%	13.2%	15.4%
%H (All HH)		100.0%	60.0%	0.0%	77.5%	40.0%	37.5%	95.0%
%H (TV HH)			60.0%	0.0%	77.5%	40.0%	37.5%	
Adult's bedroom	127	127	77	4	86	43	43	114
%V	43.6%	44.9%	52.0%	80.0%	48.9%	68.3%	37.7%	46.2%
%H (All HH)		100.0%	60.6%	3.1%	67.7%	33.9%	33.9%	89.8%
%H (TV HH)			60.6%	3.1%	67.7%	33.9%	33.9%	
Child's bedroom	28	28	20	2	18	12	7	27
%V	9.6%	9.9%	13.5%	40.0%	10.2%	19.0%	6.1%	10.9%
%H (All HH)		100.0%	71.4%	7.1%	64.3%	42.9%	25.0%	96.4%
%H (TV HH)			71.4%	7.1%	64.3%	42.9%	25.0%	
Other bedroom	7	7	4	0	5	3	2	7
%V	2.4%	2.5%	2.7%	0.0%	2.8%	4.8%	1.8%	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	27	27	15	1	21	10	11	25
%V	9.3%	9.5%	10.1%	20.0%	11.9%	15.9%	9.6%	10.1%
%H (All HH)		100.0%	55.6%	3.7%	77.8%	37.0%	40.7%	92.6%
%H (TV HH)			55.6%	3.7%	77.8%	37.0%	40.7%	
Study/office	6	6	4	0	5	3	2	6
%V	2.1%	2.1%	2.7%	0.0%	2.8%	4.8%	1.8%	2.4%
%H (All HH)		100.0%	66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	83.3%	50.0%	33.3%	
TV room	4	4	3	0	2	1	1	4
%V	1.4%	1.4%	2.0%	0.0%	1.1%	1.6%	0.9%	1.6%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			75.0%	0.0%	50.0%	25.0%	25.0%	
Conservatory	7	7	3	0	5	2	3	6
%V	2.4%	2.5%	2.0%	0.0%	2.8%	3.2%	2.6%	2.4%
%H (All HH)		100.0%	42.9%	0.0%	71.4%	28.6%	42.9%	85.7%
%H (TV HH)			42.9%	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	3	3	2	0	2	1	1	3
%V	1.0%	1.1%	1.4%	0.0%	1.1%	1.6%	0.9%	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%	

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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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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
Any DSAT provider	148	148	148	3	60	60	0	130
%V	50.9%	52.3%	100.0%	60.0%	34.1%	95.2%	0.0%	52.6%
%H (All HH)			100.0%	2.0%	40.5%	40.5%	0.0%	87.8%
%H (TV HH)			100.0%	2.0%	40.5%	40.5%	0.0%	
Sky with subscription	123	123	123	2	50	50	0	108
%V	42.3%	43.5%	83.1%	40.0%	28.4%	79.4%	0.0%	43.7%
%H (All HH)			100.0%	1.6%	40.7%	40.7%	0.0%	87.8%
%H (TV HH)			100.0%	1.6%	40.7%	40.7%	0.0%	
Sky without subscription	8	8	8	0	4	4	0	6
%V	2.7%	2.8%	5.4%	0.0%	2.3%	6.3%	0.0%	2.4%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	75.0%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	19	19	19	1	6	6	0	17
%V	6.5%	6.7%	12.8%	20.0%	3.4%	9.5%	0.0%	6.9%
%H (All HH)			100.0%	5.3%	31.6%	31.6%	0.0%	89.5%
%H (TV HH)			100.0%	5.3%	31.6%	31.6%	0.0%	
Other satellite provider	7	7	7	1	3	3	0	6
%V	2.4%	2.5%	4.7%	20.0%	1.7%	4.8%	0.0%	2.4%
%H (All HH)			100.0%	14.3%	42.9%	42.9%	0.0%	85.7%
%H (TV HH)			100.0%	14.3%	42.9%	42.9%	0.0%	
DCAB	5	5	3	5	3	3	0	5
%V	1.7%	1.8%	2.0%	100.0%	1.7%	4.8%	0.0%	2.0%
%H (All HH)			60.0%	100.0%	60.0%	60.0%	0.0%	100.0%
%H (TV HH)			60.0%	100.0%	60.0%	60.0%	0.0%	
DTT	176	176	60	3	176	63	114	146
%V	60.5%	62.2%	40.5%	60.0%	100.0%	100.0%	100.0%	59.1%
%H (All HH)		100.0%	34.1%	1.7%	100.0%	35.8%	64.8%	83.0%
%H (TV HH)			34.1%	1.7%	100.0%	35.8%	64.8%	

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	283	148	5	176	63	114	247
%H (All HH)		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (TV HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
PVR	178	178	136	5	96	58	38	160
%V	61.2%	62.9%	91.9%	100.0%	54.5%	92.1%	33.3%	64.8%
%H (All HH)		100.0%	76.4%	2.8%	53.9%	32.6%	21.3%	89.9%
%H (TV HH)			76.4%	2.8%	53.9%	32.6%	21.3%	
DVDR	2	2	1	0	1	1	1	2
%V	0.7%	0.7%	0.7%	0.0%	0.6%	1.6%	0.9%	0.8%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
VCR	1	1	1	0	0	0	0	0
%V	0.3%	0.4%	0.7%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (All HH)		100.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%
%H (TV HH)			100.0%	0.0%	0.0%	0.0%	0.0%	
Any recorder	179	179	136	5	96	58	39	161
%V	61.5%	63.3%	91.9%	100.0%	54.5%	92.1%	34.2%	65.2%
%H (All HH)		100.0%	76.0%	2.8%	53.6%	32.4%	21.8%	89.9%
%H (TV HH)			76.0%	2.8%	53.6%	32.4%	21.8%	
Receives HDTV (via STB or built-in reception)	189	189	127	5	117	57	59	171
%V	64.9%	66.8%	85.8%	100.0%	66.5%	90.5%	51.8%	69.2%
%H (All HH)		100.0%	67.2%	2.6%	61.9%	30.2%	31.2%	90.5%
%H (TV HH)			67.2%	2.6%	61.9%	30.2%	31.2%	
DVD/Blu-ray player or recorder	168	168	89	4	111	41	70	146
%V	57.7%	59.4%	60.1%	80.0%	63.1%	65.1%	61.4%	59.1%
%H (All HH)		100.0%	53.0%	2.4%	66.1%	24.4%	41.7%	86.9%
%H (TV HH)			53.0%	2.4%	66.1%	24.4%	41.7%	

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

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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	283	148	5	176	63	114	247
%V		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%
%H (All HH)			52.3%	1.8%	62.2%	22.3%	40.3%	
%H (TV HH)								
Has broadband internet	247	240	130	5	146	56	90	247
%V	84.9%	84.8%	87.8%	100.0%	83.0%	88.9%	78.9%	100.0%
%H (All HH)		97.2%	52.6%	2.0%	59.1%	22.7%	36.4%	100.0%
%H (TV HH)			54.2%	2.1%	60.8%	23.3%	37.5%	
Number of computers (PCs and laptops)								
0	59	58	25	0	37	9	29	19
%V	20.3%	20.5%	16.9%	0.0%	21.0%	14.3%	25.4%	7.7%
%H (All HH)		98.3%	42.4%	0.0%	62.7%	15.3%	49.2%	32.2%
%H (TV HH)			43.1%	0.0%	63.8%	15.5%	50.0%	
1	82	79	37	2	48	13	35	79
%V	28.2%	27.9%	25.0%	40.0%	27.3%	20.6%	30.7%	32.0%
%H (All HH)		96.3%	45.1%	2.4%	58.5%	15.9%	42.7%	96.3%
%H (TV HH)			46.8%	2.5%	60.8%	16.5%	44.3%	
2	66	64	34	1	41	15	27	66
%V	22.7%	22.6%	23.0%	20.0%	23.3%	23.8%	23.7%	26.7%
%H (All HH)		97.0%	51.5%	1.5%	62.1%	22.7%	40.9%	100.0%
%H (TV HH)			53.1%	1.6%	64.1%	23.4%	42.2%	
3	45	44	28	1	27	13	14	45
%V	15.5%	15.5%	18.9%	20.0%	15.3%	20.6%	12.3%	18.2%
%H (All HH)		97.8%	62.2%	2.2%	60.0%	28.9%	31.1%	100.0%
%H (TV HH)			63.6%	2.3%	61.4%	29.5%	31.8%	
4	21	20	12	1	11	6	6	21
%V	7.2%	7.1%	8.1%	20.0%	6.3%	9.5%	5.3%	8.5%
%H (All HH)		95.2%	57.1%	4.8%	52.4%	28.6%	28.6%	100.0%
%H (TV HH)			60.0%	5.0%	55.0%	30.0%	30.0%	
5+	18	17	12	0	11	7	3	18
%V	6.2%	6.0%	8.1%	0.0%	6.3%	11.1%	2.6%	7.3%
%H (All HH)		94.4%	66.7%	0.0%	61.1%	38.9%	16.7%	100.0%
%H (TV HH)			70.6%	0.0%	64.7%	41.2%	17.6%	

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

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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	567	324	15	381	172	209	506
%H		57.1%	2.6%	67.2%	30.3%	36.9%	89.2%
Under 20"	35	18	1	29	13	17	31
%V	6.2%	5.6%	6.7%	7.6%	7.6%	8.1%	6.1%
%H		51.4%	2.9%	82.9%	37.1%	48.6%	88.6%
20" - 29"	81	43	0	65	28	37	73
%V	14.3%	13.3%	0.0%	17.1%	16.3%	17.7%	14.4%
%H		53.1%	0.0%	80.2%	34.6%	45.7%	90.1%
30" - 39"	183	94	5	119	43	76	152
%V	32.3%	29.0%	33.3%	31.2%	25.0%	36.4%	30.0%
%H		51.4%	2.7%	65.0%	23.5%	41.5%	83.1%
40" - 49"	184	120	5	116	64	52	170
%V	32.5%	37.0%	33.3%	30.4%	37.2%	24.9%	33.6%
%H		65.2%	2.7%	63.0%	34.8%	28.3%	92.4%
50" - 59"	68	40	3	43	21	22	64
%V	12.0%	12.3%	20.0%	11.3%	12.2%	10.5%	12.6%
%H		58.8%	4.4%	63.2%	30.9%	32.4%	94.1%
60"+	8	5	0	5	2	2	8
%V	1.4%	1.5%	0.0%	1.3%	1.2%	1.0%	1.6%
%H		62.5%	0.0%	62.5%	25.0%	25.0%	100.0%
Don't know	8	4	1	4	0	4	8
%V	1.4%	1.2%	6.7%	1.0%	0.0%	1.9%	1.6%
%H		50.0%	12.5%	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
Oct 2018 - Sep 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	567	324	15	381	172	209	506
%H		57.1%	2.6%	67.2%	30.3%	36.9%	89.2%
Main living room	279	147	5	176	63	113	237
%V	49.2%	45.4%	33.3%	46.2%	36.6%	54.1%	46.8%
%H		52.7%	1.8%	63.1%	22.6%	40.5%	84.9%
Kitchen	40	24	0	31	16	15	38
%V	7.1%	7.4%	0.0%	8.1%	9.3%	7.2%	7.5%
%H		60.0%	0.0%	77.5%	40.0%	37.5%	95.0%
Adult's bedroom	154	93	5	104	54	51	140
%V	27.2%	28.7%	33.3%	27.3%	31.4%	24.4%	27.7%
%H		60.4%	3.2%	67.5%	35.1%	33.1%	90.9%
Child's bedroom	36	26	2	25	17	8	35
%V	6.3%	8.0%	13.3%	6.6%	9.9%	3.8%	6.9%
%H		72.2%	5.6%	69.4%	47.2%	22.2%	97.2%
Other bedroom	9	5	0	7	4	3	8
%V	1.6%	1.5%	0.0%	1.8%	2.3%	1.4%	1.6%
%H		55.6%	0.0%	77.8%	44.4%	33.3%	88.9%
Second living/dining room	28	16	1	23	11	11	27
%V	4.9%	4.9%	6.7%	6.0%	6.4%	5.3%	5.3%
%H		57.1%	3.6%	82.1%	39.3%	39.3%	96.4%
Study/office	6	4	0	5	3	2	6
%V	1.1%	1.2%	0.0%	1.3%	1.7%	1.0%	1.2%
%H		66.7%	0.0%	83.3%	50.0%	33.3%	100.0%
TV room	4	3	0	2	1	1	4
%V	0.7%	0.9%	0.0%	0.5%	0.6%	0.5%	0.8%
%H		75.0%	0.0%	50.0%	25.0%	25.0%	100.0%
Conservatory	7	3	0	5	2	3	6
%V	1.2%	0.9%	0.0%	1.3%	1.2%	1.4%	1.2%
%H		42.9%	0.0%	71.4%	28.6%	42.9%	85.7%
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	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%

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 12.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	567	324	15	381	172	209	506
%H		57.1%	2.6%	67.2%	30.3%	36.9%	89.2%
PVR	249	197	10	127	82	45	227
%V	43.9%	60.8%	66.7%	33.3%	47.7%	21.5%	44.9%
%H		79.1%	4.0%	51.0%	32.9%	18.1%	91.2%
DVDR	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%
VCR	1	1	0	0	0	0	0
%V	0.2%	0.3%	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	252	199	10	129	82	47	229
%V	44.4%	61.4%	66.7%	33.9%	47.7%	22.5%	45.3%
%H		79.0%	4.0%	51.2%	32.5%	18.7%	90.9%

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	567	324	15	381	172	209	506
%H		57.1%	2.6%	67.2%	30.3%	36.9%	89.2%
Receives HDTV (via STB or built-in reception)	282	201	11	175	97	78	261
%V	49.7%	62.0%	73.3%	45.9%	56.4%	37.3%	51.6%
%H		71.3%	3.9%	62.1%	34.4%	27.7%	92.6%
DVD/Blu-ray player or recorder	237	130	9	161	67	94	209
%V	41.8%	40.1%	60.0%	42.3%	39.0%	45.0%	41.3%
%H		54.9%	3.8%	67.9%	28.3%	39.7%	88.2%

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	282	148	5	176	63	114	239
%H		52.5%	1.8%	62.4%	22.3%	40.4%	84.8%
Under 20"	2	0	0	2	0	2	1
%V	0.7%	0.0%	0.0%	1.1%	0.0%	1.8%	0.4%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	50.0%
20" - 29"	14	4	0	10	1	9	11
%V	5.0%	2.7%	0.0%	5.7%	1.6%	7.9%	4.6%
%H		28.6%	0.0%	71.4%	7.1%	64.3%	78.6%
30" - 39"	87	37	1	57	12	45	65
%V	30.9%	25.0%	20.0%	32.4%	19.0%	39.5%	27.2%
%H		42.5%	1.1%	65.5%	13.8%	51.7%	74.7%
40" - 49"	116	72	2	68	33	35	104
%V	41.1%	48.6%	40.0%	38.6%	52.4%	30.7%	43.5%
%H		62.1%	1.7%	58.6%	28.4%	30.2%	89.7%
50" - 59"	52	29	2	33	14	19	48
%V	18.4%	19.6%	40.0%	18.8%	22.2%	16.7%	20.1%
%H		55.8%	3.8%	63.5%	26.9%	36.5%	92.3%
60"+	7	4	0	4	2	2	7
%V	2.5%	2.7%	0.0%	2.3%	3.2%	1.8%	2.9%
%H		57.1%	0.0%	57.1%	28.6%	28.6%	100.0%
Don't know	4	2	0	2	0	2	4
%V	1.4%	1.4%	0.0%	1.1%	0.0%	1.8%	1.7%
%H		50.0%	0.0%	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

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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	282	148	5	176	63	114	239
%H		52.5%	1.8%	62.4%	22.3%	40.4%	84.8%
PVR	173	133	5	91	55	36	154
%V	61.3%	89.9%	100.0%	51.7%	87.3%	31.6%	64.4%
%H		76.9%	2.9%	52.6%	31.8%	20.8%	89.0%
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	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	133	5	92	55	36	155
%V	61.3%	89.9%	100.0%	52.3%	87.3%	31.6%	64.9%
%H		76.9%	2.9%	53.2%	31.8%	20.8%	89.6%

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	282	148	5	176	63	114	239
%H		52.5%	1.8%	62.4%	22.3%	40.4%	84.8%
Receives HDTV (via STB or built-in reception)	183	124	5	111	55	56	164
%V	64.9%	83.8%	100.0%	63.1%	87.3%	49.1%	68.6%
%H		67.8%	2.7%	60.7%	30.1%	30.6%	89.6%
DVD/Blu-ray player or recorder	140	73	3	90	32	58	120
%V	49.6%	49.3%	60.0%	51.1%	50.8%	50.9%	50.2%
%H		52.1%	2.1%	64.3%	22.9%	41.4%	85.7%

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 12.18: 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	285	176	10	205	109	96	267
%H		61.8%	3.5%	71.9%	38.2%	33.7%	93.7%
Under 20"	33	18	1	27	13	14	30
%V	11.6%	10.2%	10.0%	13.2%	11.9%	14.6%	11.2%
%H		54.5%	3.0%	81.8%	39.4%	42.4%	90.9%
20" - 29"	67	39	0	55	27	28	62
%V	23.5%	22.2%	0.0%	26.8%	24.8%	29.2%	23.2%
%H		58.2%	0.0%	82.1%	40.3%	41.8%	92.5%
30" - 39"	95	57	4	63	31	31	87
%V	33.3%	32.4%	40.0%	30.7%	28.4%	32.3%	32.6%
%H		60.0%	4.2%	66.3%	32.6%	32.6%	91.6%
40" - 49"	68	47	3	48	31	18	66
%V	23.9%	26.7%	30.0%	23.4%	28.4%	18.8%	24.7%
%H		69.1%	4.4%	70.6%	45.6%	26.5%	97.1%
50" - 59"	16	11	1	10	7	2	16
%V	5.6%	6.3%	10.0%	4.9%	6.4%	2.1%	6.0%
%H		68.8%	6.3%	62.5%	43.8%	12.5%	100.0%
60"+	2	1	0	1	0	0	2
%V	0.7%	0.6%	0.0%	0.5%	0.0%	0.0%	0.7%
%H		50.0%	0.0%	50.0%	0.0%	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%	2.1%	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

Oct 2018 - Sep 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	285	176	10	205	109	96	267
%H		61.8%	3.5%	71.9%	38.2%	33.7%	93.7%
PVR	76	64	5	36	26	10	73
%V	26.7%	36.4%	50.0%	17.6%	23.9%	10.4%	27.3%
%H		84.2%	6.6%	47.4%	34.2%	13.2%	96.1%
DVDR	2	1	0	2	1	1	2
%V	0.7%	0.6%	0.0%	1.0%	0.9%	1.0%	0.7%
%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	38	27	11	75
%V	27.7%	37.5%	50.0%	18.5%	24.8%	11.5%	28.1%
%H		83.5%	6.3%	48.1%	34.2%	13.9%	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	285	176	10	205	109	96	267
%H		61.8%	3.5%	71.9%	38.2%	33.7%	93.7%
Receives HDTV (via STB or built-in reception)	100	77	5	64	42	22	97
%V	35.1%	43.8%	50.0%	31.2%	38.5%	22.9%	36.3%
%H		77.0%	5.0%	64.0%	42.0%	22.0%	97.0%
DVD/Blu-ray player or recorder	96	57	5	72	36	36	89
%V	33.7%	32.4%	50.0%	35.1%	33.0%	37.5%	33.3%
%H		59.4%	5.2%	75.0%	37.5%	37.5%	92.7%

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

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	610	596	329	14	368	153	214	552
%H		97.7%	53.9%	2.3%	60.3%	25.1%	35.1%	90.5%
Total Children	97	95	55	3	56	27	29	95
%V	15.9%	15.9%	16.7%	21.4%	15.2%	17.6%	13.6%	17.2%
%H		97.9%	56.7%	3.1%	57.7%	27.8%	29.9%	97.9%
0 - 3	21	21	9	0	12	4	8	20
%V	3.4%	3.5%	2.7%	0.0%	3.3%	2.6%	3.7%	3.6%
%H		100.0%	42.9%	0.0%	57.1%	19.0%	38.1%	95.2%
4 - 15	76	75	46	3	44	23	21	75
%V	12.5%	12.6%	14.0%	21.4%	12.0%	15.0%	9.8%	13.6%
%H		98.7%	60.5%	3.9%	57.9%	30.3%	27.6%	98.7%
4 - 9	42	41	25	2	27	14	13	41
%V	6.9%	6.9%	7.6%	14.3%	7.3%	9.2%	6.1%	7.4%
%H		97.6%	59.5%	4.8%	64.3%	33.3%	31.0%	97.6%
10 - 15	34	33	20	1	18	10	8	34
%V	5.6%	5.5%	6.1%	7.1%	4.9%	6.5%	3.7%	6.2%
%H		97.1%	58.8%	2.9%	52.9%	29.4%	23.5%	100.0%

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 12.22: 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	610	596	329	14	368	153	214	552
%H		97.7%	53.9%	2.3%	60.3%	25.1%	35.1%	90.5%
Total Adults (16+)	514	500	274	11	311	126	186	457
%V	84.3%	83.9%	83.3%	78.6%	84.5%	82.4%	86.9%	82.8%
%H		97.3%	53.3%	2.1%	60.5%	24.5%	36.2%	88.9%
16 - 19	25	25	15	1	13	8	5	25
%V	4.1%	4.2%	4.6%	7.1%	3.5%	5.2%	2.3%	4.5%
%H		100.0%	60.0%	4.0%	52.0%	32.0%	20.0%	100.0%
20 - 24	26	25	9	1	15	7	8	25
%V	4.3%	4.2%	2.7%	7.1%	4.1%	4.6%	3.7%	4.5%
%H		96.2%	34.6%	3.8%	57.7%	26.9%	30.8%	96.2%
25 - 34	81	76	42	2	43	19	25	79
%V	13.3%	12.8%	12.8%	14.3%	11.7%	12.4%	11.7%	14.3%
%H		93.8%	51.9%	2.5%	53.1%	23.5%	30.9%	97.5%
35 - 44	53	51	24	1	31	11	20	51
%V	8.7%	8.6%	7.3%	7.1%	8.4%	7.2%	9.3%	9.2%
%H		96.2%	45.3%	1.9%	58.5%	20.8%	37.7%	96.2%
45 - 54	82	81	53	1	50	27	22	79
%V	13.4%	13.6%	16.1%	7.1%	13.6%	17.6%	10.3%	14.3%
%H		98.8%	64.6%	1.2%	61.0%	32.9%	26.8%	96.3%
55 - 64	105	104	62	3	61	22	39	96
%V	17.2%	17.4%	18.8%	21.4%	16.6%	14.4%	18.2%	17.4%
%H		99.0%	59.0%	2.9%	58.1%	21.0%	37.1%	91.4%
65+	141	139	70	1	98	32	66	102
%V	23.1%	23.3%	21.3%	7.1%	26.6%	20.9%	30.8%	18.5%
%H		98.6%	49.6%	0.7%	69.5%	22.7%	46.8%	72.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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+)	514	500	274	11	311	126	186	457
%H		97.3%	53.3%	2.1%	60.5%	24.5%	36.2%	88.9%
AB	122	117	62	3	72	26	46	119
%V	23.7%	23.4%	22.6%	27.3%	23.2%	20.6%	24.7%	26.0%
%H		95.9%	50.8%	2.5%	59.0%	21.3%	37.7%	97.5%
C1	120	118	65	5	74	32	42	113
%V	23.3%	23.6%	23.7%	45.5%	23.8%	25.4%	22.6%	24.7%
%H		98.3%	54.2%	4.2%	61.7%	26.7%	35.0%	94.2%
C2	126	125	74	1	79	35	44	115
%V	24.5%	25.0%	27.0%	9.1%	25.4%	27.8%	23.7%	25.2%
%H		99.2%	58.7%	0.8%	62.7%	27.8%	34.9%	91.3%
D	94	93	50	2	58	24	33	77
%V	18.3%	18.6%	18.2%	18.2%	18.6%	19.0%	17.7%	16.8%
%H		98.9%	53.2%	2.1%	61.7%	25.5%	35.1%	81.9%
E	51	47	23	1	29	8	21	34
%V	9.9%	9.4%	8.4%	9.1%	9.3%	6.3%	11.3%	7.4%
%H		92.2%	45.1%	2.0%	56.9%	15.7%	41.2%	66.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
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+)	514	500	274	11	311	126	186	457
%H		97.3%	53.3%	2.1%	60.5%	24.5%	36.2%	88.9%
Working full time	234	227	130	7	137	64	73	227
%V	45.5%	45.4%	47.4%	63.6%	44.1%	50.8%	39.2%	49.7%
%H		97.0%	55.6%	3.0%	58.5%	27.4%	31.2%	97.0%
Working part time	63	62	35	1	38	16	22	57
%V	12.3%	12.4%	12.8%	9.1%	12.2%	12.7%	11.8%	12.5%
%H		98.4%	55.6%	1.6%	60.3%	25.4%	34.9%	90.5%
Not working	216	211	109	3	136	46	90	174
%V	42.0%	42.2%	39.8%	27.3%	43.7%	36.5%	48.4%	38.1%
%H		97.7%	50.5%	1.4%	63.0%	21.3%	41.7%	80.6%
Houseperson	291	283	148	5	176	63	114	247
%V	56.6%	56.6%	54.0%	45.5%	56.6%	50.0%	61.3%	54.0%
%H		97.3%	50.9%	1.7%	60.5%	21.6%	39.2%	84.9%

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 12.25: 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	236	129	5	147	59	89	218
%H		96.3%	52.7%	2.0%	60.0%	24.1%	36.3%	89.0%
16 - 19	13	13	9	1	6	4	2	13
%V	5.3%	5.5%	7.0%	20.0%	4.1%	6.8%	2.2%	6.0%
%H		100.0%	69.2%	7.7%	46.2%	30.8%	15.4%	100.0%
20 - 24	14	12	4	0	6	2	4	13
%V	5.7%	5.1%	3.1%	0.0%	4.1%	3.4%	4.5%	6.0%
%H		85.7%	28.6%	0.0%	42.9%	14.3%	28.6%	92.9%
25 - 34	40	36	17	1	21	8	13	39
%V	16.3%	15.3%	13.2%	20.0%	14.3%	13.6%	14.6%	17.9%
%H		90.0%	42.5%	2.5%	52.5%	20.0%	32.5%	97.5%
35 - 44	27	25	12	0	16	6	10	25
%V	11.0%	10.6%	9.3%	0.0%	10.9%	10.2%	11.2%	11.5%
%H		92.6%	44.4%	0.0%	59.3%	22.2%	37.0%	92.6%
45 - 54	37	37	23	1	23	13	10	36
%V	15.1%	15.7%	17.8%	20.0%	15.6%	22.0%	11.2%	16.5%
%H		100.0%	62.2%	2.7%	62.2%	35.1%	27.0%	97.3%
55 - 64	48	48	28	3	28	9	18	43
%V	19.6%	20.3%	21.7%	60.0%	19.0%	15.3%	20.2%	19.7%
%H		100.0%	58.3%	6.3%	58.3%	18.8%	37.5%	89.6%
65+	67	66	35	1	46	17	30	48
%V	27.3%	28.0%	27.1%	20.0%	31.3%	28.8%	33.7%	22.0%
%H		98.5%	52.2%	1.5%	68.7%	25.4%	44.8%	71.6%

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 12.26: 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	236	129	5	147	59	89	218
%H		96.3%	52.7%	2.0%	60.0%	24.1%	36.3%	89.0%
AB	61	57	30	1	36	13	23	59
%V	24.9%	24.2%	23.3%	20.0%	24.5%	22.0%	25.8%	27.1%
%H		93.4%	49.2%	1.6%	59.0%	21.3%	37.7%	96.7%
C1	56	54	30	2	33	14	19	54
%V	22.9%	22.9%	23.3%	40.0%	22.4%	23.7%	21.3%	24.8%
%H		96.4%	53.6%	3.6%	58.9%	25.0%	33.9%	96.4%
C2	67	66	39	1	42	18	25	60
%V	27.3%	28.0%	30.2%	20.0%	28.6%	30.5%	28.1%	27.5%
%H		98.5%	58.2%	1.5%	62.7%	26.9%	37.3%	89.6%
D	41	40	22	1	25	11	14	33
%V	16.7%	16.9%	17.1%	20.0%	17.0%	18.6%	15.7%	15.1%
%H		97.6%	53.7%	2.4%	61.0%	26.8%	34.1%	80.5%
E	20	19	8	0	11	3	8	12
%V	8.2%	8.1%	6.2%	0.0%	7.5%	5.1%	9.0%	5.5%
%H		95.0%	40.0%	0.0%	55.0%	15.0%	40.0%	60.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	236	129	5	147	59	89	218
%H		96.3%	52.7%	2.0%	60.0%	24.1%	36.3%	89.0%
Working full time	138	132	75	4	79	35	44	133
%V	56.3%	55.9%	58.1%	80.0%	53.7%	59.3%	49.4%	61.0%
%H		95.7%	54.3%	2.9%	57.2%	25.4%	31.9%	96.4%
Working part time	14	13	6	0	10	4	7	11
%V	5.7%	5.5%	4.7%	0.0%	6.8%	6.8%	7.9%	5.0%
%H		92.9%	42.9%	0.0%	71.4%	28.6%	50.0%	78.6%
Not working	93	92	48	1	59	20	38	74
%V	38.0%	39.0%	37.2%	20.0%	40.1%	33.9%	42.7%	33.9%
%H		98.9%	51.6%	1.1%	63.4%	21.5%	40.9%	79.6%
Houseperson	70	65	29	1	39	10	30	52
%V	28.6%	27.5%	22.5%	20.0%	26.5%	16.9%	33.7%	23.9%
%H		92.9%	41.4%	1.4%	55.7%	14.3%	42.9%	74.3%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	269	264	145	6	164	67	97	240
%H		98.1%	53.9%	2.2%	61.0%	24.9%	36.1%	89.2%
16 - 19	12	12	6	0	7	4	3	12
%V	4.5%	4.5%	4.1%	0.0%	4.3%	6.0%	3.1%	5.0%
%H		100.0%	50.0%	0.0%	58.3%	33.3%	25.0%	100.0%
20 - 24	12	12	4	1	8	5	4	12
%V	4.5%	4.5%	2.8%	16.7%	4.9%	7.5%	4.1%	5.0%
%H		100.0%	33.3%	8.3%	66.7%	41.7%	33.3%	100.0%
25 - 34	42	40	25	1	22	11	11	40
%V	15.6%	15.2%	17.2%	16.7%	13.4%	16.4%	11.3%	16.7%
%H		95.2%	59.5%	2.4%	52.4%	26.2%	26.2%	95.2%
35 - 44	27	26	12	1	15	5	9	27
%V	10.0%	9.8%	8.3%	16.7%	9.1%	7.5%	9.3%	11.3%
%H		96.3%	44.4%	3.7%	55.6%	18.5%	33.3%	100.0%
45 - 54	45	44	29	1	27	15	12	43
%V	16.7%	16.7%	20.0%	16.7%	16.5%	22.4%	12.4%	17.9%
%H		97.8%	64.4%	2.2%	60.0%	33.3%	26.7%	95.6%
55 - 64	58	56	33	1	33	13	21	52
%V	21.6%	21.2%	22.8%	16.7%	20.1%	19.4%	21.6%	21.7%
%H		96.6%	56.9%	1.7%	56.9%	22.4%	36.2%	89.7%
65+	74	74	35	1	52	15	37	54
%V	27.5%	28.0%	24.1%	16.7%	31.7%	22.4%	38.1%	22.5%
%H		100.0%	47.3%	1.4%	70.3%	20.3%	50.0%	73.0%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	269	264	145	6	164	67	97	240
%H		98.1%	53.9%	2.2%	61.0%	24.9%	36.1%	89.2%
AB	61	60	32	1	36	13	24	60
%V	22.7%	22.7%	22.1%	16.7%	22.0%	19.4%	24.7%	25.0%
%H		98.4%	52.5%	1.6%	59.0%	21.3%	39.3%	98.4%
C1	64	63	35	2	41	18	23	60
%V	23.8%	23.9%	24.1%	33.3%	25.0%	26.9%	23.7%	25.0%
%H		98.4%	54.7%	3.1%	64.1%	28.1%	35.9%	93.8%
C2	59	59	35	1	37	17	19	55
%V	21.9%	22.3%	24.1%	16.7%	22.6%	25.4%	19.6%	22.9%
%H		100.0%	59.3%	1.7%	62.7%	28.8%	32.2%	93.2%
D	53	53	28	1	32	13	19	44
%V	19.7%	20.1%	19.3%	16.7%	19.5%	19.4%	19.6%	18.3%
%H		100.0%	52.8%	1.9%	60.4%	24.5%	35.8%	83.0%
E	31	29	15	0	17	5	12	21
%V	11.5%	11.0%	10.3%	0.0%	10.4%	7.5%	12.4%	8.8%
%H		93.5%	48.4%	0.0%	54.8%	16.1%	38.7%	67.7%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	269	264	145	6	164	67	97	240
%H		98.1%	53.9%	2.2%	61.0%	24.9%	36.1%	89.2%
Working full time	96	96	55	3	59	29	29	93
%V	35.7%	36.4%	37.9%	50.0%	36.0%	43.3%	29.9%	38.8%
%H		100.0%	57.3%	3.1%	61.5%	30.2%	30.2%	96.9%
Working part time	49	49	29	1	28	12	16	46
%V	18.2%	18.6%	20.0%	16.7%	17.1%	17.9%	16.5%	19.2%
%H		100.0%	59.2%	2.0%	57.1%	24.5%	32.7%	93.9%
Not working	123	119	61	2	77	25	52	100
%V	45.7%	45.1%	42.1%	33.3%	47.0%	37.3%	53.6%	41.7%
%H		96.7%	49.6%	1.6%	62.6%	20.3%	42.3%	81.3%
Houseperson	222	218	119	4	137	53	84	195
%V	82.5%	82.6%	82.1%	66.7%	83.5%	79.1%	86.6%	81.3%
%H		98.2%	53.6%	1.8%	61.7%	23.9%	37.8%	87.8%

Base: ITV Border - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
AB	291	281	95	34	196	56	140	285
%V	28.1%	28.6%	29.9%	25.8%	30.2%	32.2%	29.5%	30.8%
%H (All HH)		96.6%	32.6%	11.7%	67.4%	19.2%	48.1%	97.9%
%H (TV HH)			33.8%	12.1%	69.8%	19.9%	49.8%	
C1	349	329	106	48	209	56	153	321
%V	33.8%	33.5%	33.3%	36.4%	32.2%	32.2%	32.2%	34.7%
%H (All HH)		94.3%	30.4%	13.8%	59.9%	16.0%	43.8%	92.0%
%H (TV HH)			32.2%	14.6%	63.5%	17.0%	46.5%	
C2	205	196	66	28	131	37	94	180
%V	19.8%	20.0%	20.8%	21.2%	20.2%	21.3%	19.8%	19.4%
%H (All HH)		95.6%	32.2%	13.7%	63.9%	18.0%	45.9%	87.8%
%H (TV HH)			33.7%	14.3%	66.8%	18.9%	48.0%	
D	128	117	36	17	75	17	58	96
%V	12.4%	11.9%	11.3%	12.9%	11.6%	9.8%	12.2%	10.4%
%H (All HH)		91.4%	28.1%	13.3%	58.6%	13.3%	45.3%	75.0%
%H (TV HH)			30.8%	14.5%	64.1%	14.5%	49.6%	
E	61	57	16	6	38	8	30	44
%V	5.9%	5.8%	5.0%	4.5%	5.9%	4.6%	6.3%	4.8%
%H (All HH)		93.4%	26.2%	9.8%	62.3%	13.1%	49.2%	72.1%
%H (TV HH)			28.1%	10.5%	66.7%	14.0%	52.6%	

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

Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Under 25	40	29	7	2	15	3	12	38
%V	3.9%	3.0%	2.2%	1.5%	2.3%	1.7%	2.5%	4.1%
%H (All HH)		72.5%	17.5%	5.0%	37.5%	7.5%	30.0%	95.0%
%H (TV HH)			24.1%	6.9%	51.7%	10.3%	41.4%	
25 - 34	142	128	38	19	67	18	49	137
%V	13.7%	13.0%	11.9%	14.4%	10.3%	10.3%	10.3%	14.8%
%H (All HH)		90.1%	26.8%	13.4%	47.2%	12.7%	34.5%	96.5%
%H (TV HH)			29.7%	14.8%	52.3%	14.1%	38.3%	
35 - 44	148	137	53	19	75	21	55	143
%V	14.3%	14.0%	16.7%	14.4%	11.6%	12.1%	11.6%	15.4%
%H (All HH)		92.6%	35.8%	12.8%	50.7%	14.2%	37.2%	96.6%
%H (TV HH)			38.7%	13.9%	54.7%	15.3%	40.1%	
45 - 54	203	195	72	29	129	44	85	197
%V	19.6%	19.9%	22.6%	22.0%	19.9%	25.3%	17.9%	21.3%
%H (All HH)		96.1%	35.5%	14.3%	63.5%	21.7%	41.9%	97.0%
%H (TV HH)			36.9%	14.9%	66.2%	22.6%	43.6%	
55 - 64	191	188	64	29	125	37	88	182
%V	18.5%	19.2%	20.1%	22.0%	19.3%	21.3%	18.5%	19.7%
%H (All HH)		98.4%	33.5%	15.2%	65.4%	19.4%	46.1%	95.3%
%H (TV HH)			34.0%	15.4%	66.5%	19.7%	46.8%	
65 +	311	304	85	34	238	52	186	230
%V	30.1%	31.0%	26.7%	25.8%	36.7%	29.9%	39.2%	24.8%
%H (All HH)		97.7%	27.3%	10.9%	76.5%	16.7%	59.8%	74.0%
%H (TV HH)			28.0%	11.2%	78.3%	17.1%	61.2%	

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
Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
1	316	289	63	32	211	35	176	238
%V	30.6%	29.5%	19.8%	24.2%	32.5%	20.1%	37.1%	25.7%
%H (All HH)		91.5%	19.9%	10.1%	66.8%	11.1%	55.7%	75.3%
%H (TV HH)			21.8%	11.1%	73.0%	12.1%	60.9%	
2	366	354	118	48	234	61	173	342
%V	35.4%	36.1%	37.1%	36.4%	36.1%	35.1%	36.4%	36.9%
%H (All HH)		96.7%	32.2%	13.1%	63.9%	16.7%	47.3%	93.4%
%H (TV HH)			33.3%	13.6%	66.1%	17.2%	48.9%	
3	165	160	61	24	104	40	64	162
%V	16.0%	16.3%	19.2%	18.2%	16.0%	23.0%	13.5%	17.5%
%H (All HH)		97.0%	37.0%	14.5%	63.0%	24.2%	38.8%	98.2%
%H (TV HH)			38.1%	15.0%	65.0%	25.0%	40.0%	
4	136	130	56	21	75	29	45	135
%V	13.2%	13.3%	17.6%	15.9%	11.6%	16.7%	9.5%	14.6%
%H (All HH)		95.6%	41.2%	15.4%	55.1%	21.3%	33.1%	99.3%
%H (TV HH)			43.1%	16.2%	57.7%	22.3%	34.6%	
5+	50	48	21	7	27	10	17	50
%V	4.8%	4.9%	6.6%	5.3%	4.2%	5.7%	3.6%	5.4%
%H (All HH)		96.0%	42.0%	14.0%	54.0%	20.0%	34.0%	100.0%
%H (TV HH)			43.8%	14.6%	56.3%	20.8%	35.4%	
Average HH size	2.28	2.30	2.58	2.45	2.21	2.56	2.08	2.39

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

Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Without	793	749	229	103	516	137	380	689
%V	76.7%	76.4%	72.0%	78.0%	79.5%	78.7%	80.0%	74.4%
%H (All HH)		94.5%	28.9%	13.0%	65.1%	17.3%	47.9%	86.9%
%H (TV HH)			30.6%	13.8%	68.9%	18.3%	50.7%	
With	241	231	89	29	133	38	95	238
%V	23.3%	23.5%	28.0%	22.0%	20.5%	21.8%	20.0%	25.7%
%H (All HH)		95.9%	36.9%	12.0%	55.2%	15.8%	39.4%	98.8%
%H (TV HH)			38.5%	12.6%	57.6%	16.5%	41.1%	
0 - 3	83	79	25	12	48	14	35	82
%V	8.0%	8.1%	7.9%	9.1%	7.4%	8.0%	7.4%	8.9%
%H (All HH)		95.2%	30.1%	14.5%	57.8%	16.9%	42.2%	98.8%
%H (TV HH)			31.6%	15.2%	60.8%	17.7%	44.3%	
4 - 9	128	124	47	14	72	17	54	126
%V	12.4%	12.6%	14.8%	10.6%	11.1%	9.8%	11.4%	13.6%
%H (All HH)		96.9%	36.7%	10.9%	56.3%	13.3%	42.2%	98.4%
%H (TV HH)			37.9%	11.3%	58.1%	13.7%	43.5%	
10 - 15	111	105	45	14	59	18	41	109
%V	10.7%	10.7%	14.2%	10.6%	9.1%	10.3%	8.6%	11.8%
%H (All HH)		94.6%	40.5%	12.6%	53.2%	16.2%	36.9%	98.2%
%H (TV HH)			42.9%	13.3%	56.2%	17.1%	39.0%	

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

Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
1	435	435	101	53	266	26	240	371
%V	42.1%	44.3%	31.8%	40.2%	41.0%	14.9%	50.5%	40.1%
%H (All HH)		100.0%	23.2%	12.2%	61.1%	6.0%	55.2%	85.3%
%H (TV HH)			23.2%	12.2%	61.1%	6.0%	55.2%	
2	327	327	121	48	217	71	146	298
%V	31.6%	33.3%	38.1%	36.4%	33.4%	40.8%	30.7%	32.2%
%H (All HH)		100.0%	37.0%	14.7%	66.4%	21.7%	44.6%	91.1%
%H (TV HH)			37.0%	14.7%	66.4%	21.7%	44.6%	
3	138	138	54	20	104	41	62	131
%V	13.3%	14.1%	17.0%	15.2%	16.0%	23.6%	13.1%	14.1%
%H (All HH)		100.0%	39.1%	14.5%	75.4%	29.7%	44.9%	94.9%
%H (TV HH)			39.1%	14.5%	75.4%	29.7%	44.9%	
4	56	56	28	8	45	25	20	56
%V	5.4%	5.7%	8.8%	6.1%	6.9%	14.4%	4.2%	6.0%
%H (All HH)		100.0%	50.0%	14.3%	80.4%	44.6%	35.7%	100.0%
%H (TV HH)			50.0%	14.3%	80.4%	44.6%	35.7%	
5+	25	25	14	4	18	12	6	25
%V	2.4%	2.5%	4.4%	3.0%	2.8%	6.9%	1.3%	2.7%
%H (All HH)		100.0%	56.0%	16.0%	72.0%	48.0%	24.0%	100.0%
%H (TV HH)			56.0%	16.0%	72.0%	48.0%	24.0%	

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
Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Under 20"	70	70	24	4	58	18	40	57
%V	6.8%	7.1%	7.5%	3.0%	8.9%	10.3%	8.4%	6.2%
%H (All HH)		100.0%	34.3%	5.7%	82.9%	25.7%	57.1%	81.4%
%H (TV HH)			34.3%	5.7%	82.9%	25.7%	57.1%	
20" - 29"	231	231	78	33	178	61	117	205
%V	22.3%	23.5%	24.5%	25.0%	27.4%	35.1%	24.6%	22.1%
%H (All HH)		100.0%	33.8%	14.3%	77.1%	26.4%	50.6%	88.7%
%H (TV HH)			33.8%	14.3%	77.1%	26.4%	50.6%	
30" - 39"	438	438	134	55	306	78	228	393
%V	42.4%	44.6%	42.1%	41.7%	47.1%	44.8%	48.0%	42.4%
%H (All HH)		100.0%	30.6%	12.6%	69.9%	17.8%	52.1%	89.7%
%H (TV HH)			30.6%	12.6%	69.9%	17.8%	52.1%	
40" - 49"	427	427	173	61	272	98	174	402
%V	41.3%	43.5%	54.4%	46.2%	41.9%	56.3%	36.6%	43.4%
%H (All HH)		100.0%	40.5%	14.3%	63.7%	23.0%	40.7%	94.1%
%H (TV HH)			40.5%	14.3%	63.7%	23.0%	40.7%	
50" - 59"	159	159	68	28	90	38	52	156
%V	15.4%	16.2%	21.4%	21.2%	13.9%	21.8%	10.9%	16.8%
%H (All HH)		100.0%	42.8%	17.6%	56.6%	23.9%	32.7%	98.1%
%H (TV HH)			42.8%	17.6%	56.6%	23.9%	32.7%	
60"+	20	20	11	4	11	8	4	20
%V	1.9%	2.0%	3.5%	3.0%	1.7%	4.6%	0.8%	2.2%
%H (All HH)		100.0%	55.0%	20.0%	55.0%	40.0%	20.0%	100.0%
%H (TV HH)			55.0%	20.0%	55.0%	40.0%	20.0%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Main living room	971	971	318	132	643	174	468	873
%V	93.9%	99.0%	100.0%	100.0%	99.1%	100.0%	98.5%	94.3%
%H (All HH)		100.0%	32.7%	13.6%	66.2%	17.9%	48.2%	89.9%
%H (TV HH)			32.7%	13.6%	66.2%	17.9%	48.2%	
Kitchen	111	111	46	11	98	43	55	102
%V	10.7%	11.3%	14.5%	8.3%	15.1%	24.7%	11.6%	11.0%
%H (All HH)		100.0%	41.4%	9.9%	88.3%	38.7%	49.5%	91.9%
%H (TV HH)			41.4%	9.9%	88.3%	38.7%	49.5%	
Adult's bedroom	406	406	172	63	278	119	159	383
%V	39.3%	41.4%	54.1%	47.7%	42.8%	68.4%	33.5%	41.4%
%H (All HH)		100.0%	42.4%	15.5%	68.5%	29.3%	39.2%	94.3%
%H (TV HH)			42.4%	15.5%	68.5%	29.3%	39.2%	
Child's bedroom	60	60	27	8	37	14	22	59
%V	5.8%	6.1%	8.5%	6.1%	5.7%	8.0%	4.6%	6.4%
%H (All HH)		100.0%	45.0%	13.3%	61.7%	23.3%	36.7%	98.3%
%H (TV HH)			45.0%	13.3%	61.7%	23.3%	36.7%	
Other bedroom	53	53	20	6	44	19	25	51
%V	5.1%	5.4%	6.3%	4.5%	6.8%	10.9%	5.3%	5.5%
%H (All HH)		100.0%	37.7%	11.3%	83.0%	35.8%	47.2%	96.2%
%H (TV HH)			37.7%	11.3%	83.0%	35.8%	47.2%	
Second living/dining room	99	99	36	12	73	24	49	94
%V	9.6%	10.1%	11.3%	9.1%	11.2%	13.8%	10.3%	10.2%
%H (All HH)		100.0%	36.4%	12.1%	73.7%	24.2%	49.5%	94.9%
%H (TV HH)			36.4%	12.1%	73.7%	24.2%	49.5%	
Study/office	13	13	7	1	10	5	5	13
%V	1.3%	1.3%	2.2%	0.8%	1.5%	2.9%	1.1%	1.4%
%H (All HH)		100.0%	53.8%	7.7%	76.9%	38.5%	38.5%	100.0%
%H (TV HH)			53.8%	7.7%	76.9%	38.5%	38.5%	
TV room	4	4	2	0	3	1	2	3
%V	0.4%	0.4%	0.6%	0.0%	0.5%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
%H (TV HH)			50.0%	0.0%	75.0%	25.0%	50.0%	
Conservatory	23	23	10	3	19	9	10	22
%V	2.2%	2.3%	3.1%	2.3%	2.9%	5.2%	2.1%	2.4%
%H (All HH)		100.0%	43.5%	13.0%	82.6%	39.1%	43.5%	95.7%
%H (TV HH)			43.5%	13.0%	82.6%	39.1%	43.5%	
Attic or loft room	3	3	1	0	2	1	2	3
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.6%	0.4%	0.3%
%H (All HH)		100.0%	33.3%	0.0%	66.7%	33.3%	66.7%	100.0%
%H (TV HH)			33.3%	0.0%	66.7%	33.3%	66.7%	
No specific location	3	3	0	0	1	0	1	3
%V	0.3%	0.3%	0.0%	0.0%	0.2%	0.0%	0.2%	0.3%
%H (All HH)		100.0%	0.0%	0.0%	33.3%	0.0%	33.3%	100.0%
%H (TV HH)			0.0%	0.0%	33.3%	0.0%	33.3%	
Other	6	6	4	1	5	4	1	6
%V	0.6%	0.6%	1.3%	0.8%	0.8%	2.3%	0.2%	0.6%
%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%	

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

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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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Any DSAT provider	318	318	318	2	119	119	0	301
%V	30.8%	32.4%	100.0%	1.5%	18.3%	68.4%	0.0%	32.5%
%H (All HH)			100.0%	0.6%	37.4%	37.4%	0.0%	94.7%
%H (TV HH)			100.0%	0.6%	37.4%	37.4%	0.0%	
Sky with subscription	257	257	257	1	95	95	0	243
%V	24.9%	26.2%	80.8%	0.8%	14.6%	54.6%	0.0%	26.2%
%H (All HH)			100.0%	0.4%	37.0%	37.0%	0.0%	94.6%
%H (TV HH)			100.0%	0.4%	37.0%	37.0%	0.0%	
Sky without subscription	12	12	12	0	6	6	0	11
%V	1.2%	1.2%	3.8%	0.0%	0.9%	3.4%	0.0%	1.2%
%H (All HH)			100.0%	0.0%	50.0%	50.0%	0.0%	91.7%
%H (TV HH)			100.0%	0.0%	50.0%	50.0%	0.0%	
Freesat	43	43	43	2	17	17	0	42
%V	4.2%	4.4%	13.5%	1.5%	2.6%	9.8%	0.0%	4.5%
%H (All HH)			100.0%	4.7%	39.5%	39.5%	0.0%	97.7%
%H (TV HH)			100.0%	4.7%	39.5%	39.5%	0.0%	
Other satellite provider	13	13	13	0	5	5	0	13
%V	1.3%	1.3%	4.1%	0.0%	0.8%	2.9%	0.0%	1.4%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	100.0%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	132	132	2	132	58	58	0	128
%V	12.8%	13.5%	0.6%	100.0%	8.9%	33.3%	0.0%	13.8%
%H (All HH)			1.5%	100.0%	43.9%	43.9%	0.0%	97.0%
%H (TV HH)			1.5%	100.0%	43.9%	43.9%	0.0%	
DTT	649	649	119	58	649	174	475	571
%V	62.8%	66.2%	37.4%	43.9%	100.0%	100.0%	100.0%	61.7%
%H (All HH)		100.0%	18.3%	8.9%	100.0%	26.8%	73.2%	88.0%
%H (TV HH)			18.3%	8.9%	100.0%	26.8%	73.2%	

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

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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	1034	981	318	132	649	174	475	926
%H (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
PVR	619	619	296	131	359	165	194	585
%V	59.9%	63.1%	93.1%	99.2%	55.3%	94.8%	40.8%	63.2%
%H (All HH)		100.0%	47.8%	21.2%	58.0%	26.7%	31.3%	94.5%
%H (TV HH)			47.8%	21.2%	58.0%	26.7%	31.3%	
DVDR	10	10	3	0	8	2	7	10
%V	1.0%	1.0%	0.9%	0.0%	1.2%	1.1%	1.5%	1.1%
%H (All HH)		100.0%	30.0%	0.0%	80.0%	20.0%	70.0%	100.0%
%H (TV HH)			30.0%	0.0%	80.0%	20.0%	70.0%	
VCR	2	2	1	0	2	1	1	1
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.6%	0.2%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Any recorder	629	629	298	131	369	167	202	594
%V	60.8%	64.1%	93.7%	99.2%	56.9%	96.0%	42.5%	64.1%
%H (All HH)		100.0%	47.4%	20.8%	58.7%	26.6%	32.1%	94.4%
%H (TV HH)			47.4%	20.8%	58.7%	26.6%	32.1%	
Receives HDTV (via STB or built-in reception)	724	724	287	115	482	158	325	681
%V	70.0%	73.8%	90.3%	87.1%	74.3%	90.8%	68.4%	73.5%
%H (All HH)		100.0%	39.6%	15.9%	66.6%	21.8%	44.9%	94.1%
%H (TV HH)			39.6%	15.9%	66.6%	21.8%	44.9%	
DVD/Blu-ray player or recorder	641	641	218	91	440	137	303	603
%V	62.0%	65.3%	68.6%	68.9%	67.8%	78.7%	63.8%	65.1%
%H (All HH)		100.0%	34.0%	14.2%	68.6%	21.4%	47.3%	94.1%
%H (TV HH)			34.0%	14.2%	68.6%	21.4%	47.3%	

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

Oct 2018 - Sep 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	1034	981	318	132	649	174	475	926
%V (All HH)		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%
%H (TV HH)			32.4%	13.5%	66.2%	17.7%	48.4%	
Has broadband internet	926	882	301	128	571	170	401	926
%V	89.6%	89.9%	94.7%	97.0%	88.0%	97.7%	84.4%	100.0%
%H (All HH)		95.2%	32.5%	13.8%	61.7%	18.4%	43.3%	100.0%
%H (TV HH)			34.1%	14.5%	64.7%	19.3%	45.5%	
Number of computers (PCs and laptops)								
0	152	142	30	10	103	9	94	48
%V	14.7%	14.5%	9.4%	7.6%	15.9%	5.2%	19.8%	5.2%
%H (All HH)		93.4%	19.7%	6.6%	67.8%	5.9%	61.8%	31.6%
%H (TV HH)			21.1%	7.0%	72.5%	6.3%	66.2%	
1	261	241	70	34	160	40	120	258
%V	25.2%	24.6%	22.0%	25.8%	24.7%	23.0%	25.3%	27.9%
%H (All HH)		92.3%	26.8%	13.0%	61.3%	15.3%	46.0%	98.9%
%H (TV HH)			29.0%	14.1%	66.4%	16.6%	49.8%	
2	263	252	85	34	167	46	121	263
%V	25.4%	25.7%	26.7%	25.8%	25.7%	26.4%	25.5%	28.4%
%H (All HH)		95.8%	32.3%	12.9%	63.5%	17.5%	46.0%	100.0%
%H (TV HH)			33.7%	13.5%	66.3%	18.3%	48.0%	
3	145	140	55	19	88	28	60	145
%V	14.0%	14.3%	17.3%	14.4%	13.6%	16.1%	12.6%	15.7%
%H (All HH)		96.6%	37.9%	13.1%	60.7%	19.3%	41.4%	100.0%
%H (TV HH)			39.3%	13.6%	62.9%	20.0%	42.9%	
4	117	114	41	20	74	28	45	117
%V	11.3%	11.6%	12.9%	15.2%	11.4%	16.1%	9.5%	12.6%
%H (All HH)		97.4%	35.0%	17.1%	63.2%	23.9%	38.5%	100.0%
%H (TV HH)			36.0%	17.5%	64.9%	24.6%	39.5%	
5+	95	92	37	15	57	22	35	95
%V	9.2%	9.4%	11.6%	11.4%	8.8%	12.6%	7.4%	10.3%
%H (All HH)		96.8%	38.9%	15.8%	60.0%	23.2%	36.8%	100.0%
%H (TV HH)			40.2%	16.3%	62.0%	23.9%	38.0%	

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

Oct 2018 - Sep 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	1870	697	260	1297	459	838	1730
%H		37.3%	13.9%	69.4%	24.5%	44.8%	92.5%
Under 20"	87	29	5	74	22	52	74
%V	4.7%	4.2%	1.9%	5.7%	4.8%	6.2%	4.3%
%H		33.3%	5.7%	85.1%	25.3%	59.8%	85.1%
20" - 29"	288	101	42	223	83	140	259
%V	15.4%	14.5%	16.2%	17.2%	18.1%	16.7%	15.0%
%H		35.1%	14.6%	77.4%	28.8%	48.6%	89.9%
30" - 39"	538	172	70	376	105	271	492
%V	28.8%	24.7%	26.9%	29.0%	22.9%	32.3%	28.4%
%H		32.0%	13.0%	69.9%	19.5%	50.4%	91.4%
40" - 49"	509	215	73	320	121	199	480
%V	27.2%	30.8%	28.1%	24.7%	26.4%	23.7%	27.7%
%H		42.2%	14.3%	62.9%	23.8%	39.1%	94.3%
50" - 59"	177	79	30	100	43	57	174
%V	9.5%	11.3%	11.5%	7.7%	9.4%	6.8%	10.1%
%H		44.6%	16.9%	56.5%	24.3%	32.2%	98.3%
60"+	20	11	4	11	8	4	20
%V	1.1%	1.6%	1.5%	0.8%	1.7%	0.5%	1.2%
%H		55.0%	20.0%	55.0%	40.0%	20.0%	100.0%
Don't know	251	90	37	192	77	114	230
%V	13.4%	12.9%	14.2%	14.8%	16.8%	13.6%	13.3%
%H		35.9%	14.7%	76.5%	30.7%	45.4%	91.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	1870	697	260	1297	459	838	1730
%H		37.3%	13.9%	69.4%	24.5%	44.8%	92.5%
Main living room	975	319	132	645	176	469	878
%V	52.1%	45.8%	50.8%	49.7%	38.3%	56.0%	50.8%
%H		32.7%	13.5%	66.2%	18.1%	48.1%	90.1%
Kitchen	111	46	11	98	43	55	102
%V	5.9%	6.6%	4.2%	7.6%	9.4%	6.6%	5.9%
%H		41.4%	9.9%	88.3%	38.7%	49.5%	91.9%
Adult's bedroom	485	210	77	333	148	185	461
%V	25.9%	30.1%	29.6%	25.7%	32.2%	22.1%	26.6%
%H		43.3%	15.9%	68.7%	30.5%	38.1%	95.1%
Child's bedroom	80	34	14	52	23	29	80
%V	4.3%	4.9%	5.4%	4.0%	5.0%	3.5%	4.6%
%H		42.5%	17.5%	65.0%	28.8%	36.3%	100.0%
Other bedroom	64	27	8	53	25	28	62
%V	3.4%	3.9%	3.1%	4.1%	5.4%	3.3%	3.6%
%H		42.2%	12.5%	82.8%	39.1%	43.8%	96.9%
Second living/dining room	101	36	12	75	24	51	96
%V	5.4%	5.2%	4.6%	5.8%	5.2%	6.1%	5.5%
%H		35.6%	11.9%	74.3%	23.8%	50.5%	95.0%
Study/office	14	8	1	10	5	5	14
%V	0.7%	1.1%	0.4%	0.8%	1.1%	0.6%	0.8%
%H		57.1%	7.1%	71.4%	35.7%	35.7%	100.0%
TV room	4	2	0	3	1	2	3
%V	0.2%	0.3%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	75.0%	25.0%	50.0%	75.0%
Conservatory	23	10	3	19	9	10	22
%V	1.2%	1.4%	1.2%	1.5%	2.0%	1.2%	1.3%
%H		43.5%	13.0%	82.6%	39.1%	43.5%	95.7%
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%	0.6%	0.4%	0.5%	0.9%	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

Oct 2018 - Sep 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	1870	697	260	1297	459	838	1730
%H		37.3%	13.9%	69.4%	24.5%	44.8%	92.5%
PVR	837	449	172	436	218	218	799
%V	44.8%	64.4%	66.2%	33.6%	47.5%	26.0%	46.2%
%H		53.6%	20.5%	52.1%	26.0%	26.0%	95.5%
DVDR	10	3	0	8	2	7	10
%V	0.5%	0.4%	0.0%	0.6%	0.4%	0.8%	0.6%
%H		30.0%	0.0%	80.0%	20.0%	70.0%	100.0%
VCR	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.1%	0.1%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	849	452	172	446	220	227	809
%V	45.4%	64.8%	66.2%	34.4%	47.9%	27.1%	46.8%
%H		53.2%	20.3%	52.5%	25.9%	26.7%	95.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 13.14: 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	1870	697	260	1297	459	838	1730
%H		37.3%	13.9%	69.4%	24.5%	44.8%	92.5%
Receives HDTV (via STB or built-in reception)	1081	488	158	717	278	439	1030
%V	57.8%	70.0%	60.8%	55.3%	60.6%	52.4%	59.5%
%H		45.1%	14.6%	66.3%	25.7%	40.6%	95.3%
DVD/Blu-ray player or recorder	883	315	129	621	219	402	843
%V	47.2%	45.2%	49.6%	47.9%	47.7%	48.0%	48.7%
%H		35.7%	14.6%	70.3%	24.8%	45.5%	95.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	981	318	132	649	174	475	882
%H		32.4%	13.5%	66.2%	17.7%	48.4%	89.9%
Under 20"	6	0	0	6	0	6	2
%V	0.6%	0.0%	0.0%	0.9%	0.0%	1.3%	0.2%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	33.3%
20" - 29"	54	10	9	42	7	35	40
%V	5.5%	3.1%	6.8%	6.5%	4.0%	7.4%	4.5%
%H		18.5%	16.7%	77.8%	13.0%	64.8%	74.1%
30" - 39"	288	60	36	207	32	176	247
%V	29.4%	18.9%	27.3%	31.9%	18.4%	37.1%	28.0%
%H		20.8%	12.5%	71.9%	11.1%	61.1%	85.8%
40" - 49"	376	147	49	239	78	161	351
%V	38.3%	46.2%	37.1%	36.8%	44.8%	33.9%	39.8%
%H		39.1%	13.0%	63.6%	20.7%	42.8%	93.4%
50" - 59"	147	63	27	81	33	48	145
%V	15.0%	19.8%	20.5%	12.5%	19.0%	10.1%	16.4%
%H		42.9%	18.4%	55.1%	22.4%	32.7%	98.6%
60"+	18	10	3	10	7	3	18
%V	1.8%	3.1%	2.3%	1.5%	4.0%	0.6%	2.0%
%H		55.6%	16.7%	55.6%	38.9%	16.7%	100.0%
Don't know	91	27	9	64	17	47	79
%V	9.3%	8.5%	6.8%	9.9%	9.8%	9.9%	9.0%
%H		29.7%	9.9%	70.3%	18.7%	51.6%	86.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	981	318	132	649	174	475	882
%H		32.4%	13.5%	66.2%	17.7%	48.4%	89.9%
PVR	614	294	131	354	163	191	579
%V	62.6%	92.5%	99.2%	54.5%	93.7%	40.2%	65.6%
%H		47.9%	21.3%	57.7%	26.5%	31.1%	94.3%
DVDR	9	3	0	7	2	6	9
%V	0.9%	0.9%	0.0%	1.1%	1.1%	1.3%	1.0%
%H		33.3%	0.0%	77.8%	22.2%	66.7%	100.0%
VCR	1	1	0	1	1	1	1
%V	0.1%	0.3%	0.0%	0.2%	0.6%	0.2%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	623	296	131	362	165	197	587
%V	63.5%	93.1%	99.2%	55.8%	94.8%	41.5%	66.6%
%H		47.5%	21.0%	58.1%	26.5%	31.6%	94.2%

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	981	318	132	649	174	475	882
%H		32.4%	13.5%	66.2%	17.7%	48.4%	89.9%
Receives HDTV (via STB or built-in reception)	711	283	114	469	154	316	668
%V	72.5%	89.0%	86.4%	72.3%	88.5%	66.5%	75.7%
%H		39.8%	16.0%	66.0%	21.7%	44.4%	94.0%
DVD/Blu-ray player or recorder	551	180	78	380	113	267	517
%V	56.2%	56.6%	59.1%	58.6%	64.9%	56.2%	58.6%
%H		32.7%	14.2%	69.0%	20.5%	48.5%	93.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	890	379	128	648	285	363	848
%H		42.6%	14.4%	72.8%	32.0%	40.8%	95.3%
Under 20"	81	29	5	68	22	46	73
%V	9.1%	7.7%	3.9%	10.5%	7.7%	12.7%	8.6%
%H		35.8%	6.2%	84.0%	27.2%	56.8%	90.1%
20" - 29"	233	90	33	181	75	106	218
%V	26.2%	23.7%	25.8%	27.9%	26.3%	29.2%	25.7%
%H		38.6%	14.2%	77.7%	32.2%	45.5%	93.6%
30" - 39"	250	112	34	169	74	95	245
%V	28.1%	29.6%	26.6%	26.1%	26.0%	26.2%	28.9%
%H		44.8%	13.6%	67.6%	29.6%	38.0%	98.0%
40" - 49"	132	67	24	81	43	39	129
%V	14.8%	17.7%	18.8%	12.5%	15.1%	10.7%	15.2%
%H		50.8%	18.2%	61.4%	32.6%	29.5%	97.7%
50" - 59"	30	16	3	19	10	9	29
%V	3.4%	4.2%	2.3%	2.9%	3.5%	2.5%	3.4%
%H		53.3%	10.0%	63.3%	33.3%	30.0%	96.7%
60"+	2	1	1	1	1	1	2
%V	0.2%	0.3%	0.8%	0.2%	0.4%	0.3%	0.2%
%H		50.0%	50.0%	50.0%	50.0%	50.0%	100.0%
Don't know	161	63	28	128	61	67	152
%V	18.1%	16.6%	21.9%	19.8%	21.4%	18.5%	17.9%
%H		39.1%	17.4%	79.5%	37.9%	41.6%	94.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	890	379	128	648	285	363	848
%H		42.6%	14.4%	72.8%	32.0%	40.8%	95.3%
PVR	223	155	42	82	54	28	219
%V	25.1%	40.9%	32.8%	12.7%	18.9%	7.7%	25.8%
%H		69.5%	18.8%	36.8%	24.2%	12.6%	98.2%
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%	0.3%	0.0%	0.2%	0.4%	0.0%	0.1%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	226	156	42	85	55	30	222
%V	25.4%	41.2%	32.8%	13.1%	19.3%	8.3%	26.2%
%H		69.0%	18.6%	37.6%	24.3%	13.3%	98.2%

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	890	379	128	648	285	363	848
%H		42.6%	14.4%	72.8%	32.0%	40.8%	95.3%
Receives HDTV (via STB or built-in reception)	370	205	44	248	124	123	362
%V	41.6%	54.1%	34.4%	38.3%	43.5%	33.9%	42.7%
%H		55.4%	11.9%	67.0%	33.5%	33.2%	97.8%
DVD/Blu-ray player or recorder	332	135	50	241	106	135	325
%V	37.3%	35.6%	39.1%	37.2%	37.2%	37.2%	38.3%
%H		40.7%	15.1%	72.6%	31.9%	40.7%	97.9%

Base: ITV HTV West - BARB Defined Working Sets (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 13.21: 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	2361	2255	819	323	1432	447	985	2214
%H		95.5%	34.7%	13.7%	60.7%	18.9%	41.7%	93.8%
Total Children	406	390	152	53	220	63	157	399
%V	17.2%	17.3%	18.6%	16.4%	15.4%	14.1%	15.9%	18.0%
%H		96.1%	37.4%	13.1%	54.2%	15.5%	38.7%	98.3%
0 - 3	95	90	30	15	54	17	37	94
%V	4.0%	4.0%	3.7%	4.6%	3.8%	3.8%	3.8%	4.2%
%H		94.7%	31.6%	15.8%	56.8%	17.9%	38.9%	98.9%
4 - 15	311	300	121	39	166	46	120	305
%V	13.2%	13.3%	14.8%	12.1%	11.6%	10.3%	12.2%	13.8%
%H		96.5%	38.9%	12.5%	53.4%	14.8%	38.6%	98.1%
4 - 9	163	158	62	19	86	22	64	161
%V	6.9%	7.0%	7.6%	5.9%	6.0%	4.9%	6.5%	7.3%
%H		96.9%	38.0%	11.7%	52.8%	13.5%	39.3%	98.8%
10 - 15	148	142	59	20	79	24	56	144
%V	6.3%	6.3%	7.2%	6.2%	5.5%	5.4%	5.7%	6.5%
%H		95.9%	39.9%	13.5%	53.4%	16.2%	37.8%	97.3%

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	2361	2255	819	323	1432	447	985	2214
%H		95.5%	34.7%	13.7%	60.7%	18.9%	41.7%	93.8%
Total Adults (16+)	1954	1865	667	270	1212	384	828	1816
%V	82.8%	82.7%	81.4%	83.6%	84.6%	85.9%	84.1%	82.0%
%H		95.4%	34.1%	13.8%	62.0%	19.7%	42.4%	92.9%
16 - 19	88	86	35	16	54	23	31	87
%V	3.7%	3.8%	4.3%	5.0%	3.8%	5.1%	3.1%	3.9%
%H		97.7%	39.8%	18.2%	61.4%	26.1%	35.2%	98.9%
20 - 24	156	130	53	19	73	32	41	153
%V	6.6%	5.8%	6.5%	5.9%	5.1%	7.2%	4.2%	6.9%
%H		83.3%	34.0%	12.2%	46.8%	20.5%	26.3%	98.1%
25 - 34	295	271	89	41	151	51	99	288
%V	12.5%	12.0%	10.9%	12.7%	10.5%	11.4%	10.1%	13.0%
%H		91.9%	30.2%	13.9%	51.2%	17.3%	33.6%	97.6%
35 - 44	274	260	101	36	142	39	103	265
%V	11.6%	11.5%	12.3%	11.1%	9.9%	8.7%	10.5%	12.0%
%H		94.9%	36.9%	13.1%	51.8%	14.2%	37.6%	96.7%
45 - 54	354	343	136	54	227	85	143	345
%V	15.0%	15.2%	16.6%	16.7%	15.9%	19.0%	14.5%	15.6%
%H		96.9%	38.4%	15.3%	64.1%	24.0%	40.4%	97.5%
55 - 64	316	311	110	47	214	66	148	305
%V	13.4%	13.8%	13.4%	14.6%	14.9%	14.8%	15.0%	13.8%
%H		98.4%	34.8%	14.9%	67.7%	20.9%	46.8%	96.5%
65+	471	464	144	57	352	88	264	374
%V	19.9%	20.6%	17.6%	17.6%	24.6%	19.7%	26.8%	16.9%
%H		98.5%	30.6%	12.1%	74.7%	18.7%	56.1%	79.4%

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 13.23: 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+)	1954	1865	667	270	1212	384	828	1816
%H		95.4%	34.1%	13.8%	62.0%	19.7%	42.4%	92.9%
AB	579	560	206	78	392	136	257	572
%V	29.6%	30.0%	30.9%	28.9%	32.3%	35.4%	31.0%	31.5%
%H		96.7%	35.6%	13.5%	67.7%	23.5%	44.4%	98.8%
C1	657	621	216	89	385	115	270	623
%V	33.6%	33.3%	32.4%	33.0%	31.8%	29.9%	32.6%	34.3%
%H		94.5%	32.9%	13.5%	58.6%	17.5%	41.1%	94.8%
C2	415	402	153	61	263	89	175	379
%V	21.2%	21.6%	22.9%	22.6%	21.7%	23.2%	21.1%	20.9%
%H		96.9%	36.9%	14.7%	63.4%	21.4%	42.2%	91.3%
D	219	201	67	33	122	33	90	176
%V	11.2%	10.8%	10.0%	12.2%	10.1%	8.6%	10.9%	9.7%
%H		91.8%	30.6%	15.1%	55.7%	15.1%	41.1%	80.4%
E	85	81	26	9	49	12	37	66
%V	4.4%	4.3%	3.9%	3.3%	4.0%	3.1%	4.5%	3.6%
%H		95.3%	30.6%	10.6%	57.6%	14.1%	43.5%	77.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	1954	1865	667	270	1212	384	828	1816
%H		95.4%	34.1%	13.8%	62.0%	19.7%	42.4%	92.9%
Working full time	980	933	356	134	559	189	370	955
%V	50.2%	50.0%	53.4%	49.6%	46.1%	49.2%	44.7%	52.6%
%H		95.2%	36.3%	13.7%	57.0%	19.3%	37.8%	97.4%
Working part time	214	206	73	29	144	47	97	203
%V	11.0%	11.0%	10.9%	10.7%	11.9%	12.2%	11.7%	11.2%
%H		96.3%	34.1%	13.6%	67.3%	22.0%	45.3%	94.9%
Not working	760	727	238	107	509	148	361	658
%V	38.9%	39.0%	35.7%	39.6%	42.0%	38.5%	43.6%	36.2%
%H		95.7%	31.3%	14.1%	67.0%	19.5%	47.5%	86.6%
Houseperson	1034	981	318	132	649	174	475	926
%V	52.9%	52.6%	47.7%	48.9%	53.5%	45.3%	57.4%	51.0%
%H		94.9%	30.8%	12.8%	62.8%	16.8%	45.9%	89.6%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	954	905	334	129	579	191	387	893
%H		94.9%	35.0%	13.5%	60.7%	20.0%	40.6%	93.6%
16 - 19	46	45	21	6	28	12	16	46
%V	4.8%	5.0%	6.3%	4.7%	4.8%	6.3%	4.1%	5.2%
%H		97.8%	45.7%	13.0%	60.9%	26.1%	34.8%	100.0%
20 - 24	77	63	28	7	34	17	17	77
%V	8.1%	7.0%	8.4%	5.4%	5.9%	8.9%	4.4%	8.6%
%H		81.8%	36.4%	9.1%	44.2%	22.1%	22.1%	100.0%
25 - 34	153	135	45	20	76	29	47	147
%V	16.0%	14.9%	13.5%	15.5%	13.1%	15.2%	12.1%	16.5%
%H		88.2%	29.4%	13.1%	49.7%	19.0%	30.7%	96.1%
35 - 44	134	128	48	20	66	16	50	129
%V	14.0%	14.1%	14.4%	15.5%	11.4%	8.4%	12.9%	14.4%
%H		95.5%	35.8%	14.9%	49.3%	11.9%	37.3%	96.3%
45 - 54	168	164	65	26	111	42	68	163
%V	17.6%	18.1%	19.5%	20.2%	19.2%	22.0%	17.6%	18.3%
%H		97.6%	38.7%	15.5%	66.1%	25.0%	40.5%	97.0%
55 - 64	156	152	50	20	106	30	77	149
%V	16.4%	16.8%	15.0%	15.5%	18.3%	15.7%	19.9%	16.7%
%H		97.4%	32.1%	12.8%	67.9%	19.2%	49.4%	95.5%
65+	221	218	77	30	158	45	113	184
%V	23.2%	24.1%	23.1%	23.3%	27.3%	23.6%	29.2%	20.6%
%H		98.6%	34.8%	13.6%	71.5%	20.4%	51.1%	83.3%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	954	905	334	129	579	191	387	893
%H		94.9%	35.0%	13.5%	60.7%	20.0%	40.6%	93.6%
AB	296	286	107	42	200	74	126	292
%V	31.0%	31.6%	32.0%	32.6%	34.5%	38.7%	32.6%	32.7%
%H		96.6%	36.1%	14.2%	67.6%	25.0%	42.6%	98.6%
C1	307	286	110	37	167	53	113	295
%V	32.2%	31.6%	32.9%	28.7%	28.8%	27.7%	29.2%	33.0%
%H		93.2%	35.8%	12.1%	54.4%	17.3%	36.8%	96.1%
C2	215	208	78	33	137	46	91	197
%V	22.5%	23.0%	23.4%	25.6%	23.7%	24.1%	23.5%	22.1%
%H		96.7%	36.3%	15.3%	63.7%	21.4%	42.3%	91.6%
D	96	85	28	13	52	13	39	78
%V	10.1%	9.4%	8.4%	10.1%	9.0%	6.8%	10.1%	8.7%
%H		88.5%	29.2%	13.5%	54.2%	13.5%	40.6%	81.3%
E	40	39	11	4	23	5	18	31
%V	4.2%	4.3%	3.3%	3.1%	4.0%	2.6%	4.7%	3.5%
%H		97.5%	27.5%	10.0%	57.5%	12.5%	45.0%	77.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	954	905	334	129	579	191	387	893
%H		94.9%	35.0%	13.5%	60.7%	20.0%	40.6%	93.6%
Working full time	571	540	207	76	326	109	217	554
%V	59.9%	59.7%	62.0%	58.9%	56.3%	57.1%	56.1%	62.0%
%H		94.6%	36.3%	13.3%	57.1%	19.1%	38.0%	97.0%
Working part time	41	40	15	6	31	12	19	36
%V	4.3%	4.4%	4.5%	4.7%	5.4%	6.3%	4.9%	4.0%
%H		97.6%	36.6%	14.6%	75.6%	29.3%	46.3%	87.8%
Not working	343	325	112	47	222	69	152	303
%V	36.0%	35.9%	33.5%	36.4%	38.3%	36.1%	39.3%	33.9%
%H		94.8%	32.7%	13.7%	64.7%	20.1%	44.3%	88.3%
Houseperson	192	172	48	19	111	23	88	159
%V	20.1%	19.0%	14.4%	14.7%	19.2%	12.0%	22.7%	17.8%
%H		89.6%	25.0%	9.9%	57.8%	12.0%	45.8%	82.8%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1000	960	333	141	634	193	441	922
%H		96.0%	33.3%	14.1%	63.4%	19.3%	44.1%	92.2%
16 - 19	42	41	14	10	25	10	15	41
%V	4.2%	4.3%	4.2%	7.1%	3.9%	5.2%	3.4%	4.4%
%H		97.6%	33.3%	23.8%	59.5%	23.8%	35.7%	97.6%
20 - 24	79	68	25	11	39	15	24	77
%V	7.9%	7.1%	7.5%	7.8%	6.2%	7.8%	5.4%	8.4%
%H		86.1%	31.6%	13.9%	49.4%	19.0%	30.4%	97.5%
25 - 34	143	136	45	21	75	23	52	141
%V	14.3%	14.2%	13.5%	14.9%	11.8%	11.9%	11.8%	15.3%
%H		95.1%	31.5%	14.7%	52.4%	16.1%	36.4%	98.6%
35 - 44	141	132	53	16	76	23	53	136
%V	14.1%	13.8%	15.9%	11.3%	12.0%	11.9%	12.0%	14.8%
%H		93.6%	37.6%	11.3%	53.9%	16.3%	37.6%	96.5%
45 - 54	186	179	70	28	116	42	74	182
%V	18.6%	18.6%	21.0%	19.9%	18.3%	21.8%	16.8%	19.7%
%H		96.2%	37.6%	15.1%	62.4%	22.6%	39.8%	97.8%
55 - 64	160	159	59	27	108	36	71	156
%V	16.0%	16.6%	17.7%	19.1%	17.0%	18.7%	16.1%	16.9%
%H		99.4%	36.9%	16.9%	67.5%	22.5%	44.4%	97.5%
65+	251	246	67	28	195	43	151	190
%V	25.1%	25.6%	20.1%	19.9%	30.8%	22.3%	34.2%	20.6%
%H		98.0%	26.7%	11.2%	77.7%	17.1%	60.2%	75.7%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1000	960	333	141	634	193	441	922
%H		96.0%	33.3%	14.1%	63.4%	19.3%	44.1%	92.2%
AB	283	274	99	36	193	62	131	280
%V	28.3%	28.5%	29.7%	25.5%	30.4%	32.1%	29.7%	30.4%
%H		96.8%	35.0%	12.7%	68.2%	21.9%	46.3%	98.9%
C1	350	335	106	52	219	62	157	328
%V	35.0%	34.9%	31.8%	36.9%	34.5%	32.1%	35.6%	35.6%
%H		95.7%	30.3%	14.9%	62.6%	17.7%	44.9%	93.7%
C2	199	194	75	28	126	42	84	182
%V	19.9%	20.2%	22.5%	19.9%	19.9%	21.8%	19.0%	19.7%
%H		97.5%	37.7%	14.1%	63.3%	21.1%	42.2%	91.5%
D	124	116	38	20	71	20	51	98
%V	12.4%	12.1%	11.4%	14.2%	11.2%	10.4%	11.6%	10.6%
%H		93.5%	30.6%	16.1%	57.3%	16.1%	41.1%	79.0%
E	44	42	15	4	26	7	19	35
%V	4.4%	4.4%	4.5%	2.8%	4.1%	3.6%	4.3%	3.8%
%H		95.5%	34.1%	9.1%	59.1%	15.9%	43.2%	79.5%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1000	960	333	141	634	193	441	922
%H		96.0%	33.3%	14.1%	63.4%	19.3%	44.1%	92.2%
Working full time	409	393	149	59	233	80	154	402
%V	40.9%	40.9%	44.7%	41.8%	36.8%	41.5%	34.9%	43.6%
%H		96.1%	36.4%	14.4%	57.0%	19.6%	37.7%	98.3%
Working part time	174	166	58	23	113	35	78	166
%V	17.4%	17.3%	17.4%	16.3%	17.8%	18.1%	17.7%	18.0%
%H		95.4%	33.3%	13.2%	64.9%	20.1%	44.8%	95.4%
Not working	417	401	127	60	287	78	209	354
%V	41.7%	41.8%	38.1%	42.6%	45.3%	40.4%	47.4%	38.4%
%H		96.2%	30.5%	14.4%	68.8%	18.7%	50.1%	84.9%
Houseperson	842	809	270	113	539	152	387	768
%V	84.2%	84.3%	81.1%	80.1%	85.0%	78.8%	87.8%	83.3%
%H		96.1%	32.1%	13.4%	64.0%	18.1%	46.0%	91.2%

Base: ITV HTV West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
AB	290	284	141	27	174	67	108	278
%V	21.2%	21.4%	21.7%	22.9%	21.8%	22.0%	21.8%	23.5%
%H (All HH)		97.9%	48.6%	9.3%	60.0%	23.1%	37.2%	95.9%
%H (TV HH)			49.6%	9.5%	61.3%	23.6%	38.0%	
C1	364	351	172	34	208	81	128	333
%V	26.6%	26.5%	26.4%	28.8%	26.0%	26.6%	25.8%	28.2%
%H (All HH)		96.4%	47.3%	9.3%	57.1%	22.3%	35.2%	91.5%
%H (TV HH)			49.0%	9.7%	59.3%	23.1%	36.5%	
C2	331	324	169	28	203	89	114	287
%V	24.2%	24.4%	26.0%	23.7%	25.4%	29.3%	23.0%	24.3%
%H (All HH)		97.9%	51.1%	8.5%	61.3%	26.9%	34.4%	86.7%
%H (TV HH)			52.2%	8.6%	62.7%	27.5%	35.2%	
D	240	230	112	20	132	48	84	189
%V	17.5%	17.3%	17.2%	16.9%	16.5%	15.8%	16.9%	16.0%
%H (All HH)		95.8%	46.7%	8.3%	55.0%	20.0%	35.0%	78.8%
%H (TV HH)			48.7%	8.7%	57.4%	20.9%	36.5%	
E	143	139	58	9	83	21	62	95
%V	10.4%	10.5%	8.9%	7.6%	10.4%	6.9%	12.5%	8.0%
%H (All HH)		97.2%	40.6%	6.3%	58.0%	14.7%	43.4%	66.4%
%H (TV HH)			41.7%	6.5%	59.7%	15.1%	44.6%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Under 25	53	45	15	4	20	6	14	52
%V	3.9%	3.4%	2.3%	3.4%	2.5%	2.0%	2.8%	4.4%
%H (All HH)		84.9%	28.3%	7.5%	37.7%	11.3%	26.4%	98.1%
%H (TV HH)			33.3%	8.9%	44.4%	13.3%	31.1%	
25 - 34	192	180	77	14	93	29	64	188
%V	14.0%	13.6%	11.8%	11.9%	11.6%	9.5%	12.9%	15.9%
%H (All HH)		93.8%	40.1%	7.3%	48.4%	15.1%	33.3%	97.9%
%H (TV HH)			42.8%	7.8%	51.7%	16.1%	35.6%	
35 - 44	197	192	101	19	99	41	58	191
%V	14.4%	14.5%	15.5%	16.1%	12.4%	13.5%	11.7%	16.2%
%H (All HH)		97.5%	51.3%	9.6%	50.3%	20.8%	29.4%	97.0%
%H (TV HH)			52.6%	9.9%	51.6%	21.4%	30.2%	
45 - 54	244	239	129	28	135	61	74	235
%V	17.8%	18.0%	19.8%	23.7%	16.9%	20.1%	14.9%	19.9%
%H (All HH)		98.0%	52.9%	11.5%	55.3%	25.0%	30.3%	96.3%
%H (TV HH)			54.0%	11.7%	56.5%	25.5%	31.0%	
55 - 64	250	246	132	22	154	67	88	226
%V	18.3%	18.5%	20.3%	18.6%	19.3%	22.0%	17.7%	19.1%
%H (All HH)		98.4%	52.8%	8.8%	61.6%	26.8%	35.2%	90.4%
%H (TV HH)			53.7%	8.9%	62.6%	27.2%	35.8%	
65 +	432	425	197	30	299	101	198	290
%V	31.6%	32.0%	30.3%	25.4%	37.4%	33.2%	39.9%	24.6%
%H (All HH)		98.4%	45.6%	6.9%	69.2%	23.4%	45.8%	67.1%
%H (TV HH)			46.4%	7.1%	70.4%	23.8%	46.6%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
1	441	420	169	28	276	68	208	301
%V	32.2%	31.7%	26.0%	23.7%	34.5%	22.4%	41.9%	25.5%
%H (All HH)		95.2%	38.3%	6.3%	62.6%	15.4%	47.2%	68.3%
%H (TV HH)			40.2%	6.7%	65.7%	16.2%	49.5%	
2	477	467	243	42	282	121	161	436
%V	34.8%	35.2%	37.3%	35.6%	35.3%	39.8%	32.5%	36.9%
%H (All HH)		97.9%	50.9%	8.8%	59.1%	25.4%	33.8%	91.4%
%H (TV HH)			52.0%	9.0%	60.4%	25.9%	34.5%	
3	208	202	105	23	112	50	62	202
%V	15.2%	15.2%	16.1%	19.5%	14.0%	16.4%	12.5%	17.1%
%H (All HH)		97.1%	50.5%	11.1%	53.8%	24.0%	29.8%	97.1%
%H (TV HH)			52.0%	11.4%	55.4%	24.8%	30.7%	
4	166	162	92	16	91	45	46	164
%V	12.1%	12.2%	14.1%	13.6%	11.4%	14.8%	9.3%	13.9%
%H (All HH)		97.6%	55.4%	9.6%	54.8%	27.1%	27.7%	98.8%
%H (TV HH)			56.8%	9.9%	56.2%	27.8%	28.4%	
5+	77	76	42	9	40	21	19	77
%V	5.6%	5.7%	6.5%	7.6%	5.0%	6.9%	3.8%	6.5%
%H (All HH)		98.7%	54.5%	11.7%	51.9%	27.3%	24.7%	100.0%
%H (TV HH)			55.3%	11.8%	52.6%	27.6%	25.0%	
Average HH size	2.26	2.27	2.40	2.47	2.19	2.47	2.02	2.42

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Without	1042	1007	486	88	631	235	396	860
%V	76.1%	75.9%	74.7%	74.6%	78.9%	77.3%	79.8%	72.8%
%H (All HH)		96.6%	46.6%	8.4%	60.6%	22.6%	38.0%	82.5%
%H (TV HH)			48.3%	8.7%	62.7%	23.3%	39.3%	
With	327	320	165	30	169	70	99	321
%V	23.9%	24.1%	25.3%	25.4%	21.1%	23.0%	20.0%	27.2%
%H (All HH)		97.9%	50.5%	9.2%	51.7%	21.4%	30.3%	98.2%
%H (TV HH)			51.6%	9.4%	52.8%	21.9%	30.9%	
0 - 3	114	111	54	12	55	21	34	111
%V	8.3%	8.4%	8.3%	10.2%	6.9%	6.9%	6.9%	9.4%
%H (All HH)		97.4%	47.4%	10.5%	48.2%	18.4%	29.8%	97.4%
%H (TV HH)			48.6%	10.8%	49.5%	18.9%	30.6%	
4 - 9	169	166	85	14	85	32	53	166
%V	12.3%	12.5%	13.1%	11.9%	10.6%	10.5%	10.7%	14.1%
%H (All HH)		98.2%	50.3%	8.3%	50.3%	18.9%	31.4%	98.2%
%H (TV HH)			51.2%	8.4%	51.2%	19.3%	31.9%	
10 - 15	165	162	90	15	91	44	46	163
%V	12.1%	12.2%	13.8%	12.7%	11.4%	14.5%	9.3%	13.8%
%H (All HH)		98.2%	54.5%	9.1%	55.2%	26.7%	27.9%	98.8%
%H (TV HH)			55.6%	9.3%	56.2%	27.2%	28.4%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
1	495	495	187	40	258	35	223	388
%V	36.2%	37.3%	28.7%	33.9%	32.3%	11.5%	45.0%	32.9%
%H (All HH)		100.0%	37.8%	8.1%	52.1%	7.1%	45.1%	78.4%
%H (TV HH)			37.8%	8.1%	52.1%	7.1%	45.1%	
2	460	460	230	44	285	113	173	400
%V	33.6%	34.7%	35.3%	37.3%	35.6%	37.2%	34.9%	33.9%
%H (All HH)		100.0%	50.0%	9.6%	62.0%	24.6%	37.6%	87.0%
%H (TV HH)			50.0%	9.6%	62.0%	24.6%	37.6%	
3	231	231	140	22	156	91	65	218
%V	16.9%	17.4%	21.5%	18.6%	19.5%	29.9%	13.1%	18.5%
%H (All HH)		100.0%	60.6%	9.5%	67.5%	39.4%	28.1%	94.4%
%H (TV HH)			60.6%	9.5%	67.5%	39.4%	28.1%	
4	94	94	62	8	65	41	24	92
%V	6.9%	7.1%	9.5%	6.8%	8.1%	13.5%	4.8%	7.8%
%H (All HH)		100.0%	66.0%	8.5%	69.1%	43.6%	25.5%	97.9%
%H (TV HH)			66.0%	8.5%	69.1%	43.6%	25.5%	
5+	46	46	32	3	35	24	10	46
%V	3.4%	3.5%	4.9%	2.5%	4.4%	7.9%	2.0%	3.9%
%H (All HH)		100.0%	69.6%	6.5%	76.1%	52.2%	21.7%	100.0%
%H (TV HH)			69.6%	6.5%	76.1%	52.2%	21.7%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%V (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Under 20"	165	165	85	9	126	58	68	140
%V	12.1%	12.4%	13.1%	7.6%	15.8%	19.1%	13.7%	11.9%
%H (All HH)		100.0%	51.5%	5.5%	76.4%	35.2%	41.2%	84.8%
%H (TV HH)			51.5%	5.5%	76.4%	35.2%	41.2%	
20" - 29"	353	353	181	30	254	121	134	304
%V	25.8%	26.6%	27.8%	25.4%	31.8%	39.8%	27.0%	25.7%
%H (All HH)		100.0%	51.3%	8.5%	72.0%	34.3%	38.0%	86.1%
%H (TV HH)			51.3%	8.5%	72.0%	34.3%	38.0%	
30" - 39"	647	647	331	56	414	172	242	555
%V	47.3%	48.8%	50.8%	47.5%	51.8%	56.6%	48.8%	47.0%
%H (All HH)		100.0%	51.2%	8.7%	64.0%	26.6%	37.4%	85.8%
%H (TV HH)			51.2%	8.7%	64.0%	26.6%	37.4%	
40" - 49"	699	699	373	68	418	190	228	638
%V	51.1%	52.7%	57.3%	57.6%	52.3%	62.5%	46.0%	54.0%
%H (All HH)		100.0%	53.4%	9.7%	59.8%	27.2%	32.6%	91.3%
%H (TV HH)			53.4%	9.7%	59.8%	27.2%	32.6%	
50" - 59"	274	274	165	26	146	74	71	260
%V	20.0%	20.6%	25.3%	22.0%	18.3%	24.3%	14.3%	22.0%
%H (All HH)		100.0%	60.2%	9.5%	53.3%	27.0%	25.9%	94.9%
%H (TV HH)			60.2%	9.5%	53.3%	27.0%	25.9%	
60"+	31	31	21	3	13	7	6	30
%V	2.3%	2.3%	3.2%	2.5%	1.6%	2.3%	1.2%	2.5%
%H (All HH)		100.0%	67.7%	9.7%	41.9%	22.6%	19.4%	96.8%
%H (TV HH)			67.7%	9.7%	41.9%	22.6%	19.4%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Main living room	1309	1309	646	116	791	303	488	1131
%V	95.6%	98.6%	99.2%	98.3%	98.9%	99.7%	98.4%	95.8%
%H (All HH)		100.0%	49.4%	8.9%	60.4%	23.1%	37.3%	86.4%
%H (TV HH)			49.4%	8.9%	60.4%	23.1%	37.3%	
Kitchen	180	180	101	13	136	72	64	158
%V	13.1%	13.6%	15.5%	11.0%	17.0%	23.7%	12.9%	13.4%
%H (All HH)		100.0%	56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
%H (TV HH)			56.1%	7.2%	75.6%	40.0%	35.6%	
Adult's bedroom	594	594	342	56	387	205	182	546
%V	43.4%	44.8%	52.5%	47.5%	48.4%	67.4%	36.7%	46.2%
%H (All HH)		100.0%	57.6%	9.4%	65.2%	34.5%	30.6%	91.9%
%H (TV HH)			57.6%	9.4%	65.2%	34.5%	30.6%	
Child's bedroom	139	139	86	11	80	46	34	137
%V	10.2%	10.5%	13.2%	9.3%	10.0%	15.1%	6.9%	11.6%
%H (All HH)		100.0%	61.9%	7.9%	57.6%	33.1%	24.5%	98.6%
%H (TV HH)			61.9%	7.9%	57.6%	33.1%	24.5%	
Other bedroom	107	107	73	6	69	42	26	104
%V	7.8%	8.1%	11.2%	5.1%	8.6%	13.8%	5.2%	8.8%
%H (All HH)		100.0%	68.2%	5.6%	64.5%	39.3%	24.3%	97.2%
%H (TV HH)			68.2%	5.6%	64.5%	39.3%	24.3%	
Second living/dining room	172	172	94	20	122	63	58	156
%V	12.6%	13.0%	14.4%	16.9%	15.3%	20.7%	11.7%	13.2%
%H (All HH)		100.0%	54.7%	11.6%	70.9%	36.6%	33.7%	90.7%
%H (TV HH)			54.7%	11.6%	70.9%	36.6%	33.7%	
Study/office	16	16	8	2	12	6	6	15
%V	1.2%	1.2%	1.2%	1.7%	1.5%	2.0%	1.2%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
TV room	8	8	5	1	4	3	2	8
%V	0.6%	0.6%	0.8%	0.8%	0.5%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	50.0%	37.5%	25.0%	
Conservatory	33	33	20	2	25	14	11	32
%V	2.4%	2.5%	3.1%	1.7%	3.1%	4.6%	2.2%	2.7%
%H (All HH)		100.0%	60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
%H (TV HH)			60.6%	6.1%	75.8%	42.4%	33.3%	
Attic or loft room	4	4	2	1	2	1	1	4
%V	0.3%	0.3%	0.3%	0.8%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	25.0%	25.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	9	9	5	1	7	3	4	9
%V	0.7%	0.7%	0.8%	0.8%	0.9%	1.0%	0.8%	0.8%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			55.6%	11.1%	77.8%	33.3%	44.4%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Any DSAT provider	651	651	651	3	263	263	0	587
%V	47.6%	49.1%	100.0%	2.5%	32.9%	86.5%	0.0%	49.7%
%H (All HH)			100.0%	0.5%	40.4%	40.4%	0.0%	90.2%
%H (TV HH)			100.0%	0.5%	40.4%	40.4%	0.0%	
Sky with subscription	518	518	518	1	210	210	0	479
%V	37.8%	39.0%	79.6%	0.8%	26.3%	69.1%	0.0%	40.6%
%H (All HH)			100.0%	0.2%	40.5%	40.5%	0.0%	92.5%
%H (TV HH)			100.0%	0.2%	40.5%	40.5%	0.0%	
Sky without subscription	53	53	53	1	19	19	0	41
%V	3.9%	4.0%	8.1%	0.8%	2.4%	6.3%	0.0%	3.5%
%H (All HH)			100.0%	1.9%	35.8%	35.8%	0.0%	77.4%
%H (TV HH)			100.0%	1.9%	35.8%	35.8%	0.0%	
Freesat	73	73	73	1	32	32	0	63
%V	5.3%	5.5%	11.2%	0.8%	4.0%	10.5%	0.0%	5.3%
%H (All HH)			100.0%	1.4%	43.8%	43.8%	0.0%	86.3%
%H (TV HH)			100.0%	1.4%	43.8%	43.8%	0.0%	
Other satellite provider	26	26	26	0	10	10	0	22
%V	1.9%	2.0%	4.0%	0.0%	1.3%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	118	118	3	118	43	43	0	107
%V	8.6%	8.9%	0.5%	100.0%	5.4%	14.1%	0.0%	9.1%
%H (All HH)			2.5%	100.0%	36.4%	36.4%	0.0%	90.7%
%H (TV HH)			2.5%	100.0%	36.4%	36.4%	0.0%	
DTT	800	800	263	43	800	304	496	669
%V	58.4%	60.3%	40.4%	36.4%	100.0%	100.0%	100.0%	56.6%
%H (All HH)		100.0%	32.9%	5.4%	100.0%	38.0%	62.0%	83.6%
%H (TV HH)			32.9%	5.4%	100.0%	38.0%	62.0%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
PVR	832	832	575	112	427	280	147	762
%V	60.8%	62.7%	88.3%	94.9%	53.4%	92.1%	29.6%	64.5%
%H (All HH)		100.0%	69.1%	13.5%	51.3%	33.7%	17.7%	91.6%
%H (TV HH)			69.1%	13.5%	51.3%	33.7%	17.7%	
DVDR	8	8	5	0	6	3	3	7
%V	0.6%	0.6%	0.8%	0.0%	0.8%	1.0%	0.6%	0.6%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%	87.5%
%H (TV HH)			62.5%	0.0%	75.0%	37.5%	37.5%	
VCR	6	6	1	1	5	1	4	4
%V	0.4%	0.5%	0.2%	0.8%	0.6%	0.3%	0.8%	0.3%
%H (All HH)		100.0%	16.7%	16.7%	83.3%	16.7%	66.7%	66.7%
%H (TV HH)			16.7%	16.7%	83.3%	16.7%	66.7%	
Any recorder	839	839	576	112	432	280	152	768
%V	61.3%	63.2%	88.5%	94.9%	54.0%	92.1%	30.6%	65.0%
%H (All HH)		100.0%	68.7%	13.3%	51.5%	33.4%	18.1%	91.5%
%H (TV HH)			68.7%	13.3%	51.5%	33.4%	18.1%	
Receives HDTV (via STB or built-in reception)	931	931	514	102	577	259	317	845
%V	68.0%	70.2%	79.0%	86.4%	72.1%	85.2%	63.9%	71.5%
%H (All HH)		100.0%	55.2%	11.0%	62.0%	27.8%	34.0%	90.8%
%H (TV HH)			55.2%	11.0%	62.0%	27.8%	34.0%	
DVD/Blu-ray player or recorder	802	802	411	71	491	203	288	712
%V	58.6%	60.4%	63.1%	60.2%	61.4%	66.8%	58.1%	60.3%
%H (All HH)		100.0%	51.2%	8.9%	61.2%	25.3%	35.9%	88.8%
%H (TV HH)			51.2%	8.9%	61.2%	25.3%	35.9%	

Base: 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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%V		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (All HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
%H (TV HH)								
Has broadband internet	1181	1145	587	107	669	279	391	1181
%V	86.3%	86.3%	90.2%	90.7%	83.6%	91.8%	78.8%	100.0%
%H (All HH)		97.0%	49.7%	9.1%	56.6%	23.6%	33.1%	100.0%
%H (TV HH)			51.3%	9.3%	58.4%	24.4%	34.1%	
Number of computers (PCs and laptops)								
0	276	267	102	17	178	40	138	102
%V	20.2%	20.1%	15.7%	14.4%	22.3%	13.2%	27.8%	8.6%
%H (All HH)		96.7%	37.0%	6.2%	64.5%	14.5%	50.0%	37.0%
%H (TV HH)			38.2%	6.4%	66.7%	15.0%	51.7%	
1	376	361	174	28	214	73	140	364
%V	27.5%	27.2%	26.7%	23.7%	26.8%	24.0%	28.2%	30.8%
%H (All HH)		96.0%	46.3%	7.4%	56.9%	19.4%	37.2%	96.8%
%H (TV HH)			48.2%	7.8%	59.3%	20.2%	38.8%	
2	317	308	157	32	182	77	105	316
%V	23.2%	23.2%	24.1%	27.1%	22.8%	25.3%	21.2%	26.8%
%H (All HH)		97.2%	49.5%	10.1%	57.4%	24.3%	33.1%	99.7%
%H (TV HH)			51.0%	10.4%	59.1%	25.0%	34.1%	
3	189	184	98	17	106	49	58	189
%V	13.8%	13.9%	15.1%	14.4%	13.3%	16.1%	11.7%	16.0%
%H (All HH)		97.4%	51.9%	9.0%	56.1%	25.9%	30.7%	100.0%
%H (TV HH)			53.3%	9.2%	57.6%	26.6%	31.5%	
4	102	100	56	12	61	33	28	102
%V	7.5%	7.5%	8.6%	10.2%	7.6%	10.9%	5.6%	8.6%
%H (All HH)		98.0%	54.9%	11.8%	59.8%	32.4%	27.5%	100.0%
%H (TV HH)			56.0%	12.0%	61.0%	33.0%	28.0%	
5+	109	106	64	11	59	32	27	108
%V	8.0%	8.0%	9.8%	9.3%	7.4%	10.5%	5.4%	9.1%
%H (All HH)		97.2%	58.7%	10.1%	54.1%	29.4%	24.8%	99.1%
%H (TV HH)			60.4%	10.4%	55.7%	30.2%	25.5%	

Base: 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

Oct 2018 - Sep 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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Under 20"	192	100	10	147	70	77	165
%V	7.0%	6.7%	4.1%	8.4%	8.5%	8.4%	6.7%
%H		52.1%	5.2%	76.6%	36.5%	40.1%	85.9%
20" - 29"	446	231	36	327	158	169	390
%V	16.3%	15.6%	14.8%	18.7%	19.1%	18.4%	15.9%
%H		51.8%	8.1%	73.3%	35.4%	37.9%	87.4%
30" - 39"	831	445	75	532	243	289	730
%V	30.4%	30.0%	30.7%	30.5%	29.3%	31.5%	29.7%
%H		53.5%	9.0%	64.0%	29.2%	34.8%	87.8%
40" - 49"	843	467	81	501	240	261	777
%V	30.8%	31.4%	33.2%	28.7%	29.0%	28.5%	31.6%
%H		55.4%	9.6%	59.4%	28.5%	31.0%	92.2%
50" - 59"	307	186	29	166	87	79	293
%V	11.2%	12.5%	11.9%	9.5%	10.5%	8.6%	11.9%
%H		60.6%	9.4%	54.1%	28.3%	25.7%	95.4%
60"+	33	23	3	15	8	7	33
%V	1.2%	1.5%	1.2%	0.9%	1.0%	0.8%	1.3%
%H		69.7%	9.1%	45.5%	24.2%	21.2%	100.0%
Don't know	81	34	9	56	23	34	71
%V	3.0%	2.3%	3.7%	3.2%	2.8%	3.7%	2.9%
%H		42.0%	11.1%	69.1%	28.4%	42.0%	87.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Main living room	1313	649	116	794	304	490	1136
%V	48.0%	43.7%	47.5%	45.5%	36.7%	53.4%	46.2%
%H		49.4%	8.8%	60.5%	23.2%	37.3%	86.5%
Kitchen	180	101	13	136	72	64	158
%V	6.6%	6.8%	5.3%	7.8%	8.7%	7.0%	6.4%
%H		56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
Adult's bedroom	688	401	67	453	248	205	637
%V	25.2%	27.0%	27.5%	26.0%	30.0%	22.4%	25.9%
%H		58.3%	9.7%	65.8%	36.0%	29.8%	92.6%
Child's bedroom	174	108	14	102	59	43	173
%V	6.4%	7.3%	5.7%	5.8%	7.1%	4.7%	7.0%
%H		62.1%	8.0%	58.6%	33.9%	24.7%	99.4%
Other bedroom	131	91	7	84	53	31	128
%V	4.8%	6.1%	2.9%	4.8%	6.4%	3.4%	5.2%
%H		69.5%	5.3%	64.1%	40.5%	23.7%	97.7%
Second living/dining room	175	96	20	124	65	59	159
%V	6.4%	6.5%	8.2%	7.1%	7.9%	6.4%	6.5%
%H		54.9%	11.4%	70.9%	37.1%	33.7%	90.9%
Study/office	16	8	2	12	6	6	15
%V	0.6%	0.5%	0.8%	0.7%	0.7%	0.7%	0.6%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
TV room	8	5	1	4	3	2	8
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
Conservatory	33	20	2	25	14	11	32
%V	1.2%	1.3%	0.8%	1.4%	1.7%	1.2%	1.3%
%H		60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
Attic or loft room	4	2	1	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	9	5	1	7	3	4	9
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%
%H		55.6%	11.1%	77.8%	33.3%	44.4%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
PVR	1202	883	155	562	393	169	1120
%V	44.0%	59.5%	63.5%	32.2%	47.5%	18.4%	45.5%
%H		73.5%	12.9%	46.8%	32.7%	14.1%	93.2%
DVDR	9	5	0	6	3	3	7
%V	0.3%	0.3%	0.0%	0.3%	0.4%	0.3%	0.3%
%H		55.6%	0.0%	66.7%	33.3%	33.3%	77.8%
VCR	6	2	1	5	1	4	4
%V	0.2%	0.1%	0.4%	0.3%	0.1%	0.4%	0.2%
%H		33.3%	16.7%	83.3%	16.7%	66.7%	66.7%
Any recorder	1212	885	155	570	394	176	1128
%V	44.3%	59.6%	63.5%	32.7%	47.6%	19.2%	45.9%
%H		73.0%	12.8%	47.0%	32.5%	14.5%	93.1%

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1327	651	118	800	304	496	1145
%H		49.1%	8.9%	60.3%	22.9%	37.4%	86.3%
Under 20"	11	3	0	7	1	6	7
%V	0.8%	0.5%	0.0%	0.9%	0.3%	1.2%	0.6%
%H		27.3%	0.0%	63.6%	9.1%	54.5%	63.6%
20" - 29"	76	26	3	55	11	44	52
%V	5.7%	4.0%	2.5%	6.9%	3.6%	8.9%	4.5%
%H		34.2%	3.9%	72.4%	14.5%	57.9%	68.4%
30" - 39"	346	146	28	220	62	158	268
%V	26.1%	22.4%	23.7%	27.5%	20.4%	31.9%	23.4%
%H		42.2%	8.1%	63.6%	17.9%	45.7%	77.5%
40" - 49"	586	300	58	351	151	200	529
%V	44.2%	46.1%	49.2%	43.9%	49.7%	40.3%	46.2%
%H		51.2%	9.9%	59.9%	25.8%	34.1%	90.3%
50" - 59"	246	147	23	131	67	64	233
%V	18.5%	22.6%	19.5%	16.4%	22.0%	12.9%	20.3%
%H		59.8%	9.3%	53.3%	27.2%	26.0%	94.7%
60"+	27	18	2	11	6	6	26
%V	2.0%	2.8%	1.7%	1.4%	2.0%	1.2%	2.3%
%H		66.7%	7.4%	40.7%	22.2%	22.2%	96.3%
Don't know	35	11	4	24	7	17	29
%V	2.6%	1.7%	3.4%	3.0%	2.3%	3.4%	2.5%
%H		31.4%	11.4%	68.6%	20.0%	48.6%	82.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1327	651	118	800	304	496	1145
%H		49.1%	8.9%	60.3%	22.9%	37.4%	86.3%
PVR	812	565	110	411	272	139	745
%V	61.2%	86.8%	93.2%	51.4%	89.5%	28.0%	65.1%
%H		69.6%	13.5%	50.6%	33.5%	17.1%	91.7%
DVDR	6	4	0	4	2	2	5
%V	0.5%	0.6%	0.0%	0.5%	0.7%	0.4%	0.4%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	83.3%
VCR	5	1	1	4	1	3	3
%V	0.4%	0.2%	0.8%	0.5%	0.3%	0.6%	0.3%
%H		20.0%	20.0%	80.0%	20.0%	60.0%	60.0%
Any recorder	819	567	110	416	273	144	749
%V	61.7%	87.1%	93.2%	52.0%	89.8%	29.0%	65.4%
%H		69.2%	13.4%	50.8%	33.3%	17.6%	91.5%

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

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
Under 20"	181	96	10	140	69	71	158
%V	12.9%	11.5%	7.9%	14.8%	13.2%	16.9%	12.0%
%H		53.0%	5.5%	77.3%	38.1%	39.2%	87.3%
20" - 29"	369	205	33	272	147	125	338
%V	26.2%	24.6%	26.2%	28.8%	28.1%	29.7%	25.7%
%H		55.6%	8.9%	73.7%	39.8%	33.9%	91.6%
30" - 39"	485	299	47	312	182	131	462
%V	34.5%	35.9%	37.3%	33.0%	34.7%	31.1%	35.2%
%H		61.6%	9.7%	64.3%	37.5%	27.0%	95.3%
40" - 49"	257	167	23	149	89	60	248
%V	18.3%	20.0%	18.3%	15.8%	17.0%	14.3%	18.9%
%H		65.0%	8.9%	58.0%	34.6%	23.3%	96.5%
50" - 59"	61	39	6	35	20	15	59
%V	4.3%	4.7%	4.8%	3.7%	3.8%	3.6%	4.5%
%H		63.9%	9.8%	57.4%	32.8%	24.6%	96.7%
60"+	7	5	1	4	2	1	7
%V	0.5%	0.6%	0.8%	0.4%	0.4%	0.2%	0.5%
%H		71.4%	14.3%	57.1%	28.6%	14.3%	100.0%
Don't know	46	22	6	33	15	17	42
%V	3.3%	2.6%	4.8%	3.5%	2.9%	4.0%	3.2%
%H		47.8%	13.0%	71.7%	32.6%	37.0%	91.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
PVR	390	318	45	151	121	30	375
%V	27.7%	38.1%	35.7%	16.0%	23.1%	7.1%	28.5%
%H		81.5%	11.5%	38.7%	31.0%	7.7%	96.2%
DVDR	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	393	319	45	154	122	32	378
%V	28.0%	38.2%	35.7%	16.3%	23.3%	7.6%	28.8%
%H		81.2%	11.5%	39.2%	31.0%	8.1%	96.2%

Base: 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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
Receives HDTV (via STB or built-in reception)	622	400	70	408	253	155	594
%V	44.2%	48.0%	55.6%	43.2%	48.3%	36.8%	45.2%
%H		64.3%	11.3%	65.6%	40.7%	24.9%	95.5%
DVD/Blu-ray player or recorder	499	299	43	323	178	145	474
%V	35.5%	35.9%	34.1%	34.2%	34.0%	34.4%	36.1%
%H		59.9%	8.6%	64.7%	35.7%	29.1%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3096	3014	1561	291	1751	751	1000	2853
%H		97.4%	50.4%	9.4%	56.6%	24.3%	32.3%	92.2%
Total Children	565	555	290	51	293	125	169	555
%V	18.2%	18.4%	18.6%	17.5%	16.7%	16.6%	16.9%	19.5%
%H		98.2%	51.3%	9.0%	51.9%	22.1%	29.9%	98.2%
0 - 3	132	128	62	14	63	25	39	128
%V	4.3%	4.2%	4.0%	4.8%	3.6%	3.3%	3.9%	4.5%
%H		97.0%	47.0%	10.6%	47.7%	18.9%	29.5%	97.0%
4 - 15	434	427	227	38	230	100	130	427
%V	14.0%	14.2%	14.5%	13.1%	13.1%	13.3%	13.0%	15.0%
%H		98.4%	52.3%	8.8%	53.0%	23.0%	30.0%	98.4%
4 - 9	220	216	110	17	113	42	71	217
%V	7.1%	7.2%	7.0%	5.8%	6.5%	5.6%	7.1%	7.6%
%H		98.2%	50.0%	7.7%	51.4%	19.1%	32.3%	98.6%
10 - 15	214	210	117	20	117	58	59	211
%V	6.9%	7.0%	7.5%	6.9%	6.7%	7.7%	5.9%	7.4%
%H		98.1%	54.7%	9.3%	54.7%	27.1%	27.6%	98.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3096	3014	1561	291	1751	751	1000	2853
%H		97.4%	50.4%	9.4%	56.6%	24.3%	32.3%	92.2%
Total Adults (16+)	2531	2460	1271	239	1458	627	831	2297
%V	81.8%	81.6%	81.4%	82.1%	83.3%	83.5%	83.1%	80.5%
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
16 - 19	138	131	76	15	71	39	33	136
%V	4.5%	4.3%	4.9%	5.2%	4.1%	5.2%	3.3%	4.8%
%H		94.9%	55.1%	10.9%	51.4%	28.3%	23.9%	98.6%
20 - 24	181	169	80	21	82	40	42	180
%V	5.8%	5.6%	5.1%	7.2%	4.7%	5.3%	4.2%	6.3%
%H		93.4%	44.2%	11.6%	45.3%	22.1%	23.2%	99.4%
25 - 34	395	374	170	34	197	72	125	388
%V	12.8%	12.4%	10.9%	11.7%	11.3%	9.6%	12.5%	13.6%
%H		94.7%	43.0%	8.6%	49.9%	18.2%	31.6%	98.2%
35 - 44	352	342	185	34	181	81	100	344
%V	11.4%	11.3%	11.9%	11.7%	10.3%	10.8%	10.0%	12.1%
%H		97.2%	52.6%	9.7%	51.4%	23.0%	28.4%	97.7%
45 - 54	413	406	231	49	230	114	116	401
%V	13.3%	13.5%	14.8%	16.8%	13.1%	15.2%	11.6%	14.1%
%H		98.3%	55.9%	11.9%	55.7%	27.6%	28.1%	97.1%
55 - 64	408	402	223	36	251	114	137	377
%V	13.2%	13.3%	14.3%	12.4%	14.3%	15.2%	13.7%	13.2%
%H		98.5%	54.7%	8.8%	61.5%	27.9%	33.6%	92.4%
65+	644	635	307	50	445	166	278	471
%V	20.8%	21.1%	19.7%	17.2%	25.4%	22.1%	27.8%	16.5%
%H		98.6%	47.7%	7.8%	69.1%	25.8%	43.2%	73.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2531	2460	1271	239	1458	627	831	2297
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
AB	566	556	286	56	337	137	201	549
%V	22.4%	22.6%	22.5%	23.4%	23.1%	21.9%	24.2%	23.9%
%H		98.2%	50.5%	9.9%	59.5%	24.2%	35.5%	97.0%
C1	688	659	337	72	380	166	214	649
%V	27.2%	26.8%	26.5%	30.1%	26.1%	26.5%	25.8%	28.3%
%H		95.8%	49.0%	10.5%	55.2%	24.1%	31.1%	94.3%
C2	645	635	352	58	394	196	198	584
%V	25.5%	25.8%	27.7%	24.3%	27.0%	31.3%	23.8%	25.4%
%H		98.4%	54.6%	9.0%	61.1%	30.4%	30.7%	90.5%
D	431	414	208	39	235	97	138	367
%V	17.0%	16.8%	16.4%	16.3%	16.1%	15.5%	16.6%	16.0%
%H		96.1%	48.3%	9.0%	54.5%	22.5%	32.0%	85.2%
E	201	195	88	14	111	31	80	148
%V	7.9%	7.9%	6.9%	5.9%	7.6%	4.9%	9.6%	6.4%
%H		97.0%	43.8%	7.0%	55.2%	15.4%	39.8%	73.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2531	2460	1271	239	1458	627	831	2297
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
Working full time	1144	1117	611	116	629	298	331	1119
%V	45.2%	45.4%	48.1%	48.5%	43.1%	47.5%	39.8%	48.7%
%H		97.6%	53.4%	10.1%	55.0%	26.0%	28.9%	97.8%
Working part time	249	240	127	23	138	59	79	237
%V	9.8%	9.8%	10.0%	9.6%	9.5%	9.4%	9.5%	10.3%
%H		96.4%	51.0%	9.2%	55.4%	23.7%	31.7%	95.2%
Not working	1138	1102	534	100	690	270	420	942
%V	45.0%	44.8%	42.0%	41.8%	47.3%	43.1%	50.5%	41.0%
%H		96.8%	46.9%	8.8%	60.6%	23.7%	36.9%	82.8%
Houseperson	1369	1327	651	118	800	304	496	1181
%V	54.1%	53.9%	51.2%	49.4%	54.9%	48.5%	59.7%	51.4%
%H		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
16 - 19	75	72	43	9	37	22	15	75
%V	6.0%	6.0%	6.8%	7.6%	5.3%	7.0%	3.9%	6.6%
%H		96.0%	57.3%	12.0%	49.3%	29.3%	20.0%	100.0%
20 - 24	92	85	43	9	43	22	21	92
%V	7.4%	7.1%	6.8%	7.6%	6.1%	7.0%	5.4%	8.1%
%H		92.4%	46.7%	9.8%	46.7%	23.9%	22.8%	100.0%
25 - 34	200	188	86	18	98	37	61	197
%V	16.1%	15.7%	13.6%	15.1%	14.0%	11.8%	15.7%	17.3%
%H		94.0%	43.0%	9.0%	49.0%	18.5%	30.5%	98.5%
35 - 44	173	168	89	18	90	41	50	169
%V	14.0%	14.0%	14.1%	15.1%	12.8%	13.1%	12.9%	14.8%
%H		97.1%	51.4%	10.4%	52.0%	23.7%	28.9%	97.7%
45 - 54	201	197	111	23	111	54	56	195
%V	16.2%	16.4%	17.5%	19.3%	15.8%	17.2%	14.4%	17.1%
%H		98.0%	55.2%	11.4%	55.2%	26.9%	27.9%	97.0%
55 - 64	199	195	113	17	119	56	63	182
%V	16.0%	16.2%	17.9%	14.3%	17.0%	17.8%	16.2%	16.0%
%H		98.0%	56.8%	8.5%	59.8%	28.1%	31.7%	91.5%
65+	301	295	148	26	204	83	121	230
%V	24.3%	24.6%	23.4%	21.8%	29.1%	26.4%	31.2%	20.2%
%H		98.0%	49.2%	8.6%	67.8%	27.6%	40.2%	76.4%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
AB	283	278	145	29	167	70	97	276
%V	22.8%	23.1%	22.9%	24.4%	23.8%	22.3%	25.0%	24.2%
%H		98.2%	51.2%	10.2%	59.0%	24.7%	34.3%	97.5%
C1	328	312	165	35	173	81	92	314
%V	26.5%	26.0%	26.1%	29.4%	24.6%	25.8%	23.7%	27.6%
%H		95.1%	50.3%	10.7%	52.7%	24.7%	28.0%	95.7%
C2	348	342	190	31	213	106	107	313
%V	28.1%	28.5%	30.0%	26.1%	30.3%	33.8%	27.6%	27.5%
%H		98.3%	54.6%	8.9%	61.2%	30.5%	30.7%	89.9%
D	203	193	99	18	107	47	60	179
%V	16.4%	16.1%	15.6%	15.1%	15.2%	15.0%	15.5%	15.7%
%H		95.1%	48.8%	8.9%	52.7%	23.2%	29.6%	88.2%
E	78	76	33	6	42	11	31	57
%V	6.3%	6.3%	5.2%	5.0%	6.0%	3.5%	8.0%	5.0%
%H		97.4%	42.3%	7.7%	53.8%	14.1%	39.7%	73.1%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
Working full time	683	665	368	67	371	178	193	666
%V	55.1%	55.4%	58.1%	56.3%	52.8%	56.7%	49.7%	58.5%
%H		97.4%	53.9%	9.8%	54.3%	26.1%	28.3%	97.5%
Working part time	60	56	28	5	32	13	19	56
%V	4.8%	4.7%	4.4%	4.2%	4.6%	4.1%	4.9%	4.9%
%H		93.3%	46.7%	8.3%	53.3%	21.7%	31.7%	93.3%
Not working	498	480	237	47	299	123	175	418
%V	40.2%	40.0%	37.4%	39.5%	42.6%	39.2%	45.1%	36.7%
%H		96.4%	47.6%	9.4%	60.0%	24.7%	35.1%	83.9%
Houseperson	283	267	120	21	160	50	110	220
%V	22.8%	22.2%	19.0%	17.6%	22.8%	15.9%	28.4%	19.3%
%H		94.3%	42.4%	7.4%	56.5%	17.7%	38.9%	77.7%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
16 - 19	63	59	33	6	34	16	18	62
%V	4.9%	4.7%	5.2%	5.0%	4.5%	5.1%	4.1%	5.4%
%H		93.7%	52.4%	9.5%	54.0%	25.4%	28.6%	98.4%
20 - 24	89	84	37	12	39	18	21	88
%V	6.9%	6.7%	5.8%	10.0%	5.2%	5.8%	4.7%	7.6%
%H		94.4%	41.6%	13.5%	43.8%	20.2%	23.6%	98.9%
25 - 34	196	185	85	16	99	36	63	191
%V	15.2%	14.7%	13.3%	13.3%	13.1%	11.5%	14.2%	16.5%
%H		94.4%	43.4%	8.2%	50.5%	18.4%	32.1%	97.4%
35 - 44	178	175	96	16	91	40	50	175
%V	13.8%	13.9%	15.0%	13.3%	12.0%	12.8%	11.3%	15.1%
%H		98.3%	53.9%	9.0%	51.1%	22.5%	28.1%	98.3%
45 - 54	212	208	120	26	119	60	59	207
%V	16.4%	16.5%	18.8%	21.7%	15.7%	19.2%	13.3%	17.9%
%H		98.1%	56.6%	12.3%	56.1%	28.3%	27.8%	97.6%
55 - 64	210	207	110	19	132	58	74	195
%V	16.3%	16.4%	17.2%	15.8%	17.5%	18.6%	16.7%	16.8%
%H		98.6%	52.4%	9.0%	62.9%	27.6%	35.2%	92.9%
65+	343	340	158	25	241	83	157	241
%V	26.6%	27.0%	24.7%	20.8%	31.9%	26.6%	35.4%	20.8%
%H		99.1%	46.1%	7.3%	70.3%	24.2%	45.8%	70.3%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
AB	283	278	141	27	170	67	104	274
%V	21.9%	22.1%	22.1%	22.5%	22.5%	21.5%	23.5%	23.7%
%H		98.2%	49.8%	9.5%	60.1%	23.7%	36.7%	96.8%
C1	359	347	172	37	207	85	122	335
%V	27.8%	27.6%	26.9%	30.8%	27.4%	27.2%	27.5%	28.9%
%H		96.7%	47.9%	10.3%	57.7%	23.7%	34.0%	93.3%
C2	297	293	162	27	181	90	91	271
%V	23.0%	23.3%	25.4%	22.5%	23.9%	28.8%	20.5%	23.4%
%H		98.7%	54.5%	9.1%	60.9%	30.3%	30.6%	91.2%
D	228	221	109	20	128	50	78	188
%V	17.7%	17.6%	17.1%	16.7%	16.9%	16.0%	17.6%	16.2%
%H		96.9%	47.8%	8.8%	56.1%	21.9%	34.2%	82.5%
E	123	119	55	8	69	20	49	90
%V	9.5%	9.5%	8.6%	6.7%	9.1%	6.4%	11.1%	7.8%
%H		96.7%	44.7%	6.5%	56.1%	16.3%	39.8%	73.2%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	1259	639	120	756	312	443	1158
%H		97.6%	49.5%	9.3%	58.6%	24.2%	34.3%	89.8%
Working full time	461	452	242	49	258	120	138	453
%V	35.7%	35.9%	37.9%	40.8%	34.1%	38.5%	31.2%	39.1%
%H		98.0%	52.5%	10.6%	56.0%	26.0%	29.9%	98.3%
Working part time	189	184	99	18	106	46	60	181
%V	14.7%	14.6%	15.5%	15.0%	14.0%	14.7%	13.5%	15.6%
%H		97.4%	52.4%	9.5%	56.1%	24.3%	31.7%	95.8%
Not working	640	622	297	53	392	147	245	524
%V	49.6%	49.4%	46.5%	44.2%	51.9%	47.1%	55.3%	45.3%
%H		97.2%	46.4%	8.3%	61.3%	23.0%	38.3%	81.9%
Houseperson	1085	1060	531	97	640	254	385	961
%V	84.1%	84.2%	83.1%	80.8%	84.7%	81.4%	86.9%	83.0%
%H		97.7%	48.9%	8.9%	59.0%	23.4%	35.5%	88.6%

Base: ITV HTV Wales - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
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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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
AB	30	30	23	0	16	11	5	30
%V	40.0%	41.1%	46.0%	-	37.2%	45.8%	27.8%	45.5%
%H (All HH)		100.0%	76.7%	0.0%	53.3%	36.7%	16.7%	100.0%
%H (TV HH)			76.7%	0.0%	53.3%	36.7%	16.7%	
C1	20	20	11	0	13	7	7	18
%V	26.7%	27.4%	22.0%	-	30.2%	29.2%	38.9%	27.3%
%H (All HH)		100.0%	55.0%	0.0%	65.0%	35.0%	35.0%	90.0%
%H (TV HH)			55.0%	0.0%	65.0%	35.0%	35.0%	
C2	11	10	6	0	7	4	3	8
%V	14.7%	13.7%	12.0%	-	16.3%	16.7%	16.7%	12.1%
%H (All HH)		90.9%	54.5%	0.0%	63.6%	36.4%	27.3%	72.7%
%H (TV HH)			60.0%	0.0%	70.0%	40.0%	30.0%	
D	7	7	5	0	5	3	2	6
%V	9.3%	9.6%	10.0%	-	11.6%	12.5%	11.1%	9.1%
%H (All HH)		100.0%	71.4%	0.0%	71.4%	42.9%	28.6%	85.7%
%H (TV HH)			71.4%	0.0%	71.4%	42.9%	28.6%	
E	6	6	4	0	2	0	2	4
%V	8.0%	8.2%	8.0%	-	4.7%	0.0%	11.1%	6.1%
%H (All HH)		100.0%	66.7%	0.0%	33.3%	0.0%	33.3%	66.7%
%H (TV HH)			66.7%	0.0%	33.3%	0.0%	33.3%	

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

Oct 2018 - Sep 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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Under 25	1	0	0	0	0	0	0	1
%V	1.3%	0.0%	0.0%	-	0.0%	0.0%	0.0%	1.5%
%H (All HH)		0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%
%H (TV HH)			-	-	-	-	-	
25 - 34	9	9	5	0	3	1	3	9
%V	12.0%	12.3%	10.0%	-	7.0%	4.2%	16.7%	13.6%
%H (All HH)		100.0%	55.6%	0.0%	33.3%	11.1%	33.3%	100.0%
%H (TV HH)			55.6%	0.0%	33.3%	11.1%	33.3%	
35 - 44	13	13	8	0	4	2	1	13
%V	17.3%	17.8%	16.0%	-	9.3%	8.3%	5.6%	19.7%
%H (All HH)		100.0%	61.5%	0.0%	30.8%	15.4%	7.7%	100.0%
%H (TV HH)			61.5%	0.0%	30.8%	15.4%	7.7%	
45 - 54	15	15	13	0	10	7	2	15
%V	20.0%	20.5%	26.0%	-	23.3%	29.2%	11.1%	22.7%
%H (All HH)		100.0%	86.7%	0.0%	66.7%	46.7%	13.3%	100.0%
%H (TV HH)			86.7%	0.0%	66.7%	46.7%	13.3%	
55 - 64	13	12	8	0	9	5	4	12
%V	17.3%	16.4%	16.0%	-	20.9%	20.8%	22.2%	18.2%
%H (All HH)		92.3%	61.5%	0.0%	69.2%	38.5%	30.8%	92.3%
%H (TV HH)			66.7%	0.0%	75.0%	41.7%	33.3%	
65 +	24	24	16	0	18	9	9	16
%V	32.0%	32.9%	32.0%	-	41.9%	37.5%	50.0%	24.2%
%H (All HH)		100.0%	66.7%	0.0%	75.0%	37.5%	37.5%	66.7%
%H (TV HH)			66.7%	0.0%	75.0%	37.5%	37.5%	

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
Oct 2018 - Sep 2019
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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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
1	23	22	12	0	16	7	9	16
%V	30.7%	30.1%	24.0%	-	37.2%	29.2%	50.0%	24.2%
%H (All HH)		95.7%	52.2%	0.0%	69.6%	30.4%	39.1%	69.6%
%H (TV HH)			54.5%	0.0%	72.7%	31.8%	40.9%	
2	26	26	18	0	14	11	3	25
%V	34.7%	35.6%	36.0%	-	32.6%	45.8%	16.7%	37.9%
%H (All HH)		100.0%	69.2%	0.0%	53.8%	42.3%	11.5%	96.2%
%H (TV HH)			69.2%	0.0%	53.8%	42.3%	11.5%	
3	11	11	9	0	5	3	2	11
%V	14.7%	15.1%	18.0%	-	11.6%	12.5%	11.1%	16.7%
%H (All HH)		100.0%	81.8%	0.0%	45.5%	27.3%	18.2%	100.0%
%H (TV HH)			81.8%	0.0%	45.5%	27.3%	18.2%	
4	12	12	8	0	7	4	3	12
%V	16.0%	16.4%	16.0%	-	16.3%	16.7%	16.7%	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+	3	3	2	0	1	0	1	3
%V	4.0%	4.1%	4.0%	-	2.3%	0.0%	5.6%	4.5%
%H (All HH)		100.0%	66.7%	0.0%	33.3%	0.0%	33.3%	100.0%
%H (TV HH)			66.7%	0.0%	33.3%	0.0%	33.3%	
Average HH size	2.27	2.29	2.38	0.00	2.12	2.17	2.06	2.42

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
Oct 2018 - Sep 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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Without	54	53	37	0	34	20	13	45
%V	72.0%	72.6%	74.0%	-	79.1%	83.3%	72.2%	68.2%
%H (All HH)		98.1%	68.5%	0.0%	63.0%	37.0%	24.1%	83.3%
%H (TV HH)			69.8%	0.0%	64.2%	37.7%	24.5%	
With	21	20	13	0	9	4	5	21
%V	28.0%	27.4%	26.0%	-	20.9%	16.7%	27.8%	31.8%
%H (All HH)		95.2%	61.9%	0.0%	42.9%	19.0%	23.8%	100.0%
%H (TV HH)			65.0%	0.0%	45.0%	20.0%	25.0%	
0 - 3	8	7	4	0	3	1	2	8
%V	10.7%	9.6%	8.0%	-	7.0%	4.2%	11.1%	12.1%
%H (All HH)		87.5%	50.0%	0.0%	37.5%	12.5%	25.0%	100.0%
%H (TV HH)			57.1%	0.0%	42.9%	14.3%	28.6%	
4 - 9	9	9	6	0	5	3	2	9
%V	12.0%	12.3%	12.0%	-	11.6%	12.5%	11.1%	13.6%
%H (All HH)		100.0%	66.7%	0.0%	55.6%	33.3%	22.2%	100.0%
%H (TV HH)			66.7%	0.0%	55.6%	33.3%	22.2%	
10 - 15	12	12	7	0	4	1	3	12
%V	16.0%	16.4%	14.0%	-	9.3%	4.2%	16.7%	18.2%
%H (All HH)		100.0%	58.3%	0.0%	33.3%	8.3%	25.0%	100.0%
%H (TV HH)			58.3%	0.0%	33.3%	8.3%	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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Household level data

Table 15.5: Number of TV sets in household

Platforms available in household

	All HH	TV HH	DSat HH	Cable HH	DTT HH	DTT + Cab/DSat HH	DTT only HH	Broadband HH
Total HH	75	73	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
1	21	21	13	0	8	3	5	18
%V	28.0%	28.8%	26.0%	-	18.6%	12.5%	27.8%	27.3%
%H (All HH)		100.0%	61.9%	0.0%	38.1%	14.3%	23.8%	85.7%
%H (TV HH)			61.9%	0.0%	38.1%	14.3%	23.8%	
2	26	26	16	0	17	9	8	21
%V	34.7%	35.6%	32.0%	-	39.5%	37.5%	44.4%	31.8%
%H (All HH)		100.0%	61.5%	0.0%	65.4%	34.6%	30.8%	80.8%
%H (TV HH)			61.5%	0.0%	65.4%	34.6%	30.8%	
3	16	16	13	0	11	8	3	16
%V	21.3%	21.9%	26.0%	-	25.6%	33.3%	16.7%	24.2%
%H (All HH)		100.0%	81.3%	0.0%	68.8%	50.0%	18.8%	100.0%
%H (TV HH)			81.3%	0.0%	68.8%	50.0%	18.8%	
4	7	7	6	0	4	3	1	6
%V	9.3%	9.6%	12.0%	-	9.3%	12.5%	5.6%	9.1%
%H (All HH)		100.0%	85.7%	0.0%	57.1%	42.9%	14.3%	85.7%
%H (TV HH)			85.7%	0.0%	57.1%	42.9%	14.3%	
5+	4	4	3	0	2	2	1	3
%V	5.3%	5.5%	6.0%	-	4.7%	8.3%	5.6%	4.5%
%H (All HH)		100.0%	75.0%	0.0%	50.0%	50.0%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	50.0%	50.0%	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

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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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Under 20"	17	17	14	0	13	10	3	14
%V	22.7%	23.3%	28.0%	-	30.2%	41.7%	16.7%	21.2%
%H (All HH)		100.0%	82.4%	0.0%	76.5%	58.8%	17.6%	82.4%
%H (TV HH)			82.4%	0.0%	76.5%	58.8%	17.6%	
20" - 29"	25	25	16	0	16	8	8	23
%V	33.3%	34.2%	32.0%	-	37.2%	33.3%	44.4%	34.8%
%H (All HH)		100.0%	64.0%	0.0%	64.0%	32.0%	32.0%	92.0%
%H (TV HH)			64.0%	0.0%	64.0%	32.0%	32.0%	
30" - 39"	30	30	20	0	20	11	9	25
%V	40.0%	41.1%	40.0%	-	46.5%	45.8%	50.0%	37.9%
%H (All HH)		100.0%	66.7%	0.0%	66.7%	36.7%	30.0%	83.3%
%H (TV HH)			66.7%	0.0%	66.7%	36.7%	30.0%	
40" - 49"	38	38	27	0	25	17	8	34
%V	50.7%	52.1%	54.0%	-	58.1%	70.8%	44.4%	51.5%
%H (All HH)		100.0%	71.1%	0.0%	65.8%	44.7%	21.1%	89.5%
%H (TV HH)			71.1%	0.0%	65.8%	44.7%	21.1%	
50" - 59"	21	21	18	0	7	5	1	21
%V	28.0%	28.8%	36.0%	-	16.3%	20.8%	5.6%	31.8%
%H (All HH)		100.0%	85.7%	0.0%	33.3%	23.8%	4.8%	100.0%
%H (TV HH)			85.7%	0.0%	33.3%	23.8%	4.8%	
60"+	5	5	3	0	4	1	3	5
%V	6.7%	6.8%	6.0%	-	9.3%	4.2%	16.7%	7.6%
%H (All HH)		100.0%	60.0%	0.0%	80.0%	20.0%	60.0%	100.0%
%H (TV HH)			60.0%	0.0%	80.0%	20.0%	60.0%	

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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Household level data

Table 15.7: Location of ANY set in household

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	75	73	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Main living room	73	73	50	0	42	24	18	64
%V	97.3%	100.0%	100.0%	-	97.7%	100.0%	100.0%	97.0%
%H (All HH)		100.0%	68.5%	0.0%	57.5%	32.9%	24.7%	87.7%
%H (TV HH)			68.5%	0.0%	57.5%	32.9%	24.7%	
Kitchen	15	15	12	0	12	8	3	13
%V	20.0%	20.5%	24.0%	-	27.9%	33.3%	16.7%	19.7%
%H (All HH)		100.0%	80.0%	0.0%	80.0%	53.3%	20.0%	86.7%
%H (TV HH)			80.0%	0.0%	80.0%	53.3%	20.0%	
Adult's bedroom	41	41	30	0	29	19	10	38
%V	54.7%	56.2%	60.0%	-	67.4%	79.2%	55.6%	57.6%
%H (All HH)		100.0%	73.2%	0.0%	70.7%	46.3%	24.4%	92.7%
%H (TV HH)			73.2%	0.0%	70.7%	46.3%	24.4%	
Child's bedroom	8	8	5	0	3	1	2	8
%V	10.7%	11.0%	10.0%	-	7.0%	4.2%	11.1%	12.1%
%H (All HH)		100.0%	62.5%	0.0%	37.5%	12.5%	25.0%	100.0%
%H (TV HH)			62.5%	0.0%	37.5%	12.5%	25.0%	
Other bedroom	2	2	1	0	1	1	1	2
%V	2.7%	2.7%	2.0%	-	2.3%	4.2%	5.6%	3.0%
%H (All HH)		100.0%	50.0%	0.0%	50.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	50.0%	50.0%	50.0%	
Second living/dining room	8	8	6	0	6	3	2	6
%V	10.7%	11.0%	12.0%	-	14.0%	12.5%	11.1%	9.1%
%H (All HH)		100.0%	75.0%	0.0%	75.0%	37.5%	25.0%	75.0%
%H (TV HH)			75.0%	0.0%	75.0%	37.5%	25.0%	
Study/office	2	2	2	0	2	2	0	2
%V	2.7%	2.7%	4.0%	-	4.7%	8.3%	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%	2.0%	-	2.3%	4.2%	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%	2.0%	-	2.3%	0.0%	5.6%	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%	2.0%	-	2.3%	4.2%	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%
%H (All HH)		-	-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	
Other	1	1	1	0	0	0	0	1
%V	1.3%	1.4%	2.0%	-	0.0%	0.0%	0.0%	1.5%
%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%	

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	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Any DSAT provider	50	50	50	0	24	24	0	47
%V	66.7%	68.5%	100.0%	-	55.8%	100.0%	0.0%	71.2%
%H (All HH)			100.0%	0.0%	48.0%	48.0%	0.0%	94.0%
%H (TV HH)			100.0%	0.0%	48.0%	48.0%	0.0%	
Sky with subscription	37	37	37	0	20	20	0	36
%V	49.3%	50.7%	74.0%	-	46.5%	83.3%	0.0%	54.5%
%H (All HH)			100.0%	0.0%	54.1%	54.1%	0.0%	97.3%
%H (TV HH)			100.0%	0.0%	54.1%	54.1%	0.0%	
Sky without subscription	5	5	5	0	3	3	0	4
%V	6.7%	6.8%	10.0%	-	7.0%	12.5%	0.0%	6.1%
%H (All HH)			100.0%	0.0%	60.0%	60.0%	0.0%	80.0%
%H (TV HH)			100.0%	0.0%	60.0%	60.0%	0.0%	
Freesat	8	8	8	0	3	3	0	7
%V	10.7%	11.0%	16.0%	-	7.0%	12.5%	0.0%	10.6%
%H (All HH)			100.0%	0.0%	37.5%	37.5%	0.0%	87.5%
%H (TV HH)			100.0%	0.0%	37.5%	37.5%	0.0%	
Other satellite provider	3	3	3	0	1	1	0	3
%V	4.0%	4.1%	6.0%	-	2.3%	4.2%	0.0%	4.5%
%H (All HH)			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%	
DCAB	0	0	0	0	0	0	0	0
%V	0.0%	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H (All HH)			-	-	-	-	-	-
%H (TV HH)			-	-	-	-	-	-
DTT	43	43	24	0	43	24	18	36
%V	57.3%	58.9%	48.0%	-	100.0%	100.0%	100.0%	54.5%
%H (All HH)		100.0%	55.8%	0.0%	100.0%	55.8%	41.9%	83.7%
%H (TV HH)			55.8%	0.0%	100.0%	55.8%	41.9%	

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

DATA PERIOD: ANNUAL

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Household level data

Table 15.9: Recorders and other equipment

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	75	73	50	0	43	24	18	66
%H (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
PVR	48	48	41	0	30	24	6	46
%V	64.0%	65.8%	82.0%	-	69.8%	100.0%	33.3%	69.7%
%H (All HH)		100.0%	85.4%	0.0%	62.5%	50.0%	12.5%	95.8%
%H (TV HH)			85.4%	0.0%	62.5%	50.0%	12.5%	
DVDR	1	1	0	0	1	0	1	1
%V	1.3%	1.4%	0.0%	-	2.3%	0.0%	5.6%	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%	
VCR	2	2	1	0	2	1	1	1
%V	2.7%	2.7%	2.0%	-	4.7%	4.2%	5.6%	1.5%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Any recorder	50	50	41	0	31	24	8	46
%V	66.7%	68.5%	82.0%	-	72.1%	100.0%	44.4%	69.7%
%H (All HH)		100.0%	82.0%	0.0%	62.0%	48.0%	16.0%	92.0%
%H (TV HH)			82.0%	0.0%	62.0%	48.0%	16.0%	
Receives HDTV (via STB or built-in reception)	48	48	37	0	29	19	10	44
%V	64.0%	65.8%	74.0%	-	67.4%	79.2%	55.6%	66.7%
%H (All HH)		100.0%	77.1%	0.0%	60.4%	39.6%	20.8%	91.7%
%H (TV HH)			77.1%	0.0%	60.4%	39.6%	20.8%	
DVD/Blu-ray player or recorder	58	58	41	0	37	24	13	53
%V	77.3%	79.5%	82.0%	-	86.0%	100.0%	72.2%	80.3%
%H (All HH)		100.0%	70.7%	0.0%	63.8%	41.4%	22.4%	91.4%
%H (TV HH)			70.7%	0.0%	63.8%	41.4%	22.4%	

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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Household level data

Table 15.10: Computers and Internet

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total HH	75	73	50	0	43	24	18	66
%V (All HH)		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%
%H (TV HH)			68.5%	0.0%	58.9%	32.9%	24.7%	
Has broadband internet	66	64	47	0	36	23	12	66
%V	88.0%	87.7%	94.0%	-	83.7%	95.8%	66.7%	100.0%
%H (All HH)		97.0%	71.2%	0.0%	54.5%	34.8%	18.2%	100.0%
%H (TV HH)			73.4%	0.0%	56.3%	35.9%	18.8%	
Number of computers (PCs and laptops)								
0	13	11	6	0	9	2	6	4
%V	17.3%	15.1%	12.0%	-	20.9%	8.3%	33.3%	6.1%
%H (All HH)		84.6%	46.2%	0.0%	69.2%	15.4%	46.2%	30.8%
%H (TV HH)			54.5%	0.0%	81.8%	18.2%	54.5%	
1	14	13	9	0	8	5	3	14
%V	18.7%	17.8%	18.0%	-	18.6%	20.8%	16.7%	21.2%
%H (All HH)		92.9%	64.3%	0.0%	57.1%	35.7%	21.4%	100.0%
%H (TV HH)			69.2%	0.0%	61.5%	38.5%	23.1%	
2	17	17	13	0	9	7	2	17
%V	22.7%	23.3%	26.0%	-	20.9%	29.2%	11.1%	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	10	10	6	0	4	2	3	10
%V	13.3%	13.7%	12.0%	-	9.3%	8.3%	16.7%	15.2%
%H (All HH)		100.0%	60.0%	0.0%	40.0%	20.0%	30.0%	100.0%
%H (TV HH)			60.0%	0.0%	40.0%	20.0%	30.0%	
4	7	7	6	0	2	1	1	7
%V	9.3%	9.6%	12.0%	-	4.7%	4.2%	5.6%	10.6%
%H (All HH)		100.0%	85.7%	0.0%	28.6%	14.3%	14.3%	100.0%
%H (TV HH)			85.7%	0.0%	28.6%	14.3%	14.3%	
5+	16	16	10	0	11	6	4	16
%V	21.3%	21.9%	20.0%	-	25.6%	25.0%	22.2%	24.2%
%H (All HH)		100.0%	62.5%	0.0%	68.8%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	0.0%	68.8%	37.5%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV Channel Islands

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	166	120	0	105	66	39	149
%H		72.3%	0.0%	63.3%	39.8%	23.5%	89.8%
Under 20"	25	20	0	19	14	5	21
%V	15.1%	16.7%	-	18.1%	21.2%	12.8%	14.1%
%H		80.0%	0.0%	76.0%	56.0%	20.0%	84.0%
20" - 29"	29	19	0	18	10	8	27
%V	17.5%	15.8%	-	17.1%	15.2%	20.5%	18.1%
%H		65.5%	0.0%	62.1%	34.5%	27.6%	93.1%
30" - 39"	40	27	0	27	14	13	34
%V	24.1%	22.5%	-	25.7%	21.2%	33.3%	22.8%
%H		67.5%	0.0%	67.5%	35.0%	32.5%	85.0%
40" - 49"	42	30	0	29	20	8	38
%V	25.3%	25.0%	-	27.6%	30.3%	20.5%	25.5%
%H		71.4%	0.0%	69.0%	47.6%	19.0%	90.5%
50" - 59"	22	19	0	7	5	1	22
%V	13.3%	15.8%	-	6.7%	7.6%	2.6%	14.8%
%H		86.4%	0.0%	31.8%	22.7%	4.5%	100.0%
60"+	6	3	0	4	1	3	6
%V	3.6%	2.5%	-	3.8%	1.5%	7.7%	4.0%
%H		50.0%	0.0%	66.7%	16.7%	50.0%	100.0%
Don't know	2	1	0	2	1	1	1
%V	1.2%	0.8%	-	1.9%	1.5%	2.6%	0.7%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%

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	166	120	0	105	66	39	149
%H		72.3%	0.0%	63.3%	39.8%	23.5%	89.8%
Main living room	73	50	0	42	24	18	64
%V	44.0%	41.7%	-	40.0%	36.4%	46.2%	43.0%
%H		68.5%	0.0%	57.5%	32.9%	24.7%	87.7%
Kitchen	15	12	0	12	8	3	13
%V	9.0%	10.0%	-	11.4%	12.1%	7.7%	8.7%
%H		80.0%	0.0%	80.0%	53.3%	20.0%	86.7%
Adult's bedroom	52	40	0	37	25	13	48
%V	31.3%	33.3%	-	35.2%	37.9%	33.3%	32.2%
%H		76.9%	0.0%	71.2%	48.1%	25.0%	92.3%
Child's bedroom	9	6	0	3	1	2	9
%V	5.4%	5.0%	-	2.9%	1.5%	5.1%	6.0%
%H		66.7%	0.0%	33.3%	11.1%	22.2%	100.0%
Other bedroom	3	2	0	1	1	1	3
%V	1.8%	1.7%	-	1.0%	1.5%	2.6%	2.0%
%H		66.7%	0.0%	33.3%	33.3%	33.3%	100.0%
Second living/dining room	8	6	0	6	3	2	6
%V	4.8%	5.0%	-	5.7%	4.5%	5.1%	4.0%
%H		75.0%	0.0%	75.0%	37.5%	25.0%	75.0%
Study/office	2	2	0	2	2	0	2
%V	1.2%	1.7%	-	1.9%	3.0%	0.0%	1.3%
%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%	-	1.0%	1.5%	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%	-	1.0%	0.0%	2.6%	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%	-	1.0%	1.5%	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%
%H		-	-	-	-	-	-
Other	1	1	0	0	0	0	1
%V	0.6%	0.8%	-	0.0%	0.0%	0.0%	0.7%
%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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ITV Channel Islands

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	166	120	0	105	66	39	149
%H		72.3%	0.0%	63.3%	39.8%	23.5%	89.8%
PVR	91	84	0	55	49	6	87
%V	54.8%	70.0%	-	52.4%	74.2%	15.4%	58.4%
%H		92.3%	0.0%	60.4%	53.8%	6.6%	95.6%
DVDR	1	0	0	1	0	1	1
%V	0.6%	0.0%	-	1.0%	0.0%	2.6%	0.7%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	2	1	0	2	1	1	1
%V	1.2%	0.8%	-	1.9%	1.5%	2.6%	0.7%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	92	84	0	56	49	8	88
%V	55.4%	70.0%	-	53.3%	74.2%	20.5%	59.1%
%H		91.3%	0.0%	60.9%	53.3%	8.7%	95.7%

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	166	120	0	105	66	39	149
%H		72.3%	0.0%	63.3%	39.8%	23.5%	89.8%
Receives HDTV (via STB or built-in reception)	92	78	0	56	43	14	86
%V	55.4%	65.0%	-	53.3%	65.2%	35.9%	57.7%
%H		84.8%	0.0%	60.9%	46.7%	15.2%	93.5%
DVD/Blu-ray player or recorder	84	61	0	54	37	17	76
%V	50.6%	50.8%	-	51.4%	56.1%	43.6%	51.0%
%H		72.6%	0.0%	64.3%	44.0%	20.2%	90.5%

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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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	50	0	43	24	18	64
%H		68.5%	0.0%	58.9%	32.9%	24.7%	87.7%
Under 20"	0	0	0	0	0	0	0
%V	0.0%	0.0%	-	0.0%	0.0%	0.0%	0.0%
%H		-	-	-	-	-	-
20" - 29"	3	2	0	2	1	1	3
%V	4.1%	4.0%	-	4.7%	4.2%	5.6%	4.7%
%H		66.7%	0.0%	66.7%	33.3%	33.3%	100.0%
30" - 39"	12	5	0	10	3	7	9
%V	16.4%	10.0%	-	23.3%	12.5%	38.9%	14.1%
%H		41.7%	0.0%	83.3%	25.0%	58.3%	75.0%
40" - 49"	32	23	0	22	16	6	29
%V	43.8%	46.0%	-	51.2%	66.7%	33.3%	45.3%
%H		71.9%	0.0%	68.8%	50.0%	18.8%	90.6%
50" - 59"	19	16	0	5	4	1	19
%V	26.0%	32.0%	-	11.6%	16.7%	5.6%	29.7%
%H		84.2%	0.0%	26.3%	21.1%	5.3%	100.0%
60"+	5	3	0	3	1	2	5
%V	6.8%	6.0%	-	7.0%	4.2%	11.1%	7.8%
%H		60.0%	0.0%	60.0%	20.0%	40.0%	100.0%
Don't know	1	0	0	1	0	1	0
%V	1.4%	0.0%	-	2.3%	0.0%	5.6%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	0.0%

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 15.16: 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	50	0	43	24	18	64
%H		68.5%	0.0%	58.9%	32.9%	24.7%	87.7%
PVR	47	40	0	29	22	6	44
%V	64.4%	80.0%	-	67.4%	91.7%	33.3%	68.8%
%H		85.1%	0.0%	61.7%	46.8%	12.8%	93.6%
DVDR	1	0	0	1	0	1	1
%V	1.4%	0.0%	-	2.3%	0.0%	5.6%	1.6%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
VCR	1	1	0	1	1	1	1
%V	1.4%	2.0%	-	2.3%	4.2%	5.6%	1.6%
%H		100.0%	0.0%	100.0%	100.0%	100.0%	100.0%
Any recorder	48	40	0	30	22	8	45
%V	65.8%	80.0%	-	69.8%	91.7%	44.4%	70.3%
%H		83.3%	0.0%	62.5%	45.8%	16.7%	93.8%

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	50	0	43	24	18	64
%H		68.5%	0.0%	58.9%	32.9%	24.7%	87.7%
Receives HDTV (via STB or built-in reception)	47	37	0	29	18	10	43
%V	64.4%	74.0%	-	67.4%	75.0%	55.6%	67.2%
%H		78.7%	0.0%	61.7%	38.3%	21.3%	91.5%
DVD/Blu-ray player or recorder	51	36	0	32	21	11	46
%V	69.9%	72.0%	-	74.4%	87.5%	61.1%	71.9%
%H		70.6%	0.0%	62.7%	41.2%	21.6%	90.2%

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 15.18: 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	93	70	0	62	41	21	84
%H		75.3%	0.0%	66.7%	44.1%	22.6%	90.3%
Under 20"	25	20	0	19	14	5	21
%V	26.9%	28.6%	-	30.6%	34.1%	23.8%	25.0%
%H		80.0%	0.0%	76.0%	56.0%	20.0%	84.0%
20" - 29"	25	17	0	16	9	7	24
%V	26.9%	24.3%	-	25.8%	22.0%	33.3%	28.6%
%H		68.0%	0.0%	64.0%	36.0%	28.0%	96.0%
30" - 39"	28	22	0	17	11	6	25
%V	30.1%	31.4%	-	27.4%	26.8%	28.6%	29.8%
%H		78.6%	0.0%	60.7%	39.3%	21.4%	89.3%
40" - 49"	10	7	0	7	4	3	9
%V	10.8%	10.0%	-	11.3%	9.8%	14.3%	10.7%
%H		70.0%	0.0%	70.0%	40.0%	30.0%	90.0%
50" - 59"	3	3	0	1	1	0	3
%V	3.2%	4.3%	-	1.6%	2.4%	0.0%	3.6%
%H		100.0%	0.0%	33.3%	33.3%	0.0%	100.0%
60"+	1	1	0	1	0	1	1
%V	1.1%	1.4%	-	1.6%	0.0%	4.8%	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%	-	1.6%	2.4%	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

DATA PERIOD: ANNUAL

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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	93	70	0	62	41	21	84
%H		75.3%	0.0%	66.7%	44.1%	22.6%	90.3%
PVR	44	44	0	26	26	0	43
%V	47.3%	62.9%	-	41.9%	63.4%	0.0%	51.2%
%H		100.0%	0.0%	59.1%	59.1%	0.0%	97.7%
DVDR	0	0	0	0	0	0	0
%V	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%	-	1.6%	2.4%	0.0%	1.2%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Any recorder	44	44	0	26	26	0	43
%V	47.3%	62.9%	-	41.9%	63.4%	0.0%	51.2%
%H		100.0%	0.0%	59.1%	59.1%	0.0%	97.7%

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	93	70	0	62	41	21	84
%H		75.3%	0.0%	66.7%	44.1%	22.6%	90.3%
Receives HDTV (via STB or built-in reception)	45	41	0	28	24	3	42
%V	48.4%	58.6%	-	45.2%	58.5%	14.3%	50.0%
%H		91.1%	0.0%	62.2%	53.3%	6.7%	93.3%
DVD/Blu-ray player or recorder	33	26	0	22	16	6	30
%V	35.5%	37.1%	-	35.5%	39.0%	28.6%	35.7%
%H		78.8%	0.0%	66.7%	48.5%	18.2%	90.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	170	168	118	0	91	53	38	160
%H		98.8%	69.4%	0.0%	53.5%	31.2%	22.4%	94.1%
Total Children	35	34	21	0	17	6	10	35
%V	20.6%	20.2%	17.8%	-	18.7%	11.3%	26.3%	21.9%
%H		97.1%	60.0%	0.0%	48.6%	17.1%	28.6%	100.0%
0 - 3	8	7	4	0	3	1	2	8
%V	4.7%	4.2%	3.4%	-	3.3%	1.9%	5.3%	5.0%
%H		87.5%	50.0%	0.0%	37.5%	12.5%	25.0%	100.0%
4 - 15	27	27	16	0	14	6	8	27
%V	15.9%	16.1%	13.6%	-	15.4%	11.3%	21.1%	16.9%
%H		100.0%	59.3%	0.0%	51.9%	22.2%	29.6%	100.0%
4 - 9	11	11	7	0	7	4	3	11
%V	6.5%	6.5%	5.9%	-	7.7%	7.5%	7.9%	6.9%
%H		100.0%	63.6%	0.0%	63.6%	36.4%	27.3%	100.0%
10 - 15	16	16	9	0	7	2	5	16
%V	9.4%	9.5%	7.6%	-	7.7%	3.8%	13.2%	10.0%
%H		100.0%	56.3%	0.0%	43.8%	12.5%	31.3%	100.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	170	168	118	0	91	53	38	160
%H		98.8%	69.4%	0.0%	53.5%	31.2%	22.4%	94.1%
Total Adults (16+)	135	134	97	0	75	47	28	125
%V	79.4%	79.8%	82.2%	-	82.4%	88.7%	73.7%	78.1%
%H		99.3%	71.9%	0.0%	55.6%	34.8%	20.7%	92.6%
16 - 19	6	5	3	0	4	2	2	6
%V	3.5%	3.0%	2.5%	-	4.4%	3.8%	5.3%	3.8%
%H		83.3%	50.0%	0.0%	66.7%	33.3%	33.3%	100.0%
20 - 24	6	6	6	0	3	3	0	6
%V	3.5%	3.6%	5.1%	-	3.3%	5.7%	0.0%	3.8%
%H		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
25 - 34	20	20	12	0	6	2	4	20
%V	11.8%	11.9%	10.2%	-	6.6%	3.8%	10.5%	12.5%
%H		100.0%	60.0%	0.0%	30.0%	10.0%	20.0%	100.0%
35 - 44	25	25	17	0	9	5	4	25
%V	14.7%	14.9%	14.4%	-	9.9%	9.4%	10.5%	15.6%
%H		100.0%	68.0%	0.0%	36.0%	20.0%	16.0%	100.0%
45 - 54	24	24	20	0	15	11	4	23
%V	14.1%	14.3%	16.9%	-	16.5%	20.8%	10.5%	14.4%
%H		100.0%	83.3%	0.0%	62.5%	45.8%	16.7%	95.8%
55 - 64	18	17	13	0	13	9	4	17
%V	10.6%	10.1%	11.0%	-	14.3%	17.0%	10.5%	10.6%
%H		94.4%	72.2%	0.0%	72.2%	50.0%	22.2%	94.4%
65+	36	36	26	0	25	15	10	27
%V	21.2%	21.4%	22.0%	-	27.5%	28.3%	26.3%	16.9%
%H		100.0%	72.2%	0.0%	69.4%	41.7%	27.8%	75.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	135	134	97	0	75	47	28	125
%H		99.3%	71.9%	0.0%	55.6%	34.8%	20.7%	92.6%
AB	60	60	46	0	31	21	10	59
%V	44.4%	44.8%	47.4%	-	41.3%	44.7%	35.7%	47.2%
%H		100.0%	76.7%	0.0%	51.7%	35.0%	16.7%	98.3%
C1	34	34	23	0	21	13	8	32
%V	25.2%	25.4%	23.7%	-	28.0%	27.7%	28.6%	25.6%
%H		100.0%	67.6%	0.0%	61.8%	38.2%	23.5%	94.1%
C2	18	17	12	0	11	7	4	15
%V	13.3%	12.7%	12.4%	-	14.7%	14.9%	14.3%	12.0%
%H		94.4%	66.7%	0.0%	61.1%	38.9%	22.2%	83.3%
D	13	13	10	0	9	6	3	11
%V	9.6%	9.7%	10.3%	-	12.0%	12.8%	10.7%	8.8%
%H		100.0%	76.9%	0.0%	69.2%	46.2%	23.1%	84.6%
E	10	9	6	0	3	0	3	7
%V	7.4%	6.7%	6.2%	-	4.0%	0.0%	10.7%	5.6%
%H		90.0%	60.0%	0.0%	30.0%	0.0%	30.0%	70.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
ITV Channel Islands
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+)	135	134	97	0	75	47	28	125
%H		99.3%	71.9%	0.0%	55.6%	34.8%	20.7%	92.6%
Working full time	68	67	47	0	35	23	12	67
%V	50.4%	50.0%	48.5%	-	46.7%	48.9%	42.9%	53.6%
%H		98.5%	69.1%	0.0%	51.5%	33.8%	17.6%	98.5%
Working part time	15	15	11	0	11	8	3	15
%V	11.1%	11.2%	11.3%	-	14.7%	17.0%	10.7%	12.0%
%H		100.0%	73.3%	0.0%	73.3%	53.3%	20.0%	100.0%
Not working	52	52	38	0	29	16	13	43
%V	38.5%	38.8%	39.2%	-	38.7%	34.0%	46.4%	34.4%
%H		100.0%	73.1%	0.0%	55.8%	30.8%	25.0%	82.7%
Houseperson	75	73	50	0	43	24	18	66
%V	55.6%	54.5%	51.5%	-	57.3%	51.1%	64.3%	52.8%
%H		97.3%	66.7%	0.0%	57.3%	32.0%	24.0%	88.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	64	46	0	35	22	12	60
%H		100.0%	71.9%	0.0%	54.7%	34.4%	18.8%	93.8%
16 - 19	3	3	2	0	3	1	1	3
%V	4.7%	4.7%	4.3%	-	8.6%	4.5%	8.3%	5.0%
%H		100.0%	66.7%	0.0%	100.0%	33.3%	33.3%	100.0%
20 - 24	4	4	4	0	1	1	0	4
%V	6.3%	6.3%	8.7%	-	2.9%	4.5%	0.0%	6.7%
%H		100.0%	100.0%	0.0%	25.0%	25.0%	0.0%	100.0%
25 - 34	9	9	5	0	3	1	2	9
%V	14.1%	14.1%	10.9%	-	8.6%	4.5%	16.7%	15.0%
%H		100.0%	55.6%	0.0%	33.3%	11.1%	22.2%	100.0%
35 - 44	14	14	9	0	5	3	2	14
%V	21.9%	21.9%	19.6%	-	14.3%	13.6%	16.7%	23.3%
%H		100.0%	64.3%	0.0%	35.7%	21.4%	14.3%	100.0%
45 - 54	10	10	8	0	6	4	2	9
%V	15.6%	15.6%	17.4%	-	17.1%	18.2%	16.7%	15.0%
%H		100.0%	80.0%	0.0%	60.0%	40.0%	20.0%	90.0%
55 - 64	8	7	5	0	6	4	2	7
%V	12.5%	10.9%	10.9%	-	17.1%	18.2%	16.7%	11.7%
%H		87.5%	62.5%	0.0%	75.0%	50.0%	25.0%	87.5%
65+	16	16	14	0	11	8	3	14
%V	25.0%	25.0%	30.4%	-	31.4%	36.4%	25.0%	23.3%
%H		100.0%	87.5%	0.0%	68.8%	50.0%	18.8%	87.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	64	46	0	35	22	12	60
%H		100.0%	71.9%	0.0%	54.7%	34.4%	18.8%	93.8%
AB	30	30	23	0	15	10	4	30
%V	46.9%	46.9%	50.0%	-	42.9%	45.5%	33.3%	50.0%
%H		100.0%	76.7%	0.0%	50.0%	33.3%	13.3%	100.0%
C1	14	14	9	0	9	6	3	14
%V	21.9%	21.9%	19.6%	-	25.7%	27.3%	25.0%	23.3%
%H		100.0%	64.3%	0.0%	64.3%	42.9%	21.4%	100.0%
C2	9	8	6	0	5	3	1	7
%V	14.1%	12.5%	13.0%	-	14.3%	13.6%	8.3%	11.7%
%H		88.9%	66.7%	0.0%	55.6%	33.3%	11.1%	77.8%
D	7	7	5	0	4	3	2	5
%V	10.9%	10.9%	10.9%	-	11.4%	13.6%	16.7%	8.3%
%H		100.0%	71.4%	0.0%	57.1%	42.9%	28.6%	71.4%
E	5	5	4	0	1	0	1	4
%V	7.8%	7.8%	8.7%	-	2.9%	0.0%	8.3%	6.7%
%H		100.0%	80.0%	0.0%	20.0%	0.0%	20.0%	80.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	64	46	0	35	22	12	60
%H		100.0%	71.9%	0.0%	54.7%	34.4%	18.8%	93.8%
Working full time	41	41	27	0	20	12	8	41
%V	64.1%	64.1%	58.7%	-	57.1%	54.5%	66.7%	68.3%
%H		100.0%	65.9%	0.0%	48.8%	29.3%	19.5%	100.0%
Working part time	3	3	2	0	3	2	1	3
%V	4.7%	4.7%	4.3%	-	8.6%	9.1%	8.3%	5.0%
%H		100.0%	66.7%	0.0%	100.0%	66.7%	33.3%	100.0%
Not working	20	20	16	0	11	8	3	17
%V	31.3%	31.3%	34.8%	-	31.4%	36.4%	25.0%	28.3%
%H		100.0%	80.0%	0.0%	55.0%	40.0%	15.0%	85.0%
Houseperson	12	11	5	0	8	3	5	9
%V	18.8%	17.2%	10.9%	-	22.9%	13.6%	41.7%	15.0%
%H		91.7%	41.7%	0.0%	66.7%	25.0%	41.7%	75.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	71	70	51	0	40	25	15	65
%H		98.6%	71.8%	0.0%	56.3%	35.2%	21.1%	91.5%
16 - 19	3	2	1	0	2	1	1	3
%V	4.2%	2.9%	2.0%	-	5.0%	4.0%	6.7%	4.6%
%H		66.7%	33.3%	0.0%	66.7%	33.3%	33.3%	100.0%
20 - 24	2	2	2	0	1	1	0	2
%V	2.8%	2.9%	3.9%	-	2.5%	4.0%	0.0%	3.1%
%H		100.0%	100.0%	0.0%	50.0%	50.0%	0.0%	100.0%
25 - 34	10	10	7	0	3	1	2	10
%V	14.1%	14.3%	13.7%	-	7.5%	4.0%	13.3%	15.4%
%H		100.0%	70.0%	0.0%	30.0%	10.0%	20.0%	100.0%
35 - 44	12	12	8	0	3	2	1	12
%V	16.9%	17.1%	15.7%	-	7.5%	8.0%	6.7%	18.5%
%H		100.0%	66.7%	0.0%	25.0%	16.7%	8.3%	100.0%
45 - 54	14	14	12	0	10	7	2	14
%V	19.7%	20.0%	23.5%	-	25.0%	28.0%	13.3%	21.5%
%H		100.0%	85.7%	0.0%	71.4%	50.0%	14.3%	100.0%
55 - 64	10	10	8	0	7	5	2	10
%V	14.1%	14.3%	15.7%	-	17.5%	20.0%	13.3%	15.4%
%H		100.0%	80.0%	0.0%	70.0%	50.0%	20.0%	100.0%
65+	20	20	13	0	14	7	7	14
%V	28.2%	28.6%	25.5%	-	35.0%	28.0%	46.7%	21.5%
%H		100.0%	65.0%	0.0%	70.0%	35.0%	35.0%	70.0%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	71	70	51	0	40	25	15	65
%H		98.6%	71.8%	0.0%	56.3%	35.2%	21.1%	91.5%
AB	30	30	23	0	16	10	6	30
%V	42.3%	42.9%	45.1%	-	40.0%	40.0%	40.0%	46.2%
%H		100.0%	76.7%	0.0%	53.3%	33.3%	20.0%	100.0%
C1	20	20	13	0	12	7	5	18
%V	28.2%	28.6%	25.5%	-	30.0%	28.0%	33.3%	27.7%
%H		100.0%	65.0%	0.0%	60.0%	35.0%	25.0%	90.0%
C2	9	9	6	0	6	4	2	7
%V	12.7%	12.9%	11.8%	-	15.0%	16.0%	13.3%	10.8%
%H		100.0%	66.7%	0.0%	66.7%	44.4%	22.2%	77.8%
D	6	6	5	0	4	3	1	6
%V	8.5%	8.6%	9.8%	-	10.0%	12.0%	6.7%	9.2%
%H		100.0%	83.3%	0.0%	66.7%	50.0%	16.7%	100.0%
E	5	4	3	0	1	0	1	3
%V	7.0%	5.7%	5.9%	-	2.5%	0.0%	6.7%	4.6%
%H		80.0%	60.0%	0.0%	20.0%	0.0%	20.0%	60.0%

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 15.30: 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+)	71	70	51	0	40	25	15	65
%H		98.6%	71.8%	0.0%	56.3%	35.2%	21.1%	91.5%
Working full time	26	26	20	0	14	11	4	26
%V	36.6%	37.1%	39.2%	-	35.0%	44.0%	26.7%	40.0%
%H		100.0%	76.9%	0.0%	53.8%	42.3%	15.4%	100.0%
Working part time	12	12	9	0	8	6	2	12
%V	16.9%	17.1%	17.6%	-	20.0%	24.0%	13.3%	18.5%
%H		100.0%	75.0%	0.0%	66.7%	50.0%	16.7%	100.0%
Not working	33	32	22	0	18	8	9	26
%V	46.5%	45.7%	43.1%	-	45.0%	32.0%	60.0%	40.0%
%H		97.0%	66.7%	0.0%	54.5%	24.2%	27.3%	78.8%
Houseperson	63	62	44	0	35	21	14	57
%V	88.7%	88.6%	86.3%	-	87.5%	84.0%	93.3%	87.7%
%H		98.4%	69.8%	0.0%	55.6%	33.3%	22.2%	90.5%

Base: ITV Channel Islands - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
AB	540	509	214	95	308	133	175	522
%V	22.7%	22.6%	24.0%	26.3%	21.9%	24.1%	20.4%	25.4%
%H (All HH)		94.3%	39.6%	17.6%	57.0%	24.6%	32.4%	96.7%
%H (TV HH)			42.0%	18.7%	60.5%	26.1%	34.4%	
C1	663	615	258	104	377	164	213	609
%V	27.8%	27.3%	29.0%	28.8%	26.8%	29.7%	24.9%	29.6%
%H (All HH)		92.8%	38.9%	15.7%	56.9%	24.7%	32.1%	91.9%
%H (TV HH)			42.0%	16.9%	61.3%	26.7%	34.6%	
C2	480	463	206	74	280	124	156	422
%V	20.1%	20.6%	23.1%	20.5%	19.9%	22.5%	18.2%	20.5%
%H (All HH)		96.5%	42.9%	15.4%	58.3%	25.8%	32.5%	87.9%
%H (TV HH)			44.5%	16.0%	60.5%	26.8%	33.7%	
D	425	403	146	60	255	89	166	333
%V	17.8%	17.9%	16.4%	16.6%	18.1%	16.1%	19.4%	16.2%
%H (All HH)		94.8%	34.4%	14.1%	60.0%	20.9%	39.1%	78.4%
%H (TV HH)			36.2%	14.9%	63.3%	22.1%	41.2%	
E	274	259	66	28	188	41	148	170
%V	11.5%	11.5%	7.4%	7.8%	13.3%	7.4%	17.3%	8.3%
%H (All HH)		94.5%	24.1%	10.2%	68.6%	15.0%	54.0%	62.0%
%H (TV HH)			25.5%	10.8%	72.6%	15.8%	57.1%	

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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Under 25	104	79	20	9	34	10	25	101
%V	4.4%	3.5%	2.2%	2.5%	2.4%	1.8%	2.9%	4.9%
%H (All HH)		76.0%	19.2%	8.7%	32.7%	9.6%	24.0%	97.1%
%H (TV HH)			25.3%	11.4%	43.0%	12.7%	31.6%	
25 - 34	377	335	131	47	147	55	92	366
%V	15.8%	14.9%	14.7%	13.0%	10.4%	10.0%	10.7%	17.8%
%H (All HH)		88.9%	34.7%	12.5%	39.0%	14.6%	24.4%	97.1%
%H (TV HH)			39.1%	14.0%	43.9%	16.4%	27.5%	
35 - 44	373	348	153	61	192	89	103	358
%V	15.7%	15.5%	17.2%	16.9%	13.6%	16.1%	12.0%	17.4%
%H (All HH)		93.3%	41.0%	16.4%	51.5%	23.9%	27.6%	96.0%
%H (TV HH)			44.0%	17.5%	55.2%	25.6%	29.6%	
45 - 54	444	424	190	78	268	123	144	418
%V	18.6%	18.9%	21.3%	21.6%	19.0%	22.3%	16.8%	20.3%
%H (All HH)		95.5%	42.8%	17.6%	60.4%	27.7%	32.4%	94.1%
%H (TV HH)			44.8%	18.4%	63.2%	29.0%	34.0%	
55 - 64	433	420	186	75	277	123	154	396
%V	18.2%	18.7%	20.9%	20.8%	19.7%	22.3%	18.0%	19.3%
%H (All HH)		97.0%	43.0%	17.3%	64.0%	28.4%	35.6%	91.5%
%H (TV HH)			44.3%	17.9%	66.0%	29.3%	36.7%	
65 +	652	643	210	90	491	151	340	418
%V	27.4%	28.6%	23.6%	24.9%	34.8%	27.4%	39.7%	20.3%
%H (All HH)		98.6%	32.2%	13.8%	75.3%	23.2%	52.1%	64.1%
%H (TV HH)			32.7%	14.0%	76.4%	23.5%	52.9%	

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

Oct 2018 - Sep 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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
1	872	804	231	107	557	133	424	609
%V	36.6%	35.7%	26.0%	29.6%	39.5%	24.1%	49.5%	29.6%
%H (All HH)		92.2%	26.5%	12.3%	63.9%	15.3%	48.6%	69.8%
%H (TV HH)			28.7%	13.3%	69.3%	16.5%	52.7%	
2	791	753	317	124	471	213	258	735
%V	33.2%	33.5%	35.6%	34.3%	33.4%	38.6%	30.1%	35.7%
%H (All HH)		95.2%	40.1%	15.7%	59.5%	26.9%	32.6%	92.9%
%H (TV HH)			42.1%	16.5%	62.5%	28.3%	34.3%	
3	345	330	155	61	186	95	91	339
%V	14.5%	14.7%	17.4%	16.9%	13.2%	17.2%	10.6%	16.5%
%H (All HH)		95.7%	44.9%	17.7%	53.9%	27.5%	26.4%	98.3%
%H (TV HH)			47.0%	18.5%	56.4%	28.8%	27.6%	
4	274	266	138	56	139	82	57	273
%V	11.5%	11.8%	15.5%	15.5%	9.9%	14.9%	6.7%	13.3%
%H (All HH)		97.1%	50.4%	20.4%	50.7%	29.9%	20.8%	99.6%
%H (TV HH)			51.9%	21.1%	52.3%	30.8%	21.4%	
5+	101	96	49	13	56	30	26	101
%V	4.2%	4.3%	5.5%	3.6%	4.0%	5.4%	3.0%	4.9%
%H (All HH)		95.0%	48.5%	12.9%	55.4%	29.7%	25.7%	100.0%
%H (TV HH)			51.0%	13.5%	58.3%	31.3%	27.1%	
Average HH size	2.15	2.17	2.41	2.31	2.07	2.40	1.85	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

Oct 2018 - Sep 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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Without	1851	1737	647	268	1141	416	725	1531
%V	77.7%	77.2%	72.7%	74.2%	81.0%	75.4%	84.6%	74.5%
%H (All HH)		93.8%	35.0%	14.5%	61.6%	22.5%	39.2%	82.7%
%H (TV HH)			37.2%	15.4%	65.7%	23.9%	41.7%	
With	532	512	243	94	268	136	132	525
%V	22.3%	22.8%	27.3%	26.0%	19.0%	24.6%	15.4%	25.5%
%H (All HH)		96.2%	45.7%	17.7%	50.4%	25.6%	24.8%	98.7%
%H (TV HH)			47.5%	18.4%	52.3%	26.6%	25.8%	
0 - 3	188	177	86	27	86	39	47	184
%V	7.9%	7.9%	9.7%	7.5%	6.1%	7.1%	5.5%	8.9%
%H (All HH)		94.1%	45.7%	14.4%	45.7%	20.7%	25.0%	97.9%
%H (TV HH)			48.6%	15.3%	48.6%	22.0%	26.6%	
4 - 9	266	257	121	46	127	63	65	263
%V	11.2%	11.4%	13.6%	12.7%	9.0%	11.4%	7.6%	12.8%
%H (All HH)		96.6%	45.5%	17.3%	47.7%	23.7%	24.4%	98.9%
%H (TV HH)			47.1%	17.9%	49.4%	24.5%	25.3%	
10 - 15	256	249	124	49	134	74	60	254
%V	10.7%	11.1%	13.9%	13.6%	9.5%	13.4%	7.0%	12.4%
%H (All HH)		97.3%	48.4%	19.1%	52.3%	28.9%	23.4%	99.2%
%H (TV HH)			49.8%	19.7%	53.8%	29.7%	24.1%	

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 16.5: 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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
1	912	912	262	118	501	79	422	725
%V	38.3%	40.6%	29.4%	32.7%	35.6%	14.3%	49.2%	35.3%
%H (All HH)		100.0%	28.7%	12.9%	54.9%	8.7%	46.3%	79.5%
%H (TV HH)			28.7%	12.9%	54.9%	8.7%	46.3%	
2	750	750	316	124	494	213	281	654
%V	31.5%	33.3%	35.5%	34.3%	35.1%	38.6%	32.8%	31.8%
%H (All HH)		100.0%	42.1%	16.5%	65.9%	28.4%	37.5%	87.2%
%H (TV HH)			42.1%	16.5%	65.9%	28.4%	37.5%	
3	368	368	183	74	259	151	108	350
%V	15.4%	16.4%	20.6%	20.5%	18.4%	27.4%	12.6%	17.0%
%H (All HH)		100.0%	49.7%	20.1%	70.4%	41.0%	29.3%	95.1%
%H (TV HH)			49.7%	20.1%	70.4%	41.0%	29.3%	
4	155	155	88	30	109	75	34	152
%V	6.5%	6.9%	9.9%	8.3%	7.7%	13.6%	4.0%	7.4%
%H (All HH)		100.0%	56.8%	19.4%	70.3%	48.4%	21.9%	98.1%
%H (TV HH)			56.8%	19.4%	70.3%	48.4%	21.9%	
5+	65	65	40	15	46	34	12	65
%V	2.7%	2.9%	4.5%	4.2%	3.3%	6.2%	1.4%	3.2%
%H (All HH)		100.0%	61.5%	23.1%	70.8%	52.3%	18.5%	100.0%
%H (TV HH)			61.5%	23.1%	70.8%	52.3%	18.5%	

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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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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Under 20"	133	133	57	23	104	52	52	110
%V	5.6%	5.9%	6.4%	6.4%	7.4%	9.4%	6.1%	5.4%
%H (All HH)		100.0%	42.9%	17.3%	78.2%	39.1%	39.1%	82.7%
%H (TV HH)			42.9%	17.3%	78.2%	39.1%	39.1%	
20" - 29"	491	491	193	80	374	167	207	415
%V	20.6%	21.8%	21.7%	22.2%	26.5%	30.3%	24.2%	20.2%
%H (All HH)		100.0%	39.3%	16.3%	76.2%	34.0%	42.2%	84.5%
%H (TV HH)			39.3%	16.3%	76.2%	34.0%	42.2%	
30" - 39"	1097	1097	439	170	739	304	435	941
%V	46.0%	48.8%	49.3%	47.1%	52.4%	55.1%	50.8%	45.8%
%H (All HH)		100.0%	40.0%	15.5%	67.4%	27.7%	39.7%	85.8%
%H (TV HH)			40.0%	15.5%	67.4%	27.7%	39.7%	
40" - 49"	1133	1133	499	212	699	330	369	1047
%V	47.5%	50.4%	56.1%	58.7%	49.6%	59.8%	43.1%	50.9%
%H (All HH)		100.0%	44.0%	18.7%	61.7%	29.1%	32.6%	92.4%
%H (TV HH)			44.0%	18.7%	61.7%	29.1%	32.6%	
50" - 59"	516	516	261	103	299	172	126	490
%V	21.7%	22.9%	29.3%	28.5%	21.2%	31.2%	14.7%	23.8%
%H (All HH)		100.0%	50.6%	20.0%	57.9%	33.3%	24.4%	95.0%
%H (TV HH)			50.6%	20.0%	57.9%	33.3%	24.4%	
60"+	78	78	49	14	40	27	14	75
%V	3.3%	3.5%	5.5%	3.9%	2.8%	4.9%	1.6%	3.6%
%H (All HH)		100.0%	62.8%	17.9%	51.3%	34.6%	17.9%	96.2%
%H (TV HH)			62.8%	17.9%	51.3%	34.6%	17.9%	

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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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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Main living room	2223	2223	884	359	1395	549	847	1923
%V	93.3%	98.8%	99.3%	99.4%	99.0%	99.5%	98.8%	93.5%
%H (All HH)		100.0%	39.8%	16.1%	62.8%	24.7%	38.1%	86.5%
%H (TV HH)			39.8%	16.1%	62.8%	24.7%	38.1%	
Kitchen	244	244	124	35	193	109	84	224
%V	10.2%	10.8%	13.9%	9.7%	13.7%	19.7%	9.8%	10.9%
%H (All HH)		100.0%	50.8%	14.3%	79.1%	44.7%	34.4%	91.8%
%H (TV HH)			50.8%	14.3%	79.1%	44.7%	34.4%	
Adult's bedroom	1027	1027	486	193	700	377	323	933
%V	43.1%	45.7%	54.6%	53.5%	49.7%	68.3%	37.7%	45.4%
%H (All HH)		100.0%	47.3%	18.8%	68.2%	36.7%	31.5%	90.8%
%H (TV HH)			47.3%	18.8%	68.2%	36.7%	31.5%	
Child's bedroom	228	228	116	49	132	81	51	225
%V	9.6%	10.1%	13.0%	13.6%	9.4%	14.7%	6.0%	10.9%
%H (All HH)		100.0%	50.9%	21.5%	57.9%	35.5%	22.4%	98.7%
%H (TV HH)			50.9%	21.5%	57.9%	35.5%	22.4%	
Other bedroom	108	108	49	22	87	50	37	102
%V	4.5%	4.8%	5.5%	6.1%	6.2%	9.1%	4.3%	5.0%
%H (All HH)		100.0%	45.4%	20.4%	80.6%	46.3%	34.3%	94.4%
%H (TV HH)			45.4%	20.4%	80.6%	46.3%	34.3%	
Second living/dining room	177	177	98	35	119	74	46	171
%V	7.4%	7.9%	11.0%	9.7%	8.4%	13.4%	5.4%	8.3%
%H (All HH)		100.0%	55.4%	19.8%	67.2%	41.8%	26.0%	96.6%
%H (TV HH)			55.4%	19.8%	67.2%	41.8%	26.0%	
Study/office	29	29	15	5	18	10	8	28
%V	1.2%	1.3%	1.7%	1.4%	1.3%	1.8%	0.9%	1.4%
%H (All HH)		100.0%	51.7%	17.2%	62.1%	34.5%	27.6%	96.6%
%H (TV HH)			51.7%	17.2%	62.1%	34.5%	27.6%	
TV room	37	37	19	6	25	14	11	35
%V	1.6%	1.6%	2.1%	1.7%	1.8%	2.5%	1.3%	1.7%
%H (All HH)		100.0%	51.4%	16.2%	67.6%	37.8%	29.7%	94.6%
%H (TV HH)			51.4%	16.2%	67.6%	37.8%	29.7%	
Conservatory	37	37	19	7	26	14	11	34
%V	1.6%	1.6%	2.1%	1.9%	1.8%	2.5%	1.3%	1.7%
%H (All HH)		100.0%	51.4%	18.9%	70.3%	37.8%	29.7%	91.9%
%H (TV HH)			51.4%	18.9%	70.3%	37.8%	29.7%	
Attic or loft room	4	4	2	3	2	2	0	4
%V	0.2%	0.2%	0.2%	0.8%	0.1%	0.4%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	75.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	75.0%	50.0%	50.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	18	18	12	4	11	8	3	18
%V	0.8%	0.8%	1.3%	1.1%	0.8%	1.4%	0.4%	0.9%
%H (All HH)		100.0%	66.7%	22.2%	61.1%	44.4%	16.7%	100.0%
%H (TV HH)			66.7%	22.2%	61.1%	44.4%	16.7%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Any DSAT provider	890	890	890	13	401	401	0	838
%V	37.3%	39.6%	100.0%	3.6%	28.5%	72.6%	0.0%	40.8%
%H (All HH)			100.0%	1.5%	45.1%	45.1%	0.0%	94.2%
%H (TV HH)			100.0%	1.5%	45.1%	45.1%	0.0%	
Sky with subscription	745	745	745	5	335	335	0	708
%V	31.3%	33.1%	83.7%	1.4%	23.8%	60.7%	0.0%	34.4%
%H (All HH)			100.0%	0.7%	45.0%	45.0%	0.0%	95.0%
%H (TV HH)			100.0%	0.7%	45.0%	45.0%	0.0%	
Sky without subscription	47	47	47	1	22	22	0	41
%V	2.0%	2.1%	5.3%	0.3%	1.6%	4.0%	0.0%	2.0%
%H (All HH)			100.0%	2.1%	46.8%	46.8%	0.0%	87.2%
%H (TV HH)			100.0%	2.1%	46.8%	46.8%	0.0%	
Freesat	79	79	79	4	38	38	0	72
%V	3.3%	3.5%	8.9%	1.1%	2.7%	6.9%	0.0%	3.5%
%H (All HH)			100.0%	5.1%	48.1%	48.1%	0.0%	91.1%
%H (TV HH)			100.0%	5.1%	48.1%	48.1%	0.0%	
Other satellite provider	56	56	56	4	23	23	0	52
%V	2.3%	2.5%	6.3%	1.1%	1.6%	4.2%	0.0%	2.5%
%H (All HH)			100.0%	7.1%	41.1%	41.1%	0.0%	92.9%
%H (TV HH)			100.0%	7.1%	41.1%	41.1%	0.0%	
DCAB	361	361	13	361	159	159	0	343
%V	15.1%	16.1%	1.5%	100.0%	11.3%	28.8%	0.0%	16.7%
%H (All HH)			3.6%	100.0%	44.0%	44.0%	0.0%	95.0%
%H (TV HH)			3.6%	100.0%	44.0%	44.0%	0.0%	
DTT	1409	1409	401	159	1409	552	857	1148
%V	59.1%	62.7%	45.1%	44.0%	100.0%	100.0%	100.0%	55.8%
%H (All HH)		100.0%	28.5%	11.3%	100.0%	39.2%	60.8%	81.5%
%H (TV HH)			28.5%	11.3%	100.0%	39.2%	60.8%	

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

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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	2383	2249	890	361	1409	552	857	2056
%H (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
PVR	1384	1384	803	346	760	514	246	1292
%V	58.1%	61.5%	90.2%	95.8%	53.9%	93.1%	28.7%	62.8%
%H (All HH)		100.0%	58.0%	25.0%	54.9%	37.1%	17.8%	93.4%
%H (TV HH)			58.0%	25.0%	54.9%	37.1%	17.8%	
DVDR	24	24	15	2	15	7	7	20
%V	1.0%	1.1%	1.7%	0.6%	1.1%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	62.5%	8.3%	62.5%	29.2%	29.2%	83.3%
%H (TV HH)			62.5%	8.3%	62.5%	29.2%	29.2%	
VCR	6	6	2	0	5	1	4	3
%V	0.3%	0.3%	0.2%	0.0%	0.4%	0.2%	0.5%	0.1%
%H (All HH)		100.0%	33.3%	0.0%	83.3%	16.7%	66.7%	50.0%
%H (TV HH)			33.3%	0.0%	83.3%	16.7%	66.7%	
Any recorder	1397	1397	805	346	771	515	256	1301
%V	58.6%	62.1%	90.4%	95.8%	54.7%	93.3%	29.9%	63.3%
%H (All HH)		100.0%	57.6%	24.8%	55.2%	36.9%	18.3%	93.1%
%H (TV HH)			57.6%	24.8%	55.2%	36.9%	18.3%	
Receives HDTV (via STB or built-in reception)	1566	1566	742	334	998	497	501	1432
%V	65.7%	69.6%	83.4%	92.5%	70.8%	90.0%	58.5%	69.6%
%H (All HH)		100.0%	47.4%	21.3%	63.7%	31.7%	32.0%	91.4%
%H (TV HH)			47.4%	21.3%	63.7%	31.7%	32.0%	
DVD/Blu-ray player or recorder	1375	1375	570	229	873	373	501	1218
%V	57.7%	61.1%	64.0%	63.4%	62.0%	67.6%	58.5%	59.2%
%H (All HH)		100.0%	41.5%	16.7%	63.5%	27.1%	36.4%	88.6%
%H (TV HH)			41.5%	16.7%	63.5%	27.1%	36.4%	

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

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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	2383	2249	890	361	1409	552	857	2056
%V (All HH)		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%
%H (TV HH)			39.6%	16.1%	62.7%	24.5%	38.1%	
Has broadband internet	2056	1945	838	343	1148	521	627	2056
%V	86.3%	86.5%	94.2%	95.0%	81.5%	94.4%	73.2%	100.0%
%H (All HH)		94.6%	40.8%	16.7%	55.8%	25.3%	30.5%	100.0%
%H (TV HH)			43.1%	17.6%	59.0%	26.8%	32.2%	
Number of computers (PCs and laptops)								
0	497	466	103	40	355	57	298	189
%V	20.9%	20.7%	11.6%	11.1%	25.2%	10.3%	34.8%	9.2%
%H (All HH)		93.8%	20.7%	8.0%	71.4%	11.5%	60.0%	38.0%
%H (TV HH)			22.1%	8.6%	76.2%	12.2%	63.9%	
1	613	571	211	102	355	137	218	598
%V	25.7%	25.4%	23.7%	28.3%	25.2%	24.8%	25.4%	29.1%
%H (All HH)		93.1%	34.4%	16.6%	57.9%	22.3%	35.6%	97.6%
%H (TV HH)			37.0%	17.9%	62.2%	24.0%	38.2%	
2	581	553	240	96	324	144	180	579
%V	24.4%	24.6%	27.0%	26.6%	23.0%	26.1%	21.0%	28.2%
%H (All HH)		95.2%	41.3%	16.5%	55.8%	24.8%	31.0%	99.7%
%H (TV HH)			43.4%	17.4%	58.6%	26.0%	32.5%	
3	332	312	152	56	183	102	81	331
%V	13.9%	13.9%	17.1%	15.5%	13.0%	18.5%	9.5%	16.1%
%H (All HH)		94.0%	45.8%	16.9%	55.1%	30.7%	24.4%	99.7%
%H (TV HH)			48.7%	17.9%	58.7%	32.7%	26.0%	
4	172	165	85	26	96	49	47	172
%V	7.2%	7.3%	9.6%	7.2%	6.8%	8.9%	5.5%	8.4%
%H (All HH)		95.9%	49.4%	15.1%	55.8%	28.5%	27.3%	100.0%
%H (TV HH)			51.5%	15.8%	58.2%	29.7%	28.5%	
5+	188	181	99	42	97	64	33	187
%V	7.9%	8.0%	11.1%	11.6%	6.9%	11.6%	3.9%	9.1%
%H (All HH)		96.3%	52.7%	22.3%	51.6%	34.0%	17.6%	99.5%
%H (TV HH)			54.7%	23.2%	53.6%	35.4%	18.2%	

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

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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	4480	2013	788	2951	1441	1510	4036
%H		44.9%	17.6%	65.9%	32.2%	33.7%	90.1%
Under 20"	160	72	29	128	67	62	133
%V	3.6%	3.6%	3.7%	4.3%	4.6%	4.1%	3.3%
%H		45.0%	18.1%	80.0%	41.9%	38.8%	83.1%
20" - 29"	606	239	99	473	217	256	518
%V	13.5%	11.9%	12.6%	16.0%	15.1%	17.0%	12.8%
%H		39.4%	16.3%	78.1%	35.8%	42.2%	85.5%
30" - 39"	1409	597	226	962	434	529	1235
%V	31.5%	29.7%	28.7%	32.6%	30.1%	35.0%	30.6%
%H		42.4%	16.0%	68.3%	30.8%	37.5%	87.7%
40" - 49"	1396	646	272	853	436	418	1304
%V	31.2%	32.1%	34.5%	28.9%	30.3%	27.7%	32.3%
%H		46.3%	19.5%	61.1%	31.2%	29.9%	93.4%
50" - 59"	581	298	119	335	198	138	555
%V	13.0%	14.8%	15.1%	11.4%	13.7%	9.1%	13.8%
%H		51.3%	20.5%	57.7%	34.1%	23.8%	95.5%
60"+	83	52	14	44	28	15	80
%V	1.9%	2.6%	1.8%	1.5%	1.9%	1.0%	2.0%
%H		62.7%	16.9%	53.0%	33.7%	18.1%	96.4%
Don't know	246	108	30	155	62	93	211
%V	5.5%	5.4%	3.8%	5.3%	4.3%	6.2%	5.2%
%H		43.9%	12.2%	63.0%	25.2%	37.8%	85.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	4480	2013	788	2951	1441	1510	4036
%H		44.9%	17.6%	65.9%	32.2%	33.7%	90.1%
Main living room	2236	888	360	1405	553	853	1934
%V	49.9%	44.1%	45.7%	47.6%	38.4%	56.5%	47.9%
%H		39.7%	16.1%	62.8%	24.7%	38.1%	86.5%
Kitchen	245	125	35	194	109	84	225
%V	5.5%	6.2%	4.4%	6.6%	7.6%	5.6%	5.6%
%H		51.0%	14.3%	79.2%	44.5%	34.3%	91.8%
Adult's bedroom	1264	613	240	871	488	383	1162
%V	28.2%	30.5%	30.5%	29.5%	33.9%	25.4%	28.8%
%H		48.5%	19.0%	68.9%	38.6%	30.3%	91.9%
Child's bedroom	304	157	66	176	107	69	299
%V	6.8%	7.8%	8.4%	6.0%	7.4%	4.6%	7.4%
%H		51.6%	21.7%	57.9%	35.2%	22.7%	98.4%
Other bedroom	123	60	25	99	59	39	117
%V	2.7%	3.0%	3.2%	3.4%	4.1%	2.6%	2.9%
%H		48.8%	20.3%	80.5%	48.0%	31.7%	95.1%
Second living/dining room	178	99	36	120	75	46	172
%V	4.0%	4.9%	4.6%	4.1%	5.2%	3.0%	4.3%
%H		55.6%	20.2%	67.4%	42.1%	25.8%	96.6%
Study/office	29	15	5	18	10	8	28
%V	0.6%	0.7%	0.6%	0.6%	0.7%	0.5%	0.7%
%H		51.7%	17.2%	62.1%	34.5%	27.6%	96.6%
TV room	39	20	6	26	15	11	37
%V	0.9%	1.0%	0.8%	0.9%	1.0%	0.7%	0.9%
%H		51.3%	15.4%	66.7%	38.5%	28.2%	94.9%
Conservatory	37	19	7	26	14	12	35
%V	0.8%	0.9%	0.9%	0.9%	1.0%	0.8%	0.9%
%H		51.4%	18.9%	70.3%	37.8%	32.4%	94.6%
Attic or loft room	5	2	3	2	2	0	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	60.0%	40.0%	40.0%	0.0%	80.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	20	13	4	11	8	3	19
%V	0.4%	0.6%	0.5%	0.4%	0.6%	0.2%	0.5%
%H		65.0%	20.0%	55.0%	40.0%	15.0%	95.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	4480	2013	788	2951	1441	1510	4036
%H		44.9%	17.6%	65.9%	32.2%	33.7%	90.1%
PVR	2010	1251	502	1021	743	279	1904
%V	44.9%	62.1%	63.7%	34.6%	51.6%	18.5%	47.2%
%H		62.2%	25.0%	50.8%	37.0%	13.9%	94.7%
DVDR	25	16	2	15	8	7	22
%V	0.6%	0.8%	0.3%	0.5%	0.6%	0.5%	0.5%
%H		64.0%	8.0%	60.0%	32.0%	28.0%	88.0%
VCR	6	2	0	5	1	4	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	83.3%	16.7%	66.7%	66.7%
Any recorder	2028	1256	503	1035	745	290	1918
%V	45.3%	62.4%	63.8%	35.1%	51.7%	19.2%	47.5%
%H		61.9%	24.8%	51.0%	36.7%	14.3%	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	4480	2013	788	2951	1441	1510	4036
%H		44.9%	17.6%	65.9%	32.2%	33.7%	90.1%
Receives HDTV (via STB or built-in reception)	2508	1281	533	1616	899	717	2340
%V	56.0%	63.6%	67.6%	54.8%	62.4%	47.5%	58.0%
%H		51.1%	21.3%	64.4%	35.8%	28.6%	93.3%
DVD/Blu-ray player or recorder	1954	867	354	1259	612	647	1780
%V	43.6%	43.1%	44.9%	42.7%	42.5%	42.8%	44.1%
%H		44.4%	18.1%	64.4%	31.3%	33.1%	91.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2249	890	361	1409	552	857	1945
%H		39.6%	16.1%	62.7%	24.5%	38.1%	86.5%
Under 20"	11	1	0	7	0	6	7
%V	0.5%	0.1%	0.0%	0.5%	0.0%	0.7%	0.4%
%H		9.1%	0.0%	63.6%	0.0%	54.5%	63.6%
20" - 29"	106	22	10	80	11	68	69
%V	4.7%	2.5%	2.8%	5.7%	2.0%	7.9%	3.5%
%H		20.8%	9.4%	75.5%	10.4%	64.2%	65.1%
30" - 39"	541	150	68	371	87	283	407
%V	24.1%	16.9%	18.8%	26.3%	15.8%	33.0%	20.9%
%H		27.7%	12.6%	68.6%	16.1%	52.3%	75.2%
40" - 49"	923	387	163	571	249	322	843
%V	41.0%	43.5%	45.2%	40.5%	45.1%	37.6%	43.3%
%H		41.9%	17.7%	61.9%	27.0%	34.9%	91.3%
50" - 59"	474	238	94	273	158	115	449
%V	21.1%	26.7%	26.0%	19.4%	28.6%	13.4%	23.1%
%H		50.2%	19.8%	57.6%	33.3%	24.3%	94.7%
60"+	72	45	13	38	24	13	69
%V	3.2%	5.1%	3.6%	2.7%	4.3%	1.5%	3.5%
%H		62.5%	18.1%	52.8%	33.3%	18.1%	95.8%
Don't know	122	47	14	70	22	48	102
%V	5.4%	5.3%	3.9%	5.0%	4.0%	5.6%	5.2%
%H		38.5%	11.5%	57.4%	18.0%	39.3%	83.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2249	890	361	1409	552	857	1945
%H		39.6%	16.1%	62.7%	24.5%	38.1%	86.5%
PVR	1356	792	342	737	505	232	1265
%V	60.3%	89.0%	94.7%	52.3%	91.5%	27.1%	65.0%
%H		58.4%	25.2%	54.4%	37.2%	17.1%	93.3%
DVDR	18	10	2	11	5	6	15
%V	0.8%	1.1%	0.6%	0.8%	0.9%	0.7%	0.8%
%H		55.6%	11.1%	61.1%	27.8%	33.3%	83.3%
VCR	5	1	0	4	1	4	3
%V	0.2%	0.1%	0.0%	0.3%	0.2%	0.5%	0.2%
%H		20.0%	0.0%	80.0%	20.0%	80.0%	60.0%
Any recorder	1368	795	342	748	506	241	1275
%V	60.8%	89.3%	94.7%	53.1%	91.7%	28.1%	65.6%
%H		58.1%	25.0%	54.7%	37.0%	17.6%	93.2%

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	2249	890	361	1409	552	857	1945
%H		39.6%	16.1%	62.7%	24.5%	38.1%	86.5%
Receives HDTV (via STB or built-in reception)	1537	729	330	975	486	490	1406
%V	68.3%	81.9%	91.4%	69.2%	88.0%	57.2%	72.3%
%H		47.4%	21.5%	63.4%	31.6%	31.9%	91.5%
DVD/Blu-ray player or recorder	1164	468	187	736	296	440	1015
%V	51.8%	52.6%	51.8%	52.2%	53.6%	51.3%	52.2%
%H		40.2%	16.1%	63.2%	25.4%	37.8%	87.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2231	1122	427	1542	889	653	2090
%H		50.3%	19.1%	69.1%	39.8%	29.3%	93.7%
Under 20"	149	70	28	121	66	55	126
%V	6.7%	6.2%	6.6%	7.8%	7.4%	8.4%	6.0%
%H		47.0%	18.8%	81.2%	44.3%	36.9%	84.6%
20" - 29"	499	218	89	393	205	187	449
%V	22.4%	19.4%	20.8%	25.5%	23.1%	28.6%	21.5%
%H		43.7%	17.8%	78.8%	41.1%	37.5%	90.0%
30" - 39"	868	446	158	592	346	245	828
%V	38.9%	39.8%	37.0%	38.4%	38.9%	37.5%	39.6%
%H		51.4%	18.2%	68.2%	39.9%	28.2%	95.4%
40" - 49"	473	259	109	282	187	95	461
%V	21.2%	23.1%	25.5%	18.3%	21.0%	14.5%	22.1%
%H		54.8%	23.0%	59.6%	39.5%	20.1%	97.5%
50" - 59"	107	60	25	62	40	23	106
%V	4.8%	5.3%	5.9%	4.0%	4.5%	3.5%	5.1%
%H		56.1%	23.4%	57.9%	37.4%	21.5%	99.1%
60"+	11	7	1	6	4	2	11
%V	0.5%	0.6%	0.2%	0.4%	0.4%	0.3%	0.5%
%H		63.6%	9.1%	54.5%	36.4%	18.2%	100.0%
Don't know	124	61	16	86	41	45	108
%V	5.6%	5.4%	3.7%	5.6%	4.6%	6.9%	5.2%
%H		49.2%	12.9%	69.4%	33.1%	36.3%	87.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2231	1122	427	1542	889	653	2090
%H		50.3%	19.1%	69.1%	39.8%	29.3%	93.7%
PVR	654	458	160	284	238	46	639
%V	29.3%	40.8%	37.5%	18.4%	26.8%	7.0%	30.6%
%H		70.0%	24.5%	43.4%	36.4%	7.0%	97.7%
DVDR	7	6	0	4	3	1	7
%V	0.3%	0.5%	0.0%	0.3%	0.3%	0.2%	0.3%
%H		85.7%	0.0%	57.1%	42.9%	14.3%	100.0%
VCR	1	1	0	1	0	1	0
%V	0.0%	0.1%	0.0%	0.1%	0.0%	0.2%	0.0%
%H		100.0%	0.0%	100.0%	0.0%	100.0%	0.0%
Any recorder	660	462	161	288	239	49	644
%V	29.6%	41.2%	37.7%	18.7%	26.9%	7.5%	30.8%
%H		70.0%	24.4%	43.6%	36.2%	7.4%	97.6%

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	2231	1122	427	1542	889	653	2090
%H		50.3%	19.1%	69.1%	39.8%	29.3%	93.7%
Receives HDTV (via STB or built-in reception)	972	552	203	641	413	227	934
%V	43.6%	49.2%	47.5%	41.6%	46.5%	34.8%	44.7%
%H		56.8%	20.9%	65.9%	42.5%	23.4%	96.1%
DVD/Blu-ray player or recorder	790	399	166	523	316	207	765
%V	35.4%	35.6%	38.9%	33.9%	35.5%	31.7%	36.6%
%H		50.5%	21.0%	66.2%	40.0%	26.2%	96.8%

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

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	5127	4881	2144	834	2910	1327	1584	4726
%H		95.2%	41.8%	16.3%	56.8%	25.9%	30.9%	92.2%
Total Children	892	858	408	148	438	217	222	882
%V	17.4%	17.6%	19.0%	17.7%	15.1%	16.4%	14.0%	18.7%
%H		96.2%	45.7%	16.6%	49.1%	24.3%	24.9%	98.9%
0 - 3	213	200	94	29	99	43	56	209
%V	4.2%	4.1%	4.4%	3.5%	3.4%	3.2%	3.5%	4.4%
%H		93.9%	44.1%	13.6%	46.5%	20.2%	26.3%	98.1%
4 - 15	679	658	314	119	339	174	166	673
%V	13.2%	13.5%	14.6%	14.3%	11.6%	13.1%	10.5%	14.2%
%H		96.9%	46.2%	17.5%	49.9%	25.6%	24.4%	99.1%
4 - 9	345	332	154	57	167	81	86	342
%V	6.7%	6.8%	7.2%	6.8%	5.7%	6.1%	5.4%	7.2%
%H		96.2%	44.6%	16.5%	48.4%	23.5%	24.9%	99.1%
10 - 15	333	326	160	61	172	93	80	331
%V	6.5%	6.7%	7.5%	7.3%	5.9%	7.0%	5.1%	7.0%
%H		97.9%	48.0%	18.3%	51.7%	27.9%	24.0%	99.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	5127	4881	2144	834	2910	1327	1584	4726
%H		95.2%	41.8%	16.3%	56.8%	25.9%	30.9%	92.2%
Total Adults (16+)	4235	4022	1736	687	2472	1110	1362	3844
%V	82.6%	82.4%	81.0%	82.4%	84.9%	83.6%	86.0%	81.3%
%H		95.0%	41.0%	16.2%	58.4%	26.2%	32.2%	90.8%
16 - 19	202	188	87	38	121	64	57	200
%V	3.9%	3.9%	4.1%	4.6%	4.2%	4.8%	3.6%	4.2%
%H		93.1%	43.1%	18.8%	59.9%	31.7%	28.2%	99.0%
20 - 24	311	265	112	42	142	76	66	308
%V	6.1%	5.4%	5.2%	5.0%	4.9%	5.7%	4.2%	6.5%
%H		85.2%	36.0%	13.5%	45.7%	24.4%	21.2%	99.0%
25 - 34	714	650	261	100	307	125	181	697
%V	13.9%	13.3%	12.2%	12.0%	10.5%	9.4%	11.4%	14.7%
%H		91.0%	36.6%	14.0%	43.0%	17.5%	25.4%	97.6%
35 - 44	643	606	291	104	319	159	160	625
%V	12.5%	12.4%	13.6%	12.5%	11.0%	12.0%	10.1%	13.2%
%H		94.2%	45.3%	16.2%	49.6%	24.7%	24.9%	97.2%
45 - 54	721	697	330	132	431	215	216	690
%V	14.1%	14.3%	15.4%	15.8%	14.8%	16.2%	13.6%	14.6%
%H		96.7%	45.8%	18.3%	59.8%	29.8%	30.0%	95.7%
55 - 64	694	679	317	129	443	216	227	652
%V	13.5%	13.9%	14.8%	15.5%	15.2%	16.3%	14.3%	13.8%
%H		97.8%	45.7%	18.6%	63.8%	31.1%	32.7%	93.9%
65+	950	937	339	142	707	254	454	673
%V	18.5%	19.2%	15.8%	17.0%	24.3%	19.1%	28.7%	14.2%
%H		98.6%	35.7%	14.9%	74.4%	26.7%	47.8%	70.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	4235	4022	1736	687	2472	1110	1362	3844
%H		95.0%	41.0%	16.2%	58.4%	26.2%	32.2%	90.8%
AB	1062	1014	457	191	610	290	320	1041
%V	25.1%	25.2%	26.3%	27.8%	24.7%	26.1%	23.5%	27.1%
%H		95.5%	43.0%	18.0%	57.4%	27.3%	30.1%	98.0%
C1	1211	1121	507	190	681	331	350	1144
%V	28.6%	27.9%	29.2%	27.7%	27.5%	29.8%	25.7%	29.8%
%H		92.6%	41.9%	15.7%	56.2%	27.3%	28.9%	94.5%
C2	912	886	416	154	531	263	268	836
%V	21.5%	22.0%	24.0%	22.4%	21.5%	23.7%	19.7%	21.7%
%H		97.1%	45.6%	16.9%	58.2%	28.8%	29.4%	91.7%
D	698	667	265	109	412	166	246	584
%V	16.5%	16.6%	15.3%	15.9%	16.7%	15.0%	18.1%	15.2%
%H		95.6%	38.0%	15.6%	59.0%	23.8%	35.2%	83.7%
E	352	335	91	43	238	61	177	239
%V	8.3%	8.3%	5.2%	6.3%	9.6%	5.5%	13.0%	6.2%
%H		95.2%	25.9%	12.2%	67.6%	17.3%	50.3%	67.9%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	4235	4022	1736	687	2472	1110	1362	3844
%H		95.0%	41.0%	16.2%	58.4%	26.2%	32.2%	90.8%
Working full time	1981	1885	901	350	1051	545	506	1933
%V	46.8%	46.9%	51.9%	50.9%	42.5%	49.1%	37.2%	50.3%
%H		95.2%	45.5%	17.7%	53.1%	27.5%	25.5%	97.6%
Working part time	415	398	175	65	237	110	127	400
%V	9.8%	9.9%	10.1%	9.5%	9.6%	9.9%	9.3%	10.4%
%H		95.9%	42.2%	15.7%	57.1%	26.5%	30.6%	96.4%
Not working	1839	1740	659	272	1184	455	729	1511
%V	43.4%	43.3%	38.0%	39.6%	47.9%	41.0%	53.5%	39.3%
%H		94.6%	35.8%	14.8%	64.4%	24.7%	39.6%	82.2%
Houseperson	2383	2249	890	361	1409	552	857	2056
%V	56.3%	55.9%	51.3%	52.5%	57.0%	49.7%	62.9%	53.5%
%H		94.4%	37.3%	15.1%	59.1%	23.2%	36.0%	86.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2049	1931	843	339	1167	545	622	1881
%H		94.2%	41.1%	16.5%	57.0%	26.6%	30.4%	91.8%
16 - 19	105	98	45	21	64	36	28	104
%V	5.1%	5.1%	5.3%	6.2%	5.5%	6.6%	4.5%	5.5%
%H		93.3%	42.9%	20.0%	61.0%	34.3%	26.7%	99.0%
20 - 24	155	134	58	21	71	37	33	153
%V	7.6%	6.9%	6.9%	6.2%	6.1%	6.8%	5.3%	8.1%
%H		86.5%	37.4%	13.5%	45.8%	23.9%	21.3%	98.7%
25 - 34	355	320	125	48	154	63	91	346
%V	17.3%	16.6%	14.8%	14.2%	13.2%	11.6%	14.6%	18.4%
%H		90.1%	35.2%	13.5%	43.4%	17.7%	25.6%	97.5%
35 - 44	314	293	141	51	148	74	73	303
%V	15.3%	15.2%	16.7%	15.0%	12.7%	13.6%	11.7%	16.1%
%H		93.3%	44.9%	16.2%	47.1%	23.6%	23.2%	96.5%
45 - 54	350	337	154	65	209	102	106	335
%V	17.1%	17.5%	18.3%	19.2%	17.9%	18.7%	17.0%	17.8%
%H		96.3%	44.0%	18.6%	59.7%	29.1%	30.3%	95.7%
55 - 64	336	327	157	62	211	106	106	316
%V	16.4%	16.9%	18.6%	18.3%	18.1%	19.4%	17.0%	16.8%
%H		97.3%	46.7%	18.5%	62.8%	31.5%	31.5%	94.0%
65+	433	424	165	72	311	126	185	324
%V	21.1%	22.0%	19.6%	21.2%	26.6%	23.1%	29.7%	17.2%
%H		97.9%	38.1%	16.6%	71.8%	29.1%	42.7%	74.8%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2049	1931	843	339	1167	545	622	1881
%H		94.2%	41.1%	16.5%	57.0%	26.6%	30.4%	91.8%
AB	526	501	227	95	299	144	155	516
%V	25.7%	25.9%	26.9%	28.0%	25.6%	26.4%	24.9%	27.4%
%H		95.2%	43.2%	18.1%	56.8%	27.4%	29.5%	98.1%
C1	550	504	236	87	301	156	145	532
%V	26.8%	26.1%	28.0%	25.7%	25.8%	28.6%	23.3%	28.3%
%H		91.6%	42.9%	15.8%	54.7%	28.4%	26.4%	96.7%
C2	501	482	219	86	290	141	149	449
%V	24.5%	25.0%	26.0%	25.4%	24.9%	25.9%	24.0%	23.9%
%H		96.2%	43.7%	17.2%	57.9%	28.1%	29.7%	89.6%
D	321	304	125	51	184	79	105	275
%V	15.7%	15.7%	14.8%	15.0%	15.8%	14.5%	16.9%	14.6%
%H		94.7%	38.9%	15.9%	57.3%	24.6%	32.7%	85.7%
E	152	141	36	21	94	26	68	109
%V	7.4%	7.3%	4.3%	6.2%	8.1%	4.8%	10.9%	5.8%
%H		92.8%	23.7%	13.8%	61.8%	17.1%	44.7%	71.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2049	1931	843	339	1167	545	622	1881
%H		94.2%	41.1%	16.5%	57.0%	26.6%	30.4%	91.8%
Working full time	1177	1121	542	202	620	321	299	1148
%V	57.4%	58.1%	64.3%	59.6%	53.1%	58.9%	48.1%	61.0%
%H		95.2%	46.0%	17.2%	52.7%	27.3%	25.4%	97.5%
Working part time	90	82	30	13	50	21	29	84
%V	4.4%	4.2%	3.6%	3.8%	4.3%	3.9%	4.7%	4.5%
%H		91.1%	33.3%	14.4%	55.6%	23.3%	32.2%	93.3%
Not working	781	728	271	124	497	202	295	649
%V	38.1%	37.7%	32.1%	36.6%	42.6%	37.1%	47.4%	34.5%
%H		93.2%	34.7%	15.9%	63.6%	25.9%	37.8%	83.1%
Houseperson	556	499	161	77	315	99	216	443
%V	27.1%	25.8%	19.1%	22.7%	27.0%	18.2%	34.7%	23.6%
%H		89.7%	29.0%	13.8%	56.7%	17.8%	38.8%	79.7%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2187	2091	893	348	1304	565	739	1963
%H		95.6%	40.8%	15.9%	59.6%	25.8%	33.8%	89.8%
16 - 19	97	91	42	17	57	28	30	96
%V	4.4%	4.4%	4.7%	4.9%	4.4%	5.0%	4.1%	4.9%
%H		93.8%	43.3%	17.5%	58.8%	28.9%	30.9%	99.0%
20 - 24	156	131	54	21	72	39	33	155
%V	7.1%	6.3%	6.0%	6.0%	5.5%	6.9%	4.5%	7.9%
%H		84.0%	34.6%	13.5%	46.2%	25.0%	21.2%	99.4%
25 - 34	359	331	136	53	153	62	90	351
%V	16.4%	15.8%	15.2%	15.2%	11.7%	11.0%	12.2%	17.9%
%H		92.2%	37.9%	14.8%	42.6%	17.3%	25.1%	97.8%
35 - 44	329	313	150	53	172	85	87	322
%V	15.0%	15.0%	16.8%	15.2%	13.2%	15.0%	11.8%	16.4%
%H		95.1%	45.6%	16.1%	52.3%	25.8%	26.4%	97.9%
45 - 54	371	360	176	67	223	113	110	356
%V	17.0%	17.2%	19.7%	19.3%	17.1%	20.0%	14.9%	18.1%
%H		97.0%	47.4%	18.1%	60.1%	30.5%	29.6%	96.0%
55 - 64	358	353	161	67	232	111	121	335
%V	16.4%	16.9%	18.0%	19.3%	17.8%	19.6%	16.4%	17.1%
%H		98.6%	45.0%	18.7%	64.8%	31.0%	33.8%	93.6%
65+	516	513	174	70	396	128	268	348
%V	23.6%	24.5%	19.5%	20.1%	30.4%	22.7%	36.3%	17.7%
%H		99.4%	33.7%	13.6%	76.7%	24.8%	51.9%	67.4%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2187	2091	893	348	1304	565	739	1963
%H		95.6%	40.8%	15.9%	59.6%	25.8%	33.8%	89.8%
AB	536	514	230	96	311	146	164	525
%V	24.5%	24.6%	25.8%	27.6%	23.8%	25.8%	22.2%	26.7%
%H		95.9%	42.9%	17.9%	58.0%	27.2%	30.6%	97.9%
C1	661	617	271	103	380	175	205	612
%V	30.2%	29.5%	30.3%	29.6%	29.1%	31.0%	27.7%	31.2%
%H		93.3%	41.0%	15.6%	57.5%	26.5%	31.0%	92.6%
C2	412	404	197	69	241	122	119	387
%V	18.8%	19.3%	22.1%	19.8%	18.5%	21.6%	16.1%	19.7%
%H		98.1%	47.8%	16.7%	58.5%	29.6%	28.9%	93.9%
D	377	363	140	58	228	87	141	309
%V	17.2%	17.4%	15.7%	16.7%	17.5%	15.4%	19.1%	15.7%
%H		96.3%	37.1%	15.4%	60.5%	23.1%	37.4%	82.0%
E	201	194	54	21	144	35	109	131
%V	9.2%	9.3%	6.0%	6.0%	11.0%	6.2%	14.7%	6.7%
%H		96.5%	26.9%	10.4%	71.6%	17.4%	54.2%	65.2%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2187	2091	893	348	1304	565	739	1963
%H		95.6%	40.8%	15.9%	59.6%	25.8%	33.8%	89.8%
Working full time	803	763	359	148	431	224	207	784
%V	36.7%	36.5%	40.2%	42.5%	33.1%	39.6%	28.0%	39.9%
%H		95.0%	44.7%	18.4%	53.7%	27.9%	25.8%	97.6%
Working part time	325	316	145	52	186	89	98	316
%V	14.9%	15.1%	16.2%	14.9%	14.3%	15.8%	13.3%	16.1%
%H		97.2%	44.6%	16.0%	57.2%	27.4%	30.2%	97.2%
Not working	1058	1012	389	148	687	253	435	862
%V	48.4%	48.4%	43.6%	42.5%	52.7%	44.8%	58.9%	43.9%
%H		95.7%	36.8%	14.0%	64.9%	23.9%	41.1%	81.5%
Houseperson	1826	1750	730	284	1094	453	641	1612
%V	83.5%	83.7%	81.7%	81.6%	83.9%	80.2%	86.7%	82.1%
%H		95.8%	40.0%	15.6%	59.9%	24.8%	35.1%	88.3%

Base: ITV Scotland - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
AB	582	565	235	61	370	123	247	563
%V	24.2%	24.5%	24.3%	24.4%	25.5%	25.7%	25.5%	26.7%
%H (All HH)		97.1%	40.4%	10.5%	63.6%	21.1%	42.4%	96.7%
%H (TV HH)			41.6%	10.8%	65.5%	21.8%	43.7%	
C1	713	679	278	82	418	137	281	653
%V	29.7%	29.4%	28.7%	32.8%	28.8%	28.6%	29.0%	31.0%
%H (All HH)		95.2%	39.0%	11.5%	58.6%	19.2%	39.4%	91.6%
%H (TV HH)			40.9%	12.1%	61.6%	20.2%	41.4%	
C2	536	520	235	56	333	126	208	467
%V	22.3%	22.5%	24.3%	22.4%	23.0%	26.3%	21.4%	22.2%
%H (All HH)		97.0%	43.8%	10.4%	62.1%	23.5%	38.8%	87.1%
%H (TV HH)			45.2%	10.8%	64.0%	24.2%	40.0%	
D	368	348	148	37	207	65	142	285
%V	15.3%	15.1%	15.3%	14.8%	14.3%	13.6%	14.6%	13.5%
%H (All HH)		94.6%	40.2%	10.1%	56.3%	17.7%	38.6%	77.4%
%H (TV HH)			42.5%	10.6%	59.5%	18.7%	40.8%	
E	204	196	73	14	121	29	93	139
%V	8.5%	8.5%	7.5%	5.6%	8.4%	6.1%	9.6%	6.6%
%H (All HH)		96.1%	35.8%	6.9%	59.3%	14.2%	45.6%	68.1%
%H (TV HH)			37.2%	7.1%	61.7%	14.8%	47.4%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Under 25	93	74	23	7	35	9	26	89
%V	3.9%	3.2%	2.4%	2.8%	2.4%	1.9%	2.7%	4.2%
%H (All HH)		79.6%	24.7%	7.5%	37.6%	9.7%	28.0%	95.7%
%H (TV HH)			31.1%	9.5%	47.3%	12.2%	35.1%	
25 - 34	334	308	115	33	159	47	112	324
%V	13.9%	13.4%	11.9%	13.2%	11.0%	9.8%	11.5%	15.4%
%H (All HH)		92.2%	34.4%	9.9%	47.6%	14.1%	33.5%	97.0%
%H (TV HH)			37.3%	10.7%	51.6%	15.3%	36.4%	
35 - 44	345	328	153	37	175	62	113	334
%V	14.4%	14.2%	15.8%	14.8%	12.1%	12.9%	11.6%	15.9%
%H (All HH)		95.1%	44.3%	10.7%	50.7%	18.0%	32.8%	96.8%
%H (TV HH)			46.6%	11.3%	53.4%	18.9%	34.5%	
45 - 54	447	434	201	57	264	105	159	432
%V	18.6%	18.8%	20.7%	22.8%	18.2%	21.9%	16.4%	20.5%
%H (All HH)		97.1%	45.0%	12.8%	59.1%	23.5%	35.6%	96.6%
%H (TV HH)			46.3%	13.1%	60.8%	24.2%	36.6%	
55 - 64	441	434	197	51	280	104	176	408
%V	18.4%	18.8%	20.3%	20.4%	19.3%	21.7%	18.1%	19.4%
%H (All HH)		98.4%	44.7%	11.6%	63.5%	23.6%	39.9%	92.5%
%H (TV HH)			45.4%	11.8%	64.5%	24.0%	40.6%	
65 +	743	729	281	64	537	153	384	520
%V	30.9%	31.6%	29.0%	25.6%	37.1%	31.9%	39.6%	24.7%
%H (All HH)		98.1%	37.8%	8.6%	72.3%	20.6%	51.7%	70.0%
%H (TV HH)			38.5%	8.8%	73.7%	21.0%	52.7%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
1	757	709	232	60	487	103	384	539
%V	31.5%	30.7%	23.9%	24.0%	33.6%	21.5%	39.6%	25.6%
%H (All HH)		93.7%	30.6%	7.9%	64.3%	13.6%	50.7%	71.2%
%H (TV HH)			32.7%	8.5%	68.7%	14.5%	54.2%	
2	843	822	361	89	516	182	334	779
%V	35.1%	35.6%	37.3%	35.6%	35.6%	38.0%	34.4%	37.0%
%H (All HH)		97.5%	42.8%	10.6%	61.2%	21.6%	39.6%	92.4%
%H (TV HH)			43.9%	10.8%	62.8%	22.1%	40.6%	
3	373	362	166	47	215	90	125	364
%V	15.5%	15.7%	17.1%	18.8%	14.8%	18.8%	12.9%	17.3%
%H (All HH)		97.1%	44.5%	12.6%	57.6%	24.1%	33.5%	97.6%
%H (TV HH)			45.9%	13.0%	59.4%	24.9%	34.5%	
4	302	292	148	37	165	74	92	299
%V	12.6%	12.7%	15.3%	14.8%	11.4%	15.4%	9.5%	14.2%
%H (All HH)		96.7%	49.0%	12.3%	54.6%	24.5%	30.5%	99.0%
%H (TV HH)			50.7%	12.7%	56.5%	25.3%	31.5%	
5+	128	123	63	16	66	31	36	127
%V	5.3%	5.3%	6.5%	6.4%	4.6%	6.5%	3.7%	6.0%
%H (All HH)		96.1%	49.2%	12.5%	51.6%	24.2%	28.1%	99.2%
%H (TV HH)			51.2%	13.0%	53.7%	25.2%	29.3%	
Average HH size	2.27	2.28	2.46	2.46	2.20	2.50	2.05	2.40

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Without	1834	1757	715	191	1147	371	776	1549
%V	76.3%	76.2%	73.8%	76.4%	79.2%	77.5%	80.0%	73.5%
%H (All HH)		95.8%	39.0%	10.4%	62.5%	20.2%	42.3%	84.5%
%H (TV HH)			40.7%	10.9%	65.3%	21.1%	44.2%	
With	568	551	254	59	302	108	194	559
%V	23.6%	23.9%	26.2%	23.6%	20.8%	22.5%	20.0%	26.5%
%H (All HH)		97.0%	44.7%	10.4%	53.2%	19.0%	34.2%	98.4%
%H (TV HH)			46.1%	10.7%	54.8%	19.6%	35.2%	
0 - 3	197	190	78	24	103	34	69	193
%V	8.2%	8.2%	8.0%	9.6%	7.1%	7.1%	7.1%	9.2%
%H (All HH)		96.4%	39.6%	12.2%	52.3%	17.3%	35.0%	98.0%
%H (TV HH)			41.1%	12.6%	54.2%	17.9%	36.3%	
4 - 9	297	289	132	29	157	50	107	292
%V	12.4%	12.5%	13.6%	11.6%	10.8%	10.4%	11.0%	13.9%
%H (All HH)		97.3%	44.4%	9.8%	52.9%	16.8%	36.0%	98.3%
%H (TV HH)			45.7%	10.0%	54.3%	17.3%	37.0%	
10 - 15	276	267	136	29	150	63	87	271
%V	11.5%	11.6%	14.0%	11.6%	10.4%	13.2%	9.0%	12.9%
%H (All HH)		96.7%	49.3%	10.5%	54.3%	22.8%	31.5%	98.2%
%H (TV HH)			50.9%	10.9%	56.2%	23.6%	32.6%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
1	930	930	288	93	524	61	464	760
%V	38.7%	40.3%	29.7%	37.2%	36.2%	12.7%	47.8%	36.1%
%H (All HH)		100.0%	31.0%	10.0%	56.3%	6.6%	49.9%	81.7%
%H (TV HH)			31.0%	10.0%	56.3%	6.6%	49.9%	
2	787	787	351	92	502	183	319	699
%V	32.8%	34.1%	36.2%	36.8%	34.6%	38.2%	32.9%	33.2%
%H (All HH)		100.0%	44.6%	11.7%	63.8%	23.3%	40.5%	88.8%
%H (TV HH)			44.6%	11.7%	63.8%	23.3%	40.5%	
3	369	369	194	42	260	133	127	349
%V	15.4%	16.0%	20.0%	16.8%	17.9%	27.8%	13.1%	16.6%
%H (All HH)		100.0%	52.6%	11.4%	70.5%	36.0%	34.4%	94.6%
%H (TV HH)			52.6%	11.4%	70.5%	36.0%	34.4%	
4	150	150	89	16	110	66	44	148
%V	6.2%	6.5%	9.2%	6.4%	7.6%	13.8%	4.5%	7.0%
%H (All HH)		100.0%	59.3%	10.7%	73.3%	44.0%	29.3%	98.7%
%H (TV HH)			59.3%	10.7%	73.3%	44.0%	29.3%	
5+	71	71	46	7	53	36	16	71
%V	3.0%	3.1%	4.7%	2.8%	3.7%	7.5%	1.6%	3.4%
%H (All HH)		100.0%	64.8%	9.9%	74.6%	50.7%	22.5%	100.0%
%H (TV HH)			64.8%	9.9%	74.6%	50.7%	22.5%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Under 20"	235	235	109	13	184	76	108	197
%V	9.8%	10.2%	11.2%	5.2%	12.7%	15.9%	11.1%	9.3%
%H (All HH)		100.0%	46.4%	5.5%	78.3%	32.3%	46.0%	83.8%
%H (TV HH)			46.4%	5.5%	78.3%	32.3%	46.0%	
20" - 29"	584	584	258	64	432	181	251	509
%V	24.3%	25.3%	26.6%	25.6%	29.8%	37.8%	25.9%	24.2%
%H (All HH)		100.0%	44.2%	11.0%	74.0%	31.0%	43.0%	87.2%
%H (TV HH)			44.2%	11.0%	74.0%	31.0%	43.0%	
30" - 39"	1085	1085	466	112	720	250	470	948
%V	45.2%	47.0%	48.1%	44.8%	49.7%	52.2%	48.5%	45.0%
%H (All HH)		100.0%	42.9%	10.3%	66.4%	23.0%	43.3%	87.4%
%H (TV HH)			42.9%	10.3%	66.4%	23.0%	43.3%	
40" - 49"	1126	1126	546	130	690	287	402	1040
%V	46.9%	48.8%	56.3%	52.0%	47.6%	59.9%	41.4%	49.4%
%H (All HH)		100.0%	48.5%	11.5%	61.3%	25.5%	35.7%	92.4%
%H (TV HH)			48.5%	11.5%	61.3%	25.5%	35.7%	
50" - 59"	432	432	233	53	236	112	124	416
%V	18.0%	18.7%	24.0%	21.2%	16.3%	23.4%	12.8%	19.7%
%H (All HH)		100.0%	53.9%	12.3%	54.6%	25.9%	28.7%	96.3%
%H (TV HH)			53.9%	12.3%	54.6%	25.9%	28.7%	
60"+	51	51	32	7	24	14	10	51
%V	2.1%	2.2%	3.3%	2.8%	1.7%	2.9%	1.0%	2.4%
%H (All HH)		100.0%	62.7%	13.7%	47.1%	27.5%	19.6%	100.0%
%H (TV HH)			62.7%	13.7%	47.1%	27.5%	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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Main living room	2280	2280	964	248	1434	477	957	2005
%V	94.9%	98.8%	99.5%	99.2%	99.0%	99.6%	98.7%	95.2%
%H (All HH)		100.0%	42.3%	10.9%	62.9%	20.9%	42.0%	87.9%
%H (TV HH)			42.3%	10.9%	62.9%	20.9%	42.0%	
Kitchen	291	291	147	25	234	115	119	259
%V	12.1%	12.6%	15.2%	10.0%	16.1%	24.0%	12.3%	12.3%
%H (All HH)		100.0%	50.5%	8.6%	80.4%	39.5%	40.9%	89.0%
%H (TV HH)			50.5%	8.6%	80.4%	39.5%	40.9%	
Adult's bedroom	1001	1001	514	119	666	324	342	929
%V	41.7%	43.4%	53.0%	47.6%	46.0%	67.6%	35.3%	44.1%
%H (All HH)		100.0%	51.3%	11.9%	66.5%	32.4%	34.2%	92.8%
%H (TV HH)			51.3%	11.9%	66.5%	32.4%	34.2%	
Child's bedroom	198	198	113	19	117	60	56	196
%V	8.2%	8.6%	11.7%	7.6%	8.1%	12.5%	5.8%	9.3%
%H (All HH)		100.0%	57.1%	9.6%	59.1%	30.3%	28.3%	99.0%
%H (TV HH)			57.1%	9.6%	59.1%	30.3%	28.3%	
Other bedroom	160	160	93	12	113	62	51	155
%V	6.7%	6.9%	9.6%	4.8%	7.8%	12.9%	5.3%	7.4%
%H (All HH)		100.0%	58.1%	7.5%	70.6%	38.8%	31.9%	96.9%
%H (TV HH)			58.1%	7.5%	70.6%	38.8%	31.9%	
Second living/dining room	271	271	130	32	195	87	108	250
%V	11.3%	11.7%	13.4%	12.8%	13.5%	18.2%	11.1%	11.9%
%H (All HH)		100.0%	48.0%	11.8%	72.0%	32.1%	39.9%	92.3%
%H (TV HH)			48.0%	11.8%	72.0%	32.1%	39.9%	
Study/office	29	29	15	3	21	11	11	29
%V	1.2%	1.3%	1.5%	1.2%	1.4%	2.3%	1.1%	1.4%
%H (All HH)		100.0%	51.7%	10.3%	72.4%	37.9%	37.9%	100.0%
%H (TV HH)			51.7%	10.3%	72.4%	37.9%	37.9%	
TV room	12	12	7	1	7	4	3	11
%V	0.5%	0.5%	0.7%	0.4%	0.5%	0.8%	0.3%	0.5%
%H (All HH)		100.0%	58.3%	8.3%	58.3%	33.3%	25.0%	91.7%
%H (TV HH)			58.3%	8.3%	58.3%	33.3%	25.0%	
Conservatory	56	56	31	5	44	23	21	54
%V	2.3%	2.4%	3.2%	2.0%	3.0%	4.8%	2.2%	2.6%
%H (All HH)		100.0%	55.4%	8.9%	78.6%	41.1%	37.5%	96.4%
%H (TV HH)			55.4%	8.9%	78.6%	41.1%	37.5%	
Attic or loft room	7	7	2	1	4	2	2	7
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.2%	0.3%
%H (All HH)		100.0%	28.6%	14.3%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			28.6%	14.3%	57.1%	28.6%	28.6%	
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	16	16	9	2	12	7	5	15
%V	0.7%	0.7%	0.9%	0.8%	0.8%	1.5%	0.5%	0.7%
%H (All HH)		100.0%	56.3%	12.5%	75.0%	43.8%	31.3%	93.8%
%H (TV HH)			56.3%	12.5%	75.0%	43.8%	31.3%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Any DSAT provider	969	969	969	6	382	382	0	888
%V	40.3%	42.0%	100.0%	2.4%	26.4%	79.7%	0.0%	42.1%
%H (All HH)			100.0%	0.6%	39.4%	39.4%	0.0%	91.6%
%H (TV HH)			100.0%	0.6%	39.4%	39.4%	0.0%	
Sky with subscription	776	776	776	2	305	305	0	722
%V	32.3%	33.6%	80.1%	0.8%	21.0%	63.7%	0.0%	34.3%
%H (All HH)			100.0%	0.3%	39.3%	39.3%	0.0%	93.0%
%H (TV HH)			100.0%	0.3%	39.3%	39.3%	0.0%	
Sky without subscription	65	65	65	1	24	24	0	52
%V	2.7%	2.8%	6.7%	0.4%	1.7%	5.0%	0.0%	2.5%
%H (All HH)			100.0%	1.5%	36.9%	36.9%	0.0%	80.0%
%H (TV HH)			100.0%	1.5%	36.9%	36.9%	0.0%	
Freesat	116	116	116	2	49	49	0	105
%V	4.8%	5.0%	12.0%	0.8%	3.4%	10.2%	0.0%	5.0%
%H (All HH)			100.0%	1.7%	42.2%	42.2%	0.0%	90.5%
%H (TV HH)			100.0%	1.7%	42.2%	42.2%	0.0%	
Other satellite provider	39	39	39	1	15	15	0	35
%V	1.6%	1.7%	4.0%	0.4%	1.0%	3.1%	0.0%	1.7%
%H (All HH)			100.0%	2.6%	38.5%	38.5%	0.0%	89.7%
%H (TV HH)			100.0%	2.6%	38.5%	38.5%	0.0%	
DCAB	250	250	6	250	100	100	0	235
%V	10.4%	10.8%	0.6%	100.0%	6.9%	20.9%	0.0%	11.2%
%H (All HH)			2.4%	100.0%	40.0%	40.0%	0.0%	94.0%
%H (TV HH)			2.4%	100.0%	40.0%	40.0%	0.0%	
DTT	1449	1449	382	100	1449	479	970	1240
%V	60.3%	62.8%	39.4%	40.0%	100.0%	100.0%	100.0%	58.9%
%H (All HH)		100.0%	26.4%	6.9%	100.0%	33.1%	66.9%	85.6%
%H (TV HH)			26.4%	6.9%	100.0%	33.1%	66.9%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%H (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
PVR	1451	1451	871	243	786	445	341	1347
%V	60.4%	62.9%	89.9%	97.2%	54.2%	92.9%	35.2%	63.9%
%H (All HH)		100.0%	60.0%	16.7%	54.2%	30.7%	23.5%	92.8%
%H (TV HH)			60.0%	16.7%	54.2%	30.7%	23.5%	
DVDR	18	18	8	0	14	4	10	16
%V	0.7%	0.8%	0.8%	0.0%	1.0%	0.8%	1.0%	0.8%
%H (All HH)		100.0%	44.4%	0.0%	77.8%	22.2%	55.6%	88.9%
%H (TV HH)			44.4%	0.0%	77.8%	22.2%	55.6%	
VCR	8	8	3	1	7	2	5	5
%V	0.3%	0.3%	0.3%	0.4%	0.5%	0.4%	0.5%	0.2%
%H (All HH)		100.0%	37.5%	12.5%	87.5%	25.0%	62.5%	62.5%
%H (TV HH)			37.5%	12.5%	87.5%	25.0%	62.5%	
Any recorder	1468	1468	874	243	801	447	354	1362
%V	61.1%	63.6%	90.2%	97.2%	55.3%	93.3%	36.5%	64.6%
%H (All HH)		100.0%	59.5%	16.6%	54.6%	30.4%	24.1%	92.8%
%H (TV HH)			59.5%	16.6%	54.6%	30.4%	24.1%	
Receives HDTV (via STB or built-in reception)	1655	1655	801	217	1059	417	642	1526
%V	68.9%	71.7%	82.7%	86.8%	73.1%	87.1%	66.2%	72.4%
%H (All HH)		100.0%	48.4%	13.1%	64.0%	25.2%	38.8%	92.2%
%H (TV HH)			48.4%	13.1%	64.0%	25.2%	38.8%	
DVD/Blu-ray player or recorder	1443	1443	629	162	931	340	591	1314
%V	60.0%	62.5%	64.9%	64.8%	64.3%	71.0%	60.9%	62.4%
%H (All HH)		100.0%	43.6%	11.2%	64.5%	23.6%	41.0%	91.1%
%H (TV HH)			43.6%	11.2%	64.5%	23.6%	41.0%	

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

Oct 2018 - Sep 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	2403	2307	969	250	1449	479	970	2107
%V (All HH)		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%
%H (TV HH)			42.0%	10.8%	62.8%	20.8%	42.0%	
Has broadband internet	2107	2027	888	235	1240	448	791	2107
%V	87.7%	87.9%	91.6%	94.0%	85.6%	93.5%	81.5%	100.0%
%H (All HH)		96.2%	42.1%	11.2%	58.9%	21.3%	37.5%	100.0%
%H (TV HH)			43.8%	11.6%	61.2%	22.1%	39.0%	
Number of computers (PCs and laptops)								
0	428	408	132	27	281	50	231	150
%V	17.8%	17.7%	13.6%	10.8%	19.4%	10.4%	23.8%	7.1%
%H (All HH)		95.3%	30.8%	6.3%	65.7%	11.7%	54.0%	35.0%
%H (TV HH)			32.4%	6.6%	68.9%	12.3%	56.6%	
1	637	602	244	63	374	113	261	622
%V	26.5%	26.1%	25.2%	25.2%	25.8%	23.6%	26.9%	29.5%
%H (All HH)		94.5%	38.3%	9.9%	58.7%	17.7%	41.0%	97.6%
%H (TV HH)			40.5%	10.5%	62.1%	18.8%	43.4%	
2	580	560	242	66	349	124	225	578
%V	24.1%	24.3%	25.0%	26.4%	24.1%	25.9%	23.2%	27.4%
%H (All HH)		96.6%	41.7%	11.4%	60.2%	21.4%	38.8%	99.7%
%H (TV HH)			43.2%	11.8%	62.3%	22.1%	40.2%	
3	333	324	153	37	194	77	118	333
%V	13.9%	14.0%	15.8%	14.8%	13.4%	16.1%	12.2%	15.8%
%H (All HH)		97.3%	45.9%	11.1%	58.3%	23.1%	35.4%	100.0%
%H (TV HH)			47.2%	11.4%	59.9%	23.8%	36.4%	
4	219	214	97	32	134	61	73	219
%V	9.1%	9.3%	10.0%	12.8%	9.2%	12.7%	7.5%	10.4%
%H (All HH)		97.7%	44.3%	14.6%	61.2%	27.9%	33.3%	100.0%
%H (TV HH)			45.3%	15.0%	62.6%	28.5%	34.1%	
5+	204	198	101	26	116	54	62	204
%V	8.5%	8.6%	10.4%	10.4%	8.0%	11.3%	6.4%	9.7%
%H (All HH)		97.1%	49.5%	12.7%	56.9%	26.5%	30.4%	100.0%
%H (TV HH)			51.0%	13.1%	58.6%	27.3%	31.3%	

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

Oct 2018 - Sep 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	4604	2182	504	3042	1288	1754	4189
%H		47.4%	10.9%	66.1%	28.0%	38.1%	91.0%
Under 20"	279	129	15	221	92	130	240
%V	6.1%	5.9%	3.0%	7.3%	7.1%	7.4%	5.7%
%H		46.2%	5.4%	79.2%	33.0%	46.6%	86.0%
20" - 29"	733	332	78	550	241	309	649
%V	15.9%	15.2%	15.5%	18.1%	18.7%	17.6%	15.5%
%H		45.3%	10.6%	75.0%	32.9%	42.2%	88.5%
30" - 39"	1369	617	144	909	349	560	1222
%V	29.7%	28.3%	28.6%	29.9%	27.1%	31.9%	29.2%
%H		45.1%	10.5%	66.4%	25.5%	40.9%	89.3%
40" - 49"	1352	682	154	820	360	460	1257
%V	29.4%	31.3%	30.6%	27.0%	28.0%	26.2%	30.0%
%H		50.4%	11.4%	60.7%	26.6%	34.0%	93.0%
50" - 59"	485	265	59	267	130	136	467
%V	10.5%	12.1%	11.7%	8.8%	10.1%	7.8%	11.1%
%H		54.6%	12.2%	55.1%	26.8%	28.0%	96.3%
60"+	54	34	7	26	16	11	53
%V	1.2%	1.6%	1.4%	0.9%	1.2%	0.6%	1.3%
%H		63.0%	13.0%	48.1%	29.6%	20.4%	98.1%
Don't know	332	124	46	248	100	148	301
%V	7.2%	5.7%	9.1%	8.2%	7.8%	8.4%	7.2%
%H		37.3%	13.9%	74.7%	30.1%	44.6%	90.7%

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 17.12: 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	4604	2182	504	3042	1288	1754	4189
%H		47.4%	10.9%	66.1%	28.0%	38.1%	91.0%
Main living room	2289	968	248	1439	480	959	2014
%V	49.7%	44.4%	49.2%	47.3%	37.3%	54.7%	48.1%
%H		42.3%	10.8%	62.9%	21.0%	41.9%	88.0%
Kitchen	292	147	25	234	115	119	260
%V	6.3%	6.7%	5.0%	7.7%	8.9%	6.8%	6.2%
%H		50.3%	8.6%	80.1%	39.4%	40.8%	89.0%
Adult's bedroom	1173	610	144	787	396	391	1098
%V	25.5%	28.0%	28.6%	25.9%	30.7%	22.3%	26.2%
%H		52.0%	12.3%	67.1%	33.8%	33.3%	93.6%
Child's bedroom	255	143	28	154	82	72	252
%V	5.5%	6.6%	5.6%	5.1%	6.4%	4.1%	6.0%
%H		56.1%	11.0%	60.4%	32.2%	28.2%	98.8%
Other bedroom	195	117	15	137	78	59	190
%V	4.2%	5.4%	3.0%	4.5%	6.1%	3.4%	4.5%
%H		60.0%	7.7%	70.3%	40.0%	30.3%	97.4%
Second living/dining room	276	132	32	199	89	110	255
%V	6.0%	6.0%	6.3%	6.5%	6.9%	6.3%	6.1%
%H		47.8%	11.6%	72.1%	32.2%	39.9%	92.4%
Study/office	29	16	3	22	11	11	29
%V	0.6%	0.7%	0.6%	0.7%	0.9%	0.6%	0.7%
%H		55.2%	10.3%	75.9%	37.9%	37.9%	100.0%
TV room	12	7	1	7	4	3	11
%V	0.3%	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%
%H		58.3%	8.3%	58.3%	33.3%	25.0%	91.7%
Conservatory	56	31	5	44	23	21	54
%V	1.2%	1.4%	1.0%	1.4%	1.8%	1.2%	1.3%
%H		55.4%	8.9%	78.6%	41.1%	37.5%	96.4%
Attic or loft room	7	2	1	4	2	2	7
%V	0.2%	0.1%	0.2%	0.1%	0.2%	0.1%	0.2%
%H		28.6%	14.3%	57.1%	28.6%	28.6%	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	16	9	2	13	7	6	16
%V	0.3%	0.4%	0.4%	0.4%	0.5%	0.3%	0.4%
%H		56.3%	12.5%	81.3%	43.8%	37.5%	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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Set level data

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	4604	2182	504	3042	1288	1754	4189
%H		47.4%	10.9%	66.1%	28.0%	38.1%	91.0%
PVR	2039	1332	327	997	610	387	1918
%V	44.3%	61.0%	64.9%	32.8%	47.4%	22.1%	45.8%
%H		65.3%	16.0%	48.9%	29.9%	19.0%	94.1%
DVDR	18	8	0	14	4	10	17
%V	0.4%	0.4%	0.0%	0.5%	0.3%	0.6%	0.4%
%H		44.4%	0.0%	77.8%	22.2%	55.6%	94.4%
VCR	8	3	1	7	2	5	5
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%
%H		37.5%	12.5%	87.5%	25.0%	62.5%	62.5%
Any recorder	2060	1337	327	1017	614	402	1937
%V	44.7%	61.3%	64.9%	33.4%	47.7%	22.9%	46.2%
%H		64.9%	15.9%	49.4%	29.8%	19.5%	94.0%

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	4604	2182	504	3042	1288	1754	4189
%H		47.4%	10.9%	66.1%	28.0%	38.1%	91.0%
Receives HDTV (via STB or built-in reception)	2607	1387	328	1680	777	903	2444
%V	56.6%	63.6%	65.1%	55.2%	60.3%	51.5%	58.3%
%H		53.2%	12.6%	64.4%	29.8%	34.6%	93.7%
DVD/Blu-ray player or recorder	2032	931	231	1336	545	790	1885
%V	44.1%	42.7%	45.8%	43.9%	42.3%	45.0%	45.0%
%H		45.8%	11.4%	65.7%	26.8%	38.9%	92.8%

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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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	2307	969	250	1449	479	970	2027
%H		42.0%	10.8%	62.8%	20.8%	42.0%	87.9%
Under 20"	17	3	0	13	1	12	9
%V	0.7%	0.3%	0.0%	0.9%	0.2%	1.2%	0.4%
%H		17.6%	0.0%	76.5%	5.9%	70.6%	52.9%
20" - 29"	131	36	12	97	19	79	93
%V	5.7%	3.7%	4.8%	6.7%	4.0%	8.1%	4.6%
%H		27.5%	9.2%	74.0%	14.5%	60.3%	71.0%
30" - 39"	634	206	63	427	94	334	515
%V	27.5%	21.3%	25.2%	29.5%	19.6%	34.4%	25.4%
%H		32.5%	9.9%	67.4%	14.8%	52.7%	81.2%
40" - 49"	963	447	106	590	229	361	880
%V	41.7%	46.1%	42.4%	40.7%	47.8%	37.2%	43.4%
%H		46.4%	11.0%	61.3%	23.8%	37.5%	91.4%
50" - 59"	393	210	50	212	100	112	378
%V	17.0%	21.7%	20.0%	14.6%	20.9%	11.5%	18.6%
%H		53.4%	12.7%	53.9%	25.4%	28.5%	96.2%
60"+	45	28	6	22	13	9	45
%V	2.0%	2.9%	2.4%	1.5%	2.7%	0.9%	2.2%
%H		62.2%	13.3%	48.9%	28.9%	20.0%	100.0%
Don't know	125	39	13	88	24	64	108
%V	5.4%	4.0%	5.2%	6.1%	5.0%	6.6%	5.3%
%H		31.2%	10.4%	70.4%	19.2%	51.2%	86.4%

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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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	2307	969	250	1449	479	970	2027
%H		42.0%	10.8%	62.8%	20.8%	42.0%	87.9%
PVR	1426	859	241	765	435	330	1324
%V	61.8%	88.6%	96.4%	52.8%	90.8%	34.0%	65.3%
%H		60.2%	16.9%	53.6%	30.5%	23.1%	92.8%
DVDR	15	7	0	11	3	8	14
%V	0.7%	0.7%	0.0%	0.8%	0.6%	0.8%	0.7%
%H		46.7%	0.0%	73.3%	20.0%	53.3%	93.3%
VCR	6	2	1	5	1	4	4
%V	0.3%	0.2%	0.4%	0.3%	0.2%	0.4%	0.2%
%H		33.3%	16.7%	83.3%	16.7%	66.7%	66.7%
Any recorder	1441	863	241	778	437	341	1337
%V	62.5%	89.1%	96.4%	53.7%	91.2%	35.2%	66.0%
%H		59.9%	16.7%	54.0%	30.3%	23.7%	92.8%

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	2307	969	250	1449	479	970	2027
%H		42.0%	10.8%	62.8%	20.8%	42.0%	87.9%
Receives HDTV (via STB or built-in reception)	1615	781	215	1024	400	625	1488
%V	70.0%	80.6%	86.0%	70.7%	83.5%	64.4%	73.4%
%H		48.4%	13.3%	63.4%	24.8%	38.7%	92.1%
DVD/Blu-ray player or recorder	1201	497	138	772	262	510	1086
%V	52.1%	51.3%	55.2%	53.3%	54.7%	52.6%	53.6%
%H		41.4%	11.5%	64.3%	21.8%	42.5%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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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	2296	1213	254	1593	809	784	2162
%H		52.8%	11.1%	69.4%	35.2%	34.1%	94.2%
Under 20"	262	126	15	208	91	117	231
%V	11.4%	10.4%	5.9%	13.1%	11.2%	14.9%	10.7%
%H		48.1%	5.7%	79.4%	34.7%	44.7%	88.2%
20" - 29"	602	296	66	453	222	231	556
%V	26.2%	24.4%	26.0%	28.4%	27.4%	29.5%	25.7%
%H		49.2%	11.0%	75.2%	36.9%	38.4%	92.4%
30" - 39"	735	411	81	481	255	226	707
%V	32.0%	33.9%	31.9%	30.2%	31.5%	28.8%	32.7%
%H		55.9%	11.0%	65.4%	34.7%	30.7%	96.2%
40" - 49"	389	235	47	231	132	99	377
%V	16.9%	19.4%	18.5%	14.5%	16.3%	12.6%	17.4%
%H		60.4%	12.1%	59.4%	33.9%	25.4%	96.9%
50" - 59"	91	55	9	54	30	25	89
%V	4.0%	4.5%	3.5%	3.4%	3.7%	3.2%	4.1%
%H		60.4%	9.9%	59.3%	33.0%	27.5%	97.8%
60"+	9	5	1	5	3	2	9
%V	0.4%	0.4%	0.4%	0.3%	0.4%	0.3%	0.4%
%H		55.6%	11.1%	55.6%	33.3%	22.2%	100.0%
Don't know	207	86	33	160	76	84	193
%V	9.0%	7.1%	13.0%	10.0%	9.4%	10.7%	8.9%
%H		41.5%	15.9%	77.3%	36.7%	40.6%	93.2%

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	2296	1213	254	1593	809	784	2162
%H		52.8%	11.1%	69.4%	35.2%	34.1%	94.2%
PVR	613	473	86	233	175	57	594
%V	26.7%	39.0%	33.9%	14.6%	21.6%	7.3%	27.5%
%H		77.2%	14.0%	38.0%	28.5%	9.3%	96.9%
DVDR	3	1	0	3	1	2	3
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.3%	0.1%
%H		33.3%	0.0%	100.0%	33.3%	66.7%	100.0%
VCR	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	619	475	86	238	177	62	600
%V	27.0%	39.2%	33.9%	14.9%	21.9%	7.9%	27.8%
%H		76.7%	13.9%	38.4%	28.6%	10.0%	96.9%

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	2296	1213	254	1593	809	784	2162
%H		52.8%	11.1%	69.4%	35.2%	34.1%	94.2%
Receives HDTV (via STB or built-in reception)	992	605	113	656	378	278	955
%V	43.2%	49.9%	44.5%	41.2%	46.7%	35.5%	44.2%
%H		61.0%	11.4%	66.1%	38.1%	28.0%	96.3%
DVD/Blu-ray player or recorder	831	434	93	564	284	280	799
%V	36.2%	35.8%	36.6%	35.4%	35.1%	35.7%	37.0%
%H		52.2%	11.2%	67.9%	34.2%	33.7%	96.1%

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 17.21: 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	5457	5269	2380	614	3183	1198	1985	5067
%H		96.6%	43.6%	11.3%	58.3%	22.0%	36.4%	92.9%
Total Children	971	944	441	105	513	187	326	954
%V	17.8%	17.9%	18.5%	17.1%	16.1%	15.6%	16.4%	18.8%
%H		97.2%	45.4%	10.8%	52.8%	19.3%	33.6%	98.2%
0 - 3	226	218	93	28	117	41	76	221
%V	4.1%	4.1%	3.9%	4.6%	3.7%	3.4%	3.8%	4.4%
%H		96.5%	41.2%	12.4%	51.8%	18.1%	33.6%	97.8%
4 - 15	745	726	349	76	396	146	250	733
%V	13.7%	13.8%	14.7%	12.4%	12.4%	12.2%	12.6%	14.5%
%H		97.4%	46.8%	10.2%	53.2%	19.6%	33.6%	98.4%
4 - 9	384	374	172	36	199	64	135	378
%V	7.0%	7.1%	7.2%	5.9%	6.3%	5.3%	6.8%	7.5%
%H		97.4%	44.8%	9.4%	51.8%	16.7%	35.2%	98.4%
10 - 15	362	352	176	40	196	82	115	355
%V	6.6%	6.7%	7.4%	6.5%	6.2%	6.8%	5.8%	7.0%
%H		97.2%	48.6%	11.0%	54.1%	22.7%	31.8%	98.1%

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 17.22: 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	5457	5269	2380	614	3183	1198	1985	5067
%H		96.6%	43.6%	11.3%	58.3%	22.0%	36.4%	92.9%
Total Adults (16+)	4485	4325	1939	509	2670	1011	1659	4113
%V	82.2%	82.1%	81.5%	82.9%	83.9%	84.4%	83.6%	81.2%
%H		96.4%	43.2%	11.3%	59.5%	22.5%	37.0%	91.7%
16 - 19	226	217	111	32	125	61	64	223
%V	4.1%	4.1%	4.7%	5.2%	3.9%	5.1%	3.2%	4.4%
%H		96.0%	49.1%	14.2%	55.3%	27.0%	28.3%	98.7%
20 - 24	337	299	133	40	155	72	83	333
%V	6.2%	5.7%	5.6%	6.5%	4.9%	6.0%	4.2%	6.6%
%H		88.7%	39.5%	11.9%	46.0%	21.4%	24.6%	98.8%
25 - 34	690	644	259	74	347	124	224	676
%V	12.6%	12.2%	10.9%	12.1%	10.9%	10.4%	11.3%	13.3%
%H		93.3%	37.5%	10.7%	50.3%	18.0%	32.5%	98.0%
35 - 44	626	602	286	70	323	120	203	608
%V	11.5%	11.4%	12.0%	11.4%	10.1%	10.0%	10.2%	12.0%
%H		96.2%	45.7%	11.2%	51.6%	19.2%	32.4%	97.1%
45 - 54	767	749	366	102	457	199	258	746
%V	14.1%	14.2%	15.4%	16.6%	14.4%	16.6%	13.0%	14.7%
%H		97.7%	47.7%	13.3%	59.6%	25.9%	33.6%	97.3%
55 - 64	724	714	333	83	465	180	285	682
%V	13.3%	13.6%	14.0%	13.5%	14.6%	15.0%	14.4%	13.5%
%H		98.6%	46.0%	11.5%	64.2%	24.9%	39.4%	94.2%
65+	1115	1099	450	108	797	255	543	845
%V	20.4%	20.9%	18.9%	17.6%	25.0%	21.3%	27.4%	16.7%
%H		98.6%	40.4%	9.7%	71.5%	22.9%	48.7%	75.8%

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 17.23: 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+)	4485	4325	1939	509	2670	1011	1659	4113
%H		96.4%	43.2%	11.3%	59.5%	22.5%	37.0%	91.7%
AB	1145	1116	492	134	729	272	457	1121
%V	25.5%	25.8%	25.4%	26.3%	27.3%	26.9%	27.5%	27.3%
%H		97.5%	43.0%	11.7%	63.7%	23.8%	39.9%	97.9%
C1	1345	1280	554	162	766	281	485	1272
%V	30.0%	29.6%	28.6%	31.8%	28.7%	27.8%	29.2%	30.9%
%H		95.2%	41.2%	12.0%	57.0%	20.9%	36.1%	94.6%
C2	1059	1037	505	119	657	284	373	963
%V	23.6%	24.0%	26.0%	23.4%	24.6%	28.1%	22.5%	23.4%
%H		97.9%	47.7%	11.2%	62.0%	26.8%	35.2%	90.9%
D	651	615	275	72	357	130	228	544
%V	14.5%	14.2%	14.2%	14.1%	13.4%	12.9%	13.7%	13.2%
%H		94.5%	42.2%	11.1%	54.8%	20.0%	35.0%	83.6%
E	286	276	113	22	160	43	117	214
%V	6.4%	6.4%	5.8%	4.3%	6.0%	4.3%	7.1%	5.2%
%H		96.5%	39.5%	7.7%	55.9%	15.0%	40.9%	74.8%

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+)	4485	4325	1939	509	2670	1011	1659	4113
%H		96.4%	43.2%	11.3%	59.5%	22.5%	37.0%	91.7%
Working full time	2124	2050	966	250	1189	487	701	2074
%V	47.4%	47.4%	49.8%	49.1%	44.5%	48.2%	42.3%	50.4%
%H		96.5%	45.5%	11.8%	56.0%	22.9%	33.0%	97.6%
Working part time	463	446	200	52	282	106	176	440
%V	10.3%	10.3%	10.3%	10.2%	10.6%	10.5%	10.6%	10.7%
%H		96.3%	43.2%	11.2%	60.9%	22.9%	38.0%	95.0%
Not working	1898	1829	772	207	1199	418	782	1599
%V	42.3%	42.3%	39.8%	40.7%	44.9%	41.3%	47.1%	38.9%
%H		96.4%	40.7%	10.9%	63.2%	22.0%	41.2%	84.2%
Houseperson	2403	2307	969	250	1449	479	970	2107
%V	53.6%	53.3%	50.0%	49.1%	54.3%	47.4%	58.5%	51.2%
%H		96.0%	40.3%	10.4%	60.3%	19.9%	40.4%	87.7%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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+)	2195	2105	967	248	1281	505	775	2033
%H		95.9%	44.1%	11.3%	58.4%	23.0%	35.3%	92.6%
16 - 19	121	117	64	15	65	35	30	120
%V	5.5%	5.6%	6.6%	6.0%	5.1%	6.9%	3.9%	5.9%
%H		96.7%	52.9%	12.4%	53.7%	28.9%	24.8%	99.2%
20 - 24	169	148	71	17	77	39	38	169
%V	7.7%	7.0%	7.3%	6.9%	6.0%	7.7%	4.9%	8.3%
%H		87.6%	42.0%	10.1%	45.6%	23.1%	22.5%	100.0%
25 - 34	352	323	130	37	174	65	109	344
%V	16.0%	15.3%	13.4%	14.9%	13.6%	12.9%	14.1%	16.9%
%H		91.8%	36.9%	10.5%	49.4%	18.5%	31.0%	97.7%
35 - 44	307	296	137	38	156	57	99	298
%V	14.0%	14.1%	14.2%	15.3%	12.2%	11.3%	12.8%	14.7%
%H		96.4%	44.6%	12.4%	50.8%	18.6%	32.2%	97.1%
45 - 54	369	361	176	49	221	97	125	357
%V	16.8%	17.1%	18.2%	19.8%	17.3%	19.2%	16.1%	17.6%
%H		97.8%	47.7%	13.3%	59.9%	26.3%	33.9%	96.7%
55 - 64	355	347	163	37	225	85	140	330
%V	16.2%	16.5%	16.9%	14.9%	17.6%	16.8%	18.1%	16.2%
%H		97.7%	45.9%	10.4%	63.4%	23.9%	39.4%	93.0%
65+	521	513	225	55	362	128	234	414
%V	23.7%	24.4%	23.3%	22.2%	28.3%	25.3%	30.2%	20.4%
%H		98.5%	43.2%	10.6%	69.5%	24.6%	44.9%	79.5%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2195	2105	967	248	1281	505	775	2033
%H		95.9%	44.1%	11.3%	58.4%	23.0%	35.3%	92.6%
AB	579	564	252	71	367	144	223	568
%V	26.4%	26.8%	26.1%	28.6%	28.6%	28.5%	28.8%	27.9%
%H		97.4%	43.5%	12.3%	63.4%	24.9%	38.5%	98.1%
C1	636	598	276	72	340	134	206	608
%V	29.0%	28.4%	28.5%	29.0%	26.5%	26.5%	26.6%	29.9%
%H		94.0%	43.4%	11.3%	53.5%	21.1%	32.4%	95.6%
C2	563	550	269	64	350	152	198	510
%V	25.6%	26.1%	27.8%	25.8%	27.3%	30.1%	25.5%	25.1%
%H		97.7%	47.8%	11.4%	62.2%	27.0%	35.2%	90.6%
D	299	278	128	31	159	60	99	258
%V	13.6%	13.2%	13.2%	12.5%	12.4%	11.9%	12.8%	12.7%
%H		93.0%	42.8%	10.4%	53.2%	20.1%	33.1%	86.3%
E	118	115	43	10	65	16	49	88
%V	5.4%	5.5%	4.4%	4.0%	5.1%	3.2%	6.3%	4.3%
%H		97.5%	36.4%	8.5%	55.1%	13.6%	41.5%	74.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2195	2105	967	248	1281	505	775	2033
%H		95.9%	44.1%	11.3%	58.4%	23.0%	35.3%	92.6%
Working full time	1254	1204	576	142	697	287	410	1219
%V	57.1%	57.2%	59.6%	57.3%	54.4%	56.8%	52.9%	60.0%
%H		96.0%	45.9%	11.3%	55.6%	22.9%	32.7%	97.2%
Working part time	100	95	43	11	63	25	38	92
%V	4.6%	4.5%	4.4%	4.4%	4.9%	5.0%	4.9%	4.5%
%H		95.0%	43.0%	11.0%	63.0%	25.0%	38.0%	92.0%
Not working	841	806	348	94	520	193	327	721
%V	38.3%	38.3%	36.0%	37.9%	40.6%	38.2%	42.2%	35.5%
%H		95.8%	41.4%	11.2%	61.8%	22.9%	38.9%	85.7%
Houseperson	476	439	169	40	271	73	198	378
%V	21.7%	20.9%	17.5%	16.1%	21.2%	14.5%	25.5%	18.6%
%H		92.2%	35.5%	8.4%	56.9%	15.3%	41.6%	79.4%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2290	2219	972	261	1389	505	884	2081
%H		96.9%	42.4%	11.4%	60.7%	22.1%	38.6%	90.9%
16 - 19	104	100	47	17	60	27	33	103
%V	4.5%	4.5%	4.8%	6.5%	4.3%	5.3%	3.7%	4.9%
%H		96.2%	45.2%	16.3%	57.7%	26.0%	31.7%	99.0%
20 - 24	168	151	62	23	78	34	45	165
%V	7.3%	6.8%	6.4%	8.8%	5.6%	6.7%	5.1%	7.9%
%H		89.9%	36.9%	13.7%	46.4%	20.2%	26.8%	98.2%
25 - 34	338	321	129	37	174	59	115	332
%V	14.8%	14.5%	13.3%	14.2%	12.5%	11.7%	13.0%	16.0%
%H		95.0%	38.2%	10.9%	51.5%	17.5%	34.0%	98.2%
35 - 44	319	306	149	32	166	63	103	310
%V	13.9%	13.8%	15.3%	12.3%	12.0%	12.5%	11.7%	14.9%
%H		95.9%	46.7%	10.0%	52.0%	19.7%	32.3%	97.2%
45 - 54	397	388	190	53	235	102	134	389
%V	17.3%	17.5%	19.5%	20.3%	16.9%	20.2%	15.2%	18.7%
%H		97.7%	47.9%	13.4%	59.2%	25.7%	33.8%	98.0%
55 - 64	370	366	170	46	240	95	145	351
%V	16.2%	16.5%	17.5%	17.6%	17.3%	18.8%	16.4%	16.9%
%H		98.9%	45.9%	12.4%	64.9%	25.7%	39.2%	94.9%
65+	594	586	225	53	435	127	309	431
%V	25.9%	26.4%	23.1%	20.3%	31.3%	25.1%	35.0%	20.7%
%H		98.7%	37.9%	8.9%	73.2%	21.4%	52.0%	72.6%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2290	2219	972	261	1389	505	884	2081
%H		96.9%	42.4%	11.4%	60.7%	22.1%	38.6%	90.9%
AB	566	552	240	63	363	129	234	553
%V	24.7%	24.9%	24.7%	24.1%	26.1%	25.5%	26.5%	26.6%
%H		97.5%	42.4%	11.1%	64.1%	22.8%	41.3%	97.7%
C1	709	682	278	90	426	147	279	664
%V	31.0%	30.7%	28.6%	34.5%	30.7%	29.1%	31.6%	31.9%
%H		96.2%	39.2%	12.7%	60.1%	20.7%	39.4%	93.7%
C2	496	487	237	55	307	133	174	453
%V	21.7%	21.9%	24.4%	21.1%	22.1%	26.3%	19.7%	21.8%
%H		98.2%	47.8%	11.1%	61.9%	26.8%	35.1%	91.3%
D	352	337	147	41	199	70	129	286
%V	15.4%	15.2%	15.1%	15.7%	14.3%	13.9%	14.6%	13.7%
%H		95.7%	41.8%	11.6%	56.5%	19.9%	36.6%	81.3%
E	168	161	70	12	95	27	68	125
%V	7.3%	7.3%	7.2%	4.6%	6.8%	5.3%	7.7%	6.0%
%H		95.8%	41.7%	7.1%	56.5%	16.1%	40.5%	74.4%

Base: ITV Wales and West - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2290	2219	972	261	1389	505	884	2081
%H		96.9%	42.4%	11.4%	60.7%	22.1%	38.6%	90.9%
Working full time	870	846	391	108	492	200	292	855
%V	38.0%	38.1%	40.2%	41.4%	35.4%	39.6%	33.0%	41.1%
%H		97.2%	44.9%	12.4%	56.6%	23.0%	33.6%	98.3%
Working part time	363	351	157	41	219	80	138	348
%V	15.9%	15.8%	16.2%	15.7%	15.8%	15.8%	15.6%	16.7%
%H		96.7%	43.3%	11.3%	60.3%	22.0%	38.0%	95.9%
Not working	1057	1023	424	113	679	225	454	878
%V	46.2%	46.1%	43.6%	43.3%	48.9%	44.6%	51.4%	42.2%
%H		96.8%	40.1%	10.7%	64.2%	21.3%	43.0%	83.1%
Houseperson	1927	1869	801	210	1178	406	772	1729
%V	84.1%	84.2%	82.4%	80.5%	84.8%	80.4%	87.3%	83.1%
%H		97.0%	41.6%	10.9%	61.1%	21.1%	40.1%	89.7%

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

Oct 2018 - Sep 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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
AB	809	786	322	76	535	172	363	776
%V	25.1%	25.3%	25.2%	24.3%	26.4%	26.0%	26.5%	27.5%
%H (All HH)		97.2%	39.8%	9.4%	66.1%	21.3%	44.9%	95.9%
%H (TV HH)			41.0%	9.7%	68.1%	21.9%	46.2%	
C1	953	912	379	100	576	196	381	871
%V	29.6%	29.3%	29.7%	31.9%	28.4%	29.6%	27.9%	30.9%
%H (All HH)		95.7%	39.8%	10.5%	60.4%	20.6%	40.0%	91.4%
%H (TV HH)			41.6%	11.0%	63.2%	21.5%	41.8%	
C2	722	705	300	78	472	170	302	629
%V	22.4%	22.7%	23.5%	24.9%	23.3%	25.7%	22.1%	22.3%
%H (All HH)		97.6%	41.6%	10.8%	65.4%	23.5%	41.8%	87.1%
%H (TV HH)			42.6%	11.1%	67.0%	24.1%	42.8%	
D	479	455	181	43	284	83	201	370
%V	14.9%	14.6%	14.2%	13.7%	14.0%	12.5%	14.7%	13.1%
%H (All HH)		95.0%	37.8%	9.0%	59.3%	17.3%	42.0%	77.2%
%H (TV HH)			39.8%	9.5%	62.4%	18.2%	44.2%	
E	260	251	96	15	163	41	122	175
%V	8.1%	8.1%	7.5%	4.8%	8.0%	6.2%	8.9%	6.2%
%H (All HH)		96.5%	36.9%	5.8%	62.7%	15.8%	46.9%	67.3%
%H (TV HH)			38.2%	6.0%	64.9%	16.3%	48.6%	

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

Oct 2018 - Sep 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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Under 25	135	112	29	14	59	16	43	132
%V	4.2%	3.6%	2.3%	4.5%	2.9%	2.4%	3.1%	4.7%
%H (All HH)		83.0%	21.5%	10.4%	43.7%	11.9%	31.9%	97.8%
%H (TV HH)			25.9%	12.5%	52.7%	14.3%	38.4%	
25 - 34	431	400	152	41	212	62	150	419
%V	13.4%	12.9%	11.9%	13.1%	10.4%	9.4%	11.0%	14.9%
%H (All HH)		92.8%	35.3%	9.5%	49.2%	14.4%	34.8%	97.2%
%H (TV HH)			38.0%	10.3%	53.0%	15.5%	37.5%	
35 - 44	442	422	185	49	236	81	156	430
%V	13.7%	13.6%	14.5%	15.7%	11.6%	12.2%	11.4%	15.2%
%H (All HH)		95.5%	41.9%	11.1%	53.4%	18.3%	35.3%	97.3%
%H (TV HH)			43.8%	11.6%	55.9%	19.2%	37.0%	
45 - 54	572	554	262	68	338	136	203	554
%V	17.7%	17.8%	20.5%	21.7%	16.7%	20.5%	14.8%	19.6%
%H (All HH)		96.9%	45.8%	11.9%	59.1%	23.8%	35.5%	96.9%
%H (TV HH)			47.3%	12.3%	61.0%	24.5%	36.6%	
55 - 64	596	588	261	62	394	140	254	558
%V	18.5%	18.9%	20.4%	19.8%	19.4%	21.1%	18.6%	19.8%
%H (All HH)		98.7%	43.8%	10.4%	66.1%	23.5%	42.6%	93.6%
%H (TV HH)			44.4%	10.5%	67.0%	23.8%	43.2%	
65 +	1047	1031	388	79	790	227	563	727
%V	32.5%	33.2%	30.4%	25.2%	38.9%	34.3%	41.2%	25.8%
%H (All HH)		98.5%	37.1%	7.5%	75.5%	21.7%	53.8%	69.4%
%H (TV HH)			37.6%	7.7%	76.6%	22.0%	54.6%	

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
Oct 2018 - Sep 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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
1	1013	955	300	71	685	144	541	712
%V	31.4%	30.7%	23.5%	22.7%	33.7%	21.8%	39.5%	25.2%
%H (All HH)		94.3%	29.6%	7.0%	67.6%	14.2%	53.4%	70.3%
%H (TV HH)			31.4%	7.4%	71.7%	15.1%	56.6%	
2	1159	1133	493	111	742	260	482	1072
%V	36.0%	36.5%	38.6%	35.5%	36.6%	39.3%	35.2%	38.0%
%H (All HH)		97.8%	42.5%	9.6%	64.0%	22.4%	41.6%	92.5%
%H (TV HH)			43.5%	9.8%	65.5%	22.9%	42.5%	
3	481	468	215	61	279	116	163	471
%V	14.9%	15.1%	16.8%	19.5%	13.7%	17.5%	11.9%	16.7%
%H (All HH)		97.3%	44.7%	12.7%	58.0%	24.1%	33.9%	97.9%
%H (TV HH)			45.9%	13.0%	59.6%	24.8%	34.8%	
4	398	387	189	47	230	99	131	395
%V	12.3%	12.5%	14.8%	15.0%	11.3%	15.0%	9.6%	14.0%
%H (All HH)		97.2%	47.5%	11.8%	57.8%	24.9%	32.9%	99.2%
%H (TV HH)			48.8%	12.1%	59.4%	25.6%	33.9%	
5+	172	166	81	23	94	43	52	171
%V	5.3%	5.3%	6.3%	7.3%	4.6%	6.5%	3.8%	6.1%
%H (All HH)		96.5%	47.1%	13.4%	54.7%	25.0%	30.2%	99.4%
%H (TV HH)			48.8%	13.9%	56.6%	25.9%	31.3%	
Average HH size	2.27	2.27	2.45	2.53	2.18	2.48	2.04	2.40

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
Oct 2018 - Sep 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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Without	2473	2379	952	233	1611	513	1098	2081
%V	76.7%	76.5%	74.5%	74.4%	79.4%	77.5%	80.3%	73.8%
%H (All HH)		96.2%	38.5%	9.4%	65.1%	20.7%	44.4%	84.1%
%H (TV HH)			40.0%	9.8%	67.7%	21.6%	46.2%	
With	750	729	326	80	419	149	270	740
%V	23.3%	23.5%	25.5%	25.6%	20.6%	22.5%	19.7%	26.2%
%H (All HH)		97.2%	43.5%	10.7%	55.9%	19.9%	36.0%	98.7%
%H (TV HH)			44.7%	11.0%	57.5%	20.4%	37.0%	
0 - 3	259	250	99	33	145	49	96	255
%V	8.0%	8.0%	7.7%	10.5%	7.1%	7.4%	7.0%	9.0%
%H (All HH)		96.5%	38.2%	12.7%	56.0%	18.9%	37.1%	98.5%
%H (TV HH)			39.6%	13.2%	58.0%	19.6%	38.4%	
4 - 9	392	384	174	38	217	73	144	388
%V	12.2%	12.4%	13.6%	12.1%	10.7%	11.0%	10.5%	13.8%
%H (All HH)		98.0%	44.4%	9.7%	55.4%	18.6%	36.7%	99.0%
%H (TV HH)			45.3%	9.9%	56.5%	19.0%	37.5%	
10 - 15	359	348	168	40	203	82	121	354
%V	11.1%	11.2%	13.1%	12.8%	10.0%	12.4%	8.8%	12.5%
%H (All HH)		96.9%	46.8%	11.1%	56.5%	22.8%	33.7%	98.6%
%H (TV HH)			48.3%	11.5%	58.3%	23.6%	34.8%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
1	1287	1287	401	120	759	102	657	1056
%V	39.9%	41.4%	31.4%	38.3%	37.4%	15.4%	48.0%	37.4%
%H (All HH)		100.0%	31.2%	9.3%	59.0%	7.9%	51.0%	82.1%
%H (TV HH)			31.2%	9.3%	59.0%	7.9%	51.0%	
2	1057	1057	456	109	710	251	459	932
%V	32.8%	34.0%	35.7%	34.8%	35.0%	37.9%	33.6%	33.0%
%H (All HH)		100.0%	43.1%	10.3%	67.2%	23.7%	43.4%	88.2%
%H (TV HH)			43.1%	10.3%	67.2%	23.7%	43.4%	
3	486	486	255	56	356	186	170	459
%V	15.1%	15.6%	20.0%	17.9%	17.5%	28.1%	12.4%	16.3%
%H (All HH)		100.0%	52.5%	11.5%	73.3%	38.3%	35.0%	94.4%
%H (TV HH)			52.5%	11.5%	73.3%	38.3%	35.0%	
4	187	187	109	18	135	77	58	185
%V	5.8%	6.0%	8.5%	5.8%	6.7%	11.6%	4.2%	6.6%
%H (All HH)		100.0%	58.3%	9.6%	72.2%	41.2%	31.0%	98.9%
%H (TV HH)			58.3%	9.6%	72.2%	41.2%	31.0%	
5+	91	91	56	9	70	46	24	91
%V	2.8%	2.9%	4.4%	2.9%	3.4%	6.9%	1.8%	3.2%
%H (All HH)		100.0%	61.5%	9.9%	76.9%	50.5%	26.4%	100.0%
%H (TV HH)			61.5%	9.9%	76.9%	50.5%	26.4%	

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

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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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Under 20"	334	334	152	20	270	113	158	281
%V	10.4%	10.7%	11.9%	6.4%	13.3%	17.1%	11.5%	10.0%
%H (All HH)		100.0%	45.5%	6.0%	80.8%	33.8%	47.3%	84.1%
%H (TV HH)			45.5%	6.0%	80.8%	33.8%	47.3%	
20" - 29"	804	804	335	77	616	240	377	693
%V	24.9%	25.9%	26.2%	24.6%	30.3%	36.3%	27.6%	24.6%
%H (All HH)		100.0%	41.7%	9.6%	76.6%	29.9%	46.9%	86.2%
%H (TV HH)			41.7%	9.6%	76.6%	29.9%	46.9%	
30" - 39"	1482	1482	609	139	1021	341	680	1294
%V	46.0%	47.7%	47.7%	44.4%	50.3%	51.5%	49.7%	45.9%
%H (All HH)		100.0%	41.1%	9.4%	68.9%	23.0%	45.9%	87.3%
%H (TV HH)			41.1%	9.4%	68.9%	23.0%	45.9%	
40" - 49"	1510	1510	721	168	959	395	564	1391
%V	46.9%	48.6%	56.4%	53.7%	47.2%	59.7%	41.2%	49.3%
%H (All HH)		100.0%	47.7%	11.1%	63.5%	26.2%	37.4%	92.1%
%H (TV HH)			47.7%	11.1%	63.5%	26.2%	37.4%	
50" - 59"	571	571	305	67	326	154	172	549
%V	17.7%	18.4%	23.9%	21.4%	16.1%	23.3%	12.6%	19.5%
%H (All HH)		100.0%	53.4%	11.7%	57.1%	27.0%	30.1%	96.1%
%H (TV HH)			53.4%	11.7%	57.1%	27.0%	30.1%	
60"+	66	66	44	7	33	20	13	66
%V	2.0%	2.1%	3.4%	2.2%	1.6%	3.0%	1.0%	2.3%
%H (All HH)		100.0%	66.7%	10.6%	50.0%	30.3%	19.7%	100.0%
%H (TV HH)			66.7%	10.6%	50.0%	30.3%	19.7%	

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

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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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Main living room	3069	3069	1271	311	2006	658	1347	2692
%V	95.2%	98.7%	99.5%	99.4%	98.8%	99.4%	98.5%	95.4%
%H (All HH)		100.0%	41.4%	10.1%	65.4%	21.4%	43.9%	87.7%
%H (TV HH)			41.4%	10.1%	65.4%	21.4%	43.9%	
Kitchen	393	393	199	33	319	158	161	349
%V	12.2%	12.6%	15.6%	10.5%	15.7%	23.9%	11.8%	12.4%
%H (All HH)		100.0%	50.6%	8.4%	81.2%	40.2%	41.0%	88.8%
%H (TV HH)			50.6%	8.4%	81.2%	40.2%	41.0%	
Adult's bedroom	1328	1328	660	149	922	436	486	1225
%V	41.2%	42.7%	51.6%	47.6%	45.4%	65.9%	35.5%	43.4%
%H (All HH)		100.0%	49.7%	11.2%	69.4%	32.8%	36.6%	92.2%
%H (TV HH)			49.7%	11.2%	69.4%	32.8%	36.6%	
Child's bedroom	254	254	138	26	154	77	78	250
%V	7.9%	8.2%	10.8%	8.3%	7.6%	11.6%	5.7%	8.9%
%H (All HH)		100.0%	54.3%	10.2%	60.6%	30.3%	30.7%	98.4%
%H (TV HH)			54.3%	10.2%	60.6%	30.3%	30.7%	
Other bedroom	198	198	111	14	142	74	69	192
%V	6.1%	6.4%	8.7%	4.5%	7.0%	11.2%	5.0%	6.8%
%H (All HH)		100.0%	56.1%	7.1%	71.7%	37.4%	34.8%	97.0%
%H (TV HH)			56.1%	7.1%	71.7%	37.4%	34.8%	
Second living/dining room	341	341	159	37	255	111	144	313
%V	10.6%	11.0%	12.4%	11.8%	12.6%	16.8%	10.5%	11.1%
%H (All HH)		100.0%	46.6%	10.9%	74.8%	32.6%	42.2%	91.8%
%H (TV HH)			46.6%	10.9%	74.8%	32.6%	42.2%	
Study/office	42	42	22	4	32	15	16	41
%V	1.3%	1.4%	1.7%	1.3%	1.6%	2.3%	1.2%	1.5%
%H (All HH)		100.0%	52.4%	9.5%	76.2%	35.7%	38.1%	97.6%
%H (TV HH)			52.4%	9.5%	76.2%	35.7%	38.1%	
TV room	16	16	11	1	11	7	4	16
%V	0.5%	0.5%	0.9%	0.3%	0.5%	1.1%	0.3%	0.6%
%H (All HH)		100.0%	68.8%	6.3%	68.8%	43.8%	25.0%	100.0%
%H (TV HH)			68.8%	6.3%	68.8%	43.8%	25.0%	
Conservatory	73	73	38	5	59	29	30	71
%V	2.3%	2.3%	3.0%	1.6%	2.9%	4.4%	2.2%	2.5%
%H (All HH)		100.0%	52.1%	6.8%	80.8%	39.7%	41.1%	97.3%
%H (TV HH)			52.1%	6.8%	80.8%	39.7%	41.1%	
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	6	6	1	0	4	1	3	5
%V	0.2%	0.2%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	16.7%	0.0%	66.7%	16.7%	50.0%	83.3%
%H (TV HH)			16.7%	0.0%	66.7%	16.7%	50.0%	
Other	25	25	12	2	21	11	11	25
%V	0.8%	0.8%	0.9%	0.6%	1.0%	1.7%	0.8%	0.9%
%H (All HH)		100.0%	48.0%	8.0%	84.0%	44.0%	44.0%	100.0%
%H (TV HH)			48.0%	8.0%	84.0%	44.0%	44.0%	

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

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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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Any DSAT provider	1278	1278	1278	8	536	536	0	1168
%V	39.7%	41.1%	100.0%	2.6%	26.4%	81.0%	0.0%	41.4%
%H (All HH)			100.0%	0.6%	41.9%	41.9%	0.0%	91.4%
%H (TV HH)			100.0%	0.6%	41.9%	41.9%	0.0%	
Sky with subscription	1009	1009	1009	4	417	417	0	935
%V	31.3%	32.5%	79.0%	1.3%	20.5%	63.0%	0.0%	33.1%
%H (All HH)			100.0%	0.4%	41.3%	41.3%	0.0%	92.7%
%H (TV HH)			100.0%	0.4%	41.3%	41.3%	0.0%	
Sky without subscription	80	80	80	1	33	33	0	64
%V	2.5%	2.6%	6.3%	0.3%	1.6%	5.0%	0.0%	2.3%
%H (All HH)			100.0%	1.3%	41.3%	41.3%	0.0%	80.0%
%H (TV HH)			100.0%	1.3%	41.3%	41.3%	0.0%	
Freesat	175	175	175	2	79	79	0	156
%V	5.4%	5.6%	13.7%	0.6%	3.9%	11.9%	0.0%	5.5%
%H (All HH)			100.0%	1.1%	45.1%	45.1%	0.0%	89.1%
%H (TV HH)			100.0%	1.1%	45.1%	45.1%	0.0%	
Other satellite provider	54	54	54	1	24	24	0	49
%V	1.7%	1.7%	4.2%	0.3%	1.2%	3.6%	0.0%	1.7%
%H (All HH)			100.0%	1.9%	44.4%	44.4%	0.0%	90.7%
%H (TV HH)			100.0%	1.9%	44.4%	44.4%	0.0%	
DCAB	313	313	8	313	130	130	0	295
%V	9.7%	10.1%	0.6%	100.0%	6.4%	19.6%	0.0%	10.5%
%H (All HH)			2.6%	100.0%	41.5%	41.5%	0.0%	94.2%
%H (TV HH)			2.6%	100.0%	41.5%	41.5%	0.0%	
DTT	2030	2030	536	130	2030	662	1368	1732
%V	63.0%	65.3%	41.9%	41.5%	100.0%	100.0%	100.0%	61.4%
%H (All HH)		100.0%	26.4%	6.4%	100.0%	32.6%	67.4%	85.3%
%H (TV HH)			26.4%	6.4%	100.0%	32.6%	67.4%	

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

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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	3223	3108	1278	313	2030	662	1368	2821
%H (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
PVR	1966	1966	1145	302	1134	610	524	1812
%V	61.0%	63.3%	89.6%	96.5%	55.9%	92.1%	38.3%	64.2%
%H (All HH)		100.0%	58.2%	15.4%	57.7%	31.0%	26.7%	92.2%
%H (TV HH)			58.2%	15.4%	57.7%	31.0%	26.7%	
DVDR	22	22	8	2	18	6	12	21
%V	0.7%	0.7%	0.6%	0.6%	0.9%	0.9%	0.9%	0.7%
%H (All HH)		100.0%	36.4%	9.1%	81.8%	27.3%	54.5%	95.5%
%H (TV HH)			36.4%	9.1%	81.8%	27.3%	54.5%	
VCR	11	11	4	1	9	2	6	6
%V	0.3%	0.4%	0.3%	0.3%	0.4%	0.3%	0.4%	0.2%
%H (All HH)		100.0%	36.4%	9.1%	81.8%	18.2%	54.5%	54.5%
%H (TV HH)			36.4%	9.1%	81.8%	18.2%	54.5%	
Any recorder	1985	1985	1150	303	1150	612	537	1828
%V	61.6%	63.9%	90.0%	96.8%	56.7%	92.4%	39.3%	64.8%
%H (All HH)		100.0%	57.9%	15.3%	57.9%	30.8%	27.1%	92.1%
%H (TV HH)			57.9%	15.3%	57.9%	30.8%	27.1%	
Receives HDTV (via STB or built-in reception)	2273	2273	1080	278	1510	587	923	2088
%V	70.5%	73.1%	84.5%	88.8%	74.4%	88.7%	67.5%	74.0%
%H (All HH)		100.0%	47.5%	12.2%	66.4%	25.8%	40.6%	91.9%
%H (TV HH)			47.5%	12.2%	66.4%	25.8%	40.6%	
DVD/Blu-ray player or recorder	2046	2046	858	216	1376	486	890	1853
%V	63.5%	65.8%	67.1%	69.0%	67.8%	73.4%	65.1%	65.7%
%H (All HH)		100.0%	41.9%	10.6%	67.3%	23.8%	43.5%	90.6%
%H (TV HH)			41.9%	10.6%	67.3%	23.8%	43.5%	

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

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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	3223	3108	1278	313	2030	662	1368	2821
%V (All HH)		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%
%H (TV HH)			41.1%	10.1%	65.3%	21.3%	44.0%	
Has broadband internet	2821	2723	1168	295	1732	614	1118	2821
%V	87.5%	87.6%	91.4%	94.2%	85.3%	92.7%	81.7%	100.0%
%H (All HH)		96.5%	41.4%	10.5%	61.4%	21.8%	39.6%	100.0%
%H (TV HH)			42.9%	10.8%	63.6%	22.5%	41.1%	
Number of computers (PCs and laptops)								
0	562	540	171	32	390	73	317	184
%V	17.4%	17.4%	13.4%	10.2%	19.2%	11.0%	23.2%	6.5%
%H (All HH)		96.1%	30.4%	5.7%	69.4%	13.0%	56.4%	32.7%
%H (TV HH)			31.7%	5.9%	72.2%	13.5%	58.7%	
1	821	782	312	74	506	151	354	800
%V	25.5%	25.2%	24.4%	23.6%	24.9%	22.8%	25.9%	28.4%
%H (All HH)		95.2%	38.0%	9.0%	61.6%	18.4%	43.1%	97.4%
%H (TV HH)			39.9%	9.5%	64.7%	19.3%	45.3%	
2	809	780	328	83	511	179	332	807
%V	25.1%	25.1%	25.7%	26.5%	25.2%	27.0%	24.3%	28.6%
%H (All HH)		96.4%	40.5%	10.3%	63.2%	22.1%	41.0%	99.8%
%H (TV HH)			42.1%	10.6%	65.5%	22.9%	42.6%	
3	455	443	202	48	276	105	171	455
%V	14.1%	14.3%	15.8%	15.3%	13.6%	15.9%	12.5%	16.1%
%H (All HH)		97.4%	44.4%	10.5%	60.7%	23.1%	37.6%	100.0%
%H (TV HH)			45.6%	10.8%	62.3%	23.7%	38.6%	
4	296	290	126	40	183	76	107	296
%V	9.2%	9.3%	9.9%	12.8%	9.0%	11.5%	7.8%	10.5%
%H (All HH)		98.0%	42.6%	13.5%	61.8%	25.7%	36.1%	100.0%
%H (TV HH)			43.4%	13.8%	63.1%	26.2%	36.9%	
5+	280	273	139	36	164	78	86	280
%V	8.7%	8.8%	10.9%	11.5%	8.1%	11.8%	6.3%	9.9%
%H (All HH)		97.5%	49.6%	12.9%	58.6%	27.9%	30.7%	100.0%
%H (TV HH)			50.9%	13.2%	60.1%	28.6%	31.5%	

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

Oct 2018 - Sep 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	6103	2818	628	4174	1720	2454	5532
%H		46.2%	10.3%	68.4%	28.2%	40.2%	90.6%
Under 20"	393	178	23	321	133	187	336
%V	6.4%	6.3%	3.7%	7.7%	7.7%	7.6%	6.1%
%H		45.3%	5.9%	81.7%	33.8%	47.6%	85.5%
20" - 29"	1017	436	96	786	321	466	892
%V	16.7%	15.5%	15.3%	18.8%	18.7%	19.0%	16.1%
%H		42.9%	9.4%	77.3%	31.6%	45.8%	87.7%
30" - 39"	1844	798	180	1271	470	801	1640
%V	30.2%	28.3%	28.7%	30.5%	27.3%	32.6%	29.6%
%H		43.3%	9.8%	68.9%	25.5%	43.4%	88.9%
40" - 49"	1803	886	202	1144	495	648	1673
%V	29.5%	31.4%	32.2%	27.4%	28.8%	26.4%	30.2%
%H		49.1%	11.2%	63.4%	27.5%	35.9%	92.8%
50" - 59"	636	345	74	364	177	187	613
%V	10.4%	12.2%	11.8%	8.7%	10.3%	7.6%	11.1%
%H		54.2%	11.6%	57.2%	27.8%	29.4%	96.4%
60"+	70	46	7	36	22	14	69
%V	1.1%	1.6%	1.1%	0.9%	1.3%	0.6%	1.2%
%H		65.7%	10.0%	51.4%	31.4%	20.0%	98.6%
Don't know	339	129	46	252	102	151	309
%V	5.6%	4.6%	7.3%	6.0%	5.9%	6.2%	5.6%
%H		38.1%	13.6%	74.3%	30.1%	44.5%	91.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	6103	2818	628	4174	1720	2454	5532
%H		46.2%	10.3%	68.4%	28.2%	40.2%	90.6%
Main living room	3080	1275	311	2012	662	1350	2702
%V	50.5%	45.2%	49.5%	48.2%	38.5%	55.0%	48.8%
%H		41.4%	10.1%	65.3%	21.5%	43.8%	87.7%
Kitchen	393	199	33	319	158	162	350
%V	6.4%	7.1%	5.3%	7.6%	9.2%	6.6%	6.3%
%H		50.6%	8.4%	81.2%	40.2%	41.2%	89.1%
Adult's bedroom	1544	781	180	1072	524	548	1437
%V	25.3%	27.7%	28.7%	25.7%	30.5%	22.3%	26.0%
%H		50.6%	11.7%	69.4%	33.9%	35.5%	93.1%
Child's bedroom	331	177	37	205	104	101	327
%V	5.4%	6.3%	5.9%	4.9%	6.0%	4.1%	5.9%
%H		53.5%	11.2%	61.9%	31.4%	30.5%	98.8%
Other bedroom	234	136	17	169	91	77	229
%V	3.8%	4.8%	2.7%	4.0%	5.3%	3.1%	4.1%
%H		58.1%	7.3%	72.2%	38.9%	32.9%	97.9%
Second living/dining room	347	163	37	261	115	146	319
%V	5.7%	5.8%	5.9%	6.3%	6.7%	5.9%	5.8%
%H		47.0%	10.7%	75.2%	33.1%	42.1%	91.9%
Study/office	43	22	4	33	16	16	42
%V	0.7%	0.8%	0.6%	0.8%	0.9%	0.7%	0.8%
%H		51.2%	9.3%	76.7%	37.2%	37.2%	97.7%
TV room	16	11	1	11	7	4	16
%V	0.3%	0.4%	0.2%	0.3%	0.4%	0.2%	0.3%
%H		68.8%	6.3%	68.8%	43.8%	25.0%	100.0%
Conservatory	73	38	5	59	29	30	71
%V	1.2%	1.3%	0.8%	1.4%	1.7%	1.2%	1.3%
%H		52.1%	6.8%	80.8%	39.7%	41.1%	97.3%
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	6	1	0	4	1	3	5
%V	0.1%	0.0%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		16.7%	0.0%	66.7%	16.7%	50.0%	83.3%
Other	26	12	2	23	11	12	26
%V	0.4%	0.4%	0.3%	0.6%	0.6%	0.5%	0.5%
%H		46.2%	7.7%	88.5%	42.3%	46.2%	100.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	6103	2818	628	4174	1720	2454	5532
%H		46.2%	10.3%	68.4%	28.2%	40.2%	90.6%
PVR	2716	1736	403	1425	840	585	2539
%V	44.5%	61.6%	64.2%	34.1%	48.8%	23.8%	45.9%
%H		63.9%	14.8%	52.5%	30.9%	21.5%	93.5%
DVDR	23	8	2	19	6	13	21
%V	0.4%	0.3%	0.3%	0.5%	0.3%	0.5%	0.4%
%H		34.8%	8.7%	82.6%	26.1%	56.5%	91.3%
VCR	12	5	1	9	2	6	6
%V	0.2%	0.2%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		41.7%	8.3%	75.0%	16.7%	50.0%	50.0%
Any recorder	2742	1743	404	1448	844	604	2561
%V	44.9%	61.9%	64.3%	34.7%	49.1%	24.6%	46.3%
%H		63.6%	14.7%	52.8%	30.8%	22.0%	93.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.14: 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	6103	2818	628	4174	1720	2454	5532
%H		46.2%	10.3%	68.4%	28.2%	40.2%	90.6%
Receives HDTV (via STB or built-in reception)	3530	1837	420	2359	1075	1285	3295
%V	57.8%	65.2%	66.9%	56.5%	62.5%	52.4%	59.6%
%H		52.0%	11.9%	66.8%	30.5%	36.4%	93.3%
DVD/Blu-ray player or recorder	2866	1263	306	1957	765	1192	2646
%V	47.0%	44.8%	48.7%	46.9%	44.5%	48.6%	47.8%
%H		44.1%	10.7%	68.3%	26.7%	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

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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	3108	1278	313	2030	662	1368	2723
%H		41.1%	10.1%	65.3%	21.3%	44.0%	87.6%
Under 20"	23	5	0	18	1	17	15
%V	0.7%	0.4%	0.0%	0.9%	0.2%	1.2%	0.6%
%H		21.7%	0.0%	78.3%	4.3%	73.9%	65.2%
20" - 29"	195	49	14	154	29	125	135
%V	6.3%	3.8%	4.5%	7.6%	4.4%	9.1%	5.0%
%H		25.1%	7.2%	79.0%	14.9%	64.1%	69.2%
30" - 39"	888	275	77	623	132	491	724
%V	28.6%	21.5%	24.6%	30.7%	19.9%	35.9%	26.6%
%H		31.0%	8.7%	70.2%	14.9%	55.3%	81.5%
40" - 49"	1292	593	140	821	317	503	1178
%V	41.6%	46.4%	44.7%	40.4%	47.9%	36.8%	43.3%
%H		45.9%	10.8%	63.5%	24.5%	38.9%	91.2%
50" - 59"	521	276	63	295	140	155	501
%V	16.8%	21.6%	20.1%	14.5%	21.1%	11.3%	18.4%
%H		53.0%	12.1%	56.6%	26.9%	29.8%	96.2%
60"+	59	39	6	29	17	12	59
%V	1.9%	3.1%	1.9%	1.4%	2.6%	0.9%	2.2%
%H		66.1%	10.2%	49.2%	28.8%	20.3%	100.0%
Don't know	128	40	13	90	25	66	111
%V	4.1%	3.1%	4.2%	4.4%	3.8%	4.8%	4.1%
%H		31.3%	10.2%	70.3%	19.5%	51.6%	86.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3108	1278	313	2030	662	1368	2723
%H		41.1%	10.1%	65.3%	21.3%	44.0%	87.6%
PVR	1927	1127	299	1099	595	505	1775
%V	62.0%	88.2%	95.5%	54.1%	89.9%	36.9%	65.2%
%H		58.5%	15.5%	57.0%	30.9%	26.2%	92.1%
DVDR	18	7	1	14	5	10	17
%V	0.6%	0.5%	0.3%	0.7%	0.8%	0.7%	0.6%
%H		38.9%	5.6%	77.8%	27.8%	55.6%	94.4%
VCR	10	4	1	7	2	5	5
%V	0.3%	0.3%	0.3%	0.3%	0.3%	0.4%	0.2%
%H		40.0%	10.0%	70.0%	20.0%	50.0%	50.0%
Any recorder	1946	1133	299	1115	597	518	1790
%V	62.6%	88.7%	95.5%	54.9%	90.2%	37.9%	65.7%
%H		58.2%	15.4%	57.3%	30.7%	26.6%	92.0%

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	3108	1278	313	2030	662	1368	2723
%H		41.1%	10.1%	65.3%	21.3%	44.0%	87.6%
Receives HDTV (via STB or built-in reception)	2220	1051	274	1463	562	901	2038
%V	71.4%	82.2%	87.5%	72.1%	84.9%	65.9%	74.8%
%H		47.3%	12.3%	65.9%	25.3%	40.6%	91.8%
DVD/Blu-ray player or recorder	1752	702	187	1177	390	787	1575
%V	56.4%	54.9%	59.7%	58.0%	58.9%	57.5%	57.8%
%H		40.1%	10.7%	67.2%	22.3%	44.9%	89.9%

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	2995	1540	315	2144	1057	1086	2809
%H		51.4%	10.5%	71.6%	35.3%	36.3%	93.8%
Under 20"	369	172	23	303	132	171	322
%V	12.3%	11.2%	7.3%	14.1%	12.5%	15.7%	11.5%
%H		46.6%	6.2%	82.1%	35.8%	46.3%	87.3%
20" - 29"	822	387	82	632	291	341	756
%V	27.4%	25.1%	26.0%	29.5%	27.5%	31.4%	26.9%
%H		47.1%	10.0%	76.9%	35.4%	41.5%	92.0%
30" - 39"	956	523	103	648	337	311	915
%V	31.9%	34.0%	32.7%	30.2%	31.9%	28.6%	32.6%
%H		54.7%	10.8%	67.8%	35.3%	32.5%	95.7%
40" - 49"	511	293	62	323	178	145	495
%V	17.1%	19.0%	19.7%	15.1%	16.8%	13.4%	17.6%
%H		57.3%	12.1%	63.2%	34.8%	28.4%	96.9%
50" - 59"	115	68	11	69	37	32	112
%V	3.8%	4.4%	3.5%	3.2%	3.5%	2.9%	4.0%
%H		59.1%	9.6%	60.0%	32.2%	27.8%	97.4%
60"+	11	7	1	7	5	2	11
%V	0.4%	0.5%	0.3%	0.3%	0.5%	0.2%	0.4%
%H		63.6%	9.1%	63.6%	45.5%	18.2%	100.0%
Don't know	211	89	33	162	77	85	197
%V	7.0%	5.8%	10.5%	7.6%	7.3%	7.8%	7.0%
%H		42.2%	15.6%	76.8%	36.5%	40.3%	93.4%

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

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	2995	1540	315	2144	1057	1086	2809
%H		51.4%	10.5%	71.6%	35.3%	36.3%	93.8%
PVR	789	608	104	326	245	81	764
%V	26.3%	39.5%	33.0%	15.2%	23.2%	7.5%	27.2%
%H		77.1%	13.2%	41.3%	31.1%	10.3%	96.8%
DVDR	5	1	1	5	1	3	4
%V	0.2%	0.1%	0.3%	0.2%	0.1%	0.3%	0.1%
%H		20.0%	20.0%	100.0%	20.0%	60.0%	80.0%
VCR	2	1	0	2	1	1	1
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	50.0%
Any recorder	796	610	104	332	246	86	771
%V	26.6%	39.6%	33.0%	15.5%	23.3%	7.9%	27.4%
%H		76.6%	13.1%	41.7%	30.9%	10.8%	96.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

Set level data

Table 18.20: 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	2995	1540	315	2144	1057	1086	2809
%H		51.4%	10.5%	71.6%	35.3%	36.3%	93.8%
Receives HDTV (via STB or built-in reception)	1310	786	146	896	513	383	1257
%V	43.7%	51.0%	46.3%	41.8%	48.5%	35.3%	44.7%
%H		60.0%	11.1%	68.4%	39.2%	29.2%	96.0%
DVD/Blu-ray player or recorder	1114	562	119	780	375	405	1071
%V	37.2%	36.5%	37.8%	36.4%	35.5%	37.3%	38.1%
%H		50.4%	10.7%	70.0%	33.7%	36.4%	96.1%

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	7297	7068	3124	790	4434	1644	2791	6776
%H		96.9%	42.8%	10.8%	60.8%	22.5%	38.2%	92.9%
Total Children	1286	1251	567	141	713	262	451	1267
%V	17.6%	17.7%	18.1%	17.8%	16.1%	15.9%	16.2%	18.7%
%H		97.3%	44.1%	11.0%	55.4%	20.4%	35.1%	98.5%
0 - 3	298	288	117	37	165	57	108	293
%V	4.1%	4.1%	3.7%	4.7%	3.7%	3.5%	3.9%	4.3%
%H		96.6%	39.3%	12.4%	55.4%	19.1%	36.2%	98.3%
4 - 15	988	963	450	104	548	205	344	974
%V	13.5%	13.6%	14.4%	13.2%	12.4%	12.5%	12.3%	14.4%
%H		97.5%	45.5%	10.5%	55.5%	20.7%	34.8%	98.6%
4 - 9	515	505	233	50	281	97	183	509
%V	7.1%	7.1%	7.5%	6.3%	6.3%	5.9%	6.6%	7.5%
%H		98.1%	45.2%	9.7%	54.6%	18.8%	35.5%	98.8%
10 - 15	473	458	217	54	268	108	160	466
%V	6.5%	6.5%	6.9%	6.8%	6.0%	6.6%	5.7%	6.9%
%H		96.8%	45.9%	11.4%	56.7%	22.8%	33.8%	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	7297	7068	3124	790	4434	1644	2791	6776
%H		96.9%	42.8%	10.8%	60.8%	22.5%	38.2%	92.9%
Total Adults (16+)	6011	5817	2558	649	3721	1382	2339	5508
%V	82.4%	82.3%	81.9%	82.2%	83.9%	84.1%	83.8%	81.3%
%H		96.8%	42.6%	10.8%	61.9%	23.0%	38.9%	91.6%
16 - 19	302	290	142	42	169	79	90	299
%V	4.1%	4.1%	4.5%	5.3%	3.8%	4.8%	3.2%	4.4%
%H		96.0%	47.0%	13.9%	56.0%	26.2%	29.8%	99.0%
20 - 24	449	405	166	64	224	101	123	446
%V	6.2%	5.7%	5.3%	8.1%	5.1%	6.1%	4.4%	6.6%
%H		90.2%	37.0%	14.3%	49.9%	22.5%	27.4%	99.3%
25 - 34	890	837	338	95	455	159	296	873
%V	12.2%	11.8%	10.8%	12.0%	10.3%	9.7%	10.6%	12.9%
%H		94.0%	38.0%	10.7%	51.1%	17.9%	33.3%	98.1%
35 - 44	813	784	360	89	437	156	281	795
%V	11.1%	11.1%	11.5%	11.3%	9.9%	9.5%	10.1%	11.7%
%H		96.4%	44.3%	10.9%	53.8%	19.2%	34.6%	97.8%
45 - 54	1001	975	484	124	606	266	340	976
%V	13.7%	13.8%	15.5%	15.7%	13.7%	16.2%	12.2%	14.4%
%H		97.4%	48.4%	12.4%	60.5%	26.6%	34.0%	97.5%
55 - 64	977	965	443	103	645	241	405	927
%V	13.4%	13.7%	14.2%	13.0%	14.5%	14.7%	14.5%	13.7%
%H		98.8%	45.3%	10.5%	66.0%	24.7%	41.5%	94.9%
65+	1580	1561	625	132	1184	380	805	1191
%V	21.7%	22.1%	20.0%	16.7%	26.7%	23.1%	28.8%	17.6%
%H		98.8%	39.6%	8.4%	74.9%	24.1%	50.9%	75.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6011	5817	2558	649	3721	1382	2339	5508
%H		96.8%	42.6%	10.8%	61.9%	23.0%	38.9%	91.6%
AB	1592	1548	667	169	1044	371	673	1550
%V	26.5%	26.6%	26.1%	26.0%	28.1%	26.8%	28.8%	28.1%
%H		97.2%	41.9%	10.6%	65.6%	23.3%	42.3%	97.4%
C1	1810	1735	761	213	1067	410	657	1712
%V	30.1%	29.8%	29.7%	32.8%	28.7%	29.7%	28.1%	31.1%
%H		95.9%	42.0%	11.8%	59.0%	22.7%	36.3%	94.6%
C2	1403	1379	638	160	907	372	535	1273
%V	23.3%	23.7%	24.9%	24.7%	24.4%	26.9%	22.9%	23.1%
%H		98.3%	45.5%	11.4%	64.6%	26.5%	38.1%	90.7%
D	844	803	343	83	488	166	321	707
%V	14.0%	13.8%	13.4%	12.8%	13.1%	12.0%	13.7%	12.8%
%H		95.1%	40.6%	9.8%	57.8%	19.7%	38.0%	83.8%
E	362	351	149	24	215	62	153	267
%V	6.0%	6.0%	5.8%	3.7%	5.8%	4.5%	6.5%	4.8%
%H		97.0%	41.2%	6.6%	59.4%	17.1%	42.3%	73.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	6011	5817	2558	649	3721	1382	2339	5508
%H		96.8%	42.6%	10.8%	61.9%	23.0%	38.9%	91.6%
Working full time	2750	2661	1239	311	1580	624	956	2691
%V	45.7%	45.7%	48.4%	47.9%	42.5%	45.2%	40.9%	48.9%
%H		96.8%	45.1%	11.3%	57.5%	22.7%	34.8%	97.9%
Working part time	659	636	276	74	411	154	257	628
%V	11.0%	10.9%	10.8%	11.4%	11.0%	11.1%	11.0%	11.4%
%H		96.5%	41.9%	11.2%	62.4%	23.4%	39.0%	95.3%
Not working	2603	2521	1042	265	1730	604	1126	2189
%V	43.3%	43.3%	40.7%	40.8%	46.5%	43.7%	48.1%	39.7%
%H		96.8%	40.0%	10.2%	66.5%	23.2%	43.3%	84.1%
Houseperson	3223	3108	1278	313	2030	662	1368	2821
%V	53.6%	53.4%	50.0%	48.2%	54.6%	47.9%	58.5%	51.2%
%H		96.4%	39.7%	9.7%	63.0%	20.5%	42.4%	87.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	2926	2816	1260	314	1781	683	1098	2711
%H		96.2%	43.1%	10.7%	60.9%	23.3%	37.5%	92.7%
16 - 19	158	152	80	18	87	44	43	157
%V	5.4%	5.4%	6.3%	5.7%	4.9%	6.4%	3.9%	5.8%
%H		96.2%	50.6%	11.4%	55.1%	27.8%	27.2%	99.4%
20 - 24	222	196	86	28	108	51	57	222
%V	7.6%	7.0%	6.8%	8.9%	6.1%	7.5%	5.2%	8.2%
%H		88.3%	38.7%	12.6%	48.6%	23.0%	25.7%	100.0%
25 - 34	448	416	164	49	228	84	144	439
%V	15.3%	14.8%	13.0%	15.6%	12.8%	12.3%	13.1%	16.2%
%H		92.9%	36.6%	10.9%	50.9%	18.8%	32.1%	98.0%
35 - 44	401	386	176	47	210	74	136	391
%V	13.7%	13.7%	14.0%	15.0%	11.8%	10.8%	12.4%	14.4%
%H		96.3%	43.9%	11.7%	52.4%	18.5%	33.9%	97.5%
45 - 54	488	474	232	59	298	129	169	474
%V	16.7%	16.8%	18.4%	18.8%	16.7%	18.9%	15.4%	17.5%
%H		97.1%	47.5%	12.1%	61.1%	26.4%	34.6%	97.1%
55 - 64	472	465	212	47	309	112	197	444
%V	16.1%	16.5%	16.8%	15.0%	17.3%	16.4%	17.9%	16.4%
%H		98.5%	44.9%	10.0%	65.5%	23.7%	41.7%	94.1%
65+	737	728	310	66	541	189	352	585
%V	25.2%	25.9%	24.6%	21.0%	30.4%	27.7%	32.1%	21.6%
%H		98.8%	42.1%	9.0%	73.4%	25.6%	47.8%	79.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2926	2816	1260	314	1781	683	1098	2711
%H		96.2%	43.1%	10.7%	60.9%	23.3%	37.5%	92.7%
AB	791	767	334	87	514	189	325	773
%V	27.0%	27.2%	26.5%	27.7%	28.9%	27.7%	29.6%	28.5%
%H		97.0%	42.2%	11.0%	65.0%	23.9%	41.1%	97.7%
C1	861	817	378	96	485	200	285	824
%V	29.4%	29.0%	30.0%	30.6%	27.2%	29.3%	26.0%	30.4%
%H		94.9%	43.9%	11.1%	56.3%	23.2%	33.1%	95.7%
C2	743	729	336	85	485	199	287	674
%V	25.4%	25.9%	26.7%	27.1%	27.2%	29.1%	26.1%	24.9%
%H		98.1%	45.2%	11.4%	65.3%	26.8%	38.6%	90.7%
D	384	358	156	37	211	73	138	331
%V	13.1%	12.7%	12.4%	11.8%	11.8%	10.7%	12.6%	12.2%
%H		93.2%	40.6%	9.6%	54.9%	19.0%	35.9%	86.2%
E	147	143	56	10	85	21	63	108
%V	5.0%	5.1%	4.4%	3.2%	4.8%	3.1%	5.7%	4.0%
%H		97.3%	38.1%	6.8%	57.8%	14.3%	42.9%	73.5%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2926	2816	1260	314	1781	683	1098	2711
%H		96.2%	43.1%	10.7%	60.9%	23.3%	37.5%	92.7%
Working full time	1638	1578	740	180	937	373	565	1599
%V	56.0%	56.0%	58.7%	57.3%	52.6%	54.6%	51.5%	59.0%
%H		96.3%	45.2%	11.0%	57.2%	22.8%	34.5%	97.6%
Working part time	143	136	59	14	93	35	58	132
%V	4.9%	4.8%	4.7%	4.5%	5.2%	5.1%	5.3%	4.9%
%H		95.1%	41.3%	9.8%	65.0%	24.5%	40.6%	92.3%
Not working	1146	1101	461	120	751	275	476	980
%V	39.2%	39.1%	36.6%	38.2%	42.2%	40.3%	43.4%	36.1%
%H		96.1%	40.2%	10.5%	65.5%	24.0%	41.5%	85.5%
Houseperson	640	592	219	49	389	106	283	511
%V	21.9%	21.0%	17.4%	15.6%	21.8%	15.5%	25.8%	18.8%
%H		92.5%	34.2%	7.7%	60.8%	16.6%	44.2%	79.8%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3085	3002	1297	335	1940	699	1241	2797
%H		97.3%	42.0%	10.9%	62.9%	22.7%	40.2%	90.7%
16 - 19	144	139	62	24	81	35	46	142
%V	4.7%	4.6%	4.8%	7.2%	4.2%	5.0%	3.7%	5.1%
%H		96.5%	43.1%	16.7%	56.3%	24.3%	31.9%	98.6%
20 - 24	227	209	79	36	116	50	66	224
%V	7.4%	7.0%	6.1%	10.7%	6.0%	7.2%	5.3%	8.0%
%H		92.1%	34.8%	15.9%	51.1%	22.0%	29.1%	98.7%
25 - 34	442	421	174	47	227	74	152	434
%V	14.3%	14.0%	13.4%	14.0%	11.7%	10.6%	12.2%	15.5%
%H		95.2%	39.4%	10.6%	51.4%	16.7%	34.4%	98.2%
35 - 44	412	398	184	42	227	83	145	404
%V	13.4%	13.3%	14.2%	12.5%	11.7%	11.9%	11.7%	14.4%
%H		96.6%	44.7%	10.2%	55.1%	20.1%	35.2%	98.1%
45 - 54	513	501	252	64	308	137	171	503
%V	16.6%	16.7%	19.4%	19.1%	15.9%	19.6%	13.8%	18.0%
%H		97.7%	49.1%	12.5%	60.0%	26.7%	33.3%	98.1%
55 - 64	505	501	231	57	337	129	208	484
%V	16.4%	16.7%	17.8%	17.0%	17.4%	18.5%	16.8%	17.3%
%H		99.2%	45.7%	11.3%	66.7%	25.5%	41.2%	95.8%
65+	843	834	315	66	644	191	453	607
%V	27.3%	27.8%	24.3%	19.7%	33.2%	27.3%	36.5%	21.7%
%H		98.9%	37.4%	7.8%	76.4%	22.7%	53.7%	72.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3085	3002	1297	335	1940	699	1241	2797
%H		97.3%	42.0%	10.9%	62.9%	22.7%	40.2%	90.7%
AB	801	781	333	82	530	182	348	776
%V	26.0%	26.0%	25.7%	24.5%	27.3%	26.0%	28.0%	27.7%
%H		97.5%	41.6%	10.2%	66.2%	22.7%	43.4%	96.9%
C1	950	918	383	117	582	210	372	887
%V	30.8%	30.6%	29.5%	34.9%	30.0%	30.0%	30.0%	31.7%
%H		96.6%	40.3%	12.3%	61.3%	22.1%	39.2%	93.4%
C2	660	650	302	75	421	173	248	600
%V	21.4%	21.7%	23.3%	22.4%	21.7%	24.7%	20.0%	21.5%
%H		98.5%	45.8%	11.4%	63.8%	26.2%	37.6%	90.9%
D	460	445	187	47	277	93	184	375
%V	14.9%	14.8%	14.4%	14.0%	14.3%	13.3%	14.8%	13.4%
%H		96.7%	40.7%	10.2%	60.2%	20.2%	40.0%	81.5%
E	215	208	93	14	131	41	90	159
%V	7.0%	6.9%	7.2%	4.2%	6.8%	5.9%	7.3%	5.7%
%H		96.7%	43.3%	6.5%	60.9%	19.1%	41.9%	74.0%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3085	3002	1297	335	1940	699	1241	2797
%H		97.3%	42.0%	10.9%	62.9%	22.7%	40.2%	90.7%
Working full time	1112	1083	500	131	643	251	392	1092
%V	36.0%	36.1%	38.6%	39.1%	33.1%	35.9%	31.6%	39.0%
%H		97.4%	45.0%	11.8%	57.8%	22.6%	35.3%	98.2%
Working part time	516	500	217	59	318	119	199	496
%V	16.7%	16.7%	16.7%	17.6%	16.4%	17.0%	16.0%	17.7%
%H		96.9%	42.1%	11.4%	61.6%	23.1%	38.6%	96.1%
Not working	1457	1419	581	144	979	329	650	1208
%V	47.2%	47.3%	44.8%	43.0%	50.5%	47.1%	52.4%	43.2%
%H		97.4%	39.9%	9.9%	67.2%	22.6%	44.6%	82.9%
Houseperson	2583	2516	1059	264	1641	557	1085	2310
%V	83.7%	83.8%	81.6%	78.8%	84.6%	79.7%	87.4%	82.6%
%H		97.4%	41.0%	10.2%	63.5%	21.6%	42.0%	89.4%

Base: ITV West Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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ITV MidWest
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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
AB	1659	1619	645	217	1126	426	700	1606
%V	23.9%	24.2%	25.3%	23.1%	24.5%	25.7%	23.8%	26.6%
%H (All HH)		97.6%	38.9%	13.1%	67.9%	25.7%	42.2%	96.8%
%H (TV HH)			39.8%	13.4%	69.5%	26.3%	43.2%	
C1	1933	1850	716	270	1237	460	777	1761
%V	27.8%	27.6%	28.1%	28.7%	26.9%	27.7%	26.5%	29.2%
%H (All HH)		95.7%	37.0%	14.0%	64.0%	23.8%	40.2%	91.1%
%H (TV HH)			38.7%	14.6%	66.9%	24.9%	42.0%	
C2	1529	1490	570	234	1060	415	645	1333
%V	22.0%	22.3%	22.4%	24.9%	23.1%	25.0%	22.0%	22.1%
%H (All HH)		97.4%	37.3%	15.3%	69.3%	27.1%	42.2%	87.2%
%H (TV HH)			38.3%	15.7%	71.1%	27.9%	43.3%	
D	1135	1079	412	154	709	247	462	896
%V	16.3%	16.1%	16.2%	16.4%	15.4%	14.9%	15.7%	14.9%
%H (All HH)		95.1%	36.3%	13.6%	62.5%	21.8%	40.7%	78.9%
%H (TV HH)			38.2%	14.3%	65.7%	22.9%	42.8%	
E	690	653	206	65	465	113	352	432
%V	9.9%	9.8%	8.1%	6.9%	10.1%	6.8%	12.0%	7.2%
%H (All HH)		94.6%	29.9%	9.4%	67.4%	16.4%	51.0%	62.6%
%H (TV HH)			31.5%	10.0%	71.2%	17.3%	53.9%	

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

Oct 2018 - Sep 2019

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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Under 25	274	236	63	32	138	39	99	265
%V	3.9%	3.5%	2.5%	3.4%	3.0%	2.3%	3.4%	4.4%
%H (All HH)		86.1%	23.0%	11.7%	50.4%	14.2%	36.1%	96.7%
%H (TV HH)			26.7%	13.6%	58.5%	16.5%	41.9%	
25 - 34	993	918	333	135	522	189	333	962
%V	14.3%	13.7%	13.1%	14.4%	11.4%	11.4%	11.3%	16.0%
%H (All HH)		92.4%	33.5%	13.6%	52.6%	19.0%	33.5%	96.9%
%H (TV HH)			36.3%	14.7%	56.9%	20.6%	36.3%	
35 - 44	1062	1007	429	154	603	247	357	1027
%V	15.3%	15.1%	16.8%	16.4%	13.1%	14.9%	12.2%	17.0%
%H (All HH)		94.8%	40.4%	14.5%	56.8%	23.3%	33.6%	96.7%
%H (TV HH)			42.6%	15.3%	59.9%	24.5%	35.5%	
45 - 54	1265	1229	550	203	805	359	446	1208
%V	18.2%	18.4%	21.6%	21.6%	17.5%	21.6%	15.2%	20.0%
%H (All HH)		97.2%	43.5%	16.0%	63.6%	28.4%	35.3%	95.5%
%H (TV HH)			44.8%	16.5%	65.5%	29.2%	36.3%	
55 - 64	1233	1208	483	194	856	335	521	1142
%V	17.7%	18.1%	18.9%	20.6%	18.6%	20.2%	17.7%	18.9%
%H (All HH)		98.0%	39.2%	15.7%	69.4%	27.2%	42.3%	92.6%
%H (TV HH)			40.0%	16.1%	70.9%	27.7%	43.1%	
65 +	2120	2094	692	221	1673	491	1182	1424
%V	30.5%	31.3%	27.1%	23.5%	36.4%	29.6%	40.2%	23.6%
%H (All HH)		98.8%	32.6%	10.4%	78.9%	23.2%	55.8%	67.2%
%H (TV HH)			33.0%	10.6%	79.9%	23.4%	56.4%	

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

Oct 2018 - Sep 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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
1	2129	2006	565	205	1509	337	1171	1458
%V	30.6%	30.0%	22.2%	21.8%	32.8%	20.3%	39.9%	24.2%
%H (All HH)		94.2%	26.5%	9.6%	70.9%	15.8%	55.0%	68.5%
%H (TV HH)			28.2%	10.2%	75.2%	16.8%	58.4%	
2	2354	2298	914	312	1603	610	993	2151
%V	33.9%	34.3%	35.9%	33.2%	34.9%	36.7%	33.8%	35.7%
%H (All HH)		97.6%	38.8%	13.3%	68.1%	25.9%	42.2%	91.4%
%H (TV HH)			39.8%	13.6%	69.8%	26.5%	43.2%	
3	1091	1056	455	187	665	310	355	1063
%V	15.7%	15.8%	17.9%	19.9%	14.5%	18.7%	12.1%	17.6%
%H (All HH)		96.8%	41.7%	17.1%	61.0%	28.4%	32.5%	97.4%
%H (TV HH)			43.1%	17.7%	63.0%	29.4%	33.6%	
4	921	896	410	160	565	275	290	911
%V	13.3%	13.4%	16.1%	17.0%	12.3%	16.6%	9.9%	15.1%
%H (All HH)		97.3%	44.5%	17.4%	61.3%	29.9%	31.5%	98.9%
%H (TV HH)			45.8%	17.9%	63.1%	30.7%	32.4%	
5+	452	435	205	76	256	128	128	445
%V	6.5%	6.5%	8.0%	8.1%	5.6%	7.7%	4.4%	7.4%
%H (All HH)		96.2%	45.4%	16.8%	56.6%	28.3%	28.3%	98.5%
%H (TV HH)			47.1%	17.5%	58.9%	29.4%	29.4%	
Average HH size	2.34	2.35	2.56	2.60	2.26	2.59	2.07	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

Oct 2018 - Sep 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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Without	5197	5002	1808	679	3580	1219	2361	4313
%V	74.8%	74.8%	70.9%	72.2%	77.9%	73.4%	80.4%	71.5%
%H (All HH)		96.2%	34.8%	13.1%	68.9%	23.5%	45.4%	83.0%
%H (TV HH)			36.1%	13.6%	71.6%	24.4%	47.2%	
With	1750	1689	741	261	1017	441	576	1715
%V	25.2%	25.2%	29.1%	27.8%	22.1%	26.6%	19.6%	28.5%
%H (All HH)		96.5%	42.3%	14.9%	58.1%	25.2%	32.9%	98.0%
%H (TV HH)			43.9%	15.5%	60.2%	26.1%	34.1%	
0 - 3	630	604	240	100	360	145	215	616
%V	9.1%	9.0%	9.4%	10.6%	7.8%	8.7%	7.3%	10.2%
%H (All HH)		95.9%	38.1%	15.9%	57.1%	23.0%	34.1%	97.8%
%H (TV HH)			39.7%	16.6%	59.6%	24.0%	35.6%	
4 - 9	918	889	397	129	527	222	305	902
%V	13.2%	13.3%	15.6%	13.7%	11.5%	13.4%	10.4%	15.0%
%H (All HH)		96.8%	43.2%	14.1%	57.4%	24.2%	33.2%	98.3%
%H (TV HH)			44.7%	14.5%	59.3%	25.0%	34.3%	
10 - 15	849	823	380	132	505	239	267	833
%V	12.2%	12.3%	14.9%	14.0%	11.0%	14.4%	9.1%	13.8%
%H (All HH)		96.9%	44.8%	15.5%	59.5%	28.2%	31.4%	98.1%
%H (TV HH)			46.2%	16.0%	61.4%	29.0%	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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
1	2794	2794	827	322	1732	294	1437	2246
%V	40.2%	41.8%	32.4%	34.3%	37.7%	17.7%	48.9%	37.3%
%H (All HH)		100.0%	29.6%	11.5%	62.0%	10.5%	51.4%	80.4%
%H (TV HH)			29.6%	11.5%	62.0%	10.5%	51.4%	
2	2225	2225	893	340	1566	625	941	1974
%V	32.0%	33.3%	35.0%	36.2%	34.1%	37.7%	32.0%	32.7%
%H (All HH)		100.0%	40.1%	15.3%	70.4%	28.1%	42.3%	88.7%
%H (TV HH)			40.1%	15.3%	70.4%	28.1%	42.3%	
3	1035	1035	488	173	797	429	368	978
%V	14.9%	15.5%	19.1%	18.4%	17.3%	25.8%	12.5%	16.2%
%H (All HH)		100.0%	47.1%	16.7%	77.0%	41.4%	35.6%	94.5%
%H (TV HH)			47.1%	16.7%	77.0%	41.4%	35.6%	
4	417	417	215	71	320	191	130	407
%V	6.0%	6.2%	8.4%	7.6%	7.0%	11.5%	4.4%	6.8%
%H (All HH)		100.0%	51.6%	17.0%	76.7%	45.8%	31.2%	97.6%
%H (TV HH)			51.6%	17.0%	76.7%	45.8%	31.2%	
5+	221	221	126	33	181	121	60	220
%V	3.2%	3.3%	4.9%	3.5%	3.9%	7.3%	2.0%	3.6%
%H (All HH)		100.0%	57.0%	14.9%	81.9%	54.8%	27.1%	99.5%
%H (TV HH)			57.0%	14.9%	81.9%	54.8%	27.1%	

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 19.6: 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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Under 20"	660	660	250	86	555	237	318	564
%V	9.5%	9.9%	9.8%	9.1%	12.1%	14.3%	10.8%	9.4%
%H (All HH)		100.0%	37.9%	13.0%	84.1%	35.9%	48.2%	85.5%
%H (TV HH)			37.9%	13.0%	84.1%	35.9%	48.2%	
20" - 29"	1746	1746	651	249	1385	565	821	1494
%V	25.1%	26.1%	25.5%	26.5%	30.1%	34.0%	28.0%	24.8%
%H (All HH)		100.0%	37.3%	14.3%	79.3%	32.4%	47.0%	85.6%
%H (TV HH)			37.3%	14.3%	79.3%	32.4%	47.0%	
30" - 39"	3194	3194	1245	432	2312	878	1434	2774
%V	46.0%	47.7%	48.8%	46.0%	50.3%	52.9%	48.8%	46.0%
%H (All HH)		100.0%	39.0%	13.5%	72.4%	27.5%	44.9%	86.9%
%H (TV HH)			39.0%	13.5%	72.4%	27.5%	44.9%	
40" - 49"	3288	3288	1415	519	2207	966	1240	3032
%V	47.3%	49.1%	55.5%	55.2%	48.0%	58.2%	42.2%	50.3%
%H (All HH)		100.0%	43.0%	15.8%	67.1%	29.4%	37.7%	92.2%
%H (TV HH)			43.0%	15.8%	67.1%	29.4%	37.7%	
50" - 59"	1267	1267	648	199	780	407	373	1225
%V	18.2%	18.9%	25.4%	21.2%	17.0%	24.5%	12.7%	20.3%
%H (All HH)		100.0%	51.1%	15.7%	61.6%	32.1%	29.4%	96.7%
%H (TV HH)			51.1%	15.7%	61.6%	32.1%	29.4%	
60"+	143	143	85	23	86	55	30	142
%V	2.1%	2.1%	3.3%	2.4%	1.9%	3.3%	1.0%	2.4%
%H (All HH)		100.0%	59.4%	16.1%	60.1%	38.5%	21.0%	99.3%
%H (TV HH)			59.4%	16.1%	60.1%	38.5%	21.0%	

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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Household level data

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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Main living room	6619	6619	2531	933	4553	1651	2902	5764
%V	95.3%	98.9%	99.3%	99.3%	99.0%	99.5%	98.8%	95.6%
%H (All HH)		100.0%	38.2%	14.1%	68.8%	24.9%	43.8%	87.1%
%H (TV HH)			38.2%	14.1%	68.8%	24.9%	43.8%	
Kitchen	765	765	357	95	634	320	315	691
%V	11.0%	11.4%	14.0%	10.1%	13.8%	19.3%	10.7%	11.5%
%H (All HH)		100.0%	46.7%	12.4%	82.9%	41.8%	41.2%	90.3%
%H (TV HH)			46.7%	12.4%	82.9%	41.8%	41.2%	
Adult's bedroom	2946	2946	1321	488	2177	1086	1091	2720
%V	42.4%	44.0%	51.8%	51.9%	47.4%	65.4%	37.1%	45.1%
%H (All HH)		100.0%	44.8%	16.6%	73.9%	36.9%	37.0%	92.3%
%H (TV HH)			44.8%	16.6%	73.9%	36.9%	37.0%	
Child's bedroom	537	537	287	87	355	209	146	529
%V	7.7%	8.0%	11.3%	9.3%	7.7%	12.6%	5.0%	8.8%
%H (All HH)		100.0%	53.4%	16.2%	66.1%	38.9%	27.2%	98.5%
%H (TV HH)			53.4%	16.2%	66.1%	38.9%	27.2%	
Other bedroom	383	383	196	55	296	167	129	370
%V	5.5%	5.7%	7.7%	5.9%	6.4%	10.1%	4.4%	6.1%
%H (All HH)		100.0%	51.2%	14.4%	77.3%	43.6%	33.7%	96.6%
%H (TV HH)			51.2%	14.4%	77.3%	43.6%	33.7%	
Second living/dining room	715	715	320	99	549	258	291	659
%V	10.3%	10.7%	12.6%	10.5%	11.9%	15.5%	9.9%	10.9%
%H (All HH)		100.0%	44.8%	13.8%	76.8%	36.1%	40.7%	92.2%
%H (TV HH)			44.8%	13.8%	76.8%	36.1%	40.7%	
Study/office	99	99	51	13	74	38	36	98
%V	1.4%	1.5%	2.0%	1.4%	1.6%	2.3%	1.2%	1.6%
%H (All HH)		100.0%	51.5%	13.1%	74.7%	38.4%	36.4%	99.0%
%H (TV HH)			51.5%	13.1%	74.7%	38.4%	36.4%	
TV room	41	41	27	4	32	22	10	40
%V	0.6%	0.6%	1.1%	0.4%	0.7%	1.3%	0.3%	0.7%
%H (All HH)		100.0%	65.9%	9.8%	78.0%	53.7%	24.4%	97.6%
%H (TV HH)			65.9%	9.8%	78.0%	53.7%	24.4%	
Conservatory	167	167	80	26	137	75	62	158
%V	2.4%	2.5%	3.1%	2.8%	3.0%	4.5%	2.1%	2.6%
%H (All HH)		100.0%	47.9%	15.6%	82.0%	44.9%	37.1%	94.6%
%H (TV HH)			47.9%	15.6%	82.0%	44.9%	37.1%	
Attic or loft room	15	15	7	3	9	4	5	15
%V	0.2%	0.2%	0.3%	0.3%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	46.7%	20.0%	60.0%	26.7%	33.3%	100.0%
%H (TV HH)			46.7%	20.0%	60.0%	26.7%	33.3%	
No specific location	11	11	3	1	8	3	5	10
%V	0.2%	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.2%
%H (All HH)		100.0%	27.3%	9.1%	72.7%	27.3%	45.5%	90.9%
%H (TV HH)			27.3%	9.1%	72.7%	27.3%	45.5%	
Other	66	66	30	11	54	28	25	65
%V	1.0%	1.0%	1.2%	1.2%	1.2%	1.7%	0.9%	1.1%
%H (All HH)		100.0%	45.5%	16.7%	81.8%	42.4%	37.9%	98.5%
%H (TV HH)			45.5%	16.7%	81.8%	42.4%	37.9%	

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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Any DSAT provider	2549	2549	2549	26	1190	1190	0	2366
%V	36.7%	38.1%	100.0%	2.8%	25.9%	71.7%	0.0%	39.3%
%H (All HH)			100.0%	1.0%	46.7%	46.7%	0.0%	92.8%
%H (TV HH)			100.0%	1.0%	46.7%	46.7%	0.0%	
Sky with subcription	2067	2067	2067	12	957	957	0	1941
%V	29.8%	30.9%	81.1%	1.3%	20.8%	57.7%	0.0%	32.2%
%H (All HH)			100.0%	0.6%	46.3%	46.3%	0.0%	93.9%
%H (TV HH)			100.0%	0.6%	46.3%	46.3%	0.0%	
Sky without subscription	138	138	138	2	66	66	0	116
%V	2.0%	2.1%	5.4%	0.2%	1.4%	4.0%	0.0%	1.9%
%H (All HH)			100.0%	1.4%	47.8%	47.8%	0.0%	84.1%
%H (TV HH)			100.0%	1.4%	47.8%	47.8%	0.0%	
Freesat	308	308	308	9	159	159	0	276
%V	4.4%	4.6%	12.1%	1.0%	3.5%	9.6%	0.0%	4.6%
%H (All HH)			100.0%	2.9%	51.6%	51.6%	0.0%	89.6%
%H (TV HH)			100.0%	2.9%	51.6%	51.6%	0.0%	
Other satellite provider	133	133	133	5	57	57	0	125
%V	1.9%	2.0%	5.2%	0.5%	1.2%	3.4%	0.0%	2.1%
%H (All HH)			100.0%	3.8%	42.9%	42.9%	0.0%	94.0%
%H (TV HH)			100.0%	3.8%	42.9%	42.9%	0.0%	
DCAB	940	940	26	940	485	485	0	889
%V	13.5%	14.0%	1.0%	100.0%	10.6%	29.2%	0.0%	14.7%
%H (All HH)			2.8%	100.0%	51.6%	51.6%	0.0%	94.6%
%H (TV HH)			2.8%	100.0%	51.6%	51.6%	0.0%	
DTT	4597	4597	1190	485	4597	1660	2937	3875
%V	66.2%	68.7%	46.7%	51.6%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	25.9%	10.6%	100.0%	36.1%	63.9%	84.3%
%H (TV HH)			25.9%	10.6%	100.0%	36.1%	63.9%	

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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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	6947	6691	2549	940	4597	1660	2937	6028
%H (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
PVR	4170	4170	2278	908	2541	1539	1002	3874
%V	60.0%	62.3%	89.4%	96.6%	55.3%	92.7%	34.1%	64.3%
%H (All HH)		100.0%	54.6%	21.8%	60.9%	36.9%	24.0%	92.9%
%H (TV HH)			54.6%	21.8%	60.9%	36.9%	24.0%	
DVDR	63	63	26	5	50	18	32	56
%V	0.9%	0.9%	1.0%	0.5%	1.1%	1.1%	1.1%	0.9%
%H (All HH)		100.0%	41.3%	7.9%	79.4%	28.6%	50.8%	88.9%
%H (TV HH)			41.3%	7.9%	79.4%	28.6%	50.8%	
VCR	22	22	6	2	19	5	14	13
%V	0.3%	0.3%	0.2%	0.2%	0.4%	0.3%	0.5%	0.2%
%H (All HH)		100.0%	27.3%	9.1%	86.4%	22.7%	63.6%	59.1%
%H (TV HH)			27.3%	9.1%	86.4%	22.7%	63.6%	
Any recorder	4209	4209	2286	908	2574	1542	1033	3904
%V	60.6%	62.9%	89.7%	96.6%	56.0%	92.9%	35.2%	64.8%
%H (All HH)		100.0%	54.3%	21.6%	61.2%	36.6%	24.5%	92.8%
%H (TV HH)			54.3%	21.6%	61.2%	36.6%	24.5%	
Receives HDTV (via STB or built-in reception)	4807	4807	2133	837	3334	1472	1862	4435
%V	69.2%	71.8%	83.7%	89.0%	72.5%	88.7%	63.4%	73.6%
%H (All HH)		100.0%	44.4%	17.4%	69.4%	30.6%	38.7%	92.3%
%H (TV HH)			44.4%	17.4%	69.4%	30.6%	38.7%	
DVD/Blu-ray player or recorder	4057	4057	1604	605	2824	1112	1711	3660
%V	58.4%	60.6%	62.9%	64.4%	61.4%	67.0%	58.3%	60.7%
%H (All HH)		100.0%	39.5%	14.9%	69.6%	27.4%	42.2%	90.2%
%H (TV HH)			39.5%	14.9%	69.6%	27.4%	42.2%	

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 19.10: 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	6947	6691	2549	940	4597	1660	2937	6028
%V (All HH)		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%
%H (TV HH)			38.1%	14.0%	68.7%	24.8%	43.9%	
Has broadband internet	6028	5825	2366	889	3875	1558	2317	6028
%V	86.8%	87.1%	92.8%	94.6%	84.3%	93.9%	78.9%	100.0%
%H (All HH)		96.6%	39.3%	14.7%	64.3%	25.8%	38.4%	100.0%
%H (TV HH)			40.6%	15.3%	66.5%	26.7%	39.8%	
Number of computers (PCs and laptops)								
0	1315	1238	327	98	953	178	775	445
%V	18.9%	18.5%	12.8%	10.4%	20.7%	10.7%	26.4%	7.4%
%H (All HH)		94.1%	24.9%	7.5%	72.5%	13.5%	58.9%	33.8%
%H (TV HH)			26.4%	7.9%	77.0%	14.4%	62.6%	
1	1884	1807	672	250	1214	411	803	1842
%V	27.1%	27.0%	26.4%	26.6%	26.4%	24.8%	27.3%	30.6%
%H (All HH)		95.9%	35.7%	13.3%	64.4%	21.8%	42.6%	97.8%
%H (TV HH)			37.2%	13.8%	67.2%	22.7%	44.4%	
2	1677	1624	647	259	1103	448	656	1670
%V	24.1%	24.3%	25.4%	27.6%	24.0%	27.0%	22.3%	27.7%
%H (All HH)		96.8%	38.6%	15.4%	65.8%	26.7%	39.1%	99.6%
%H (TV HH)			39.8%	15.9%	67.9%	27.6%	40.4%	
3	934	908	390	149	597	265	331	934
%V	13.4%	13.6%	15.3%	15.9%	13.0%	16.0%	11.3%	15.5%
%H (All HH)		97.2%	41.8%	16.0%	63.9%	28.4%	35.4%	100.0%
%H (TV HH)			43.0%	16.4%	65.7%	29.2%	36.5%	
4	556	546	242	92	357	167	189	556
%V	8.0%	8.2%	9.5%	9.8%	7.8%	10.1%	6.4%	9.2%
%H (All HH)		98.2%	43.5%	16.5%	64.2%	30.0%	34.0%	100.0%
%H (TV HH)			44.3%	16.8%	65.4%	30.6%	34.6%	
5+	582	567	271	93	374	191	183	581
%V	8.4%	8.5%	10.6%	9.9%	8.1%	11.5%	6.2%	9.6%
%H (All HH)		97.4%	46.6%	16.0%	64.3%	32.8%	31.4%	99.8%
%H (TV HH)			47.8%	16.4%	66.0%	33.7%	32.3%	

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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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	13210	5620	1982	9519	4246	5273	11948
%H		42.5%	15.0%	72.1%	32.1%	39.9%	90.4%
Under 20"	785	294	107	665	287	378	681
%V	5.9%	5.2%	5.4%	7.0%	6.8%	7.2%	5.7%
%H		37.5%	13.6%	84.7%	36.6%	48.2%	86.8%
20" - 29"	2229	865	330	1793	784	1009	1944
%V	16.9%	15.4%	16.6%	18.8%	18.5%	19.1%	16.3%
%H		38.8%	14.8%	80.4%	35.2%	45.3%	87.2%
30" - 39"	4061	1664	574	2969	1241	1728	3600
%V	30.7%	29.6%	29.0%	31.2%	29.2%	32.8%	30.1%
%H		41.0%	14.1%	73.1%	30.6%	42.6%	88.6%
40" - 49"	3941	1754	638	2660	1237	1423	3661
%V	29.8%	31.2%	32.2%	27.9%	29.1%	27.0%	30.6%
%H		44.5%	16.2%	67.5%	31.4%	36.1%	92.9%
50" - 59"	1415	732	223	876	467	409	1371
%V	10.7%	13.0%	11.3%	9.2%	11.0%	7.8%	11.5%
%H		51.7%	15.8%	61.9%	33.0%	28.9%	96.9%
60"+	153	92	25	91	59	32	151
%V	1.2%	1.6%	1.3%	1.0%	1.4%	0.6%	1.3%
%H		60.1%	16.3%	59.5%	38.6%	20.9%	98.7%
Don't know	627	220	86	466	171	295	539
%V	4.7%	3.9%	4.3%	4.9%	4.0%	5.6%	4.5%
%H		35.1%	13.7%	74.3%	27.3%	47.0%	86.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	13210	5620	1982	9519	4246	5273	11948
%H		42.5%	15.0%	72.1%	32.1%	39.9%	90.4%
Main living room	6649	2545	937	4575	1665	2910	5792
%V	50.3%	45.3%	47.3%	48.1%	39.2%	55.2%	48.5%
%H		38.3%	14.1%	68.8%	25.0%	43.8%	87.1%
Kitchen	767	358	95	636	320	316	693
%V	5.8%	6.4%	4.8%	6.7%	7.5%	6.0%	5.8%
%H		46.7%	12.4%	82.9%	41.7%	41.2%	90.4%
Adult's bedroom	3504	1577	610	2608	1340	1268	3263
%V	26.5%	28.1%	30.8%	27.4%	31.6%	24.0%	27.3%
%H		45.0%	17.4%	74.4%	38.2%	36.2%	93.1%
Child's bedroom	706	372	114	472	275	197	698
%V	5.3%	6.6%	5.8%	5.0%	6.5%	3.7%	5.8%
%H		52.7%	16.1%	66.9%	39.0%	27.9%	98.9%
Other bedroom	452	240	66	352	208	143	439
%V	3.4%	4.3%	3.3%	3.7%	4.9%	2.7%	3.7%
%H		53.1%	14.6%	77.9%	46.0%	31.6%	97.1%
Second living/dining room	726	327	100	560	265	295	670
%V	5.5%	5.8%	5.0%	5.9%	6.2%	5.6%	5.6%
%H		45.0%	13.8%	77.1%	36.5%	40.6%	92.3%
Study/office	101	52	13	75	40	36	100
%V	0.8%	0.9%	0.7%	0.8%	0.9%	0.7%	0.8%
%H		51.5%	12.9%	74.3%	39.6%	35.6%	99.0%
TV room	41	27	4	32	22	10	40
%V	0.3%	0.5%	0.2%	0.3%	0.5%	0.2%	0.3%
%H		65.9%	9.8%	78.0%	53.7%	24.4%	97.6%
Conservatory	167	80	26	137	75	62	158
%V	1.3%	1.4%	1.3%	1.4%	1.8%	1.2%	1.3%
%H		47.9%	15.6%	82.0%	44.9%	37.1%	94.6%
Attic or loft room	17	8	3	9	4	5	17
%V	0.1%	0.1%	0.2%	0.1%	0.1%	0.1%	0.1%
%H		47.1%	17.6%	52.9%	23.5%	29.4%	100.0%
No specific location	11	3	1	8	3	5	10
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		27.3%	9.1%	72.7%	27.3%	45.5%	90.9%
Other	69	31	11	56	29	27	68
%V	0.5%	0.6%	0.6%	0.6%	0.7%	0.5%	0.6%
%H		44.9%	15.9%	81.2%	42.0%	39.1%	98.6%

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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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	13210	5620	1982	9519	4246	5273	11948
%H		42.5%	15.0%	72.1%	32.1%	39.9%	90.4%
PVR	5819	3459	1267	3277	2149	1129	5480
%V	44.0%	61.5%	63.9%	34.4%	50.6%	21.4%	45.9%
%H		59.4%	21.8%	56.3%	36.9%	19.4%	94.2%
DVDR	65	27	5	52	19	33	59
%V	0.5%	0.5%	0.3%	0.5%	0.4%	0.6%	0.5%
%H		41.5%	7.7%	80.0%	29.2%	50.8%	90.8%
VCR	23	7	3	20	7	14	15
%V	0.2%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%
%H		30.4%	13.0%	87.0%	30.4%	60.9%	65.2%
Any recorder	5873	3473	1269	3324	2158	1166	5523
%V	44.5%	61.8%	64.0%	34.9%	50.8%	22.1%	46.2%
%H		59.1%	21.6%	56.6%	36.7%	19.9%	94.0%

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	13210	5620	1982	9519	4246	5273	11948
%H		42.5%	15.0%	72.1%	32.1%	39.9%	90.4%
Receives HDTV (via STB or built-in reception)	7503	3646	1301	5227	2629	2599	7044
%V	56.8%	64.9%	65.6%	54.9%	61.9%	49.3%	59.0%
%H		48.6%	17.3%	69.7%	35.0%	34.6%	93.9%
DVD/Blu-ray player or recorder	5628	2334	867	3974	1713	2261	5176
%V	42.6%	41.5%	43.7%	41.7%	40.3%	42.9%	43.3%
%H		41.5%	15.4%	70.6%	30.4%	40.2%	92.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	6691	2549	940	4597	1660	2937	5825
%H		38.1%	14.0%	68.7%	24.8%	43.9%	87.1%
Under 20"	43	11	1	33	4	29	28
%V	0.6%	0.4%	0.1%	0.7%	0.2%	1.0%	0.5%
%H		25.6%	2.3%	76.7%	9.3%	67.4%	65.1%
20" - 29"	407	84	40	327	55	272	269
%V	6.1%	3.3%	4.3%	7.1%	3.3%	9.3%	4.6%
%H		20.6%	9.8%	80.3%	13.5%	66.8%	66.1%
30" - 39"	1848	550	219	1362	356	1006	1480
%V	27.6%	21.6%	23.3%	29.6%	21.4%	34.3%	25.4%
%H		29.8%	11.9%	73.7%	19.3%	54.4%	80.1%
40" - 49"	2828	1158	446	1895	780	1115	2579
%V	42.3%	45.4%	47.4%	41.2%	47.0%	38.0%	44.3%
%H		40.9%	15.8%	67.0%	27.6%	39.4%	91.2%
50" - 59"	1157	588	184	708	368	340	1118
%V	17.3%	23.1%	19.6%	15.4%	22.2%	11.6%	19.2%
%H		50.8%	15.9%	61.2%	31.8%	29.4%	96.6%
60"+	128	77	19	74	47	27	127
%V	1.9%	3.0%	2.0%	1.6%	2.8%	0.9%	2.2%
%H		60.2%	14.8%	57.8%	36.7%	21.1%	99.2%
Don't know	279	82	31	198	51	147	225
%V	4.2%	3.2%	3.3%	4.3%	3.1%	5.0%	3.9%
%H		29.4%	11.1%	71.0%	18.3%	52.7%	80.6%

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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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	6691	2549	940	4597	1660	2937	5825
%H		38.1%	14.0%	68.7%	24.8%	43.9%	87.1%
PVR	4090	2249	898	2471	1511	961	3800
%V	61.1%	88.2%	95.5%	53.8%	91.0%	32.7%	65.2%
%H		55.0%	22.0%	60.4%	36.9%	23.5%	92.9%
DVDR	52	22	3	41	13	28	48
%V	0.8%	0.9%	0.3%	0.9%	0.8%	1.0%	0.8%
%H		42.3%	5.8%	78.8%	25.0%	53.8%	92.3%
VCR	17	5	2	14	4	10	9
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.3%	0.2%
%H		29.4%	11.8%	82.4%	23.5%	58.8%	52.9%
Any recorder	4127	2256	899	2503	1513	990	3830
%V	61.7%	88.5%	95.6%	54.4%	91.1%	33.7%	65.8%
%H		54.7%	21.8%	60.6%	36.7%	24.0%	92.8%

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	6691	2549	940	4597	1660	2937	5825
%H		38.1%	14.0%	68.7%	24.8%	43.9%	87.1%
Receives HDTV (via STB or built-in reception)	4692	2082	824	3234	1425	1809	4329
%V	70.1%	81.7%	87.7%	70.4%	85.8%	61.6%	74.3%
%H		44.4%	17.6%	68.9%	30.4%	38.6%	92.3%
DVD/Blu-ray player or recorder	3518	1334	523	2449	916	1533	3145
%V	52.6%	52.3%	55.6%	53.3%	55.2%	52.2%	54.0%
%H		37.9%	14.9%	69.6%	26.0%	43.6%	89.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	6519	3071	1042	4922	2586	2336	6122
%H		47.1%	16.0%	75.5%	39.7%	35.8%	93.9%
Under 20"	743	284	106	632	283	349	653
%V	11.4%	9.2%	10.2%	12.8%	10.9%	14.9%	10.7%
%H		38.2%	14.3%	85.1%	38.1%	47.0%	87.9%
20" - 29"	1822	781	290	1466	729	737	1675
%V	27.9%	25.4%	27.8%	29.8%	28.2%	31.5%	27.4%
%H		42.9%	15.9%	80.5%	40.0%	40.5%	91.9%
30" - 39"	2213	1114	354	1607	885	722	2120
%V	33.9%	36.3%	34.0%	32.6%	34.2%	30.9%	34.6%
%H		50.3%	16.0%	72.6%	40.0%	32.6%	95.8%
40" - 49"	1112	596	192	765	457	308	1082
%V	17.1%	19.4%	18.4%	15.5%	17.7%	13.2%	17.7%
%H		53.6%	17.3%	68.8%	41.1%	27.7%	97.3%
50" - 59"	258	144	39	167	99	69	253
%V	4.0%	4.7%	3.7%	3.4%	3.8%	3.0%	4.1%
%H		55.8%	15.1%	64.7%	38.4%	26.7%	98.1%
60"+	25	14	6	16	12	4	24
%V	0.4%	0.5%	0.6%	0.3%	0.5%	0.2%	0.4%
%H		56.0%	24.0%	64.0%	48.0%	16.0%	96.0%
Don't know	347	139	55	269	121	148	315
%V	5.3%	4.5%	5.3%	5.5%	4.7%	6.3%	5.1%
%H		40.1%	15.9%	77.5%	34.9%	42.7%	90.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	6519	3071	1042	4922	2586	2336	6122
%H		47.1%	16.0%	75.5%	39.7%	35.8%	93.9%
PVR	1729	1210	369	806	638	168	1680
%V	26.5%	39.4%	35.4%	16.4%	24.7%	7.2%	27.4%
%H		70.0%	21.3%	46.6%	36.9%	9.7%	97.2%
DVDR	12	5	2	12	6	5	11
%V	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%	0.2%
%H		41.7%	16.7%	100.0%	50.0%	41.7%	91.7%
VCR	6	2	0	6	3	4	6
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.2%	0.1%
%H		33.3%	0.0%	100.0%	50.0%	66.7%	100.0%
Any recorder	1745	1216	371	821	645	176	1694
%V	26.8%	39.6%	35.6%	16.7%	24.9%	7.5%	27.7%
%H		69.7%	21.3%	47.0%	37.0%	10.1%	97.1%

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	6519	3071	1042	4922	2586	2336	6122
%H		47.1%	16.0%	75.5%	39.7%	35.8%	93.9%
Receives HDTV (via STB or built-in reception)	2811	1565	477	1994	1204	790	2715
%V	43.1%	51.0%	45.8%	40.5%	46.6%	33.8%	44.3%
%H		55.7%	17.0%	70.9%	42.8%	28.1%	96.6%
DVD/Blu-ray player or recorder	2109	1000	343	1525	797	728	2031
%V	32.4%	32.6%	32.9%	31.0%	30.8%	31.2%	33.2%
%H		47.4%	16.3%	72.3%	37.8%	34.5%	96.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	16257	15720	6514	2446	10366	4292	6074	15019
%H		96.7%	40.1%	15.0%	63.8%	26.4%	37.4%	92.4%
Total Children	3054	2948	1299	464	1762	774	987	2990
%V	18.8%	18.8%	19.9%	19.0%	17.0%	18.0%	16.2%	19.9%
%H		96.5%	42.5%	15.2%	57.7%	25.3%	32.3%	97.9%
0 - 3	716	688	278	111	406	163	242	699
%V	4.4%	4.4%	4.3%	4.5%	3.9%	3.8%	4.0%	4.7%
%H		96.1%	38.8%	15.5%	56.7%	22.8%	33.8%	97.6%
4 - 15	2338	2260	1021	353	1356	611	745	2291
%V	14.4%	14.4%	15.7%	14.4%	13.1%	14.2%	12.3%	15.3%
%H		96.7%	43.7%	15.1%	58.0%	26.1%	31.9%	98.0%
4 - 9	1214	1173	527	170	688	293	395	1190
%V	7.5%	7.5%	8.1%	7.0%	6.6%	6.8%	6.5%	7.9%
%H		96.6%	43.4%	14.0%	56.7%	24.1%	32.5%	98.0%
10 - 15	1123	1087	494	184	668	318	350	1101
%V	6.9%	6.9%	7.6%	7.5%	6.4%	7.4%	5.8%	7.3%
%H		96.8%	44.0%	16.4%	59.5%	28.3%	31.2%	98.0%

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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DATA PERIOD: ANNUAL

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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	16257	15720	6514	2446	10366	4292	6074	15019
%H		96.7%	40.1%	15.0%	63.8%	26.4%	37.4%	92.4%
Total Adults (16+)	13203	12772	5215	1982	8604	3517	5087	12029
%V	81.2%	81.2%	80.1%	81.0%	83.0%	81.9%	83.8%	80.1%
%H		96.7%	39.5%	15.0%	65.2%	26.6%	38.5%	91.1%
16 - 19	679	662	311	108	421	204	216	673
%V	4.2%	4.2%	4.8%	4.4%	4.1%	4.8%	3.6%	4.5%
%H		97.5%	45.8%	15.9%	62.0%	30.0%	31.8%	99.1%
20 - 24	1021	932	361	180	567	265	303	1006
%V	6.3%	5.9%	5.5%	7.4%	5.5%	6.2%	5.0%	6.7%
%H		91.3%	35.4%	17.6%	55.5%	26.0%	29.7%	98.5%
25 - 34	2093	1971	758	335	1153	482	671	2043
%V	12.9%	12.5%	11.6%	13.7%	11.1%	11.2%	11.0%	13.6%
%H		94.2%	36.2%	16.0%	55.1%	23.0%	32.1%	97.6%
35 - 44	1914	1831	809	287	1078	456	621	1865
%V	11.8%	11.6%	12.4%	11.7%	10.4%	10.6%	10.2%	12.4%
%H		95.7%	42.3%	15.0%	56.3%	23.8%	32.4%	97.4%
45 - 54	2207	2156	1001	372	1424	686	738	2127
%V	13.6%	13.7%	15.4%	15.2%	13.7%	16.0%	12.2%	14.2%
%H		97.7%	45.4%	16.9%	64.5%	31.1%	33.4%	96.4%
55 - 64	2053	2017	837	332	1425	591	834	1935
%V	12.6%	12.8%	12.8%	13.6%	13.7%	13.8%	13.7%	12.9%
%H		98.2%	40.8%	16.2%	69.4%	28.8%	40.6%	94.3%
65+	3236	3204	1137	368	2537	833	1703	2380
%V	19.9%	20.4%	17.5%	15.0%	24.5%	19.4%	28.0%	15.8%
%H		99.0%	35.1%	11.4%	78.4%	25.7%	52.6%	73.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	13203	12772	5215	1982	8604	3517	5087	12029
%H		96.7%	39.5%	15.0%	65.2%	26.6%	38.5%	91.1%
AB	3340	3266	1367	471	2268	936	1332	3272
%V	25.3%	25.6%	26.2%	23.8%	26.4%	26.6%	26.2%	27.2%
%H		97.8%	40.9%	14.1%	67.9%	28.0%	39.9%	98.0%
C1	3751	3596	1473	595	2344	987	1357	3537
%V	28.4%	28.2%	28.2%	30.0%	27.2%	28.1%	26.7%	29.4%
%H		95.9%	39.3%	15.9%	62.5%	26.3%	36.2%	94.3%
C2	3030	2976	1225	501	2079	910	1170	2752
%V	22.9%	23.3%	23.5%	25.3%	24.2%	25.9%	23.0%	22.9%
%H		98.2%	40.4%	16.5%	68.6%	30.0%	38.6%	90.8%
D	2109	2005	832	313	1273	514	759	1804
%V	16.0%	15.7%	16.0%	15.8%	14.8%	14.6%	14.9%	15.0%
%H		95.1%	39.4%	14.8%	60.4%	24.4%	36.0%	85.5%
E	974	929	318	102	640	171	469	664
%V	7.4%	7.3%	6.1%	5.1%	7.4%	4.9%	9.2%	5.5%
%H		95.4%	32.6%	10.5%	65.7%	17.6%	48.2%	68.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	13203	12772	5215	1982	8604	3517	5087	12029
%H		96.7%	39.5%	15.0%	65.2%	26.6%	38.5%	91.1%
Working full time	6171	5978	2602	1030	3778	1724	2054	6029
%V	46.7%	46.8%	49.9%	52.0%	43.9%	49.0%	40.4%	50.1%
%H		96.9%	42.2%	16.7%	61.2%	27.9%	33.3%	97.7%
Working part time	1338	1300	556	216	867	378	489	1286
%V	10.1%	10.2%	10.7%	10.9%	10.1%	10.7%	9.6%	10.7%
%H		97.2%	41.6%	16.1%	64.8%	28.3%	36.5%	96.1%
Not working	5695	5494	2057	736	3960	1416	2544	4714
%V	43.1%	43.0%	39.4%	37.1%	46.0%	40.3%	50.0%	39.2%
%H		96.5%	36.1%	12.9%	69.5%	24.9%	44.7%	82.8%
Houseperson	6947	6691	2549	940	4597	1660	2937	6028
%V	52.6%	52.4%	48.9%	47.4%	53.4%	47.2%	57.7%	50.1%
%H		96.3%	36.7%	13.5%	66.2%	23.9%	42.3%	86.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	6469	6217	2577	982	4143	1750	2393	5956
%H		96.1%	39.8%	15.2%	64.0%	27.1%	37.0%	92.1%
16 - 19	348	338	170	51	213	111	102	345
%V	5.4%	5.4%	6.6%	5.2%	5.1%	6.3%	4.3%	5.8%
%H		97.1%	48.9%	14.7%	61.2%	31.9%	29.3%	99.1%
20 - 24	519	467	195	84	284	140	144	514
%V	8.0%	7.5%	7.6%	8.6%	6.9%	8.0%	6.0%	8.6%
%H		90.0%	37.6%	16.2%	54.7%	27.0%	27.7%	99.0%
25 - 34	1064	992	371	183	579	253	327	1037
%V	16.4%	16.0%	14.4%	18.6%	14.0%	14.5%	13.7%	17.4%
%H		93.2%	34.9%	17.2%	54.4%	23.8%	30.7%	97.5%
35 - 44	940	891	383	144	514	210	304	911
%V	14.5%	14.3%	14.9%	14.7%	12.4%	12.0%	12.7%	15.3%
%H		94.8%	40.7%	15.3%	54.7%	22.3%	32.3%	96.9%
45 - 54	1083	1054	484	179	702	336	366	1037
%V	16.7%	17.0%	18.8%	18.2%	16.9%	19.2%	15.3%	17.4%
%H		97.3%	44.7%	16.5%	64.8%	31.0%	33.8%	95.8%
55 - 64	1008	984	411	157	691	285	406	945
%V	15.6%	15.8%	15.9%	16.0%	16.7%	16.3%	17.0%	15.9%
%H		97.6%	40.8%	15.6%	68.6%	28.3%	40.3%	93.8%
65+	1507	1490	563	183	1159	415	744	1167
%V	23.3%	24.0%	21.8%	18.6%	28.0%	23.7%	31.1%	19.6%
%H		98.9%	37.4%	12.1%	76.9%	27.5%	49.4%	77.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6469	6217	2577	982	4143	1750	2393	5956
%H		96.1%	39.8%	15.2%	64.0%	27.1%	37.0%	92.1%
AB	1682	1643	693	241	1137	481	656	1653
%V	26.0%	26.4%	26.9%	24.5%	27.4%	27.5%	27.4%	27.8%
%H		97.7%	41.2%	14.3%	67.6%	28.6%	39.0%	98.3%
C1	1777	1687	716	284	1066	477	589	1697
%V	27.5%	27.1%	27.8%	28.9%	25.7%	27.3%	24.6%	28.5%
%H		94.9%	40.3%	16.0%	60.0%	26.8%	33.1%	95.5%
C2	1611	1577	651	264	1103	484	620	1450
%V	24.9%	25.4%	25.3%	26.9%	26.6%	27.7%	25.9%	24.3%
%H		97.9%	40.4%	16.4%	68.5%	30.0%	38.5%	90.0%
D	1009	943	393	152	589	244	345	884
%V	15.6%	15.2%	15.3%	15.5%	14.2%	13.9%	14.4%	14.8%
%H		93.5%	38.9%	15.1%	58.4%	24.2%	34.2%	87.6%
E	390	367	124	41	247	64	183	271
%V	6.0%	5.9%	4.8%	4.2%	6.0%	3.7%	7.6%	4.6%
%H		94.1%	31.8%	10.5%	63.3%	16.4%	46.9%	69.5%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6469	6217	2577	982	4143	1750	2393	5956
%H		96.1%	39.8%	15.2%	64.0%	27.1%	37.0%	92.1%
Working full time	3723	3590	1559	620	2264	1039	1225	3632
%V	57.6%	57.7%	60.5%	63.1%	54.6%	59.4%	51.2%	61.0%
%H		96.4%	41.9%	16.7%	60.8%	27.9%	32.9%	97.6%
Working part time	300	288	127	44	194	84	110	282
%V	4.6%	4.6%	4.9%	4.5%	4.7%	4.8%	4.6%	4.7%
%H		96.0%	42.3%	14.7%	64.7%	28.0%	36.7%	94.0%
Not working	2445	2340	890	317	1685	628	1057	2042
%V	37.8%	37.6%	34.5%	32.3%	40.7%	35.9%	44.2%	34.3%
%H		95.7%	36.4%	13.0%	68.9%	25.7%	43.2%	83.5%
Houseperson	1433	1318	434	163	904	262	642	1132
%V	22.2%	21.2%	16.8%	16.6%	21.8%	15.0%	26.8%	19.0%
%H		92.0%	30.3%	11.4%	63.1%	18.3%	44.8%	79.0%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6735	6555	2638	1000	4461	1767	2694	6073
%H		97.3%	39.2%	14.8%	66.2%	26.2%	40.0%	90.2%
16 - 19	331	323	141	57	208	94	114	328
%V	4.9%	4.9%	5.3%	5.7%	4.7%	5.3%	4.2%	5.4%
%H		97.6%	42.6%	17.2%	62.8%	28.4%	34.4%	99.1%
20 - 24	502	465	166	96	283	124	159	492
%V	7.5%	7.1%	6.3%	9.6%	6.3%	7.0%	5.9%	8.1%
%H		92.6%	33.1%	19.1%	56.4%	24.7%	31.7%	98.0%
25 - 34	1029	979	388	151	573	229	345	1006
%V	15.3%	14.9%	14.7%	15.1%	12.8%	13.0%	12.8%	16.6%
%H		95.1%	37.7%	14.7%	55.7%	22.3%	33.5%	97.8%
35 - 44	975	940	426	143	563	246	317	954
%V	14.5%	14.3%	16.1%	14.3%	12.6%	13.9%	11.8%	15.7%
%H		96.4%	43.7%	14.7%	57.7%	25.2%	32.5%	97.8%
45 - 54	1125	1102	517	193	722	350	372	1090
%V	16.7%	16.8%	19.6%	19.3%	16.2%	19.8%	13.8%	17.9%
%H		98.0%	46.0%	17.2%	64.2%	31.1%	33.1%	96.9%
55 - 64	1045	1033	426	175	734	306	428	990
%V	15.5%	15.8%	16.1%	17.5%	16.5%	17.3%	15.9%	16.3%
%H		98.9%	40.8%	16.7%	70.2%	29.3%	41.0%	94.7%
65+	1728	1714	575	185	1377	418	959	1213
%V	25.7%	26.1%	21.8%	18.5%	30.9%	23.7%	35.6%	20.0%
%H		99.2%	33.3%	10.7%	79.7%	24.2%	55.5%	70.2%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6735	6555	2638	1000	4461	1767	2694	6073
%H		97.3%	39.2%	14.8%	66.2%	26.2%	40.0%	90.2%
AB	1658	1623	674	230	1130	455	676	1619
%V	24.6%	24.8%	25.5%	23.0%	25.3%	25.7%	25.1%	26.7%
%H		97.9%	40.7%	13.9%	68.2%	27.4%	40.8%	97.6%
C1	1974	1909	757	312	1278	510	768	1840
%V	29.3%	29.1%	28.7%	31.2%	28.6%	28.9%	28.5%	30.3%
%H		96.7%	38.3%	15.8%	64.7%	25.8%	38.9%	93.2%
C2	1419	1399	574	237	976	426	550	1302
%V	21.1%	21.3%	21.8%	23.7%	21.9%	24.1%	20.4%	21.4%
%H		98.6%	40.5%	16.7%	68.8%	30.0%	38.8%	91.8%
D	1101	1062	439	161	684	270	415	919
%V	16.3%	16.2%	16.6%	16.1%	15.3%	15.3%	15.4%	15.1%
%H		96.5%	39.9%	14.6%	62.1%	24.5%	37.7%	83.5%
E	583	562	195	61	393	107	286	393
%V	8.7%	8.6%	7.4%	6.1%	8.8%	6.1%	10.6%	6.5%
%H		96.4%	33.4%	10.5%	67.4%	18.4%	49.1%	67.4%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6735	6555	2638	1000	4461	1767	2694	6073
%H		97.3%	39.2%	14.8%	66.2%	26.2%	40.0%	90.2%
Working full time	2448	2388	1043	410	1514	685	829	2397
%V	36.3%	36.4%	39.5%	41.0%	33.9%	38.8%	30.8%	39.5%
%H		97.5%	42.6%	16.7%	61.8%	28.0%	33.9%	97.9%
Working part time	1037	1012	429	172	673	294	379	1004
%V	15.4%	15.4%	16.3%	17.2%	15.1%	16.6%	14.1%	16.5%
%H		97.6%	41.4%	16.6%	64.9%	28.4%	36.5%	96.8%
Not working	3249	3155	1167	419	2275	788	1487	2671
%V	48.2%	48.1%	44.2%	41.9%	51.0%	44.6%	55.2%	44.0%
%H		97.1%	35.9%	12.9%	70.0%	24.3%	45.8%	82.2%
Houseperson	5513	5373	2115	777	3693	1398	2295	4896
%V	81.9%	82.0%	80.2%	77.7%	82.8%	79.1%	85.2%	80.6%
%H		97.5%	38.4%	14.1%	67.0%	25.4%	41.6%	88.8%

Base: ITV MidWest - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
AB	895	859	347	114	552	191	360	867
%V	28.5%	28.6%	30.8%	29.8%	27.9%	31.5%	26.2%	31.1%
%H (All HH)		96.0%	38.8%	12.7%	61.7%	21.3%	40.2%	96.9%
%H (TV HH)			40.4%	13.3%	64.3%	22.2%	41.9%	
C1	1026	983	367	131	662	204	458	931
%V	32.7%	32.8%	32.6%	34.2%	33.4%	33.6%	33.3%	33.4%
%H (All HH)		95.8%	35.8%	12.8%	64.5%	19.9%	44.6%	90.7%
%H (TV HH)			37.3%	13.3%	67.3%	20.8%	46.6%	
C2	617	600	238	83	376	116	260	545
%V	19.7%	20.0%	21.1%	21.7%	19.0%	19.1%	18.9%	19.5%
%H (All HH)		97.2%	38.6%	13.5%	60.9%	18.8%	42.1%	88.3%
%H (TV HH)			39.7%	13.8%	62.7%	19.3%	43.3%	
D	374	356	122	42	237	70	167	306
%V	11.9%	11.9%	10.8%	11.0%	12.0%	11.5%	12.2%	11.0%
%H (All HH)		95.2%	32.6%	11.2%	63.4%	18.7%	44.7%	81.8%
%H (TV HH)			34.3%	11.8%	66.6%	19.7%	46.9%	
E	223	201	52	13	154	26	129	142
%V	7.1%	6.7%	4.6%	3.4%	7.8%	4.3%	9.4%	5.1%
%H (All HH)		90.1%	23.3%	5.8%	69.1%	11.7%	57.8%	63.7%
%H (TV HH)			25.9%	6.5%	76.6%	12.9%	64.2%	

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

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%V (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Under 25	102	79	23	7	42	11	31	100
%V	3.3%	2.6%	2.0%	1.8%	2.1%	1.8%	2.3%	3.6%
%H (All HH)		77.5%	22.5%	6.9%	41.2%	10.8%	30.4%	98.0%
%H (TV HH)			29.1%	8.9%	53.2%	13.9%	39.2%	
25 - 34	415	388	143	54	186	52	135	409
%V	13.2%	12.9%	12.7%	14.1%	9.4%	8.6%	9.8%	14.7%
%H (All HH)		93.5%	34.5%	13.0%	44.8%	12.5%	32.5%	98.6%
%H (TV HH)			36.9%	13.9%	47.9%	13.4%	34.8%	
35 - 44	506	475	196	73	267	86	181	496
%V	16.1%	15.8%	17.4%	19.1%	13.5%	14.2%	13.2%	17.8%
%H (All HH)		93.9%	38.7%	14.4%	52.8%	17.0%	35.8%	98.0%
%H (TV HH)			41.3%	15.4%	56.2%	18.1%	38.1%	
45 - 54	556	537	233	98	322	130	192	546
%V	17.7%	17.9%	20.7%	25.6%	16.3%	21.4%	14.0%	19.6%
%H (All HH)		96.6%	41.9%	17.6%	57.9%	23.4%	34.5%	98.2%
%H (TV HH)			43.4%	18.2%	60.0%	24.2%	35.8%	
55 - 64	566	556	238	65	402	148	253	533
%V	18.1%	18.5%	21.1%	17.0%	20.3%	24.4%	18.4%	19.1%
%H (All HH)		98.2%	42.0%	11.5%	71.0%	26.1%	44.7%	94.2%
%H (TV HH)			42.8%	11.7%	72.3%	26.6%	45.5%	
65 +	990	965	294	85	762	180	582	705
%V	31.6%	32.2%	26.1%	22.2%	38.5%	29.7%	42.4%	25.3%
%H (All HH)		97.5%	29.7%	8.6%	77.0%	18.2%	58.8%	71.2%
%H (TV HH)			30.5%	8.8%	79.0%	18.7%	60.3%	

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

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
1	942	872	225	56	673	109	565	677
%V	30.0%	29.1%	20.0%	14.6%	34.0%	18.0%	41.1%	24.3%
%H (All HH)		92.6%	23.9%	5.9%	71.4%	11.6%	60.0%	71.9%
%H (TV HH)			25.8%	6.4%	77.2%	12.5%	64.8%	
2	1085	1051	397	140	734	249	486	1020
%V	34.6%	35.0%	35.2%	36.6%	37.1%	41.0%	35.4%	36.5%
%H (All HH)		96.9%	36.6%	12.9%	67.6%	22.9%	44.8%	94.0%
%H (TV HH)			37.8%	13.3%	69.8%	23.7%	46.2%	
3	448	436	201	69	257	110	148	438
%V	14.3%	14.5%	17.8%	18.0%	13.0%	18.1%	10.8%	15.7%
%H (All HH)		97.3%	44.9%	15.4%	57.4%	24.6%	33.0%	97.8%
%H (TV HH)			46.1%	15.8%	58.9%	25.2%	33.9%	
4	462	449	204	78	221	89	132	460
%V	14.7%	15.0%	18.1%	20.4%	11.2%	14.7%	9.6%	16.5%
%H (All HH)		97.2%	44.2%	16.9%	47.8%	19.3%	28.6%	99.6%
%H (TV HH)			45.4%	17.4%	49.2%	19.8%	29.4%	
5+	198	192	102	39	95	51	43	196
%V	6.3%	6.4%	9.1%	10.2%	4.8%	8.4%	3.1%	7.0%
%H (All HH)		97.0%	51.5%	19.7%	48.0%	25.8%	21.7%	99.0%
%H (TV HH)			53.1%	20.3%	49.5%	26.6%	22.4%	
Average HH size	2.35	2.36	2.63	2.78	2.17	2.56	1.99	2.48

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

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Without	2331	2218	771	262	1582	449	1132	1996
%V	74.4%	73.9%	68.4%	68.4%	79.9%	74.0%	82.4%	71.5%
%H (All HH)		95.2%	33.1%	11.2%	67.9%	19.3%	48.6%	85.6%
%H (TV HH)			34.8%	11.8%	71.3%	20.2%	51.0%	
With	805	781	357	121	399	157	242	795
%V	25.7%	26.0%	31.7%	31.6%	20.1%	25.9%	17.6%	28.5%
%H (All HH)		97.0%	44.3%	15.0%	49.6%	19.5%	30.1%	98.8%
%H (TV HH)			45.7%	15.5%	51.1%	20.1%	31.0%	
0 - 3	273	266	117	35	126	47	79	271
%V	8.7%	8.9%	10.4%	9.1%	6.4%	7.7%	5.7%	9.7%
%H (All HH)		97.4%	42.9%	12.8%	46.2%	17.2%	28.9%	99.3%
%H (TV HH)			44.0%	13.2%	47.4%	17.7%	29.7%	
4 - 9	425	410	174	65	208	70	138	417
%V	13.6%	13.7%	15.4%	17.0%	10.5%	11.5%	10.0%	14.9%
%H (All HH)		96.5%	40.9%	15.3%	48.9%	16.5%	32.5%	98.1%
%H (TV HH)			42.4%	15.9%	50.7%	17.1%	33.7%	
10 - 15	408	400	202	71	204	89	115	407
%V	13.0%	13.3%	17.9%	18.5%	10.3%	14.7%	8.4%	14.6%
%H (All HH)		98.0%	49.5%	17.4%	50.0%	21.8%	28.2%	99.8%
%H (TV HH)			50.5%	17.8%	51.0%	22.3%	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

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
1	1314	1314	348	140	818	86	731	1085
%V	41.9%	43.8%	30.9%	36.6%	41.3%	14.2%	53.2%	38.9%
%H (All HH)		100.0%	26.5%	10.7%	62.3%	6.5%	55.6%	82.6%
%H (TV HH)			26.5%	10.7%	62.3%	6.5%	55.6%	
2	974	974	417	130	656	247	408	901
%V	31.1%	32.5%	37.0%	33.9%	33.1%	40.7%	29.7%	32.3%
%H (All HH)		100.0%	42.8%	13.3%	67.4%	25.4%	41.9%	92.5%
%H (TV HH)			42.8%	13.3%	67.4%	25.4%	41.9%	
3	420	420	190	62	310	147	163	404
%V	13.4%	14.0%	16.9%	16.2%	15.6%	24.2%	11.9%	14.5%
%H (All HH)		100.0%	45.2%	14.8%	73.8%	35.0%	38.8%	96.2%
%H (TV HH)			45.2%	14.8%	73.8%	35.0%	38.8%	
4	196	196	109	38	130	78	52	193
%V	6.3%	6.5%	9.7%	9.9%	6.6%	12.9%	3.8%	6.9%
%H (All HH)		100.0%	55.6%	19.4%	66.3%	39.8%	26.5%	98.5%
%H (TV HH)			55.6%	19.4%	66.3%	39.8%	26.5%	
5+	95	95	64	13	67	48	19	94
%V	3.0%	3.2%	5.7%	3.4%	3.4%	7.9%	1.4%	3.4%
%H (All HH)		100.0%	67.4%	13.7%	70.5%	50.5%	20.0%	98.9%
%H (TV HH)			67.4%	13.7%	70.5%	50.5%	20.0%	

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

Oct 2018 - Sep 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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Under 20"	261	261	114	24	215	95	120	239
%V	8.3%	8.7%	10.1%	6.3%	10.9%	15.7%	8.7%	8.6%
%H (All HH)		100.0%	43.7%	9.2%	82.4%	36.4%	46.0%	91.6%
%H (TV HH)			43.7%	9.2%	82.4%	36.4%	46.0%	
20" - 29"	805	805	316	102	602	218	384	712
%V	25.7%	26.8%	28.0%	26.6%	30.4%	35.9%	27.9%	25.5%
%H (All HH)		100.0%	39.3%	12.7%	74.8%	27.1%	47.7%	88.4%
%H (TV HH)			39.3%	12.7%	74.8%	27.1%	47.7%	
30" - 39"	1380	1380	499	191	989	333	656	1230
%V	44.0%	46.0%	44.3%	49.9%	49.9%	54.9%	47.7%	44.1%
%H (All HH)		100.0%	36.2%	13.8%	71.7%	24.1%	47.5%	89.1%
%H (TV HH)			36.2%	13.8%	71.7%	24.1%	47.5%	
40" - 49"	1355	1355	588	206	848	341	507	1278
%V	43.2%	45.2%	52.2%	53.8%	42.8%	56.2%	36.9%	45.8%
%H (All HH)		100.0%	43.4%	15.2%	62.6%	25.2%	37.4%	94.3%
%H (TV HH)			43.4%	15.2%	62.6%	25.2%	37.4%	
50" - 59"	543	543	286	84	312	160	151	529
%V	17.3%	18.1%	25.4%	21.9%	15.7%	26.4%	11.0%	19.0%
%H (All HH)		100.0%	52.7%	15.5%	57.5%	29.5%	27.8%	97.4%
%H (TV HH)			52.7%	15.5%	57.5%	29.5%	27.8%	
60"+	85	85	56	13	31	20	11	82
%V	2.7%	2.8%	5.0%	3.4%	1.6%	3.3%	0.8%	2.9%
%H (All HH)		100.0%	65.9%	15.3%	36.5%	23.5%	12.9%	96.5%
%H (TV HH)			65.9%	15.3%	36.5%	23.5%	12.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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ITV South and South East

Household level data

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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Main living room	2964	2964	1120	379	1960	606	1354	2650
%V	94.5%	98.8%	99.4%	99.0%	98.9%	99.8%	98.5%	94.9%
%H (All HH)		100.0%	37.8%	12.8%	66.1%	20.4%	45.7%	89.4%
%H (TV HH)			37.8%	12.8%	66.1%	20.4%	45.7%	
Kitchen	322	322	164	31	255	126	129	305
%V	10.3%	10.7%	14.6%	8.1%	12.9%	20.8%	9.4%	10.9%
%H (All HH)		100.0%	50.9%	9.6%	79.2%	39.1%	40.1%	94.7%
%H (TV HH)			50.9%	9.6%	79.2%	39.1%	40.1%	
Adult's bedroom	1301	1301	584	190	910	403	506	1215
%V	41.5%	43.4%	51.8%	49.6%	45.9%	66.4%	36.8%	43.5%
%H (All HH)		100.0%	44.9%	14.6%	69.9%	31.0%	38.9%	93.4%
%H (TV HH)			44.9%	14.6%	69.9%	31.0%	38.9%	
Child's bedroom	238	238	139	42	125	75	49	238
%V	7.6%	7.9%	12.3%	11.0%	6.3%	12.4%	3.6%	8.5%
%H (All HH)		100.0%	58.4%	17.6%	52.5%	31.5%	20.6%	100.0%
%H (TV HH)			58.4%	17.6%	52.5%	31.5%	20.6%	
Other bedroom	220	220	128	29	161	95	67	215
%V	7.0%	7.3%	11.4%	7.6%	8.1%	15.7%	4.9%	7.7%
%H (All HH)		100.0%	58.2%	13.2%	73.2%	43.2%	30.5%	97.7%
%H (TV HH)			58.2%	13.2%	73.2%	43.2%	30.5%	
Second living/dining room	266	266	130	45	182	87	95	258
%V	8.5%	8.9%	11.5%	11.7%	9.2%	14.3%	6.9%	9.2%
%H (All HH)		100.0%	48.9%	16.9%	68.4%	32.7%	35.7%	97.0%
%H (TV HH)			48.9%	16.9%	68.4%	32.7%	35.7%	
Study/office	65	65	33	8	51	27	24	64
%V	2.1%	2.2%	2.9%	2.1%	2.6%	4.4%	1.7%	2.3%
%H (All HH)		100.0%	50.8%	12.3%	78.5%	41.5%	36.9%	98.5%
%H (TV HH)			50.8%	12.3%	78.5%	41.5%	36.9%	
TV room	21	21	14	2	12	6	6	21
%V	0.7%	0.7%	1.2%	0.5%	0.6%	1.0%	0.4%	0.8%
%H (All HH)		100.0%	66.7%	9.5%	57.1%	28.6%	28.6%	100.0%
%H (TV HH)			66.7%	9.5%	57.1%	28.6%	28.6%	
Conservatory	50	50	22	11	42	24	18	50
%V	1.6%	1.7%	2.0%	2.9%	2.1%	4.0%	1.3%	1.8%
%H (All HH)		100.0%	44.0%	22.0%	84.0%	48.0%	36.0%	100.0%
%H (TV HH)			44.0%	22.0%	84.0%	48.0%	36.0%	
Attic or loft room	5	5	3	0	5	3	2	5
%V	0.2%	0.2%	0.3%	0.0%	0.3%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
%H (TV HH)			60.0%	0.0%	100.0%	60.0%	40.0%	
No specific location	5	5	4	1	5	3	1	5
%V	0.2%	0.2%	0.4%	0.3%	0.3%	0.5%	0.1%	0.2%
%H (All HH)		100.0%	80.0%	20.0%	100.0%	60.0%	20.0%	100.0%
%H (TV HH)			80.0%	20.0%	100.0%	60.0%	20.0%	
Other	36	36	20	6	24	13	11	35
%V	1.1%	1.2%	1.8%	1.6%	1.2%	2.1%	0.8%	1.3%
%H (All HH)		100.0%	55.6%	16.7%	66.7%	36.1%	30.6%	97.2%
%H (TV HH)			55.6%	16.7%	66.7%	36.1%	30.6%	

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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Any DSAT provider	1127	1127	1127	18	487	487	0	1072
%V	35.9%	37.6%	100.0%	4.7%	24.6%	80.2%	0.0%	38.4%
%H (All HH)			100.0%	1.6%	43.2%	43.2%	0.0%	95.1%
%H (TV HH)			100.0%	1.6%	43.2%	43.2%	0.0%	
Sky with subscription	907	907	907	7	383	383	0	867
%V	28.9%	30.2%	80.5%	1.8%	19.3%	63.1%	0.0%	31.1%
%H (All HH)			100.0%	0.8%	42.2%	42.2%	0.0%	95.6%
%H (TV HH)			100.0%	0.8%	42.2%	42.2%	0.0%	
Sky without subscription	27	27	27	1	15	15	0	27
%V	0.9%	0.9%	2.4%	0.3%	0.8%	2.5%	0.0%	1.0%
%H (All HH)			100.0%	3.7%	55.6%	55.6%	0.0%	100.0%
%H (TV HH)			100.0%	3.7%	55.6%	55.6%	0.0%	
Freesat	169	169	169	5	75	75	0	154
%V	5.4%	5.6%	15.0%	1.3%	3.8%	12.4%	0.0%	5.5%
%H (All HH)			100.0%	3.0%	44.4%	44.4%	0.0%	91.1%
%H (TV HH)			100.0%	3.0%	44.4%	44.4%	0.0%	
Other satellite provider	61	61	61	4	30	30	0	61
%V	1.9%	2.0%	5.4%	1.0%	1.5%	4.9%	0.0%	2.2%
%H (All HH)			100.0%	6.6%	49.2%	49.2%	0.0%	100.0%
%H (TV HH)			100.0%	6.6%	49.2%	49.2%	0.0%	
DCAB	383	383	18	383	130	130	0	370
%V	12.2%	12.8%	1.6%	100.0%	6.6%	21.4%	0.0%	13.3%
%H (All HH)			4.7%	100.0%	33.9%	33.9%	0.0%	96.6%
%H (TV HH)			4.7%	100.0%	33.9%	33.9%	0.0%	
DTT	1981	1981	487	130	1981	607	1374	1701
%V	63.2%	66.0%	43.2%	33.9%	100.0%	100.0%	100.0%	60.9%
%H (All HH)		100.0%	24.6%	6.6%	100.0%	30.6%	69.4%	85.9%
%H (TV HH)			24.6%	6.6%	100.0%	30.6%	69.4%	

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

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Household level data

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	3135	3000	1127	383	1981	607	1374	2791
%H (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
PVR	1840	1840	1005	366	1032	552	480	1741
%V	58.7%	61.3%	89.2%	95.6%	52.1%	90.9%	34.9%	62.4%
%H (All HH)		100.0%	54.6%	19.9%	56.1%	30.0%	26.1%	94.6%
%H (TV HH)			54.6%	19.9%	56.1%	30.0%	26.1%	
DVDR	66	66	29	13	50	24	27	54
%V	2.1%	2.2%	2.6%	3.4%	2.5%	4.0%	2.0%	1.9%
%H (All HH)		100.0%	43.9%	19.7%	75.8%	36.4%	40.9%	81.8%
%H (TV HH)			43.9%	19.7%	75.8%	36.4%	40.9%	
VCR	13	13	3	1	12	3	9	8
%V	0.4%	0.4%	0.3%	0.3%	0.6%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	23.1%	7.7%	92.3%	23.1%	69.2%	61.5%
%H (TV HH)			23.1%	7.7%	92.3%	23.1%	69.2%	
Any recorder	1863	1863	1008	366	1055	554	501	1757
%V	59.4%	62.1%	89.4%	95.6%	53.3%	91.3%	36.5%	63.0%
%H (All HH)		100.0%	54.1%	19.6%	56.6%	29.7%	26.9%	94.3%
%H (TV HH)			54.1%	19.6%	56.6%	29.7%	26.9%	
Receives HDTV (via STB or built-in reception)	2294	2294	994	351	1528	563	965	2137
%V	73.2%	76.5%	88.2%	91.6%	77.1%	92.8%	70.2%	76.6%
%H (All HH)		100.0%	43.3%	15.3%	66.6%	24.5%	42.1%	93.2%
%H (TV HH)			43.3%	15.3%	66.6%	24.5%	42.1%	
DVD/Blu-ray player or recorder	1937	1937	756	250	1322	459	863	1787
%V	61.8%	64.6%	67.1%	65.3%	66.7%	75.6%	62.8%	64.0%
%H (All HH)		100.0%	39.0%	12.9%	68.2%	23.7%	44.6%	92.3%
%H (TV HH)			39.0%	12.9%	68.2%	23.7%	44.6%	

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

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Household level data

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	3135	3000	1127	383	1981	607	1374	2791
%V (All HH)		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%
%H (TV HH)			37.6%	12.8%	66.0%	20.2%	45.8%	
Has broadband internet	2791	2676	1072	370	1701	581	1119	2791
%V	89.0%	89.2%	95.1%	96.6%	85.9%	95.7%	81.4%	100.0%
%H (All HH)		95.9%	38.4%	13.3%	60.9%	20.8%	40.1%	100.0%
%H (TV HH)			40.1%	13.8%	63.6%	21.7%	41.8%	
Number of computers (PCs and laptops)								
0	448	418	100	18	329	39	290	135
%V	14.3%	13.9%	8.9%	4.7%	16.6%	6.4%	21.1%	4.8%
%H (All HH)		93.3%	22.3%	4.0%	73.4%	8.7%	64.7%	30.1%
%H (TV HH)			23.9%	4.3%	78.7%	9.3%	69.4%	
1	779	744	245	73	493	111	382	761
%V	24.8%	24.8%	21.7%	19.1%	24.9%	18.3%	27.8%	27.3%
%H (All HH)		95.5%	31.5%	9.4%	63.3%	14.2%	49.0%	97.7%
%H (TV HH)			32.9%	9.8%	66.3%	14.9%	51.3%	
2	794	759	298	107	501	176	325	787
%V	25.3%	25.3%	26.4%	27.9%	25.3%	29.0%	23.7%	28.2%
%H (All HH)		95.6%	37.5%	13.5%	63.1%	22.2%	40.9%	99.1%
%H (TV HH)			39.3%	14.1%	66.0%	23.2%	42.8%	
3	488	473	196	73	298	111	186	484
%V	15.6%	15.8%	17.4%	19.1%	15.0%	18.3%	13.5%	17.3%
%H (All HH)		96.9%	40.2%	15.0%	61.1%	22.7%	38.1%	99.2%
%H (TV HH)			41.4%	15.4%	63.0%	23.5%	39.3%	
4	293	281	130	41	177	71	106	293
%V	9.3%	9.4%	11.5%	10.7%	8.9%	11.7%	7.7%	10.5%
%H (All HH)		95.9%	44.4%	14.0%	60.4%	24.2%	36.2%	100.0%
%H (TV HH)			46.3%	14.6%	63.0%	25.3%	37.7%	
5+	333	325	157	71	184	99	85	332
%V	10.6%	10.8%	13.9%	18.5%	9.3%	16.3%	6.2%	11.9%
%H (All HH)		97.6%	47.1%	21.3%	55.3%	29.7%	25.5%	99.7%
%H (TV HH)			48.3%	21.8%	56.6%	30.5%	26.2%	

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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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	5834	2542	812	3959	1613	2346	5391
%H		43.6%	13.9%	67.9%	27.6%	40.2%	92.4%
Under 20"	326	144	32	271	124	147	299
%V	5.6%	5.7%	3.9%	6.8%	7.7%	6.3%	5.5%
%H		44.2%	9.8%	83.1%	38.0%	45.1%	91.7%
20" - 29"	1028	421	136	784	318	466	923
%V	17.6%	16.6%	16.7%	19.8%	19.7%	19.9%	17.1%
%H		41.0%	13.2%	76.3%	30.9%	45.3%	89.8%
30" - 39"	1741	673	246	1236	445	791	1577
%V	29.8%	26.5%	30.3%	31.2%	27.6%	33.7%	29.3%
%H		38.7%	14.1%	71.0%	25.6%	45.4%	90.6%
40" - 49"	1621	748	254	1005	443	562	1537
%V	27.8%	29.4%	31.3%	25.4%	27.5%	24.0%	28.5%
%H		46.1%	15.7%	62.0%	27.3%	34.7%	94.8%
50" - 59"	597	316	93	343	180	163	582
%V	10.2%	12.4%	11.5%	8.7%	11.2%	6.9%	10.8%
%H		52.9%	15.6%	57.5%	30.2%	27.3%	97.5%
60"+	93	61	14	36	23	12	90
%V	1.6%	2.4%	1.7%	0.9%	1.4%	0.5%	1.7%
%H		65.6%	15.1%	38.7%	24.7%	12.9%	96.8%
Don't know	429	178	37	284	80	204	384
%V	7.4%	7.0%	4.6%	7.2%	5.0%	8.7%	7.1%
%H		41.5%	8.6%	66.2%	18.6%	47.6%	89.5%

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	5834	2542	812	3959	1613	2346	5391
%H		43.6%	13.9%	67.9%	27.6%	40.2%	92.4%
Main living room	2980	1125	381	1969	609	1360	2663
%V	51.1%	44.3%	46.9%	49.7%	37.8%	58.0%	49.4%
%H		37.8%	12.8%	66.1%	20.4%	45.6%	89.4%
Kitchen	324	165	32	257	127	129	307
%V	5.6%	6.5%	3.9%	6.5%	7.9%	5.5%	5.7%
%H		50.9%	9.9%	79.3%	39.2%	39.8%	94.8%
Adult's bedroom	1504	690	231	1056	495	562	1411
%V	25.8%	27.1%	28.4%	26.7%	30.7%	24.0%	26.2%
%H		45.9%	15.4%	70.2%	32.9%	37.4%	93.8%
Child's bedroom	319	192	58	164	106	59	319
%V	5.5%	7.6%	7.1%	4.1%	6.6%	2.5%	5.9%
%H		60.2%	18.2%	51.4%	33.2%	18.5%	100.0%
Other bedroom	248	139	36	185	108	77	243
%V	4.3%	5.5%	4.4%	4.7%	6.7%	3.3%	4.5%
%H		56.0%	14.5%	74.6%	43.5%	31.0%	98.0%
Second living/dining room	272	132	47	185	88	97	263
%V	4.7%	5.2%	5.8%	4.7%	5.5%	4.1%	4.9%
%H		48.5%	17.3%	68.0%	32.4%	35.7%	96.7%
Study/office	66	34	8	52	28	24	65
%V	1.1%	1.3%	1.0%	1.3%	1.7%	1.0%	1.2%
%H		51.5%	12.1%	78.8%	42.4%	36.4%	98.5%
TV room	21	14	2	12	6	6	21
%V	0.4%	0.6%	0.2%	0.3%	0.4%	0.3%	0.4%
%H		66.7%	9.5%	57.1%	28.6%	28.6%	100.0%
Conservatory	50	22	11	42	24	18	50
%V	0.9%	0.9%	1.4%	1.1%	1.5%	0.8%	0.9%
%H		44.0%	22.0%	84.0%	48.0%	36.0%	100.0%
Attic or loft room	5	3	0	5	3	2	5
%V	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H		60.0%	0.0%	100.0%	60.0%	40.0%	100.0%
No specific location	6	4	1	5	4	1	6
%V	0.1%	0.2%	0.1%	0.1%	0.2%	0.0%	0.1%
%H		66.7%	16.7%	83.3%	66.7%	16.7%	100.0%
Other	40	22	6	27	16	12	39
%V	0.7%	0.9%	0.7%	0.7%	1.0%	0.5%	0.7%
%H		55.0%	15.0%	67.5%	40.0%	30.0%	97.5%

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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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	5834	2542	812	3959	1613	2346	5391
%H		43.6%	13.9%	67.9%	27.6%	40.2%	92.4%
PVR	2653	1596	554	1342	813	529	2542
%V	45.5%	62.8%	68.2%	33.9%	50.4%	22.5%	47.2%
%H		60.2%	20.9%	50.6%	30.6%	19.9%	95.8%
DVDR	72	31	15	55	25	30	59
%V	1.2%	1.2%	1.8%	1.4%	1.5%	1.3%	1.1%
%H		43.1%	20.8%	76.4%	34.7%	41.7%	81.9%
VCR	14	3	1	13	3	10	9
%V	0.2%	0.1%	0.1%	0.3%	0.2%	0.4%	0.2%
%H		21.4%	7.1%	92.9%	21.4%	71.4%	64.3%
Any recorder	2689	1601	559	1376	821	555	2567
%V	46.1%	63.0%	68.8%	34.8%	50.9%	23.7%	47.6%
%H		59.5%	20.8%	51.2%	30.5%	20.6%	95.5%

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	5834	2542	812	3959	1613	2346	5391
%H		43.6%	13.9%	67.9%	27.6%	40.2%	92.4%
Receives HDTV (via STB or built-in reception)	3582	1761	554	2367	1064	1303	3391
%V	61.4%	69.3%	68.2%	59.8%	66.0%	55.5%	62.9%
%H		49.2%	15.5%	66.1%	29.7%	36.4%	94.7%
DVD/Blu-ray player or recorder	2736	1180	395	1850	765	1084	2563
%V	46.9%	46.4%	48.6%	46.7%	47.4%	46.2%	47.5%
%H		43.1%	14.4%	67.6%	28.0%	39.6%	93.7%

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	3000	1127	383	1981	607	1374	2676
%H		37.6%	12.8%	66.0%	20.2%	45.8%	89.2%
Under 20"	14	3	0	11	1	11	9
%V	0.5%	0.3%	0.0%	0.6%	0.2%	0.8%	0.3%
%H		21.4%	0.0%	78.6%	7.1%	78.6%	64.3%
20" - 29"	208	39	17	162	16	145	152
%V	6.9%	3.5%	4.4%	8.2%	2.6%	10.6%	5.7%
%H		18.8%	8.2%	77.9%	7.7%	69.7%	73.1%
30" - 39"	828	226	89	617	133	484	689
%V	27.6%	20.1%	23.2%	31.1%	21.9%	35.2%	25.7%
%H		27.3%	10.7%	74.5%	16.1%	58.5%	83.2%
40" - 49"	1133	470	169	718	270	448	1058
%V	37.8%	41.7%	44.1%	36.2%	44.5%	32.6%	39.5%
%H		41.5%	14.9%	63.4%	23.8%	39.5%	93.4%
50" - 59"	486	251	74	280	140	140	474
%V	16.2%	22.3%	19.3%	14.1%	23.1%	10.2%	17.7%
%H		51.6%	15.2%	57.6%	28.8%	28.8%	97.5%
60"+	79	51	12	30	19	11	76
%V	2.6%	4.5%	3.1%	1.5%	3.1%	0.8%	2.8%
%H		64.6%	15.2%	38.0%	24.1%	13.9%	96.2%
Don't know	252	87	21	163	27	135	218
%V	8.4%	7.7%	5.5%	8.2%	4.4%	9.8%	8.1%
%H		34.5%	8.3%	64.7%	10.7%	53.6%	86.5%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3000	1127	383	1981	607	1374	2676
%H		37.6%	12.8%	66.0%	20.2%	45.8%	89.2%
PVR	1817	997	362	1014	545	469	1719
%V	60.6%	88.5%	94.5%	51.2%	89.8%	34.1%	64.2%
%H		54.9%	19.9%	55.8%	30.0%	25.8%	94.6%
DVDR	54	23	11	40	16	24	44
%V	1.8%	2.0%	2.9%	2.0%	2.6%	1.7%	1.6%
%H		42.6%	20.4%	74.1%	29.6%	44.4%	81.5%
VCR	10	2	1	9	2	7	5
%V	0.3%	0.2%	0.3%	0.5%	0.3%	0.5%	0.2%
%H		20.0%	10.0%	90.0%	20.0%	70.0%	50.0%
Any recorder	1837	999	362	1033	546	487	1731
%V	61.2%	88.6%	94.5%	52.1%	90.0%	35.4%	64.7%
%H		54.4%	19.7%	56.2%	29.7%	26.5%	94.2%

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	3000	1127	383	1981	607	1374	2676
%H		37.6%	12.8%	66.0%	20.2%	45.8%	89.2%
Receives HDTV (via STB or built-in reception)	2262	980	350	1501	552	948	2111
%V	75.4%	87.0%	91.4%	75.8%	90.9%	69.0%	78.9%
%H		43.3%	15.5%	66.4%	24.4%	41.9%	93.3%
DVD/Blu-ray player or recorder	1732	665	221	1177	398	779	1591
%V	57.7%	59.0%	57.7%	59.4%	65.6%	56.7%	59.5%
%H		38.4%	12.8%	68.0%	23.0%	45.0%	91.9%

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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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	2835	1415	429	1978	1006	972	2715
%H		49.9%	15.1%	69.8%	35.5%	34.3%	95.8%
Under 20"	313	141	32	260	123	136	289
%V	11.0%	10.0%	7.5%	13.1%	12.2%	14.0%	10.6%
%H		45.0%	10.2%	83.1%	39.3%	43.5%	92.3%
20" - 29"	819	382	119	622	301	321	771
%V	28.9%	27.0%	27.7%	31.4%	29.9%	33.0%	28.4%
%H		46.6%	14.5%	75.9%	36.8%	39.2%	94.1%
30" - 39"	912	447	157	618	312	307	887
%V	32.2%	31.6%	36.6%	31.2%	31.0%	31.6%	32.7%
%H		49.0%	17.2%	67.8%	34.2%	33.7%	97.3%
40" - 49"	488	279	84	287	173	114	479
%V	17.2%	19.7%	19.6%	14.5%	17.2%	11.7%	17.6%
%H		57.2%	17.2%	58.8%	35.5%	23.4%	98.2%
50" - 59"	111	65	19	63	40	23	108
%V	3.9%	4.6%	4.4%	3.2%	4.0%	2.4%	4.0%
%H		58.6%	17.1%	56.8%	36.0%	20.7%	97.3%
60"+	14	10	2	6	4	2	14
%V	0.5%	0.7%	0.5%	0.3%	0.4%	0.2%	0.5%
%H		71.4%	14.3%	42.9%	28.6%	14.3%	100.0%
Don't know	177	91	15	122	53	69	166
%V	6.2%	6.4%	3.5%	6.2%	5.3%	7.1%	6.1%
%H		51.4%	8.5%	68.9%	29.9%	39.0%	93.8%

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	2835	1415	429	1978	1006	972	2715
%H		49.9%	15.1%	69.8%	35.5%	34.3%	95.8%
PVR	836	599	191	328	268	60	822
%V	29.5%	42.3%	44.5%	16.6%	26.6%	6.2%	30.3%
%H		71.7%	22.8%	39.2%	32.1%	7.2%	98.3%
DVDR	18	8	5	14	9	6	15
%V	0.6%	0.6%	1.2%	0.7%	0.9%	0.6%	0.6%
%H		44.4%	27.8%	77.8%	50.0%	33.3%	83.3%
VCR	4	1	1	4	1	3	4
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.3%	0.1%
%H		25.0%	25.0%	100.0%	25.0%	75.0%	100.0%
Any recorder	852	603	197	343	275	68	836
%V	30.1%	42.6%	45.9%	17.3%	27.3%	7.0%	30.8%
%H		70.8%	23.1%	40.3%	32.3%	8.0%	98.1%

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	2835	1415	429	1978	1006	972	2715
%H		49.9%	15.1%	69.8%	35.5%	34.3%	95.8%
Receives HDTV (via STB or built-in reception)	1320	781	204	867	512	355	1281
%V	46.6%	55.2%	47.6%	43.8%	50.9%	36.5%	47.2%
%H		59.2%	15.5%	65.7%	38.8%	26.9%	97.0%
DVD/Blu-ray player or recorder	1004	516	174	672	367	305	972
%V	35.4%	36.5%	40.6%	34.0%	36.5%	31.4%	35.8%
%H		51.4%	17.3%	66.9%	36.6%	30.4%	96.8%

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	7356	7094	2969	1065	4290	1552	2738	6911
%H		96.4%	40.4%	14.5%	58.3%	21.1%	37.2%	94.0%
Total Children	1423	1386	633	231	685	262	423	1409
%V	19.3%	19.5%	21.3%	21.7%	16.0%	16.9%	15.4%	20.4%
%H		97.4%	44.5%	16.2%	48.1%	18.4%	29.7%	99.0%
0 - 3	330	323	142	43	150	54	96	328
%V	4.5%	4.6%	4.8%	4.0%	3.5%	3.5%	3.5%	4.7%
%H		97.9%	43.0%	13.0%	45.5%	16.4%	29.1%	99.4%
4 - 15	1093	1063	491	188	535	208	326	1081
%V	14.9%	15.0%	16.5%	17.7%	12.5%	13.4%	11.9%	15.6%
%H		97.3%	44.9%	17.2%	48.9%	19.0%	29.8%	98.9%
4 - 9	554	535	226	89	265	87	177	544
%V	7.5%	7.5%	7.6%	8.4%	6.2%	5.6%	6.5%	7.9%
%H		96.6%	40.8%	16.1%	47.8%	15.7%	31.9%	98.2%
10 - 15	539	528	265	99	270	121	149	537
%V	7.3%	7.4%	8.9%	9.3%	6.3%	7.8%	5.4%	7.8%
%H		98.0%	49.2%	18.4%	50.1%	22.4%	27.6%	99.6%

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	7356	7094	2969	1065	4290	1552	2738	6911
%H		96.4%	40.4%	14.5%	58.3%	21.1%	37.2%	94.0%
Total Adults (16+)	5933	5708	2335	834	3605	1290	2316	5502
%V	80.7%	80.5%	78.6%	78.3%	84.0%	83.1%	84.6%	79.6%
%H		96.2%	39.4%	14.1%	60.8%	21.7%	39.0%	92.7%
16 - 19	276	264	131	46	153	72	81	275
%V	3.8%	3.7%	4.4%	4.3%	3.6%	4.6%	3.0%	4.0%
%H		95.7%	47.5%	16.7%	55.4%	26.1%	29.3%	99.6%
20 - 24	407	359	150	66	190	88	102	398
%V	5.5%	5.1%	5.1%	6.2%	4.4%	5.7%	3.7%	5.8%
%H		88.2%	36.9%	16.2%	46.7%	21.6%	25.1%	97.8%
25 - 34	862	819	320	129	413	140	272	852
%V	11.7%	11.5%	10.8%	12.1%	9.6%	9.0%	9.9%	12.3%
%H		95.0%	37.1%	15.0%	47.9%	16.2%	31.6%	98.8%
35 - 44	929	874	362	140	466	150	317	910
%V	12.6%	12.3%	12.2%	13.1%	10.9%	9.7%	11.6%	13.2%
%H		94.1%	39.0%	15.1%	50.2%	16.1%	34.1%	98.0%
45 - 54	1001	974	454	176	567	243	324	986
%V	13.6%	13.7%	15.3%	16.5%	13.2%	15.7%	11.8%	14.3%
%H		97.3%	45.4%	17.6%	56.6%	24.3%	32.4%	98.5%
55 - 64	939	926	416	122	656	266	390	900
%V	12.8%	13.1%	14.0%	11.5%	15.3%	17.1%	14.2%	13.0%
%H		98.6%	44.3%	13.0%	69.9%	28.3%	41.5%	95.8%
65+	1519	1490	503	156	1161	332	829	1179
%V	20.6%	21.0%	16.9%	14.6%	27.1%	21.4%	30.3%	17.1%
%H		98.1%	33.1%	10.3%	76.4%	21.9%	54.6%	77.6%

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+)	5933	5708	2335	834	3605	1290	2316	5502
%H		96.2%	39.4%	14.1%	60.8%	21.7%	39.0%	92.7%
AB	1783	1725	731	256	1080	414	666	1746
%V	30.1%	30.2%	31.3%	30.7%	30.0%	32.1%	28.8%	31.7%
%H		96.7%	41.0%	14.4%	60.6%	23.2%	37.4%	97.9%
C1	1944	1867	768	280	1195	439	756	1822
%V	32.8%	32.7%	32.9%	33.6%	33.1%	34.0%	32.6%	33.1%
%H		96.0%	39.5%	14.4%	61.5%	22.6%	38.9%	93.7%
C2	1231	1204	522	193	721	264	456	1134
%V	20.7%	21.1%	22.4%	23.1%	20.0%	20.5%	19.7%	20.6%
%H		97.8%	42.4%	15.7%	58.6%	21.4%	37.0%	92.1%
D	682	644	245	84	411	136	275	598
%V	11.5%	11.3%	10.5%	10.1%	11.4%	10.5%	11.9%	10.9%
%H		94.4%	35.9%	12.3%	60.3%	19.9%	40.3%	87.7%
E	292	267	69	22	199	36	162	202
%V	4.9%	4.7%	3.0%	2.6%	5.5%	2.8%	7.0%	3.7%
%H		91.4%	23.6%	7.5%	68.2%	12.3%	55.5%	69.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	5933	5708	2335	834	3605	1290	2316	5502
%H		96.2%	39.4%	14.1%	60.8%	21.7%	39.0%	92.7%
Working full time	2852	2744	1192	473	1574	624	950	2806
%V	48.1%	48.1%	51.0%	56.7%	43.7%	48.4%	41.0%	51.0%
%H		96.2%	41.8%	16.6%	55.2%	21.9%	33.3%	98.4%
Working part time	678	655	292	90	400	156	244	665
%V	11.4%	11.5%	12.5%	10.8%	11.1%	12.1%	10.5%	12.1%
%H		96.6%	43.1%	13.3%	59.0%	23.0%	36.0%	98.1%
Not working	2403	2309	851	272	1631	510	1121	2030
%V	40.5%	40.5%	36.4%	32.6%	45.2%	39.5%	48.4%	36.9%
%H		96.1%	35.4%	11.3%	67.9%	21.2%	46.7%	84.5%
Houseperson	3135	3000	1127	383	1981	607	1374	2791
%V	52.8%	52.6%	48.3%	45.9%	55.0%	47.1%	59.3%	50.7%
%H		95.7%	35.9%	12.2%	63.2%	19.4%	43.8%	89.0%

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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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+)	2902	2766	1152	418	1696	623	1073	2716
%H		95.3%	39.7%	14.4%	58.4%	21.5%	37.0%	93.6%
16 - 19	143	138	68	25	73	33	40	143
%V	4.9%	5.0%	5.9%	6.0%	4.3%	5.3%	3.7%	5.3%
%H		96.5%	47.6%	17.5%	51.0%	23.1%	28.0%	100.0%
20 - 24	215	189	81	36	90	42	48	207
%V	7.4%	6.8%	7.0%	8.6%	5.3%	6.7%	4.5%	7.6%
%H		87.9%	37.7%	16.7%	41.9%	19.5%	22.3%	96.3%
25 - 34	435	408	161	65	204	72	132	432
%V	15.0%	14.8%	14.0%	15.6%	12.0%	11.6%	12.3%	15.9%
%H		93.8%	37.0%	14.9%	46.9%	16.6%	30.3%	99.3%
35 - 44	462	430	168	69	223	66	157	452
%V	15.9%	15.5%	14.6%	16.5%	13.1%	10.6%	14.6%	16.6%
%H		93.1%	36.4%	14.9%	48.3%	14.3%	34.0%	97.8%
45 - 54	494	476	227	81	274	114	160	483
%V	17.0%	17.2%	19.7%	19.4%	16.2%	18.3%	14.9%	17.8%
%H		96.4%	46.0%	16.4%	55.5%	23.1%	32.4%	97.8%
55 - 64	450	443	195	61	313	125	188	432
%V	15.5%	16.0%	16.9%	14.6%	18.5%	20.1%	17.5%	15.9%
%H		98.4%	43.3%	13.6%	69.6%	27.8%	41.8%	96.0%
65+	702	681	252	80	520	171	348	568
%V	24.2%	24.6%	21.9%	19.1%	30.7%	27.4%	32.4%	20.9%
%H		97.0%	35.9%	11.4%	74.1%	24.4%	49.6%	80.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2902	2766	1152	418	1696	623	1073	2716
%H		95.3%	39.7%	14.4%	58.4%	21.5%	37.0%	93.6%
AB	892	855	370	127	520	204	316	877
%V	30.7%	30.9%	32.1%	30.4%	30.7%	32.7%	29.5%	32.3%
%H		95.9%	41.5%	14.2%	58.3%	22.9%	35.4%	98.3%
C1	916	876	363	139	543	207	336	872
%V	31.6%	31.7%	31.5%	33.3%	32.0%	33.2%	31.3%	32.1%
%H		95.6%	39.6%	15.2%	59.3%	22.6%	36.7%	95.2%
C2	661	642	278	103	378	137	241	611
%V	22.8%	23.2%	24.1%	24.6%	22.3%	22.0%	22.5%	22.5%
%H		97.1%	42.1%	15.6%	57.2%	20.7%	36.5%	92.4%
D	307	286	117	38	176	65	111	275
%V	10.6%	10.3%	10.2%	9.1%	10.4%	10.4%	10.3%	10.1%
%H		93.2%	38.1%	12.4%	57.3%	21.2%	36.2%	89.6%
E	126	107	24	10	80	11	69	81
%V	4.3%	3.9%	2.1%	2.4%	4.7%	1.8%	6.4%	3.0%
%H		84.9%	19.0%	7.9%	63.5%	8.7%	54.8%	64.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2902	2766	1152	418	1696	623	1073	2716
%H		95.3%	39.7%	14.4%	58.4%	21.5%	37.0%	93.6%
Working full time	1761	1682	744	286	944	375	570	1731
%V	60.7%	60.8%	64.6%	68.4%	55.7%	60.2%	53.1%	63.7%
%H		95.5%	42.2%	16.2%	53.6%	21.3%	32.4%	98.3%
Working part time	136	130	51	14	83	28	55	130
%V	4.7%	4.7%	4.4%	3.3%	4.9%	4.5%	5.1%	4.8%
%H		95.6%	37.5%	10.3%	61.0%	20.6%	40.4%	95.6%
Not working	1005	954	357	118	669	221	448	854
%V	34.6%	34.5%	31.0%	28.2%	39.4%	35.5%	41.8%	31.4%
%H		94.9%	35.5%	11.7%	66.6%	22.0%	44.6%	85.0%
Houseperson	648	581	192	63	395	104	292	536
%V	22.3%	21.0%	16.7%	15.1%	23.3%	16.7%	27.2%	19.7%
%H		89.7%	29.6%	9.7%	61.0%	16.0%	45.1%	82.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3031	2942	1184	417	1909	666	1243	2785
%H		97.1%	39.1%	13.8%	63.0%	22.0%	41.0%	91.9%
16 - 19	133	126	62	22	79	38	41	133
%V	4.4%	4.3%	5.2%	5.3%	4.1%	5.7%	3.3%	4.8%
%H		94.7%	46.6%	16.5%	59.4%	28.6%	30.8%	100.0%
20 - 24	192	171	70	29	100	46	53	191
%V	6.3%	5.8%	5.9%	7.0%	5.2%	6.9%	4.3%	6.9%
%H		89.1%	36.5%	15.1%	52.1%	24.0%	27.6%	99.5%
25 - 34	427	411	159	63	209	68	141	420
%V	14.1%	14.0%	13.4%	15.1%	10.9%	10.2%	11.3%	15.1%
%H		96.3%	37.2%	14.8%	48.9%	15.9%	33.0%	98.4%
35 - 44	467	444	193	71	244	84	160	458
%V	15.4%	15.1%	16.3%	17.0%	12.8%	12.6%	12.9%	16.4%
%H		95.1%	41.3%	15.2%	52.2%	18.0%	34.3%	98.1%
45 - 54	508	499	227	95	294	129	164	504
%V	16.8%	17.0%	19.2%	22.8%	15.4%	19.4%	13.2%	18.1%
%H		98.2%	44.7%	18.7%	57.9%	25.4%	32.3%	99.2%
55 - 64	488	483	221	61	343	140	202	469
%V	16.1%	16.4%	18.7%	14.6%	18.0%	21.0%	16.3%	16.8%
%H		99.0%	45.3%	12.5%	70.3%	28.7%	41.4%	96.1%
65+	817	809	250	75	641	160	481	611
%V	27.0%	27.5%	21.1%	18.0%	33.6%	24.0%	38.7%	21.9%
%H		99.0%	30.6%	9.2%	78.5%	19.6%	58.9%	74.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3031	2942	1184	417	1909	666	1243	2785
%H		97.1%	39.1%	13.8%	63.0%	22.0%	41.0%	91.9%
AB	891	870	362	128	560	210	350	868
%V	29.4%	29.6%	30.6%	30.7%	29.3%	31.5%	28.2%	31.2%
%H		97.6%	40.6%	14.4%	62.9%	23.6%	39.3%	97.4%
C1	1028	991	404	141	652	232	420	950
%V	33.9%	33.7%	34.1%	33.8%	34.2%	34.8%	33.8%	34.1%
%H		96.4%	39.3%	13.7%	63.4%	22.6%	40.9%	92.4%
C2	571	562	244	90	343	128	215	524
%V	18.8%	19.1%	20.6%	21.6%	18.0%	19.2%	17.3%	18.8%
%H		98.4%	42.7%	15.8%	60.1%	22.4%	37.7%	91.8%
D	376	358	129	45	235	71	164	323
%V	12.4%	12.2%	10.9%	10.8%	12.3%	10.7%	13.2%	11.6%
%H		95.2%	34.3%	12.0%	62.5%	18.9%	43.6%	85.9%
E	166	160	45	12	119	25	94	120
%V	5.5%	5.4%	3.8%	2.9%	6.2%	3.8%	7.6%	4.3%
%H		96.4%	27.1%	7.2%	71.7%	15.1%	56.6%	72.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3031	2942	1184	417	1909	666	1243	2785
%H		97.1%	39.1%	13.8%	63.0%	22.0%	41.0%	91.9%
Working full time	1092	1062	449	186	630	249	381	1075
%V	36.0%	36.1%	37.9%	44.6%	33.0%	37.4%	30.7%	38.6%
%H		97.3%	41.1%	17.0%	57.7%	22.8%	34.9%	98.4%
Working part time	542	525	242	76	317	128	189	535
%V	17.9%	17.8%	20.4%	18.2%	16.6%	19.2%	15.2%	19.2%
%H		96.9%	44.6%	14.0%	58.5%	23.6%	34.9%	98.7%
Not working	1398	1354	493	154	962	289	673	1176
%V	46.1%	46.0%	41.6%	36.9%	50.4%	43.4%	54.1%	42.2%
%H		96.9%	35.3%	11.0%	68.8%	20.7%	48.1%	84.1%
Houseperson	2487	2418	936	320	1585	503	1082	2255
%V	82.1%	82.2%	79.1%	76.7%	83.0%	75.5%	87.0%	81.0%
%H		97.2%	37.6%	12.9%	63.7%	20.2%	43.5%	90.7%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
AB	1464	1406	590	169	936	343	593	1418
%V	27.6%	27.6%	29.1%	28.2%	27.7%	30.6%	26.2%	29.9%
%H (All HH)		96.0%	40.3%	11.5%	63.9%	23.4%	40.5%	96.9%
%H (TV HH)			42.0%	12.0%	66.6%	24.4%	42.2%	
C1	1674	1609	636	204	1090	370	720	1526
%V	31.6%	31.6%	31.4%	34.0%	32.2%	33.0%	31.8%	32.2%
%H (All HH)		96.1%	38.0%	12.2%	65.1%	22.1%	43.0%	91.2%
%H (TV HH)			39.5%	12.7%	67.7%	23.0%	44.7%	
C2	1091	1060	449	127	681	235	446	966
%V	20.6%	20.8%	22.2%	21.2%	20.1%	21.0%	19.7%	20.4%
%H (All HH)		97.2%	41.2%	11.6%	62.4%	21.5%	40.9%	88.5%
%H (TV HH)			42.4%	12.0%	64.2%	22.2%	42.1%	
D	684	652	243	78	409	126	283	574
%V	12.9%	12.8%	12.0%	13.0%	12.1%	11.2%	12.5%	12.1%
%H (All HH)		95.3%	35.5%	11.4%	59.8%	18.4%	41.4%	83.9%
%H (TV HH)			37.3%	12.0%	62.7%	19.3%	43.4%	
E	393	361	110	22	268	48	220	251
%V	7.4%	7.1%	5.4%	3.7%	7.9%	4.3%	9.7%	5.3%
%H (All HH)		91.9%	28.0%	5.6%	68.2%	12.2%	56.0%	63.9%
%H (TV HH)			30.5%	6.1%	74.2%	13.3%	60.9%	

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
Oct 2018 - Sep 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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Under 25	167	132	38	12	74	20	54	165
%V	3.1%	2.6%	1.9%	2.0%	2.2%	1.8%	2.4%	3.5%
%H (All HH)		79.0%	22.8%	7.2%	44.3%	12.0%	32.3%	98.8%
%H (TV HH)			28.8%	9.1%	56.1%	15.2%	40.9%	
25 - 34	730	683	262	88	337	96	241	720
%V	13.8%	13.4%	12.9%	14.7%	10.0%	8.6%	10.6%	15.2%
%H (All HH)		93.6%	35.9%	12.1%	46.2%	13.2%	33.0%	98.6%
%H (TV HH)			38.4%	12.9%	49.3%	14.1%	35.3%	
35 - 44	843	792	343	109	445	155	291	831
%V	15.9%	15.6%	16.9%	18.2%	13.2%	13.8%	12.9%	17.6%
%H (All HH)		94.0%	40.7%	12.9%	52.8%	18.4%	34.5%	98.6%
%H (TV HH)			43.3%	13.8%	56.2%	19.6%	36.7%	
45 - 54	979	951	435	155	597	257	340	957
%V	18.5%	18.7%	21.5%	25.8%	17.6%	22.9%	15.0%	20.2%
%H (All HH)		97.1%	44.4%	15.8%	61.0%	26.3%	34.7%	97.8%
%H (TV HH)			45.7%	16.3%	62.8%	27.0%	35.8%	
55 - 64	948	926	417	101	657	255	402	896
%V	17.9%	18.2%	20.6%	16.8%	19.4%	22.7%	17.8%	18.9%
%H (All HH)		97.7%	44.0%	10.7%	69.3%	26.9%	42.4%	94.5%
%H (TV HH)			45.0%	10.9%	71.0%	27.5%	43.4%	
65 +	1637	1603	531	135	1273	338	935	1166
%V	30.9%	31.5%	26.2%	22.5%	37.6%	30.2%	41.3%	24.6%
%H (All HH)		97.9%	32.4%	8.2%	77.8%	20.6%	57.1%	71.2%
%H (TV HH)			33.1%	8.4%	79.4%	21.1%	58.3%	

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
Oct 2018 - Sep 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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
1	1563	1456	390	101	1125	198	926	1123
%V	29.5%	28.6%	19.2%	16.8%	33.2%	17.7%	40.9%	23.7%
%H (All HH)		93.2%	25.0%	6.5%	72.0%	12.7%	59.2%	71.8%
%H (TV HH)			26.8%	6.9%	77.3%	13.6%	63.6%	
2	1840	1782	755	208	1228	465	763	1735
%V	34.7%	35.0%	37.2%	34.7%	36.3%	41.5%	33.7%	36.6%
%H (All HH)		96.8%	41.0%	11.3%	66.7%	25.3%	41.5%	94.3%
%H (TV HH)			42.4%	11.7%	68.9%	26.1%	42.8%	
3	793	769	363	111	460	205	256	776
%V	14.9%	15.1%	17.9%	18.5%	13.6%	18.3%	11.3%	16.4%
%H (All HH)		97.0%	45.8%	14.0%	58.0%	25.9%	32.3%	97.9%
%H (TV HH)			47.2%	14.4%	59.8%	26.7%	33.3%	
4	783	764	354	120	411	173	239	779
%V	14.8%	15.0%	17.5%	20.0%	12.1%	15.4%	10.6%	16.5%
%H (All HH)		97.6%	45.2%	15.3%	52.5%	22.1%	30.5%	99.5%
%H (TV HH)			46.3%	15.7%	53.8%	22.6%	31.3%	
5+	326	316	165	59	159	81	79	322
%V	6.1%	6.2%	8.1%	9.8%	4.7%	7.2%	3.5%	6.8%
%H (All HH)		96.9%	50.6%	18.1%	48.8%	24.8%	24.2%	98.8%
%H (TV HH)			52.2%	18.7%	50.3%	25.6%	25.0%	
Average HH size	2.35	2.37	2.60	2.75	2.20	2.55	2.03	2.48

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
Oct 2018 - Sep 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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Without	3923	3745	1406	407	2664	829	1835	3366
%V	73.9%	73.6%	69.4%	67.8%	78.7%	74.0%	81.1%	71.1%
%H (All HH)		95.5%	35.8%	10.4%	67.9%	21.1%	46.8%	85.8%
%H (TV HH)			37.5%	10.9%	71.1%	22.1%	49.0%	
With	1382	1343	621	193	720	292	428	1369
%V	26.1%	26.4%	30.6%	32.2%	21.3%	26.0%	18.9%	28.9%
%H (All HH)		97.2%	44.9%	14.0%	52.1%	21.1%	31.0%	99.1%
%H (TV HH)			46.2%	14.4%	53.6%	21.7%	31.9%	
0 - 3	485	468	211	52	229	81	148	481
%V	9.1%	9.2%	10.4%	8.7%	6.8%	7.2%	6.5%	10.2%
%H (All HH)		96.5%	43.5%	10.7%	47.2%	16.7%	30.5%	99.2%
%H (TV HH)			45.1%	11.1%	48.9%	17.3%	31.6%	
4 - 9	730	706	316	104	373	141	232	721
%V	13.8%	13.9%	15.6%	17.3%	11.0%	12.6%	10.3%	15.2%
%H (All HH)		96.7%	43.3%	14.2%	51.1%	19.3%	31.8%	98.8%
%H (TV HH)			44.8%	14.7%	52.8%	20.0%	32.9%	
10 - 15	681	671	338	108	363	163	200	677
%V	12.8%	13.2%	16.7%	18.0%	10.7%	14.5%	8.8%	14.3%
%H (All HH)		98.5%	49.6%	15.9%	53.3%	23.9%	29.4%	99.4%
%H (TV HH)			50.4%	16.1%	54.1%	24.3%	29.8%	

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

Oct 2018 - Sep 2019

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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
1	2139	2139	622	224	1314	177	1137	1790
%V	40.3%	42.0%	30.7%	37.3%	38.8%	15.8%	50.2%	37.8%
%H (All HH)		100.0%	29.1%	10.5%	61.4%	8.3%	53.2%	83.7%
%H (TV HH)			29.1%	10.5%	61.4%	8.3%	53.2%	
2	1666	1666	725	193	1142	430	712	1515
%V	31.4%	32.8%	35.8%	32.2%	33.7%	38.4%	31.5%	32.0%
%H (All HH)		100.0%	43.5%	11.6%	68.5%	25.8%	42.7%	90.9%
%H (TV HH)			43.5%	11.6%	68.5%	25.8%	42.7%	
3	751	751	381	99	548	282	265	721
%V	14.2%	14.8%	18.8%	16.5%	16.2%	25.2%	11.7%	15.2%
%H (All HH)		100.0%	50.7%	13.2%	73.0%	37.5%	35.3%	96.0%
%H (TV HH)			50.7%	13.2%	73.0%	37.5%	35.3%	
4	347	347	183	57	242	136	105	338
%V	6.5%	6.8%	9.0%	9.5%	7.2%	12.1%	4.6%	7.1%
%H (All HH)		100.0%	52.7%	16.4%	69.7%	39.2%	30.3%	97.4%
%H (TV HH)			52.7%	16.4%	69.7%	39.2%	30.3%	
5+	185	185	117	26	139	96	43	183
%V	3.5%	3.6%	5.8%	4.3%	4.1%	8.6%	1.9%	3.9%
%H (All HH)		100.0%	63.2%	14.1%	75.1%	51.9%	23.2%	98.9%
%H (TV HH)			63.2%	14.1%	75.1%	51.9%	23.2%	

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
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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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Under 20"	582	582	254	53	481	216	265	520
%V	11.0%	11.4%	12.5%	8.8%	14.2%	19.3%	11.7%	11.0%
%H (All HH)		100.0%	43.6%	9.1%	82.6%	37.1%	45.5%	89.3%
%H (TV HH)			43.6%	9.1%	82.6%	37.1%	45.5%	
20" - 29"	1401	1401	573	159	1063	408	655	1235
%V	26.4%	27.5%	28.3%	26.5%	31.4%	36.4%	28.9%	26.1%
%H (All HH)		100.0%	40.9%	11.3%	75.9%	29.1%	46.8%	88.2%
%H (TV HH)			40.9%	11.3%	75.9%	29.1%	46.8%	
30" - 39"	2337	2337	907	292	1654	576	1077	2081
%V	44.1%	45.9%	44.7%	48.7%	48.9%	51.4%	47.6%	43.9%
%H (All HH)		100.0%	38.8%	12.5%	70.8%	24.6%	46.1%	89.0%
%H (TV HH)			38.8%	12.5%	70.8%	24.6%	46.1%	
40" - 49"	2379	2379	1082	327	1524	639	885	2253
%V	44.8%	46.8%	53.4%	54.5%	45.0%	57.0%	39.1%	47.6%
%H (All HH)		100.0%	45.5%	13.7%	64.1%	26.9%	37.2%	94.7%
%H (TV HH)			45.5%	13.7%	64.1%	26.9%	37.2%	
50" - 59"	987	987	538	134	573	303	270	961
%V	18.6%	19.4%	26.5%	22.3%	16.9%	27.0%	11.9%	20.3%
%H (All HH)		100.0%	54.5%	13.6%	58.1%	30.7%	27.4%	97.4%
%H (TV HH)			54.5%	13.6%	58.1%	30.7%	27.4%	
60"+	152	152	95	21	73	45	28	148
%V	2.9%	3.0%	4.7%	3.5%	2.2%	4.0%	1.2%	3.1%
%H (All HH)		100.0%	62.5%	13.8%	48.0%	29.6%	18.4%	97.4%
%H (TV HH)			62.5%	13.8%	48.0%	29.6%	18.4%	

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

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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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Main living room	5030	5030	2018	593	3350	1120	2230	4501
%V	94.8%	98.9%	99.6%	98.8%	99.0%	99.9%	98.5%	95.1%
%H (All HH)		100.0%	40.1%	11.8%	66.6%	22.3%	44.3%	89.5%
%H (TV HH)			40.1%	11.8%	66.6%	22.3%	44.3%	
Kitchen	602	602	301	59	492	248	244	559
%V	11.3%	11.8%	14.8%	9.8%	14.5%	22.1%	10.8%	11.8%
%H (All HH)		100.0%	50.0%	9.8%	81.7%	41.2%	40.5%	92.9%
%H (TV HH)			50.0%	9.8%	81.7%	41.2%	40.5%	
Adult's bedroom	2253	2253	1066	294	1596	741	855	2100
%V	42.5%	44.3%	52.6%	49.0%	47.2%	66.1%	37.8%	44.4%
%H (All HH)		100.0%	47.3%	13.0%	70.8%	32.9%	37.9%	93.2%
%H (TV HH)			47.3%	13.0%	70.8%	32.9%	37.9%	
Child's bedroom	423	423	240	68	227	131	96	421
%V	8.0%	8.3%	11.8%	11.3%	6.7%	11.7%	4.2%	8.9%
%H (All HH)		100.0%	56.7%	16.1%	53.7%	31.0%	22.7%	99.5%
%H (TV HH)			56.7%	16.1%	53.7%	31.0%	22.7%	
Other bedroom	323	323	188	38	245	146	99	313
%V	6.1%	6.3%	9.3%	6.3%	7.2%	13.0%	4.4%	6.6%
%H (All HH)		100.0%	58.2%	11.8%	75.9%	45.2%	30.7%	96.9%
%H (TV HH)			58.2%	11.8%	75.9%	45.2%	30.7%	
Second living/dining room	477	477	233	70	339	162	177	456
%V	9.0%	9.4%	11.5%	11.7%	10.0%	14.5%	7.8%	9.6%
%H (All HH)		100.0%	48.8%	14.7%	71.1%	34.0%	37.1%	95.6%
%H (TV HH)			48.8%	14.7%	71.1%	34.0%	37.1%	
Study/office	108	108	57	12	84	45	39	107
%V	2.0%	2.1%	2.8%	2.0%	2.5%	4.0%	1.7%	2.3%
%H (All HH)		100.0%	52.8%	11.1%	77.8%	41.7%	36.1%	99.1%
%H (TV HH)			52.8%	11.1%	77.8%	41.7%	36.1%	
TV room	45	45	27	3	29	13	16	45
%V	0.8%	0.9%	1.3%	0.5%	0.9%	1.2%	0.7%	1.0%
%H (All HH)		100.0%	60.0%	6.7%	64.4%	28.9%	35.6%	100.0%
%H (TV HH)			60.0%	6.7%	64.4%	28.9%	35.6%	
Conservatory	103	103	54	17	83	49	33	100
%V	1.9%	2.0%	2.7%	2.8%	2.5%	4.4%	1.5%	2.1%
%H (All HH)		100.0%	52.4%	16.5%	80.6%	47.6%	32.0%	97.1%
%H (TV HH)			52.4%	16.5%	80.6%	47.6%	32.0%	
Attic or loft room	8	8	4	0	7	3	4	8
%V	0.2%	0.2%	0.2%	0.0%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	50.0%	0.0%	87.5%	37.5%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	87.5%	37.5%	50.0%	
No specific location	6	6	4	1	6	3	2	6
%V	0.1%	0.1%	0.2%	0.2%	0.2%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	66.7%	16.7%	100.0%	50.0%	33.3%	100.0%
%H (TV HH)			66.7%	16.7%	100.0%	50.0%	33.3%	
Other	77	77	46	11	54	35	20	73
%V	1.5%	1.5%	2.3%	1.8%	1.6%	3.1%	0.9%	1.5%
%H (All HH)		100.0%	59.7%	14.3%	70.1%	45.5%	26.0%	94.8%
%H (TV HH)			59.7%	14.3%	70.1%	45.5%	26.0%	

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

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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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Any DSAT provider	2027	2027	2027	31	926	926	0	1927
%V	38.2%	39.8%	100.0%	5.2%	27.4%	82.6%	0.0%	40.7%
%H (All HH)			100.0%	1.5%	45.7%	45.7%	0.0%	95.1%
%H (TV HH)			100.0%	1.5%	45.7%	45.7%	0.0%	
Sky with subscription	1649	1649	1649	12	738	738	0	1584
%V	31.1%	32.4%	81.4%	2.0%	21.8%	65.8%	0.0%	33.5%
%H (All HH)			100.0%	0.7%	44.8%	44.8%	0.0%	96.1%
%H (TV HH)			100.0%	0.7%	44.8%	44.8%	0.0%	
Sky without subscription	62	62	62	3	32	32	0	56
%V	1.2%	1.2%	3.1%	0.5%	0.9%	2.9%	0.0%	1.2%
%H (All HH)			100.0%	4.8%	51.6%	51.6%	0.0%	90.3%
%H (TV HH)			100.0%	4.8%	51.6%	51.6%	0.0%	
Freesat	276	276	276	9	136	136	0	249
%V	5.2%	5.4%	13.6%	1.5%	4.0%	12.1%	0.0%	5.3%
%H (All HH)			100.0%	3.3%	49.3%	49.3%	0.0%	90.2%
%H (TV HH)			100.0%	3.3%	49.3%	49.3%	0.0%	
Other satellite provider	114	114	114	8	58	58	0	113
%V	2.1%	2.2%	5.6%	1.3%	1.7%	5.2%	0.0%	2.4%
%H (All HH)			100.0%	7.0%	50.9%	50.9%	0.0%	99.1%
%H (TV HH)			100.0%	7.0%	50.9%	50.9%	0.0%	
DCAB	600	600	31	600	215	215	0	581
%V	11.3%	11.8%	1.5%	100.0%	6.4%	19.2%	0.0%	12.3%
%H (All HH)			5.2%	100.0%	35.8%	35.8%	0.0%	96.8%
%H (TV HH)			5.2%	100.0%	35.8%	35.8%	0.0%	
DTT	3384	3384	926	215	3384	1121	2263	2915
%V	63.8%	66.5%	45.7%	35.8%	100.0%	100.0%	100.0%	61.6%
%H (All HH)		100.0%	27.4%	6.4%	100.0%	33.1%	66.9%	86.1%
%H (TV HH)			27.4%	6.4%	100.0%	33.1%	66.9%	

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

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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	5305	5087	2027	600	3384	1121	2263	4735
%H (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
PVR	3133	3133	1822	567	1787	1024	763	2968
%V	59.1%	61.6%	89.9%	94.5%	52.8%	91.3%	33.7%	62.7%
%H (All HH)		100.0%	58.2%	18.1%	57.0%	32.7%	24.4%	94.7%
%H (TV HH)			58.2%	18.1%	57.0%	32.7%	24.4%	
DVDR	88	88	40	15	68	32	36	74
%V	1.7%	1.7%	2.0%	2.5%	2.0%	2.9%	1.6%	1.6%
%H (All HH)		100.0%	45.5%	17.0%	77.3%	36.4%	40.9%	84.1%
%H (TV HH)			45.5%	17.0%	77.3%	36.4%	40.9%	
VCR	36	36	14	3	33	15	19	26
%V	0.7%	0.7%	0.7%	0.5%	1.0%	1.3%	0.8%	0.5%
%H (All HH)		100.0%	38.9%	8.3%	91.7%	41.7%	52.8%	72.2%
%H (TV HH)			38.9%	8.3%	91.7%	41.7%	52.8%	
Any recorder	3171	3171	1828	568	1821	1028	793	2993
%V	59.8%	62.3%	90.2%	94.7%	53.8%	91.7%	35.0%	63.2%
%H (All HH)		100.0%	57.6%	17.9%	57.4%	32.4%	25.0%	94.4%
%H (TV HH)			57.6%	17.9%	57.4%	32.4%	25.0%	
Receives HDTV (via STB or built-in reception)	3923	3923	1795	549	2645	1037	1608	3648
%V	73.9%	77.1%	88.6%	91.5%	78.2%	92.5%	71.1%	77.0%
%H (All HH)		100.0%	45.8%	14.0%	67.4%	26.4%	41.0%	93.0%
%H (TV HH)			45.8%	14.0%	67.4%	26.4%	41.0%	
DVD/Blu-ray player or recorder	3324	3324	1380	395	2270	836	1434	3064
%V	62.7%	65.3%	68.1%	65.8%	67.1%	74.6%	63.4%	64.7%
%H (All HH)		100.0%	41.5%	11.9%	68.3%	25.2%	43.1%	92.2%
%H (TV HH)			41.5%	11.9%	68.3%	25.2%	43.1%	

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 21.10: 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	5305	5087	2027	600	3384	1121	2263	4735
%V (All HH)		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%
%H (TV HH)			39.8%	11.8%	66.5%	22.0%	44.5%	
Has broadband internet	4735	4546	1927	581	2915	1071	1843	4735
%V	89.3%	89.4%	95.1%	96.8%	86.1%	95.5%	81.4%	100.0%
%H (All HH)		96.0%	40.7%	12.3%	61.6%	22.6%	38.9%	100.0%
%H (TV HH)			42.4%	12.8%	64.1%	23.6%	40.5%	
Number of computers (PCs and laptops)								
0	771	724	184	35	561	78	483	244
%V	14.5%	14.2%	9.1%	5.8%	16.6%	7.0%	21.3%	5.2%
%H (All HH)		93.9%	23.9%	4.5%	72.8%	10.1%	62.6%	31.6%
%H (TV HH)			25.4%	4.8%	77.5%	10.8%	66.7%	
1	1309	1242	453	121	820	221	599	1281
%V	24.7%	24.4%	22.3%	20.2%	24.2%	19.7%	26.5%	27.1%
%H (All HH)		94.9%	34.6%	9.2%	62.6%	16.9%	45.8%	97.9%
%H (TV HH)			36.5%	9.7%	66.0%	17.8%	48.2%	
2	1332	1281	530	167	857	318	539	1322
%V	25.1%	25.2%	26.1%	27.8%	25.3%	28.4%	23.8%	27.9%
%H (All HH)		96.2%	39.8%	12.5%	64.3%	23.9%	40.5%	99.2%
%H (TV HH)			41.4%	13.0%	66.9%	24.8%	42.1%	
3	846	821	362	110	518	201	317	842
%V	15.9%	16.1%	17.9%	18.3%	15.3%	17.9%	14.0%	17.8%
%H (All HH)		97.0%	42.8%	13.0%	61.2%	23.8%	37.5%	99.5%
%H (TV HH)			44.1%	13.4%	63.1%	24.5%	38.6%	
4	488	471	233	60	297	129	167	488
%V	9.2%	9.3%	11.5%	10.0%	8.8%	11.5%	7.4%	10.3%
%H (All HH)		96.5%	47.7%	12.3%	60.9%	26.4%	34.2%	100.0%
%H (TV HH)			49.5%	12.7%	63.1%	27.4%	35.5%	
5+	560	548	265	107	332	174	158	558
%V	10.6%	10.8%	13.1%	17.8%	9.8%	15.5%	7.0%	11.8%
%H (All HH)		97.9%	47.3%	19.1%	59.3%	31.1%	28.2%	99.6%
%H (TV HH)			48.4%	19.5%	60.6%	31.8%	28.8%	

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

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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	10118	4584	1281	6970	2964	4006	9332
%H		45.3%	12.7%	68.9%	29.3%	39.6%	92.2%
Under 20"	723	324	67	599	280	319	649
%V	7.1%	7.1%	5.2%	8.6%	9.4%	8.0%	7.0%
%H		44.8%	9.3%	82.8%	38.7%	44.1%	89.8%
20" - 29"	1800	765	208	1388	577	811	1610
%V	17.8%	16.7%	16.2%	19.9%	19.5%	20.2%	17.3%
%H		42.5%	11.6%	77.1%	32.1%	45.1%	89.4%
30" - 39"	2959	1216	381	2090	787	1302	2670
%V	29.2%	26.5%	29.7%	30.0%	26.6%	32.5%	28.6%
%H		41.1%	12.9%	70.6%	26.6%	44.0%	90.2%
40" - 49"	2871	1364	405	1826	819	1007	2732
%V	28.4%	29.8%	31.6%	26.2%	27.6%	25.1%	29.3%
%H		47.5%	14.1%	63.6%	28.5%	35.1%	95.2%
50" - 59"	1092	603	150	631	339	292	1065
%V	10.8%	13.2%	11.7%	9.1%	11.4%	7.3%	11.4%
%H		55.2%	13.7%	57.8%	31.0%	26.7%	97.5%
60"+	169	107	23	82	52	30	164
%V	1.7%	2.3%	1.8%	1.2%	1.8%	0.7%	1.8%
%H		63.3%	13.6%	48.5%	30.8%	17.8%	97.0%
Don't know	505	205	47	354	109	245	443
%V	5.0%	4.5%	3.7%	5.1%	3.7%	6.1%	4.7%
%H		40.6%	9.3%	70.1%	21.6%	48.5%	87.7%

Base: ITV South 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 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	10118	4584	1281	6970	2964	4006	9332
%H		45.3%	12.7%	68.9%	29.3%	39.6%	92.2%
Main living room	5051	2026	596	3362	1125	2238	4519
%V	49.9%	44.2%	46.5%	48.2%	38.0%	55.9%	48.4%
%H		40.1%	11.8%	66.6%	22.3%	44.3%	89.5%
Kitchen	605	301	60	495	250	245	561
%V	6.0%	6.6%	4.7%	7.1%	8.4%	6.1%	6.0%
%H		49.8%	9.9%	81.8%	41.3%	40.5%	92.7%
Adult's bedroom	2675	1281	367	1909	918	990	2507
%V	26.4%	27.9%	28.6%	27.4%	31.0%	24.7%	26.9%
%H		47.9%	13.7%	71.4%	34.3%	37.0%	93.7%
Child's bedroom	569	329	96	304	184	120	567
%V	5.6%	7.2%	7.5%	4.4%	6.2%	3.0%	6.1%
%H		57.8%	16.9%	53.4%	32.3%	21.1%	99.6%
Other bedroom	371	211	45	283	168	115	360
%V	3.7%	4.6%	3.5%	4.1%	5.7%	2.9%	3.9%
%H		56.9%	12.1%	76.3%	45.3%	31.0%	97.0%
Second living/dining room	488	237	73	346	165	181	466
%V	4.8%	5.2%	5.7%	5.0%	5.6%	4.5%	5.0%
%H		48.6%	15.0%	70.9%	33.8%	37.1%	95.5%
Study/office	111	59	12	87	46	40	110
%V	1.1%	1.3%	0.9%	1.2%	1.6%	1.0%	1.2%
%H		53.2%	10.8%	78.4%	41.4%	36.0%	99.1%
TV room	46	28	3	29	13	16	46
%V	0.5%	0.6%	0.2%	0.4%	0.4%	0.4%	0.5%
%H		60.9%	6.5%	63.0%	28.3%	34.8%	100.0%
Conservatory	103	54	17	83	49	33	100
%V	1.0%	1.2%	1.3%	1.2%	1.7%	0.8%	1.1%
%H		52.4%	16.5%	80.6%	47.6%	32.0%	97.1%
Attic or loft room	8	4	0	7	3	4	8
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	87.5%	37.5%	50.0%	100.0%
No specific location	7	4	1	6	4	2	7
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.0%	0.1%
%H		57.1%	14.3%	85.7%	57.1%	28.6%	100.0%
Other	84	49	11	59	38	21	80
%V	0.8%	1.1%	0.9%	0.8%	1.3%	0.5%	0.9%
%H		58.3%	13.1%	70.2%	45.2%	25.0%	95.2%

Base: ITV South East 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 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	10118	4584	1281	6970	2964	4006	9332
%H		45.3%	12.7%	68.9%	29.3%	39.6%	92.2%
PVR	4581	2910	857	2396	1540	856	4394
%V	45.3%	63.5%	66.9%	34.4%	52.0%	21.4%	47.1%
%H		63.5%	18.7%	52.3%	33.6%	18.7%	95.9%
DVDR	97	44	17	75	35	40	80
%V	1.0%	1.0%	1.3%	1.1%	1.2%	1.0%	0.9%
%H		45.4%	17.5%	77.3%	36.1%	41.2%	82.5%
VCR	37	15	3	35	15	20	27
%V	0.4%	0.3%	0.2%	0.5%	0.5%	0.5%	0.3%
%H		40.5%	8.1%	94.6%	40.5%	54.1%	73.0%
Any recorder	4639	2922	864	2449	1554	894	4435
%V	45.8%	63.7%	67.4%	35.1%	52.4%	22.3%	47.5%
%H		63.0%	18.6%	52.8%	33.5%	19.3%	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	10118	4584	1281	6970	2964	4006	9332
%H		45.3%	12.7%	68.9%	29.3%	39.6%	92.2%
Receives HDTV (via STB or built-in reception)	6292	3210	889	4247	1994	2252	5941
%V	62.2%	70.0%	69.4%	60.9%	67.3%	56.2%	63.7%
%H		51.0%	14.1%	67.5%	31.7%	35.8%	94.4%
DVD/Blu-ray player or recorder	4705	2122	611	3204	1370	1834	4398
%V	46.5%	46.3%	47.7%	46.0%	46.2%	45.8%	47.1%
%H		45.1%	13.0%	68.1%	29.1%	39.0%	93.5%

Base: ITV South 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 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	5085	2027	600	3382	1121	2261	4544
%H		39.9%	11.8%	66.5%	22.0%	44.5%	89.4%
Under 20"	34	6	4	25	2	22	24
%V	0.7%	0.3%	0.7%	0.7%	0.2%	1.0%	0.5%
%H		17.6%	11.8%	73.5%	5.9%	64.7%	70.6%
20" - 29"	372	78	30	297	43	254	267
%V	7.3%	3.8%	5.0%	8.8%	3.8%	11.2%	5.9%
%H		21.0%	8.1%	79.8%	11.6%	68.3%	71.8%
30" - 39"	1370	413	132	998	228	770	1139
%V	26.9%	20.4%	22.0%	29.5%	20.3%	34.1%	25.1%
%H		30.1%	9.6%	72.8%	16.6%	56.2%	83.1%
40" - 49"	1997	868	273	1286	504	782	1876
%V	39.3%	42.8%	45.5%	38.0%	45.0%	34.6%	41.3%
%H		43.5%	13.7%	64.4%	25.2%	39.2%	93.9%
50" - 59"	891	482	117	518	269	249	868
%V	17.5%	23.8%	19.5%	15.3%	24.0%	11.0%	19.1%
%H		54.1%	13.1%	58.1%	30.2%	27.9%	97.4%
60"+	136	85	18	64	38	26	132
%V	2.7%	4.2%	3.0%	1.9%	3.4%	1.1%	2.9%
%H		62.5%	13.2%	47.1%	27.9%	19.1%	97.1%
Don't know	285	94	27	193	37	157	239
%V	5.6%	4.6%	4.5%	5.7%	3.3%	6.9%	5.3%
%H		33.0%	9.5%	67.7%	13.0%	55.1%	83.9%

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	5085	2027	600	3382	1121	2261	4544
%H		39.9%	11.8%	66.5%	22.0%	44.5%	89.4%
PVR	3085	1802	561	1745	1005	740	2921
%V	60.7%	88.9%	93.5%	51.6%	89.7%	32.7%	64.3%
%H		58.4%	18.2%	56.6%	32.6%	24.0%	94.7%
DVDR	74	32	13	56	23	33	61
%V	1.5%	1.6%	2.2%	1.7%	2.1%	1.5%	1.3%
%H		43.2%	17.6%	75.7%	31.1%	44.6%	82.4%
VCR	26	10	2	23	9	15	18
%V	0.5%	0.5%	0.3%	0.7%	0.8%	0.7%	0.4%
%H		38.5%	7.7%	88.5%	34.6%	57.7%	69.2%
Any recorder	3117	1807	562	1774	1008	767	2941
%V	61.3%	89.1%	93.7%	52.5%	89.9%	33.9%	64.7%
%H		58.0%	18.0%	56.9%	32.3%	24.6%	94.4%

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	5085	2027	600	3382	1121	2261	4544
%H		39.9%	11.8%	66.5%	22.0%	44.5%	89.4%
Receives HDTV (via STB or built-in reception)	3856	1770	543	2586	1013	1572	3590
%V	75.8%	87.3%	90.5%	76.5%	90.4%	69.5%	79.0%
%H		45.9%	14.1%	67.1%	26.3%	40.8%	93.1%
DVD/Blu-ray player or recorder	2939	1201	344	2003	718	1286	2698
%V	57.8%	59.3%	57.3%	59.2%	64.0%	56.9%	59.4%
%H		40.9%	11.7%	68.2%	24.4%	43.8%	91.8%

Base: ITV South East 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 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	5033	2557	681	3588	1843	1745	4787
%H		50.8%	13.5%	71.3%	36.6%	34.7%	95.1%
Under 20"	689	318	63	574	278	296	625
%V	13.7%	12.4%	9.3%	16.0%	15.1%	17.0%	13.1%
%H		46.2%	9.1%	83.3%	40.3%	43.0%	90.7%
20" - 29"	1428	686	179	1091	534	557	1343
%V	28.4%	26.8%	26.3%	30.4%	29.0%	31.9%	28.1%
%H		48.0%	12.5%	76.4%	37.4%	39.0%	94.0%
30" - 39"	1588	802	249	1091	559	532	1530
%V	31.6%	31.4%	36.6%	30.4%	30.3%	30.5%	32.0%
%H		50.5%	15.7%	68.7%	35.2%	33.5%	96.3%
40" - 49"	874	497	132	541	315	225	857
%V	17.4%	19.4%	19.4%	15.1%	17.1%	12.9%	17.9%
%H		56.9%	15.1%	61.9%	36.0%	25.7%	98.1%
50" - 59"	201	121	32	112	70	43	196
%V	4.0%	4.7%	4.7%	3.1%	3.8%	2.5%	4.1%
%H		60.2%	15.9%	55.7%	34.8%	21.4%	97.5%
60"+	33	22	6	19	15	4	33
%V	0.7%	0.9%	0.9%	0.5%	0.8%	0.2%	0.7%
%H		66.7%	18.2%	57.6%	45.5%	12.1%	100.0%
Don't know	220	111	20	161	72	89	204
%V	4.4%	4.3%	2.9%	4.5%	3.9%	5.1%	4.3%
%H		50.5%	9.1%	73.2%	32.7%	40.5%	92.7%

Base: ITV South 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 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	5033	2557	681	3588	1843	1745	4787
%H		50.8%	13.5%	71.3%	36.6%	34.7%	95.1%
PVR	1496	1108	296	651	535	116	1473
%V	29.7%	43.3%	43.5%	18.1%	29.0%	6.6%	30.8%
%H		74.1%	19.8%	43.5%	35.8%	7.8%	98.5%
DVDR	23	12	5	19	12	7	19
%V	0.5%	0.5%	0.7%	0.5%	0.7%	0.4%	0.4%
%H		52.2%	21.7%	82.6%	52.2%	30.4%	82.6%
VCR	12	5	1	11	6	5	10
%V	0.2%	0.2%	0.1%	0.3%	0.3%	0.3%	0.2%
%H		41.7%	8.3%	91.7%	50.0%	41.7%	83.3%
Any recorder	1522	1115	302	674	547	128	1494
%V	30.2%	43.6%	44.3%	18.8%	29.7%	7.3%	31.2%
%H		73.3%	19.8%	44.3%	35.9%	8.4%	98.2%

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	5033	2557	681	3588	1843	1745	4787
%H		50.8%	13.5%	71.3%	36.6%	34.7%	95.1%
Receives HDTV (via STB or built-in reception)	2436	1441	346	1661	981	680	2351
%V	48.4%	56.4%	50.8%	46.3%	53.2%	39.0%	49.1%
%H		59.2%	14.2%	68.2%	40.3%	27.9%	96.5%
DVD/Blu-ray player or recorder	1767	921	266	1200	652	548	1700
%V	35.1%	36.0%	39.1%	33.4%	35.4%	31.4%	35.5%
%H		52.1%	15.1%	67.9%	36.9%	31.0%	96.2%

Base: ITV South 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 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	12490	12063	5279	1646	7444	2854	4590	11751
%H		96.6%	42.3%	13.2%	59.6%	22.9%	36.7%	94.1%
Total Children	2436	2376	1107	358	1240	498	743	2416
%V	19.5%	19.7%	21.0%	21.7%	16.7%	17.4%	16.2%	20.6%
%H		97.5%	45.4%	14.7%	50.9%	20.4%	30.5%	99.2%
0 - 3	574	556	252	64	271	94	176	570
%V	4.6%	4.6%	4.8%	3.9%	3.6%	3.3%	3.8%	4.9%
%H		96.9%	43.9%	11.1%	47.2%	16.4%	30.7%	99.3%
4 - 15	1862	1820	856	294	970	403	566	1846
%V	14.9%	15.1%	16.2%	17.9%	13.0%	14.1%	12.3%	15.7%
%H		97.7%	46.0%	15.8%	52.1%	21.6%	30.4%	99.1%
4 - 9	954	925	413	142	481	182	299	943
%V	7.6%	7.7%	7.8%	8.6%	6.5%	6.4%	6.5%	8.0%
%H		97.0%	43.3%	14.9%	50.4%	19.1%	31.3%	98.8%
10 - 15	908	895	443	152	489	221	268	904
%V	7.3%	7.4%	8.4%	9.2%	6.6%	7.7%	5.8%	7.7%
%H		98.6%	48.8%	16.7%	53.9%	24.3%	29.5%	99.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	12490	12063	5279	1646	7444	2854	4590	11751
%H		96.6%	42.3%	13.2%	59.6%	22.9%	36.7%	94.1%
Total Adults (16+)	10054	9687	4172	1288	6204	2357	3847	9335
%V	80.5%	80.3%	79.0%	78.3%	83.3%	82.6%	83.8%	79.4%
%H		96.3%	41.5%	12.8%	61.7%	23.4%	38.3%	92.8%
16 - 19	478	460	229	79	276	133	143	472
%V	3.8%	3.8%	4.3%	4.8%	3.7%	4.7%	3.1%	4.0%
%H		96.2%	47.9%	16.5%	57.7%	27.8%	29.9%	98.7%
20 - 24	670	592	250	98	331	153	179	659
%V	5.4%	4.9%	4.7%	6.0%	4.4%	5.4%	3.9%	5.6%
%H		88.4%	37.3%	14.6%	49.4%	22.8%	26.7%	98.4%
25 - 34	1518	1438	567	208	737	244	493	1499
%V	12.2%	11.9%	10.7%	12.6%	9.9%	8.5%	10.7%	12.8%
%H		94.7%	37.4%	13.7%	48.6%	16.1%	32.5%	98.7%
35 - 44	1561	1478	662	209	802	290	512	1535
%V	12.5%	12.3%	12.5%	12.7%	10.8%	10.2%	11.2%	13.1%
%H		94.7%	42.4%	13.4%	51.4%	18.6%	32.8%	98.3%
45 - 54	1728	1689	816	277	1031	467	563	1698
%V	13.8%	14.0%	15.5%	16.8%	13.9%	16.4%	12.3%	14.4%
%H		97.7%	47.2%	16.0%	59.7%	27.0%	32.6%	98.3%
55 - 64	1593	1566	748	180	1095	462	633	1531
%V	12.8%	13.0%	14.2%	10.9%	14.7%	16.2%	13.8%	13.0%
%H		98.3%	47.0%	11.3%	68.7%	29.0%	39.7%	96.1%
65+	2506	2465	899	237	1932	608	1324	1941
%V	20.1%	20.4%	17.0%	14.4%	26.0%	21.3%	28.8%	16.5%
%H		98.4%	35.9%	9.5%	77.1%	24.3%	52.8%	77.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	10054	9687	4172	1288	6204	2357	3847	9335
%H		96.3%	41.5%	12.8%	61.7%	23.4%	38.3%	92.8%
AB	2890	2799	1232	367	1825	729	1096	2831
%V	28.7%	28.9%	29.5%	28.5%	29.4%	30.9%	28.5%	30.3%
%H		96.9%	42.6%	12.7%	63.1%	25.2%	37.9%	98.0%
C1	3158	3041	1315	432	1973	785	1188	2971
%V	31.4%	31.4%	31.5%	33.5%	31.8%	33.3%	30.9%	31.8%
%H		96.3%	41.6%	13.7%	62.5%	24.9%	37.6%	94.1%
C2	2190	2143	977	285	1327	517	810	2016
%V	21.8%	22.1%	23.4%	22.1%	21.4%	21.9%	21.1%	21.6%
%H		97.9%	44.6%	13.0%	60.6%	23.6%	37.0%	92.1%
D	1291	1218	490	168	729	253	476	1152
%V	12.8%	12.6%	11.7%	13.0%	11.8%	10.7%	12.4%	12.3%
%H		94.3%	38.0%	13.0%	56.5%	19.6%	36.9%	89.2%
E	525	487	157	37	350	72	277	366
%V	5.2%	5.0%	3.8%	2.9%	5.6%	3.1%	7.2%	3.9%
%H		92.8%	29.9%	7.0%	66.7%	13.7%	52.8%	69.7%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	10054	9687	4172	1288	6204	2357	3847	9335
%H		96.3%	41.5%	12.8%	61.7%	23.4%	38.3%	92.8%
Working full time	4846	4666	2108	708	2739	1125	1614	4764
%V	48.2%	48.2%	50.5%	55.0%	44.1%	47.7%	42.0%	51.0%
%H		96.3%	43.5%	14.6%	56.5%	23.2%	33.3%	98.3%
Working part time	1162	1127	519	143	705	290	415	1142
%V	11.6%	11.6%	12.4%	11.1%	11.4%	12.3%	10.8%	12.2%
%H		97.0%	44.7%	12.3%	60.7%	25.0%	35.7%	98.3%
Not working	4045	3895	1544	437	2760	942	1818	3429
%V	40.2%	40.2%	37.0%	33.9%	44.5%	40.0%	47.3%	36.7%
%H		96.3%	38.2%	10.8%	68.2%	23.3%	44.9%	84.8%
Houseperson	5305	5087	2027	600	3384	1121	2263	4735
%V	52.8%	52.5%	48.6%	46.6%	54.5%	47.6%	58.8%	50.7%
%H		95.9%	38.2%	11.3%	63.8%	21.1%	42.7%	89.3%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	4924	4710	2080	645	2942	1162	1780	4614
%H		95.7%	42.2%	13.1%	59.7%	23.6%	36.1%	93.7%
16 - 19	251	245	118	45	135	63	72	246
%V	5.1%	5.2%	5.7%	7.0%	4.6%	5.4%	4.0%	5.3%
%H		97.6%	47.0%	17.9%	53.8%	25.1%	28.7%	98.0%
20 - 24	344	303	135	55	153	79	75	335
%V	7.0%	6.4%	6.5%	8.5%	5.2%	6.8%	4.2%	7.3%
%H		88.1%	39.2%	16.0%	44.5%	23.0%	21.8%	97.4%
25 - 34	765	715	282	103	368	125	244	758
%V	15.5%	15.2%	13.6%	16.0%	12.5%	10.8%	13.7%	16.4%
%H		93.5%	36.9%	13.5%	48.1%	16.3%	31.9%	99.1%
35 - 44	781	733	319	104	389	133	256	766
%V	15.9%	15.6%	15.3%	16.1%	13.2%	11.4%	14.4%	16.6%
%H		93.9%	40.8%	13.3%	49.8%	17.0%	32.8%	98.1%
45 - 54	841	816	398	131	492	218	274	822
%V	17.1%	17.3%	19.1%	20.3%	16.7%	18.8%	15.4%	17.8%
%H		97.0%	47.3%	15.6%	58.5%	25.9%	32.6%	97.7%
55 - 64	780	765	368	88	534	226	307	745
%V	15.8%	16.2%	17.7%	13.6%	18.2%	19.4%	17.2%	16.1%
%H		98.1%	47.2%	11.3%	68.5%	29.0%	39.4%	95.5%
65+	1163	1133	459	119	870	318	552	942
%V	23.6%	24.1%	22.1%	18.4%	29.6%	27.4%	31.0%	20.4%
%H		97.4%	39.5%	10.2%	74.8%	27.3%	47.5%	81.0%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	4924	4710	2080	645	2942	1162	1780	4614
%H		95.7%	42.2%	13.1%	59.7%	23.6%	36.1%	93.7%
AB	1457	1401	631	183	897	369	528	1434
%V	29.6%	29.7%	30.3%	28.4%	30.5%	31.8%	29.7%	31.1%
%H		96.2%	43.3%	12.6%	61.6%	25.3%	36.2%	98.4%
C1	1470	1411	627	214	887	374	513	1402
%V	29.9%	30.0%	30.1%	33.2%	30.1%	32.2%	28.8%	30.4%
%H		96.0%	42.7%	14.6%	60.3%	25.4%	34.9%	95.4%
C2	1164	1131	517	153	691	269	422	1071
%V	23.6%	24.0%	24.9%	23.7%	23.5%	23.1%	23.7%	23.2%
%H		97.2%	44.4%	13.1%	59.4%	23.1%	36.3%	92.0%
D	597	558	234	80	322	121	201	543
%V	12.1%	11.8%	11.3%	12.4%	10.9%	10.4%	11.3%	11.8%
%H		93.5%	39.2%	13.4%	53.9%	20.3%	33.7%	91.0%
E	236	209	70	16	145	29	116	164
%V	4.8%	4.4%	3.4%	2.5%	4.9%	2.5%	6.5%	3.6%
%H		88.6%	29.7%	6.8%	61.4%	12.3%	49.2%	69.5%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	4924	4710	2080	645	2942	1162	1780	4614
%H		95.7%	42.2%	13.1%	59.7%	23.6%	36.1%	93.7%
Working full time	2979	2850	1305	433	1650	685	965	2925
%V	60.5%	60.5%	62.7%	67.1%	56.1%	59.0%	54.2%	63.4%
%H		95.7%	43.8%	14.5%	55.4%	23.0%	32.4%	98.2%
Working part time	239	229	98	25	146	56	90	230
%V	4.9%	4.9%	4.7%	3.9%	5.0%	4.8%	5.1%	5.0%
%H		95.8%	41.0%	10.5%	61.1%	23.4%	37.7%	96.2%
Not working	1707	1631	676	187	1145	421	724	1460
%V	34.7%	34.6%	32.5%	29.0%	38.9%	36.2%	40.7%	31.6%
%H		95.5%	39.6%	11.0%	67.1%	24.7%	42.4%	85.5%
Houseperson	1091	987	361	103	673	198	475	904
%V	22.2%	21.0%	17.4%	16.0%	22.9%	17.0%	26.7%	19.6%
%H		90.5%	33.1%	9.4%	61.7%	18.1%	43.5%	82.9%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5130	4978	2092	643	3262	1195	2068	4721
%H		97.0%	40.8%	12.5%	63.6%	23.3%	40.3%	92.0%
16 - 19	227	215	111	34	141	69	71	226
%V	4.4%	4.3%	5.3%	5.3%	4.3%	5.8%	3.4%	4.8%
%H		94.7%	48.9%	15.0%	62.1%	30.4%	31.3%	99.6%
20 - 24	326	289	114	44	178	74	104	324
%V	6.4%	5.8%	5.4%	6.8%	5.5%	6.2%	5.0%	6.9%
%H		88.7%	35.0%	13.5%	54.6%	22.7%	31.9%	99.4%
25 - 34	753	723	285	104	369	120	249	741
%V	14.7%	14.5%	13.6%	16.2%	11.3%	10.0%	12.0%	15.7%
%H		96.0%	37.8%	13.8%	49.0%	15.9%	33.1%	98.4%
35 - 44	780	746	344	105	413	156	257	769
%V	15.2%	15.0%	16.4%	16.3%	12.7%	13.1%	12.4%	16.3%
%H		95.6%	44.1%	13.5%	52.9%	20.0%	32.9%	98.6%
45 - 54	887	873	418	146	538	249	289	876
%V	17.3%	17.5%	20.0%	22.7%	16.5%	20.8%	14.0%	18.6%
%H		98.4%	47.1%	16.5%	60.7%	28.1%	32.6%	98.8%
55 - 64	814	801	380	92	561	236	326	786
%V	15.9%	16.1%	18.2%	14.3%	17.2%	19.7%	15.8%	16.6%
%H		98.4%	46.7%	11.3%	68.9%	29.0%	40.0%	96.6%
65+	1343	1332	440	118	1062	291	772	999
%V	26.2%	26.8%	21.0%	18.4%	32.6%	24.4%	37.3%	21.2%
%H		99.2%	32.8%	8.8%	79.1%	21.7%	57.5%	74.4%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5130	4978	2092	643	3262	1195	2068	4721
%H		97.0%	40.8%	12.5%	63.6%	23.3%	40.3%	92.0%
AB	1433	1398	601	185	928	361	567	1397
%V	27.9%	28.1%	28.7%	28.8%	28.4%	30.2%	27.4%	29.6%
%H		97.6%	41.9%	12.9%	64.8%	25.2%	39.6%	97.5%
C1	1688	1630	688	218	1086	411	675	1569
%V	32.9%	32.7%	32.9%	33.9%	33.3%	34.4%	32.6%	33.2%
%H		96.6%	40.8%	12.9%	64.3%	24.3%	40.0%	93.0%
C2	1025	1011	460	132	637	248	389	945
%V	20.0%	20.3%	22.0%	20.5%	19.5%	20.8%	18.8%	20.0%
%H		98.6%	44.9%	12.9%	62.1%	24.2%	38.0%	92.2%
D	694	661	256	88	407	132	275	609
%V	13.5%	13.3%	12.2%	13.7%	12.5%	11.0%	13.3%	12.9%
%H		95.2%	36.9%	12.7%	58.6%	19.0%	39.6%	87.8%
E	289	279	87	20	205	43	161	201
%V	5.6%	5.6%	4.2%	3.1%	6.3%	3.6%	7.8%	4.3%
%H		96.5%	30.1%	6.9%	70.9%	14.9%	55.7%	69.6%

Base: ITV South East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	5130	4978	2092	643	3262	1195	2068	4721
%H		97.0%	40.8%	12.5%	63.6%	23.3%	40.3%	92.0%
Working full time	1868	1816	803	274	1088	440	649	1840
%V	36.4%	36.5%	38.4%	42.6%	33.4%	36.8%	31.4%	39.0%
%H		97.2%	43.0%	14.7%	58.2%	23.6%	34.7%	98.5%
Working part time	923	898	421	119	559	234	325	913
%V	18.0%	18.0%	20.1%	18.5%	17.1%	19.6%	15.7%	19.3%
%H		97.3%	45.6%	12.9%	60.6%	25.4%	35.2%	98.9%
Not working	2339	2264	868	250	1615	521	1094	1969
%V	45.6%	45.5%	41.5%	38.9%	49.5%	43.6%	52.9%	41.7%
%H		96.8%	37.1%	10.7%	69.0%	22.3%	46.8%	84.2%
Houseperson	4214	4100	1667	497	2711	924	1787	3831
%V	82.1%	82.4%	79.7%	77.3%	83.1%	77.3%	86.4%	81.1%
%H		97.3%	39.6%	11.8%	64.3%	21.9%	42.4%	90.9%

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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
AB	1505	1470	601	193	1013	396	617	1449
%V	20.3%	20.6%	22.9%	20.0%	20.4%	23.0%	19.1%	22.9%
%H (All HH)		97.7%	39.9%	12.8%	67.3%	26.3%	41.0%	96.3%
%H (TV HH)			40.9%	13.1%	68.9%	26.9%	42.0%	
C1	2006	1924	751	290	1309	506	802	1842
%V	27.1%	27.0%	28.6%	30.1%	26.4%	29.4%	24.8%	29.2%
%H (All HH)		95.9%	37.4%	14.5%	65.3%	25.2%	40.0%	91.8%
%H (TV HH)			39.0%	15.1%	68.0%	26.3%	41.7%	
C2	1507	1459	597	211	999	401	598	1305
%V	20.4%	20.5%	22.7%	21.9%	20.2%	23.3%	18.5%	20.7%
%H (All HH)		96.8%	39.6%	14.0%	66.3%	26.6%	39.7%	86.6%
%H (TV HH)			40.9%	14.5%	68.5%	27.5%	41.0%	
D	1228	1173	414	149	806	261	545	1005
%V	16.6%	16.5%	15.8%	15.5%	16.3%	15.2%	16.9%	15.9%
%H (All HH)		95.5%	33.7%	12.1%	65.6%	21.3%	44.4%	81.8%
%H (TV HH)			35.3%	12.7%	68.7%	22.3%	46.5%	
E	1155	1103	266	120	829	158	671	716
%V	15.6%	15.5%	10.1%	12.5%	16.7%	9.2%	20.8%	11.3%
%H (All HH)		95.5%	23.0%	10.4%	71.8%	13.7%	58.1%	62.0%
%H (TV HH)			24.1%	10.9%	75.2%	14.3%	60.8%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
Under 25	292	254	55	38	147	34	113	280
%V	3.9%	3.6%	2.1%	3.9%	3.0%	2.0%	3.5%	4.4%
%H (All HH)		87.0%	18.8%	13.0%	50.3%	11.6%	38.7%	95.9%
%H (TV HH)			21.7%	15.0%	57.9%	13.4%	44.5%	
25 - 34	1116	1022	405	126	555	196	360	1075
%V	15.1%	14.3%	15.4%	13.1%	11.2%	11.4%	11.1%	17.0%
%H (All HH)		91.6%	36.3%	11.3%	49.7%	17.6%	32.3%	96.3%
%H (TV HH)			39.6%	12.3%	54.3%	19.2%	35.2%	
35 - 44	1123	1059	444	172	641	276	365	1088
%V	15.2%	14.9%	16.9%	17.9%	12.9%	16.0%	11.3%	17.2%
%H (All HH)		94.3%	39.5%	15.3%	57.1%	24.6%	32.5%	96.9%
%H (TV HH)			41.9%	16.2%	60.5%	26.1%	34.5%	
45 - 54	1368	1337	585	225	899	409	489	1297
%V	18.5%	18.8%	22.3%	23.4%	18.1%	23.8%	15.1%	20.5%
%H (All HH)		97.7%	42.8%	16.4%	65.7%	29.9%	35.7%	94.8%
%H (TV HH)			43.8%	16.8%	67.2%	30.6%	36.6%	
55 - 64	1313	1290	501	183	953	355	598	1185
%V	17.7%	18.1%	19.1%	19.0%	19.2%	20.6%	18.5%	18.8%
%H (All HH)		98.2%	38.2%	13.9%	72.6%	27.0%	45.5%	90.3%
%H (TV HH)			38.8%	14.2%	73.9%	27.5%	46.4%	
65 +	2188	2167	638	217	1761	453	1308	1393
%V	29.6%	30.4%	24.3%	22.5%	35.5%	26.3%	40.5%	22.0%
%H (All HH)		99.0%	29.2%	9.9%	80.5%	20.7%	59.8%	63.7%
%H (TV HH)			29.4%	10.0%	81.3%	20.9%	60.4%	

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 22.3: 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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
1	2360	2229	570	202	1718	334	1384	1562
%V	31.9%	31.3%	21.7%	21.0%	34.7%	19.4%	42.8%	24.7%
%H (All HH)		94.4%	24.2%	8.6%	72.8%	14.2%	58.6%	66.2%
%H (TV HH)			25.6%	9.1%	77.1%	15.0%	62.1%	
2	2633	2563	1009	353	1797	693	1104	2395
%V	35.6%	36.0%	38.4%	36.7%	36.3%	40.2%	34.1%	37.9%
%H (All HH)		97.3%	38.3%	13.4%	68.2%	26.3%	41.9%	91.0%
%H (TV HH)			39.4%	13.8%	70.1%	27.0%	43.1%	
3	1083	1054	459	181	664	308	355	1050
%V	14.6%	14.8%	17.5%	18.8%	13.4%	17.9%	11.0%	16.6%
%H (All HH)		97.3%	42.4%	16.7%	61.3%	28.4%	32.8%	97.0%
%H (TV HH)			43.5%	17.2%	63.0%	29.2%	33.7%	
4	894	867	395	152	547	269	278	889
%V	12.1%	12.2%	15.0%	15.8%	11.0%	15.6%	8.6%	14.1%
%H (All HH)		97.0%	44.2%	17.0%	61.2%	30.1%	31.1%	99.4%
%H (TV HH)			45.6%	17.5%	63.1%	31.0%	32.1%	
5+	431	415	195	75	230	119	112	423
%V	5.8%	5.8%	7.4%	7.8%	4.6%	6.9%	3.5%	6.7%
%H (All HH)		96.3%	45.2%	17.4%	53.4%	27.6%	26.0%	98.1%
%H (TV HH)			47.0%	18.1%	55.4%	28.7%	27.0%	
Average HH size	2.27	2.28	2.51	2.57	2.17	2.53	1.97	2.43

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 22.4: 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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
Without	5576	5350	1847	679	3892	1245	2647	4526
%V	75.3%	75.1%	70.3%	70.5%	78.5%	72.3%	81.9%	71.6%
%H (All HH)		95.9%	33.1%	12.2%	69.8%	22.3%	47.5%	81.2%
%H (TV HH)			34.5%	12.7%	72.7%	23.3%	49.5%	
With	1825	1779	781	283	1063	477	586	1792
%V	24.7%	25.0%	29.7%	29.4%	21.5%	27.7%	18.1%	28.4%
%H (All HH)		97.5%	42.8%	15.5%	58.2%	26.1%	32.1%	98.2%
%H (TV HH)			43.9%	15.9%	59.8%	26.8%	32.9%	
0 - 3	640	617	266	82	339	131	208	624
%V	8.6%	8.7%	10.1%	8.5%	6.8%	7.6%	6.4%	9.9%
%H (All HH)		96.4%	41.6%	12.8%	53.0%	20.5%	32.5%	97.5%
%H (TV HH)			43.1%	13.3%	54.9%	21.2%	33.7%	
4 - 9	965	937	417	147	553	256	298	946
%V	13.0%	13.1%	15.9%	15.3%	11.2%	14.9%	9.2%	15.0%
%H (All HH)		97.1%	43.2%	15.2%	57.3%	26.5%	30.9%	98.0%
%H (TV HH)			44.5%	15.7%	59.0%	27.3%	31.8%	
10 - 15	902	884	396	163	542	263	279	889
%V	12.2%	12.4%	15.1%	16.9%	10.9%	15.3%	8.6%	14.1%
%H (All HH)		98.0%	43.9%	18.1%	60.1%	29.2%	30.9%	98.6%
%H (TV HH)			44.8%	18.4%	61.3%	29.8%	31.6%	

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 22.5: 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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
1	2859	2859	780	296	1832	280	1552	2198
%V	38.6%	40.1%	29.7%	30.7%	37.0%	16.3%	48.0%	34.8%
%H (All HH)		100.0%	27.3%	10.4%	64.1%	9.8%	54.3%	76.9%
%H (TV HH)			27.3%	10.4%	64.1%	9.8%	54.3%	
2	2393	2393	960	351	1684	663	1022	2103
%V	32.3%	33.6%	36.5%	36.4%	34.0%	38.5%	31.6%	33.3%
%H (All HH)		100.0%	40.1%	14.7%	70.4%	27.7%	42.7%	87.9%
%H (TV HH)			40.1%	14.7%	70.4%	27.7%	42.7%	
3	1191	1191	542	192	902	454	448	1129
%V	16.1%	16.7%	20.6%	19.9%	18.2%	26.4%	13.9%	17.9%
%H (All HH)		100.0%	45.5%	16.1%	75.7%	38.1%	37.6%	94.8%
%H (TV HH)			45.5%	16.1%	75.7%	38.1%	37.6%	
4	458	458	215	82	355	197	158	445
%V	6.2%	6.4%	8.2%	8.5%	7.2%	11.4%	4.9%	7.0%
%H (All HH)		100.0%	46.9%	17.9%	77.5%	43.0%	34.5%	97.2%
%H (TV HH)			46.9%	17.9%	77.5%	43.0%	34.5%	
5+	228	228	131	42	182	129	53	226
%V	3.1%	3.2%	5.0%	4.4%	3.7%	7.5%	1.6%	3.6%
%H (All HH)		100.0%	57.5%	18.4%	79.8%	56.6%	23.2%	99.1%
%H (TV HH)			57.5%	18.4%	79.8%	56.6%	23.2%	

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

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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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
Under 20"	548	548	203	73	464	202	263	470
%V	7.4%	7.7%	7.7%	7.6%	9.4%	11.7%	8.1%	7.4%
%H (All HH)		100.0%	37.0%	13.3%	84.7%	36.9%	48.0%	85.8%
%H (TV HH)			37.0%	13.3%	84.7%	36.9%	48.0%	
20" - 29"	1731	1731	633	233	1387	555	831	1492
%V	23.4%	24.3%	24.1%	24.2%	28.0%	32.2%	25.7%	23.6%
%H (All HH)		100.0%	36.6%	13.5%	80.1%	32.1%	48.0%	86.2%
%H (TV HH)			36.6%	13.5%	80.1%	32.1%	48.0%	
30" - 39"	3385	3385	1245	488	2444	894	1549	2937
%V	45.7%	47.5%	47.4%	50.7%	49.3%	51.9%	47.9%	46.5%
%H (All HH)		100.0%	36.8%	14.4%	72.2%	26.4%	45.8%	86.8%
%H (TV HH)			36.8%	14.4%	72.2%	26.4%	45.8%	
40" - 49"	3468	3468	1460	542	2325	984	1341	3134
%V	46.9%	48.7%	55.6%	56.3%	46.9%	57.1%	41.5%	49.6%
%H (All HH)		100.0%	42.1%	15.6%	67.0%	28.4%	38.7%	90.4%
%H (TV HH)			42.1%	15.6%	67.0%	28.4%	38.7%	
50" - 59"	1504	1504	730	238	967	496	471	1432
%V	20.3%	21.1%	27.8%	24.7%	19.5%	28.8%	14.6%	22.7%
%H (All HH)		100.0%	48.5%	15.8%	64.3%	33.0%	31.3%	95.2%
%H (TV HH)			48.5%	15.8%	64.3%	33.0%	31.3%	
60"+	205	205	116	29	124	68	56	198
%V	2.8%	2.9%	4.4%	3.0%	2.5%	3.9%	1.7%	3.1%
%H (All HH)		100.0%	56.6%	14.1%	60.5%	33.2%	27.3%	96.6%
%H (TV HH)			56.6%	14.1%	60.5%	33.2%	27.3%	

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 22.7: 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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
Main living room	7056	7056	2614	959	4916	1717	3198	6042
%V	95.3%	99.0%	99.5%	99.6%	99.2%	99.7%	98.9%	95.6%
%H (All HH)		100.0%	37.0%	13.6%	69.7%	24.3%	45.3%	85.6%
%H (TV HH)			37.0%	13.6%	69.7%	24.3%	45.3%	
Kitchen	686	686	304	87	567	277	290	619
%V	9.3%	9.6%	11.6%	9.0%	11.4%	16.1%	9.0%	9.8%
%H (All HH)		100.0%	44.3%	12.7%	82.7%	40.4%	42.3%	90.2%
%H (TV HH)			44.3%	12.7%	82.7%	40.4%	42.3%	
Adult's bedroom	3251	3251	1417	523	2391	1137	1254	2989
%V	43.9%	45.6%	53.9%	54.3%	48.3%	66.0%	38.8%	47.3%
%H (All HH)		100.0%	43.6%	16.1%	73.5%	35.0%	38.6%	91.9%
%H (TV HH)			43.6%	16.1%	73.5%	35.0%	38.6%	
Child's bedroom	641	641	314	109	431	237	194	628
%V	8.7%	9.0%	11.9%	11.3%	8.7%	13.8%	6.0%	9.9%
%H (All HH)		100.0%	49.0%	17.0%	67.2%	37.0%	30.3%	98.0%
%H (TV HH)			49.0%	17.0%	67.2%	37.0%	30.3%	
Other bedroom	539	539	250	101	402	214	188	512
%V	7.3%	7.6%	9.5%	10.5%	8.1%	12.4%	5.8%	8.1%
%H (All HH)		100.0%	46.4%	18.7%	74.6%	39.7%	34.9%	95.0%
%H (TV HH)			46.4%	18.7%	74.6%	39.7%	34.9%	
Second living/dining room	813	813	366	135	617	310	307	753
%V	11.0%	11.4%	13.9%	14.0%	12.5%	18.0%	9.5%	11.9%
%H (All HH)		100.0%	45.0%	16.6%	75.9%	38.1%	37.8%	92.6%
%H (TV HH)			45.0%	16.6%	75.9%	38.1%	37.8%	
Study/office	96	96	44	9	75	32	43	95
%V	1.3%	1.3%	1.7%	0.9%	1.5%	1.9%	1.3%	1.5%
%H (All HH)		100.0%	45.8%	9.4%	78.1%	33.3%	44.8%	99.0%
%H (TV HH)			45.8%	9.4%	78.1%	33.3%	44.8%	
TV room	33	33	17	3	23	11	13	33
%V	0.4%	0.5%	0.6%	0.3%	0.5%	0.6%	0.4%	0.5%
%H (All HH)		100.0%	51.5%	9.1%	69.7%	33.3%	39.4%	100.0%
%H (TV HH)			51.5%	9.1%	69.7%	33.3%	39.4%	
Conservatory	180	180	82	33	152	87	65	170
%V	2.4%	2.5%	3.1%	3.4%	3.1%	5.1%	2.0%	2.7%
%H (All HH)		100.0%	45.6%	18.3%	84.4%	48.3%	36.1%	94.4%
%H (TV HH)			45.6%	18.3%	84.4%	48.3%	36.1%	
Attic or loft room	16	16	8	3	14	9	5	16
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
%H (TV HH)			50.0%	18.8%	87.5%	56.3%	31.3%	
No specific location	12	12	5	1	10	5	5	10
%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%	83.3%	41.7%	41.7%	83.3%
%H (TV HH)			41.7%	8.3%	83.3%	41.7%	41.7%	
Other	63	63	35	2	49	25	25	59
%V	0.9%	0.9%	1.3%	0.2%	1.0%	1.5%	0.8%	0.9%
%H (All HH)		100.0%	55.6%	3.2%	77.8%	39.7%	39.7%	93.7%
%H (TV HH)			55.6%	3.2%	77.8%	39.7%	39.7%	

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

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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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
Any DSAT provider	2628	2628	2628	30	1291	1291	0	2457
%V	35.5%	36.9%	100.0%	3.1%	26.1%	75.0%	0.0%	38.9%
%H (All HH)			100.0%	1.1%	49.1%	49.1%	0.0%	93.5%
%H (TV HH)			100.0%	1.1%	49.1%	49.1%	0.0%	
Sky with subscription	2290	2290	2290	12	1119	1119	0	2157
%V	30.9%	32.1%	87.1%	1.2%	22.6%	65.0%	0.0%	34.1%
%H (All HH)			100.0%	0.5%	48.9%	48.9%	0.0%	94.2%
%H (TV HH)			100.0%	0.5%	48.9%	48.9%	0.0%	
Sky without subscription	108	108	108	5	48	48	0	91
%V	1.5%	1.5%	4.1%	0.5%	1.0%	2.8%	0.0%	1.4%
%H (All HH)			100.0%	4.6%	44.4%	44.4%	0.0%	84.3%
%H (TV HH)			100.0%	4.6%	44.4%	44.4%	0.0%	
Freesat	212	212	212	9	121	121	0	194
%V	2.9%	3.0%	8.1%	0.9%	2.4%	7.0%	0.0%	3.1%
%H (All HH)			100.0%	4.2%	57.1%	57.1%	0.0%	91.5%
%H (TV HH)			100.0%	4.2%	57.1%	57.1%	0.0%	
Other satellite provider	123	123	123	9	61	61	0	115
%V	1.7%	1.7%	4.7%	0.9%	1.2%	3.5%	0.0%	1.8%
%H (All HH)			100.0%	7.3%	49.6%	49.6%	0.0%	93.5%
%H (TV HH)			100.0%	7.3%	49.6%	49.6%	0.0%	
DCAB	963	963	30	963	446	446	0	916
%V	13.0%	13.5%	1.1%	100.0%	9.0%	25.9%	0.0%	14.5%
%H (All HH)			3.1%	100.0%	46.3%	46.3%	0.0%	95.1%
%H (TV HH)			3.1%	100.0%	46.3%	46.3%	0.0%	
DTT	4955	4955	1291	446	4955	1722	3233	4063
%V	67.0%	69.5%	49.1%	46.3%	100.0%	100.0%	100.0%	64.3%
%H (All HH)		100.0%	26.1%	9.0%	100.0%	34.8%	65.2%	82.0%
%H (TV HH)			26.1%	9.0%	100.0%	34.8%	65.2%	

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

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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	7401	7128	2628	963	4955	1722	3233	6318
%H (All HH)		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (TV HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
PVR	4153	4153	2399	921	2454	1600	854	3860
%V	56.1%	58.3%	91.3%	95.6%	49.5%	92.9%	26.4%	61.1%
%H (All HH)		100.0%	57.8%	22.2%	59.1%	38.5%	20.6%	92.9%
%H (TV HH)			57.8%	22.2%	59.1%	38.5%	20.6%	
DVDR	65	65	31	8	52	25	27	57
%V	0.9%	0.9%	1.2%	0.8%	1.0%	1.5%	0.8%	0.9%
%H (All HH)		100.0%	47.7%	12.3%	80.0%	38.5%	41.5%	87.7%
%H (TV HH)			47.7%	12.3%	80.0%	38.5%	41.5%	
VCR	37	37	13	4	30	9	21	22
%V	0.5%	0.5%	0.5%	0.4%	0.6%	0.5%	0.6%	0.3%
%H (All HH)		100.0%	35.1%	10.8%	81.1%	24.3%	56.8%	59.5%
%H (TV HH)			35.1%	10.8%	81.1%	24.3%	56.8%	
Any recorder	4192	4192	2402	921	2491	1602	888	3887
%V	56.6%	58.8%	91.4%	95.6%	50.3%	93.0%	27.5%	61.5%
%H (All HH)		100.0%	57.3%	22.0%	59.4%	38.2%	21.2%	92.7%
%H (TV HH)			57.3%	22.0%	59.4%	38.2%	21.2%	
Receives HDTV (via STB or built-in reception)	4901	4901	2258	816	3377	1522	1855	4481
%V	66.2%	68.8%	85.9%	84.7%	68.2%	88.4%	57.4%	70.9%
%H (All HH)		100.0%	46.1%	16.6%	68.9%	31.1%	37.8%	91.4%
%H (TV HH)			46.1%	16.6%	68.9%	31.1%	37.8%	
DVD/Blu-ray player or recorder	4030	4030	1527	575	2917	1136	1781	3566
%V	54.5%	56.5%	58.1%	59.7%	58.9%	66.0%	55.1%	56.4%
%H (All HH)		100.0%	37.9%	14.3%	72.4%	28.2%	44.2%	88.5%
%H (TV HH)			37.9%	14.3%	72.4%	28.2%	44.2%	

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

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Household level data

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	7401	7128	2628	963	4955	1722	3233	6318
%V		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%
%H (All HH)			36.9%	13.5%	69.5%	24.2%	45.4%	
%H (TV HH)								
Has broadband internet	6318	6102	2457	916	4063	1628	2435	6318
%V	85.4%	85.6%	93.5%	95.1%	82.0%	94.5%	75.3%	100.0%
%H (All HH)		96.6%	38.9%	14.5%	64.3%	25.8%	38.5%	100.0%
%H (TV HH)			40.3%	15.0%	66.6%	26.7%	39.9%	
Number of computers (PCs and laptops)								
0	1685	1578	368	122	1212	185	1027	661
%V	22.8%	22.1%	14.0%	12.7%	24.5%	10.7%	31.8%	10.5%
%H (All HH)		93.6%	21.8%	7.2%	71.9%	11.0%	60.9%	39.2%
%H (TV HH)			23.3%	7.7%	76.8%	11.7%	65.1%	
1	2112	2027	720	266	1378	430	948	2059
%V	28.5%	28.4%	27.4%	27.6%	27.8%	25.0%	29.3%	32.6%
%H (All HH)		96.0%	34.1%	12.6%	65.2%	20.4%	44.9%	97.5%
%H (TV HH)			35.5%	13.1%	68.0%	21.2%	46.8%	
2	1715	1675	692	249	1133	470	663	1713
%V	23.2%	23.5%	26.3%	25.9%	22.9%	27.3%	20.5%	27.1%
%H (All HH)		97.7%	40.3%	14.5%	66.1%	27.4%	38.7%	99.9%
%H (TV HH)			41.3%	14.9%	67.6%	28.1%	39.6%	
3	912	892	404	144	587	286	301	909
%V	12.3%	12.5%	15.4%	15.0%	11.8%	16.6%	9.3%	14.4%
%H (All HH)		97.8%	44.3%	15.8%	64.4%	31.4%	33.0%	99.7%
%H (TV HH)			45.3%	16.1%	65.8%	32.1%	33.7%	
4	494	486	232	91	323	176	147	494
%V	6.7%	6.8%	8.8%	9.4%	6.5%	10.2%	4.5%	7.8%
%H (All HH)		98.4%	47.0%	18.4%	65.4%	35.6%	29.8%	100.0%
%H (TV HH)			47.7%	18.7%	66.5%	36.2%	30.2%	
5+	483	471	213	92	321	175	146	483
%V	6.5%	6.6%	8.1%	9.6%	6.5%	10.2%	4.5%	7.6%
%H (All HH)		97.5%	44.1%	19.0%	66.5%	36.2%	30.2%	100.0%
%H (TV HH)			45.2%	19.5%	68.2%	37.2%	31.0%	

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

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	5902	2121	10314	4458	5856	12793
%H		41.3%	14.9%	72.2%	31.2%	41.0%	89.6%
Under 20"	668	252	94	572	258	314	584
%V	4.7%	4.3%	4.4%	5.5%	5.8%	5.4%	4.6%
%H		37.7%	14.1%	85.6%	38.6%	47.0%	87.4%
20" - 29"	2182	809	292	1760	725	1035	1892
%V	15.3%	13.7%	13.8%	17.1%	16.3%	17.7%	14.8%
%H		37.1%	13.4%	80.7%	33.2%	47.4%	86.7%
30" - 39"	4382	1697	653	3179	1262	1917	3883
%V	30.7%	28.8%	30.8%	30.8%	28.3%	32.7%	30.4%
%H		38.7%	14.9%	72.5%	28.8%	43.7%	88.6%
40" - 49"	4235	1866	684	2850	1291	1559	3874
%V	29.7%	31.6%	32.2%	27.6%	29.0%	26.6%	30.3%
%H		44.1%	16.2%	67.3%	30.5%	36.8%	91.5%
50" - 59"	1715	850	277	1103	581	523	1638
%V	12.0%	14.4%	13.1%	10.7%	13.0%	8.9%	12.8%
%H		49.6%	16.2%	64.3%	33.9%	30.5%	95.5%
60"+	214	124	30	129	72	57	207
%V	1.5%	2.1%	1.4%	1.3%	1.6%	1.0%	1.6%
%H		57.9%	14.0%	60.3%	33.6%	26.6%	96.7%
Don't know	882	305	90	720	269	452	714
%V	6.2%	5.2%	4.2%	7.0%	6.0%	7.7%	5.6%
%H		34.6%	10.2%	81.6%	30.5%	51.2%	81.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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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	5902	2121	10314	4458	5856	12793
%H		41.3%	14.9%	72.2%	31.2%	41.0%	89.6%
Main living room	7106	2636	967	4952	1734	3218	6085
%V	49.8%	44.7%	45.6%	48.0%	38.9%	55.0%	47.6%
%H		37.1%	13.6%	69.7%	24.4%	45.3%	85.6%
Kitchen	687	305	87	569	278	291	621
%V	4.8%	5.2%	4.1%	5.5%	6.2%	5.0%	4.9%
%H		44.4%	12.7%	82.8%	40.5%	42.4%	90.4%
Adult's bedroom	3801	1688	622	2806	1387	1419	3524
%V	26.6%	28.6%	29.3%	27.2%	31.1%	24.2%	27.5%
%H		44.4%	16.4%	73.8%	36.5%	37.3%	92.7%
Child's bedroom	811	404	137	550	309	241	795
%V	5.7%	6.8%	6.5%	5.3%	6.9%	4.1%	6.2%
%H		49.8%	16.9%	67.8%	38.1%	29.7%	98.0%
Other bedroom	644	300	123	482	261	222	616
%V	4.5%	5.1%	5.8%	4.7%	5.9%	3.8%	4.8%
%H		46.6%	19.1%	74.8%	40.5%	34.5%	95.7%
Second living/dining room	823	374	136	626	317	309	762
%V	5.8%	6.3%	6.4%	6.1%	7.1%	5.3%	6.0%
%H		45.4%	16.5%	76.1%	38.5%	37.5%	92.6%
Study/office	99	45	9	78	33	44	98
%V	0.7%	0.8%	0.4%	0.8%	0.7%	0.8%	0.8%
%H		45.5%	9.1%	78.8%	33.3%	44.4%	99.0%
TV room	34	17	3	23	11	13	33
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.3%
%H		50.0%	8.8%	67.6%	32.4%	38.2%	97.1%
Conservatory	180	82	33	152	87	65	170
%V	1.3%	1.4%	1.6%	1.5%	2.0%	1.1%	1.3%
%H		45.6%	18.3%	84.4%	48.3%	36.1%	94.4%
Attic or loft room	16	8	3	14	9	5	16
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
No specific location	12	6	1	11	6	5	11
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	8.3%	91.7%	50.0%	41.7%	91.7%
Other	65	37	2	50	26	25	62
%V	0.5%	0.6%	0.1%	0.5%	0.6%	0.4%	0.5%
%H		56.9%	3.1%	76.9%	40.0%	38.5%	95.4%

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 22.13: 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	5902	2121	10314	4458	5856	12793
%H		41.3%	14.9%	72.2%	31.2%	41.0%	89.6%
PVR	6089	3773	1366	3293	2303	990	5745
%V	42.6%	63.9%	64.4%	31.9%	51.7%	16.9%	44.9%
%H		62.0%	22.4%	54.1%	37.8%	16.3%	94.4%
DVDR	72	33	9	58	27	31	64
%V	0.5%	0.6%	0.4%	0.6%	0.6%	0.5%	0.5%
%H		45.8%	12.5%	80.6%	37.5%	43.1%	88.9%
VCR	40	13	4	32	9	23	24
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		32.5%	10.0%	80.0%	22.5%	57.5%	60.0%
Any recorder	6148	3782	1369	3346	2311	1035	5788
%V	43.1%	64.1%	64.5%	32.4%	51.8%	17.7%	45.2%
%H		61.5%	22.3%	54.4%	37.6%	16.8%	94.1%

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	5902	2121	10314	4458	5856	12793
%H		41.3%	14.9%	72.2%	31.2%	41.0%	89.6%
Receives HDTV (via STB or built-in reception)	8033	3970	1363	5534	2774	2760	7503
%V	56.3%	67.3%	64.3%	53.7%	62.2%	47.1%	58.6%
%H		49.4%	17.0%	68.9%	34.5%	34.4%	93.4%
DVD/Blu-ray player or recorder	5487	2200	843	4016	1751	2265	4958
%V	38.4%	37.3%	39.7%	38.9%	39.3%	38.7%	38.8%
%H		40.1%	15.4%	73.2%	31.9%	41.3%	90.4%

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

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data
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	7124	2628	963	4953	1722	3231	6097
%H		36.9%	13.5%	69.5%	24.2%	45.4%	85.6%
Under 20"	37	4	3	29	3	26	22
%V	0.5%	0.2%	0.3%	0.6%	0.2%	0.8%	0.4%
%H		10.8%	8.1%	78.4%	8.1%	70.3%	59.5%
20" - 29"	354	59	23	293	42	250	243
%V	5.0%	2.2%	2.4%	5.9%	2.4%	7.7%	4.0%
%H		16.7%	6.5%	82.8%	11.9%	70.6%	68.6%
30" - 39"	1880	537	227	1380	333	1048	1500
%V	26.4%	20.4%	23.6%	27.9%	19.3%	32.4%	24.6%
%H		28.6%	12.1%	73.4%	17.7%	55.7%	79.8%
40" - 49"	2880	1156	432	1929	756	1173	2560
%V	40.4%	44.0%	44.9%	38.9%	43.9%	36.3%	42.0%
%H		40.1%	15.0%	67.0%	26.3%	40.7%	88.9%
50" - 59"	1364	660	215	865	439	426	1294
%V	19.1%	25.1%	22.3%	17.5%	25.5%	13.2%	21.2%
%H		48.4%	15.8%	63.4%	32.2%	31.2%	94.9%
60"+	177	97	27	107	57	49	170
%V	2.5%	3.7%	2.8%	2.2%	3.3%	1.5%	2.8%
%H		54.8%	15.3%	60.5%	32.2%	27.7%	96.0%
Don't know	433	115	36	351	92	258	308
%V	6.1%	4.4%	3.7%	7.1%	5.3%	8.0%	5.1%
%H		26.6%	8.3%	81.1%	21.2%	59.6%	71.1%

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 22.16: 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	7124	2628	963	4953	1722	3231	6097
%H		36.9%	13.5%	69.5%	24.2%	45.4%	85.6%
PVR	4073	2365	911	2384	1566	818	3792
%V	57.2%	90.0%	94.6%	48.1%	90.9%	25.3%	62.2%
%H		58.1%	22.4%	58.5%	38.4%	20.1%	93.1%
DVDR	53	23	7	43	19	24	46
%V	0.7%	0.9%	0.7%	0.9%	1.1%	0.7%	0.8%
%H		43.4%	13.2%	81.1%	35.8%	45.3%	86.8%
VCR	29	10	3	23	7	16	16
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.5%	0.3%
%H		34.5%	10.3%	79.3%	24.1%	55.2%	55.2%
Any recorder	4109	2369	911	2418	1570	849	3816
%V	57.7%	90.1%	94.6%	48.8%	91.2%	26.3%	62.6%
%H		57.7%	22.2%	58.8%	38.2%	20.7%	92.9%

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	7124	2628	963	4953	1722	3231	6097
%H		36.9%	13.5%	69.5%	24.2%	45.4%	85.6%
Receives HDTV (via STB or built-in reception)	4801	2216	806	3290	1483	1806	4399
%V	67.4%	84.3%	83.7%	66.4%	86.1%	55.9%	72.2%
%H		46.2%	16.8%	68.5%	30.9%	37.6%	91.6%
DVD/Blu-ray player or recorder	3469	1262	477	2516	925	1591	3038
%V	48.7%	48.0%	49.5%	50.8%	53.7%	49.2%	49.8%
%H		36.4%	13.8%	72.5%	26.7%	45.9%	87.6%

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	7154	3274	1158	5361	2736	2625	6695
%H		45.8%	16.2%	74.9%	38.2%	36.7%	93.6%
Under 20"	631	247	92	543	255	288	563
%V	8.8%	7.5%	7.9%	10.1%	9.3%	11.0%	8.4%
%H		39.1%	14.6%	86.1%	40.4%	45.6%	89.2%
20" - 29"	1829	750	269	1468	683	785	1649
%V	25.6%	22.9%	23.2%	27.4%	25.0%	29.9%	24.6%
%H		41.0%	14.7%	80.3%	37.3%	42.9%	90.2%
30" - 39"	2501	1160	426	1799	930	869	2384
%V	35.0%	35.4%	36.8%	33.6%	34.0%	33.1%	35.6%
%H		46.4%	17.0%	71.9%	37.2%	34.7%	95.3%
40" - 49"	1355	710	252	922	535	386	1313
%V	18.9%	21.7%	21.8%	17.2%	19.6%	14.7%	19.6%
%H		52.4%	18.6%	68.0%	39.5%	28.5%	96.9%
50" - 59"	351	190	62	238	142	97	344
%V	4.9%	5.8%	5.4%	4.4%	5.2%	3.7%	5.1%
%H		54.1%	17.7%	67.8%	40.5%	27.6%	98.0%
60"+	37	27	3	23	15	8	37
%V	0.5%	0.8%	0.3%	0.4%	0.5%	0.3%	0.6%
%H		73.0%	8.1%	62.2%	40.5%	21.6%	100.0%
Don't know	449	190	54	370	176	193	405
%V	6.3%	5.8%	4.7%	6.9%	6.4%	7.4%	6.0%
%H		42.3%	12.0%	82.4%	39.2%	43.0%	90.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	7154	3274	1158	5361	2736	2625	6695
%H		45.8%	16.2%	74.9%	38.2%	36.7%	93.6%
PVR	2016	1408	455	909	737	172	1953
%V	28.2%	43.0%	39.3%	17.0%	26.9%	6.6%	29.2%
%H		69.8%	22.6%	45.1%	36.6%	8.5%	96.9%
DVDR	19	9	2	15	8	7	18
%V	0.3%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		47.4%	10.5%	78.9%	42.1%	36.8%	94.7%
VCR	11	3	1	9	1	8	9
%V	0.2%	0.1%	0.1%	0.2%	0.0%	0.3%	0.1%
%H		27.3%	9.1%	81.8%	9.1%	72.7%	81.8%
Any recorder	2038	1413	458	928	741	187	1972
%V	28.5%	43.2%	39.6%	17.3%	27.1%	7.1%	29.5%
%H		69.3%	22.5%	45.5%	36.4%	9.2%	96.8%

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	7154	3274	1158	5361	2736	2625	6695
%H		45.8%	16.2%	74.9%	38.2%	36.7%	93.6%
Receives HDTV (via STB or built-in reception)	3232	1754	556	2244	1291	953	3104
%V	45.2%	53.6%	48.0%	41.9%	47.2%	36.3%	46.4%
%H		54.3%	17.2%	69.4%	39.9%	29.5%	96.0%
DVD/Blu-ray player or recorder	2018	938	366	1501	826	674	1919
%V	28.2%	28.6%	31.6%	28.0%	30.2%	25.7%	28.7%
%H		46.5%	18.1%	74.4%	40.9%	33.4%	95.1%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	16812	16258	6607	2470	10743	4360	6383	15372
%H		96.7%	39.3%	14.7%	63.9%	25.9%	38.0%	91.4%
Total Children	3218	3135	1370	506	1827	817	1009	3154
%V	19.1%	19.3%	20.7%	20.5%	17.0%	18.7%	15.8%	20.5%
%H		97.4%	42.6%	15.7%	56.8%	25.4%	31.4%	98.0%
0 - 3	760	734	309	100	404	152	252	741
%V	4.5%	4.5%	4.7%	4.0%	3.8%	3.5%	3.9%	4.8%
%H		96.6%	40.7%	13.2%	53.2%	20.0%	33.2%	97.5%
4 - 15	2458	2400	1061	407	1422	665	757	2413
%V	14.6%	14.8%	16.1%	16.5%	13.2%	15.3%	11.9%	15.7%
%H		97.6%	43.2%	16.6%	57.9%	27.1%	30.8%	98.2%
4 - 9	1259	1224	538	193	712	329	384	1232
%V	7.5%	7.5%	8.1%	7.8%	6.6%	7.5%	6.0%	8.0%
%H		97.2%	42.7%	15.3%	56.6%	26.1%	30.5%	97.9%
10 - 15	1199	1177	523	214	710	337	373	1181
%V	7.1%	7.2%	7.9%	8.7%	6.6%	7.7%	5.8%	7.7%
%H		98.2%	43.6%	17.8%	59.2%	28.1%	31.1%	98.5%

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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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	16812	16258	6607	2470	10743	4360	6383	15372
%H		96.7%	39.3%	14.7%	63.9%	25.9%	38.0%	91.4%
Total Adults (16+)	13594	13123	5237	1964	8917	3543	5374	12218
%V	80.9%	80.7%	79.3%	79.5%	83.0%	81.3%	84.2%	79.5%
%H		96.5%	38.5%	14.4%	65.6%	26.1%	39.5%	89.9%
16 - 19	666	634	289	116	406	208	198	658
%V	4.0%	3.9%	4.4%	4.7%	3.8%	4.8%	3.1%	4.3%
%H		95.2%	43.4%	17.4%	61.0%	31.2%	29.7%	98.8%
20 - 24	1027	938	328	172	586	247	339	1005
%V	6.1%	5.8%	5.0%	7.0%	5.5%	5.7%	5.3%	6.5%
%H		91.3%	31.9%	16.7%	57.1%	24.1%	33.0%	97.9%
25 - 34	2191	2044	830	289	1140	444	696	2127
%V	13.0%	12.6%	12.6%	11.7%	10.6%	10.2%	10.9%	13.8%
%H		93.3%	37.9%	13.2%	52.0%	20.3%	31.8%	97.1%
35 - 44	2000	1901	830	318	1145	513	632	1945
%V	11.9%	11.7%	12.6%	12.9%	10.7%	11.8%	9.9%	12.7%
%H		95.1%	41.5%	15.9%	57.3%	25.7%	31.6%	97.3%
45 - 54	2285	2237	1010	396	1493	715	779	2185
%V	13.6%	13.8%	15.3%	16.0%	13.9%	16.4%	12.2%	14.2%
%H		97.9%	44.2%	17.3%	65.3%	31.3%	34.1%	95.6%
55 - 64	2188	2157	912	319	1562	651	910	2031
%V	13.0%	13.3%	13.8%	12.9%	14.5%	14.9%	14.3%	13.2%
%H		98.6%	41.7%	14.6%	71.4%	29.8%	41.6%	92.8%
65+	3239	3212	1038	353	2584	764	1820	2266
%V	19.3%	19.8%	15.7%	14.3%	24.1%	17.5%	28.5%	14.7%
%H		99.2%	32.0%	10.9%	79.8%	23.6%	56.2%	70.0%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	13594	13123	5237	1964	8917	3543	5374	12218
%H		96.5%	38.5%	14.4%	65.6%	26.1%	39.5%	89.9%
AB	2945	2883	1253	405	1969	849	1120	2871
%V	21.7%	22.0%	23.9%	20.6%	22.1%	24.0%	20.8%	23.5%
%H		97.9%	42.5%	13.8%	66.9%	28.8%	38.0%	97.5%
C1	3824	3657	1499	601	2461	1050	1411	3615
%V	28.1%	27.9%	28.6%	30.6%	27.6%	29.6%	26.3%	29.6%
%H		95.6%	39.2%	15.7%	64.4%	27.5%	36.9%	94.5%
C2	2930	2849	1224	455	1900	837	1063	2659
%V	21.6%	21.7%	23.4%	23.2%	21.3%	23.6%	19.8%	21.8%
%H		97.2%	41.8%	15.5%	64.8%	28.6%	36.3%	90.8%
D	2255	2168	841	304	1441	544	898	1965
%V	16.6%	16.5%	16.1%	15.5%	16.2%	15.4%	16.7%	16.1%
%H		96.1%	37.3%	13.5%	63.9%	24.1%	39.8%	87.1%
E	1640	1566	420	198	1146	264	882	1108
%V	12.1%	11.9%	8.0%	10.1%	12.9%	7.5%	16.4%	9.1%
%H		95.5%	25.6%	12.1%	69.9%	16.1%	53.8%	67.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	13594	13123	5237	1964	8917	3543	5374	12218
%H		96.5%	38.5%	14.4%	65.6%	26.1%	39.5%	89.9%
Working full time	6316	6109	2726	1015	3812	1749	2063	6161
%V	46.5%	46.6%	52.1%	51.7%	42.7%	49.4%	38.4%	50.4%
%H		96.7%	43.2%	16.1%	60.4%	27.7%	32.7%	97.5%
Working part time	1255	1215	501	199	830	362	468	1214
%V	9.2%	9.3%	9.6%	10.1%	9.3%	10.2%	8.7%	9.9%
%H		96.8%	39.9%	15.9%	66.1%	28.8%	37.3%	96.7%
Not working	6024	5799	2009	750	4275	1432	2844	4843
%V	44.3%	44.2%	38.4%	38.2%	47.9%	40.4%	52.9%	39.6%
%H		96.3%	33.3%	12.5%	71.0%	23.8%	47.2%	80.4%
Any recorder	7401	7128	2628	963	4955	1722	3233	6318
%V	54.4%	54.3%	50.2%	49.0%	55.6%	48.6%	60.2%	51.7%
%H		96.3%	35.5%	13.0%	67.0%	23.3%	43.7%	85.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6634	6353	2587	972	4259	1747	2512	6012
%H		95.8%	39.0%	14.7%	64.2%	26.3%	37.9%	90.6%
16 - 19	349	330	156	65	210	114	97	345
%V	5.3%	5.2%	6.0%	6.7%	4.9%	6.5%	3.9%	5.7%
%H		94.6%	44.7%	18.6%	60.2%	32.7%	27.8%	98.9%
20 - 24	519	466	164	86	284	122	162	507
%V	7.8%	7.3%	6.3%	8.8%	6.7%	7.0%	6.4%	8.4%
%H		89.8%	31.6%	16.6%	54.7%	23.5%	31.2%	97.7%
25 - 34	1089	1010	402	152	561	224	337	1055
%V	16.4%	15.9%	15.5%	15.6%	13.2%	12.8%	13.4%	17.5%
%H		92.7%	36.9%	14.0%	51.5%	20.6%	30.9%	96.9%
35 - 44	979	916	404	148	554	250	303	947
%V	14.8%	14.4%	15.6%	15.2%	13.0%	14.3%	12.1%	15.8%
%H		93.6%	41.3%	15.1%	56.6%	25.5%	30.9%	96.7%
45 - 54	1124	1093	487	195	718	334	383	1068
%V	16.9%	17.2%	18.8%	20.1%	16.9%	19.1%	15.2%	17.8%
%H		97.2%	43.3%	17.3%	63.9%	29.7%	34.1%	95.0%
55 - 64	1067	1048	457	152	749	318	431	977
%V	16.1%	16.5%	17.7%	15.6%	17.6%	18.2%	17.2%	16.3%
%H		98.2%	42.8%	14.2%	70.2%	29.8%	40.4%	91.6%
65+	1506	1489	516	173	1183	384	799	1112
%V	22.7%	23.4%	19.9%	17.8%	27.8%	22.0%	31.8%	18.5%
%H		98.9%	34.3%	11.5%	78.6%	25.5%	53.1%	73.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	6634	6353	2587	972	4259	1747	2512	6012
%H		95.8%	39.0%	14.7%	64.2%	26.3%	37.9%	90.6%
AB	1469	1435	626	204	969	421	549	1437
%V	22.1%	22.6%	24.2%	21.0%	22.8%	24.1%	21.9%	23.9%
%H		97.7%	42.6%	13.9%	66.0%	28.7%	37.4%	97.8%
C1	1793	1703	722	285	1118	500	617	1715
%V	27.0%	26.8%	27.9%	29.3%	26.3%	28.6%	24.6%	28.5%
%H		95.0%	40.3%	15.9%	62.4%	27.9%	34.4%	95.6%
C2	1579	1517	653	242	1019	452	566	1422
%V	23.8%	23.9%	25.2%	24.9%	23.9%	25.9%	22.5%	23.7%
%H		96.1%	41.4%	15.3%	64.5%	28.6%	35.8%	90.1%
D	1074	1019	410	149	657	258	399	946
%V	16.2%	16.0%	15.8%	15.3%	15.4%	14.8%	15.9%	15.7%
%H		94.9%	38.2%	13.9%	61.2%	24.0%	37.2%	88.1%
E	719	678	177	92	496	115	380	492
%V	10.8%	10.7%	6.8%	9.5%	11.6%	6.6%	15.1%	8.2%
%H		94.3%	24.6%	12.8%	69.0%	16.0%	52.9%	68.4%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6634	6353	2587	972	4259	1747	2512	6012
%H		95.8%	39.0%	14.7%	64.2%	26.3%	37.9%	90.6%
Working full time	3722	3575	1616	588	2204	1026	1178	3618
%V	56.1%	56.3%	62.5%	60.5%	51.7%	58.7%	46.9%	60.2%
%H		96.1%	43.4%	15.8%	59.2%	27.6%	31.6%	97.2%
Working part time	291	268	100	45	191	77	114	276
%V	4.4%	4.2%	3.9%	4.6%	4.5%	4.4%	4.5%	4.6%
%H		92.1%	34.4%	15.5%	65.6%	26.5%	39.2%	94.8%
Not working	2621	2510	871	339	1863	644	1220	2118
%V	39.5%	39.5%	33.7%	34.9%	43.7%	36.9%	48.6%	35.2%
%H		95.8%	33.2%	12.9%	71.1%	24.6%	46.5%	80.8%
Houseperson	1891	1754	564	206	1217	341	877	1490
%V	28.5%	27.6%	21.8%	21.2%	28.6%	19.5%	34.9%	24.8%
%H		92.8%	29.8%	10.9%	64.4%	18.0%	46.4%	78.8%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

ITV North Macro

Individual level data

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+)	6960	6770	2650	992	4658	1796	2862	6207
%H		97.3%	38.1%	14.3%	66.9%	25.8%	41.1%	89.2%
16 - 19	317	304	132	52	196	95	101	313
%V	4.6%	4.5%	5.0%	5.2%	4.2%	5.3%	3.5%	5.0%
%H		95.9%	41.6%	16.4%	61.8%	30.0%	31.9%	98.7%
20 - 24	507	472	164	85	302	125	178	498
%V	7.3%	7.0%	6.2%	8.6%	6.5%	7.0%	6.2%	8.0%
%H		93.1%	32.3%	16.8%	59.6%	24.7%	35.1%	98.2%
25 - 34	1101	1034	428	137	580	220	359	1071
%V	15.8%	15.3%	16.2%	13.8%	12.5%	12.2%	12.5%	17.3%
%H		93.9%	38.9%	12.4%	52.7%	20.0%	32.6%	97.3%
35 - 44	1021	985	425	170	591	263	329	998
%V	14.7%	14.5%	16.0%	17.1%	12.7%	14.6%	11.5%	16.1%
%H		96.5%	41.6%	16.7%	57.9%	25.8%	32.2%	97.7%
45 - 54	1160	1144	523	201	776	380	395	1117
%V	16.7%	16.9%	19.7%	20.3%	16.7%	21.2%	13.8%	18.0%
%H		98.6%	45.1%	17.3%	66.9%	32.8%	34.1%	96.3%
55 - 64	1121	1109	454	167	812	333	479	1054
%V	16.1%	16.4%	17.1%	16.8%	17.4%	18.5%	16.7%	17.0%
%H		98.9%	40.5%	14.9%	72.4%	29.7%	42.7%	94.0%
65+	1733	1723	522	180	1401	380	1021	1155
%V	24.9%	25.5%	19.7%	18.1%	30.1%	21.2%	35.7%	18.6%
%H		99.4%	30.1%	10.4%	80.8%	21.9%	58.9%	66.6%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6960	6770	2650	992	4658	1796	2862	6207
%H		97.3%	38.1%	14.3%	66.9%	25.8%	41.1%	89.2%
AB	1477	1449	627	201	999	429	571	1435
%V	21.2%	21.4%	23.7%	20.3%	21.4%	23.9%	20.0%	23.1%
%H		98.1%	42.5%	13.6%	67.6%	29.0%	38.7%	97.2%
C1	2031	1954	777	317	1343	549	794	1900
%V	29.2%	28.9%	29.3%	32.0%	28.8%	30.6%	27.7%	30.6%
%H		96.2%	38.3%	15.6%	66.1%	27.0%	39.1%	93.5%
C2	1351	1332	571	213	881	384	497	1237
%V	19.4%	19.7%	21.5%	21.5%	18.9%	21.4%	17.4%	19.9%
%H		98.6%	42.3%	15.8%	65.2%	28.4%	36.8%	91.6%
D	1181	1149	431	155	784	285	499	1019
%V	17.0%	17.0%	16.3%	15.6%	16.8%	15.9%	17.4%	16.4%
%H		97.3%	36.5%	13.1%	66.4%	24.1%	42.3%	86.3%
E	921	887	243	106	650	149	502	616
%V	13.2%	13.1%	9.2%	10.7%	14.0%	8.3%	17.5%	9.9%
%H		96.3%	26.4%	11.5%	70.6%	16.2%	54.5%	66.9%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6960	6770	2650	992	4658	1796	2862	6207
%H		97.3%	38.1%	14.3%	66.9%	25.8%	41.1%	89.2%
Working full time	2593	2534	1110	427	1608	724	884	2543
%V	37.3%	37.4%	41.9%	43.0%	34.5%	40.3%	30.9%	41.0%
%H		97.7%	42.8%	16.5%	62.0%	27.9%	34.1%	98.1%
Working part time	964	947	401	154	638	284	354	939
%V	13.9%	14.0%	15.1%	15.5%	13.7%	15.8%	12.4%	15.1%
%H		98.2%	41.6%	16.0%	66.2%	29.5%	36.7%	97.4%
Not working	3403	3289	1138	411	2412	788	1624	2726
%V	48.9%	48.6%	42.9%	41.4%	51.8%	43.9%	56.7%	43.9%
%H		96.7%	33.4%	12.1%	70.9%	23.2%	47.7%	80.1%
Houseperson	5509	5375	2064	757	3738	1382	2356	4829
%V	79.2%	79.4%	77.9%	76.3%	80.2%	76.9%	82.3%	77.8%
%H		97.6%	37.5%	13.7%	67.9%	25.1%	42.8%	87.7%

Base: ITV North Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
AB	847	830	330	114	598	241	357	811
%V	21.0%	21.3%	23.0%	22.7%	21.1%	23.4%	19.8%	23.6%
%H (All HH)		98.0%	39.0%	13.5%	70.6%	28.5%	42.1%	95.7%
%H (TV HH)			39.8%	13.7%	72.0%	29.0%	43.0%	
C1	1108	1067	414	161	756	300	456	1013
%V	27.5%	27.4%	28.9%	32.1%	26.7%	29.1%	25.3%	29.5%
%H (All HH)		96.3%	37.4%	14.5%	68.2%	27.1%	41.2%	91.4%
%H (TV HH)			38.8%	15.1%	70.9%	28.1%	42.7%	
C2	881	856	356	105	614	249	366	752
%V	21.9%	22.0%	24.8%	20.9%	21.7%	24.2%	20.3%	21.9%
%H (All HH)		97.2%	40.4%	11.9%	69.7%	28.3%	41.5%	85.4%
%H (TV HH)			41.6%	12.3%	71.7%	29.1%	42.8%	
D	676	645	223	80	471	166	305	554
%V	16.8%	16.6%	15.6%	15.9%	16.6%	16.1%	16.9%	16.1%
%H (All HH)		95.4%	33.0%	11.8%	69.7%	24.6%	45.1%	82.0%
%H (TV HH)			34.6%	12.4%	73.0%	25.7%	47.3%	
E	517	498	110	42	395	75	320	301
%V	12.8%	12.8%	7.7%	8.4%	13.9%	7.3%	17.7%	8.8%
%H (All HH)		96.3%	21.3%	8.1%	76.4%	14.5%	61.9%	58.2%
%H (TV HH)			22.1%	8.4%	79.3%	15.1%	64.3%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Under 25	158	134	33	18	79	21	57	154
%V	3.9%	3.4%	2.3%	3.6%	2.8%	2.0%	3.2%	4.5%
%H (All HH)		84.8%	20.9%	11.4%	50.0%	13.3%	36.1%	97.5%
%H (TV HH)			24.6%	13.4%	59.0%	15.7%	42.5%	
25 - 34	605	560	226	68	324	122	201	585
%V	15.0%	14.4%	15.8%	13.5%	11.4%	11.8%	11.1%	17.1%
%H (All HH)		92.6%	37.4%	11.2%	53.6%	20.2%	33.2%	96.7%
%H (TV HH)			40.4%	12.1%	57.9%	21.8%	35.9%	
35 - 44	606	576	239	94	371	172	199	591
%V	15.0%	14.8%	16.7%	18.7%	13.1%	16.7%	11.0%	17.2%
%H (All HH)		95.0%	39.4%	15.5%	61.2%	28.4%	32.8%	97.5%
%H (TV HH)			41.5%	16.3%	64.4%	29.9%	34.5%	
45 - 54	734	719	313	124	503	237	265	698
%V	18.2%	18.5%	21.8%	24.7%	17.7%	23.0%	14.7%	20.3%
%H (All HH)		98.0%	42.6%	16.9%	68.5%	32.3%	36.1%	95.1%
%H (TV HH)			43.5%	17.2%	70.0%	33.0%	36.9%	
55 - 64	715	709	276	84	555	212	343	648
%V	17.7%	18.2%	19.3%	16.7%	19.6%	20.6%	19.0%	18.9%
%H (All HH)		99.2%	38.6%	11.7%	77.6%	29.7%	48.0%	90.6%
%H (TV HH)			38.9%	11.8%	78.3%	29.9%	48.4%	
65 +	1211	1198	346	113	1003	265	738	755
%V	30.1%	30.8%	24.1%	22.5%	35.4%	25.7%	40.9%	22.0%
%H (All HH)		98.9%	28.6%	9.3%	82.8%	21.9%	60.9%	62.3%
%H (TV HH)			28.9%	9.4%	83.7%	22.1%	61.6%	

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
Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
1	1270	1206	286	107	979	201	778	822
%V	31.5%	31.0%	20.0%	21.3%	34.5%	19.5%	43.1%	24.0%
%H (All HH)		95.0%	22.5%	8.4%	77.1%	15.8%	61.3%	64.7%
%H (TV HH)			23.7%	8.9%	81.2%	16.7%	64.5%	
2	1464	1429	594	181	1034	427	607	1336
%V	36.3%	36.7%	41.5%	36.1%	36.5%	41.4%	33.6%	38.9%
%H (All HH)		97.6%	40.6%	12.4%	70.6%	29.2%	41.5%	91.3%
%H (TV HH)			41.6%	12.7%	72.4%	29.9%	42.5%	
3	580	564	242	93	375	178	196	564
%V	14.4%	14.5%	16.9%	18.5%	13.2%	17.3%	10.9%	16.4%
%H (All HH)		97.2%	41.7%	16.0%	64.7%	30.7%	33.8%	97.2%
%H (TV HH)			42.9%	16.5%	66.5%	31.6%	34.8%	
4	479	468	207	80	310	152	157	479
%V	11.9%	12.0%	14.4%	15.9%	10.9%	14.7%	8.7%	14.0%
%H (All HH)		97.7%	43.2%	16.7%	64.7%	31.7%	32.8%	100.0%
%H (TV HH)			44.2%	17.1%	66.2%	32.5%	33.5%	
5+	236	228	104	41	137	72	66	230
%V	5.9%	5.9%	7.3%	8.2%	4.8%	7.0%	3.7%	6.7%
%H (All HH)		96.6%	44.1%	17.4%	58.1%	30.5%	28.0%	97.5%
%H (TV HH)			45.6%	18.0%	60.1%	31.6%	28.9%	
Average HH size	2.27	2.28	2.51	2.58	2.17	2.51	1.98	2.44

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
Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Without	3039	2926	1015	349	2228	754	1474	2455
%V	75.4%	75.1%	70.8%	69.5%	78.6%	73.1%	81.7%	71.6%
%H (All HH)		96.3%	33.4%	11.5%	73.3%	24.8%	48.5%	80.8%
%H (TV HH)			34.7%	11.9%	76.1%	25.8%	50.4%	
With	990	969	418	153	606	277	329	976
%V	24.6%	24.9%	29.2%	30.5%	21.4%	26.9%	18.2%	28.4%
%H (All HH)		97.9%	42.2%	15.5%	61.2%	28.0%	33.2%	98.6%
%H (TV HH)			43.1%	15.8%	62.5%	28.6%	34.0%	
0 - 3	336	327	141	39	187	74	114	332
%V	8.3%	8.4%	9.8%	7.8%	6.6%	7.2%	6.3%	9.7%
%H (All HH)		97.3%	42.0%	11.6%	55.7%	22.0%	33.9%	98.8%
%H (TV HH)			43.1%	11.9%	57.2%	22.6%	34.9%	
4 - 9	521	511	222	81	316	150	166	511
%V	12.9%	13.1%	15.5%	16.1%	11.2%	14.5%	9.2%	14.9%
%H (All HH)		98.1%	42.6%	15.5%	60.7%	28.8%	31.9%	98.1%
%H (TV HH)			43.4%	15.9%	61.8%	29.4%	32.5%	
10 - 15	491	484	214	87	310	149	162	483
%V	12.2%	12.4%	14.9%	17.3%	10.9%	14.5%	9.0%	14.1%
%H (All HH)		98.6%	43.6%	17.7%	63.1%	30.3%	33.0%	98.4%
%H (TV HH)			44.2%	18.0%	64.0%	30.8%	33.5%	

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

Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
1	1571	1571	416	159	1065	192	873	1203
%V	39.0%	40.3%	29.0%	31.7%	37.6%	18.6%	48.4%	35.1%
%H (All HH)		100.0%	26.5%	10.1%	67.8%	12.2%	55.6%	76.6%
%H (TV HH)			26.5%	10.1%	67.8%	12.2%	55.6%	
2	1290	1290	523	185	950	395	555	1132
%V	32.0%	33.1%	36.5%	36.9%	33.5%	38.3%	30.8%	33.0%
%H (All HH)		100.0%	40.5%	14.3%	73.6%	30.6%	43.0%	87.8%
%H (TV HH)			40.5%	14.3%	73.6%	30.6%	43.0%	
3	645	645	298	95	511	263	248	606
%V	16.0%	16.6%	20.8%	18.9%	18.0%	25.5%	13.7%	17.7%
%H (All HH)		100.0%	46.2%	14.7%	79.2%	40.8%	38.4%	94.0%
%H (TV HH)			46.2%	14.7%	79.2%	40.8%	38.4%	
4	256	256	114	41	204	105	100	246
%V	6.4%	6.6%	8.0%	8.2%	7.2%	10.2%	5.5%	7.2%
%H (All HH)		100.0%	44.5%	16.0%	79.7%	41.0%	39.1%	96.1%
%H (TV HH)			44.5%	16.0%	79.7%	41.0%	39.1%	
5+	134	134	82	23	103	76	28	132
%V	3.3%	3.4%	5.7%	4.6%	3.6%	7.4%	1.6%	3.8%
%H (All HH)		100.0%	61.2%	17.2%	76.9%	56.7%	20.9%	98.5%
%H (TV HH)			61.2%	17.2%	76.9%	56.7%	20.9%	

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

Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Under 20"	339	339	125	46	293	127	165	282
%V	8.4%	8.7%	8.7%	9.2%	10.3%	12.3%	9.1%	8.2%
%H (All HH)		100.0%	36.9%	13.6%	86.4%	37.5%	48.7%	83.2%
%H (TV HH)			36.9%	13.6%	86.4%	37.5%	48.7%	
20" - 29"	949	949	355	121	781	321	460	818
%V	23.6%	24.4%	24.8%	24.1%	27.6%	31.1%	25.5%	23.8%
%H (All HH)		100.0%	37.4%	12.8%	82.3%	33.8%	48.5%	86.2%
%H (TV HH)			37.4%	12.8%	82.3%	33.8%	48.5%	
30" - 39"	1670	1670	624	233	1250	483	767	1465
%V	41.4%	42.9%	43.5%	46.4%	44.1%	46.8%	42.5%	42.7%
%H (All HH)		100.0%	37.4%	14.0%	74.9%	28.9%	45.9%	87.7%
%H (TV HH)			37.4%	14.0%	74.9%	28.9%	45.9%	
40" - 49"	1931	1931	790	295	1345	567	778	1718
%V	47.9%	49.6%	55.1%	58.8%	47.5%	55.0%	43.1%	50.1%
%H (All HH)		100.0%	40.9%	15.3%	69.7%	29.4%	40.3%	89.0%
%H (TV HH)			40.9%	15.3%	69.7%	29.4%	40.3%	
50" - 59"	881	881	441	133	592	317	275	839
%V	21.9%	22.6%	30.8%	26.5%	20.9%	30.7%	15.2%	24.5%
%H (All HH)		100.0%	50.1%	15.1%	67.2%	36.0%	31.2%	95.2%
%H (TV HH)			50.1%	15.1%	67.2%	36.0%	31.2%	
60"+	127	127	72	17	80	42	38	122
%V	3.2%	3.3%	5.0%	3.4%	2.8%	4.1%	2.1%	3.6%
%H (All HH)		100.0%	56.7%	13.4%	63.0%	33.1%	29.9%	96.1%
%H (TV HH)			56.7%	13.4%	63.0%	33.1%	29.9%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Main living room	3847	3847	1425	499	2807	1028	1779	3280
%V	95.5%	98.8%	99.4%	99.4%	99.0%	99.7%	98.6%	95.6%
%H (All HH)		100.0%	37.0%	13.0%	73.0%	26.7%	46.2%	85.3%
%H (TV HH)			37.0%	13.0%	73.0%	26.7%	46.2%	
Kitchen	415	415	184	51	354	176	178	369
%V	10.3%	10.7%	12.8%	10.2%	12.5%	17.1%	9.9%	10.8%
%H (All HH)		100.0%	44.3%	12.3%	85.3%	42.4%	42.9%	88.9%
%H (TV HH)			44.3%	12.3%	85.3%	42.4%	42.9%	
Adult's bedroom	1727	1727	778	255	1325	656	668	1588
%V	42.9%	44.3%	54.3%	50.8%	46.8%	63.6%	37.0%	46.3%
%H (All HH)		100.0%	45.0%	14.8%	76.7%	38.0%	38.7%	92.0%
%H (TV HH)			45.0%	14.8%	76.7%	38.0%	38.7%	
Child's bedroom	378	378	189	63	256	139	117	372
%V	9.4%	9.7%	13.2%	12.5%	9.0%	13.5%	6.5%	10.8%
%H (All HH)		100.0%	50.0%	16.7%	67.7%	36.8%	31.0%	98.4%
%H (TV HH)			50.0%	16.7%	67.7%	36.8%	31.0%	
Other bedroom	316	316	144	54	247	130	117	298
%V	7.8%	8.1%	10.0%	10.8%	8.7%	12.6%	6.5%	8.7%
%H (All HH)		100.0%	45.6%	17.1%	78.2%	41.1%	37.0%	94.3%
%H (TV HH)			45.6%	17.1%	78.2%	41.1%	37.0%	
Second living/dining room	418	418	184	69	320	158	162	380
%V	10.4%	10.7%	12.8%	13.7%	11.3%	15.3%	9.0%	11.1%
%H (All HH)		100.0%	44.0%	16.5%	76.6%	37.8%	38.8%	90.9%
%H (TV HH)			44.0%	16.5%	76.6%	37.8%	38.8%	
Study/office	67	67	28	6	52	20	32	66
%V	1.7%	1.7%	2.0%	1.2%	1.8%	1.9%	1.8%	1.9%
%H (All HH)		100.0%	41.8%	9.0%	77.6%	29.9%	47.8%	98.5%
%H (TV HH)			41.8%	9.0%	77.6%	29.9%	47.8%	
TV room	13	13	6	0	12	5	7	13
%V	0.3%	0.3%	0.4%	0.0%	0.4%	0.5%	0.4%	0.4%
%H (All HH)		100.0%	46.2%	0.0%	92.3%	38.5%	53.8%	100.0%
%H (TV HH)			46.2%	0.0%	92.3%	38.5%	53.8%	
Conservatory	110	110	46	22	97	57	40	103
%V	2.7%	2.8%	3.2%	4.4%	3.4%	5.5%	2.2%	3.0%
%H (All HH)		100.0%	41.8%	20.0%	88.2%	51.8%	36.4%	93.6%
%H (TV HH)			41.8%	20.0%	88.2%	51.8%	36.4%	
Attic or loft room	12	12	6	3	11	8	3	12
%V	0.3%	0.3%	0.4%	0.6%	0.4%	0.8%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	91.7%	66.7%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	91.7%	66.7%	25.0%	
No specific location	10	10	4	1	9	4	5	9
%V	0.2%	0.3%	0.3%	0.2%	0.3%	0.4%	0.3%	0.3%
%H (All HH)		100.0%	40.0%	10.0%	90.0%	40.0%	50.0%	90.0%
%H (TV HH)			40.0%	10.0%	90.0%	40.0%	50.0%	
Other	46	46	25	1	37	18	19	44
%V	1.1%	1.2%	1.7%	0.2%	1.3%	1.7%	1.1%	1.3%
%H (All HH)		100.0%	54.3%	2.2%	80.4%	39.1%	41.3%	95.7%
%H (TV HH)			54.3%	2.2%	80.4%	39.1%	41.3%	

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Any DSAT provider	1433	1433	1433	18	787	787	0	1349
%V	35.6%	36.8%	100.0%	3.6%	27.8%	76.3%	0.0%	39.3%
%H (All HH)			100.0%	1.3%	54.9%	54.9%	0.0%	94.1%
%H (TV HH)			100.0%	1.3%	54.9%	54.9%	0.0%	
Sky with subscription	1215	1215	1215	6	672	672	0	1153
%V	30.2%	31.2%	84.8%	1.2%	23.7%	65.2%	0.0%	33.6%
%H (All HH)			100.0%	0.5%	55.3%	55.3%	0.0%	94.9%
%H (TV HH)			100.0%	0.5%	55.3%	55.3%	0.0%	
Sky without subscription	72	72	72	3	34	34	0	63
%V	1.8%	1.8%	5.0%	0.6%	1.2%	3.3%	0.0%	1.8%
%H (All HH)			100.0%	4.2%	47.2%	47.2%	0.0%	87.5%
%H (TV HH)			100.0%	4.2%	47.2%	47.2%	0.0%	
Freesat	133	133	133	7	78	78	0	121
%V	3.3%	3.4%	9.3%	1.4%	2.8%	7.6%	0.0%	3.5%
%H (All HH)			100.0%	5.3%	58.6%	58.6%	0.0%	91.0%
%H (TV HH)			100.0%	5.3%	58.6%	58.6%	0.0%	
Other satellite provider	83	83	83	6	39	39	0	80
%V	2.1%	2.1%	5.8%	1.2%	1.4%	3.8%	0.0%	2.3%
%H (All HH)			100.0%	7.2%	47.0%	47.0%	0.0%	96.4%
%H (TV HH)			100.0%	7.2%	47.0%	47.0%	0.0%	
DCAB	502	502	18	502	254	254	0	479
%V	12.5%	12.9%	1.3%	100.0%	9.0%	24.6%	0.0%	14.0%
%H (All HH)			3.6%	100.0%	50.6%	50.6%	0.0%	95.4%
%H (TV HH)			3.6%	100.0%	50.6%	50.6%	0.0%	
DTT	2834	2834	787	254	2834	1031	1804	2321
%V	70.3%	72.8%	54.9%	50.6%	100.0%	100.0%	100.0%	67.6%
%H (All HH)		100.0%	27.8%	9.0%	100.0%	36.4%	63.7%	81.9%
%H (TV HH)			27.8%	9.0%	100.0%	36.4%	63.7%	

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

DATA PERIOD: ANNUAL

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ITV Yorkshire / North East Macro

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	4029	3895	1433	502	2834	1031	1804	3431
%H (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
PVR	2257	2257	1290	475	1458	952	507	2090
%V	56.0%	57.9%	90.0%	94.6%	51.4%	92.3%	28.1%	60.9%
%H (All HH)		100.0%	57.2%	21.0%	64.6%	42.2%	22.5%	92.6%
%H (TV HH)			57.2%	21.0%	64.6%	42.2%	22.5%	
DVDR	29	29	15	3	23	12	11	25
%V	0.7%	0.7%	1.0%	0.6%	0.8%	1.2%	0.6%	0.7%
%H (All HH)		100.0%	51.7%	10.3%	79.3%	41.4%	37.9%	86.2%
%H (TV HH)			51.7%	10.3%	79.3%	41.4%	37.9%	
VCR	23	23	8	2	17	5	13	14
%V	0.6%	0.6%	0.6%	0.4%	0.6%	0.5%	0.7%	0.4%
%H (All HH)		100.0%	34.8%	8.7%	73.9%	21.7%	56.5%	60.9%
%H (TV HH)			34.8%	8.7%	73.9%	21.7%	56.5%	
Any recorder	2278	2278	1293	475	1478	954	524	2103
%V	56.5%	58.5%	90.2%	94.6%	52.2%	92.5%	29.0%	61.3%
%H (All HH)		100.0%	56.8%	20.9%	64.9%	41.9%	23.0%	92.3%
%H (TV HH)			56.8%	20.9%	64.9%	41.9%	23.0%	
Receives HDTV (via STB or built-in reception)	2685	2685	1189	462	1956	904	1052	2455
%V	66.6%	68.9%	83.0%	92.0%	69.0%	87.7%	58.3%	71.6%
%H (All HH)		100.0%	44.3%	17.2%	72.8%	33.7%	39.2%	91.4%
%H (TV HH)			44.3%	17.2%	72.8%	33.7%	39.2%	
DVD/Blu-ray player or recorder	2350	2350	883	321	1772	703	1069	2069
%V	58.3%	60.3%	61.6%	63.9%	62.5%	68.2%	59.3%	60.3%
%H (All HH)		100.0%	37.6%	13.7%	75.4%	29.9%	45.5%	88.0%
%H (TV HH)			37.6%	13.7%	75.4%	29.9%	45.5%	

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

BARB ESTABLISHMENT SURVEY OF TV HOMES

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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	4029	3895	1433	502	2834	1031	1804	3431
%V (All HH)		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%
%H (TV HH)			36.8%	12.9%	72.8%	26.5%	46.3%	
Has broadband internet	3431	3320	1349	479	2321	978	1342	3431
%V	85.2%	85.2%	94.1%	95.4%	81.9%	94.9%	74.4%	100.0%
%H (All HH)		96.8%	39.3%	14.0%	67.6%	28.5%	39.1%	100.0%
%H (TV HH)			40.6%	14.4%	69.9%	29.5%	40.4%	
Number of computers (PCs and laptops)								
0	922	870	194	54	701	113	588	352
%V	22.9%	22.3%	13.5%	10.8%	24.7%	11.0%	32.6%	10.3%
%H (All HH)		94.4%	21.0%	5.9%	76.0%	12.3%	63.8%	38.2%
%H (TV HH)			22.3%	6.2%	80.6%	13.0%	67.6%	
1	1098	1059	380	126	768	256	512	1074
%V	27.3%	27.2%	26.5%	25.1%	27.1%	24.8%	28.4%	31.3%
%H (All HH)		96.4%	34.6%	11.5%	69.9%	23.3%	46.6%	97.8%
%H (TV HH)			35.9%	11.9%	72.5%	24.2%	48.3%	
2	893	873	360	125	624	275	348	891
%V	22.2%	22.4%	25.1%	24.9%	22.0%	26.7%	19.3%	26.0%
%H (All HH)		97.8%	40.3%	14.0%	69.9%	30.8%	39.0%	99.8%
%H (TV HH)			41.2%	14.3%	71.5%	31.5%	39.9%	
3	532	523	236	83	352	173	179	530
%V	13.2%	13.4%	16.5%	16.5%	12.4%	16.8%	9.9%	15.4%
%H (All HH)		98.3%	44.4%	15.6%	66.2%	32.5%	33.6%	99.6%
%H (TV HH)			45.1%	15.9%	67.3%	33.1%	34.2%	
4	288	283	132	58	191	105	86	288
%V	7.1%	7.3%	9.2%	11.6%	6.7%	10.2%	4.8%	8.4%
%H (All HH)		98.3%	45.8%	20.1%	66.3%	36.5%	29.9%	100.0%
%H (TV HH)			46.6%	20.5%	67.5%	37.1%	30.4%	
5+	296	287	130	56	199	108	91	296
%V	7.3%	7.4%	9.1%	11.2%	7.0%	10.5%	5.0%	8.6%
%H (All HH)		97.0%	43.9%	18.9%	67.2%	36.5%	30.7%	100.0%
%H (TV HH)			45.3%	19.5%	69.3%	37.6%	31.7%	

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	7833	3263	1094	5882	2608	3274	6989
%H		41.7%	14.0%	75.1%	33.3%	41.8%	89.2%
Under 20"	411	154	60	356	162	194	351
%V	5.2%	4.7%	5.5%	6.1%	6.2%	5.9%	5.0%
%H		37.5%	14.6%	86.6%	39.4%	47.2%	85.4%
20" - 29"	1198	449	145	989	407	582	1036
%V	15.3%	13.8%	13.3%	16.8%	15.6%	17.8%	14.8%
%H		37.5%	12.1%	82.6%	34.0%	48.6%	86.5%
30" - 39"	2112	840	301	1587	664	923	1889
%V	27.0%	25.7%	27.5%	27.0%	25.5%	28.2%	27.0%
%H		39.8%	14.3%	75.1%	31.4%	43.7%	89.4%
40" - 49"	2338	1007	362	1636	736	900	2107
%V	29.8%	30.9%	33.1%	27.8%	28.2%	27.5%	30.1%
%H		43.1%	15.5%	70.0%	31.5%	38.5%	90.1%
50" - 59"	1004	512	155	673	367	306	959
%V	12.8%	15.7%	14.2%	11.4%	14.1%	9.3%	13.7%
%H		51.0%	15.4%	67.0%	36.6%	30.5%	95.5%
60"+	133	77	17	82	44	38	128
%V	1.7%	2.4%	1.6%	1.4%	1.7%	1.2%	1.8%
%H		57.9%	12.8%	61.7%	33.1%	28.6%	96.2%
Don't know	636	224	53	559	228	330	519
%V	8.1%	6.9%	4.8%	9.5%	8.7%	10.1%	7.4%
%H		35.2%	8.3%	87.9%	35.8%	51.9%	81.6%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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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	7833	3263	1094	5882	2608	3274	6989
%H		41.7%	14.0%	75.1%	33.3%	41.8%	89.2%
Main living room	3870	1437	501	2825	1038	1787	3298
%V	49.4%	44.0%	45.8%	48.0%	39.8%	54.6%	47.2%
%H		37.1%	12.9%	73.0%	26.8%	46.2%	85.2%
Kitchen	416	185	51	355	177	178	370
%V	5.3%	5.7%	4.7%	6.0%	6.8%	5.4%	5.3%
%H		44.5%	12.3%	85.3%	42.5%	42.8%	88.9%
Adult's bedroom	1992	910	298	1528	778	750	1845
%V	25.4%	27.9%	27.2%	26.0%	29.8%	22.9%	26.4%
%H		45.7%	15.0%	76.7%	39.1%	37.7%	92.6%
Child's bedroom	487	247	77	329	179	149	477
%V	6.2%	7.6%	7.0%	5.6%	6.9%	4.6%	6.8%
%H		50.7%	15.8%	67.6%	36.8%	30.6%	97.9%
Other bedroom	381	177	64	300	161	139	363
%V	4.9%	5.4%	5.9%	5.1%	6.2%	4.2%	5.2%
%H		46.5%	16.8%	78.7%	42.3%	36.5%	95.3%
Second living/dining room	426	190	70	327	163	163	387
%V	5.4%	5.8%	6.4%	5.6%	6.3%	5.0%	5.5%
%H		44.6%	16.4%	76.8%	38.3%	38.3%	90.8%
Study/office	68	28	6	53	20	33	67
%V	0.9%	0.9%	0.5%	0.9%	0.8%	1.0%	1.0%
%H		41.2%	8.8%	77.9%	29.4%	48.5%	98.5%
TV room	13	6	0	12	5	7	13
%V	0.2%	0.2%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		46.2%	0.0%	92.3%	38.5%	53.8%	100.0%
Conservatory	110	46	22	97	57	40	103
%V	1.4%	1.4%	2.0%	1.6%	2.2%	1.2%	1.5%
%H		41.8%	20.0%	88.2%	51.8%	36.4%	93.6%
Attic or loft room	12	6	3	11	8	3	12
%V	0.2%	0.2%	0.3%	0.2%	0.3%	0.1%	0.2%
%H		50.0%	25.0%	91.7%	66.7%	25.0%	100.0%
No specific location	11	5	1	10	5	5	9
%V	0.1%	0.2%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		45.5%	9.1%	90.9%	45.5%	45.5%	81.8%
Other	47	26	1	38	18	19	45
%V	0.6%	0.8%	0.1%	0.6%	0.7%	0.6%	0.6%
%H		55.3%	2.1%	80.9%	38.3%	40.4%	95.7%

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 23.13: Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Sets	7833	3263	1094	5882	2608	3274	6989
%H		41.7%	14.0%	75.1%	33.3%	41.8%	89.2%
PVR	3220	1991	676	1928	1355	573	3028
%V	41.1%	61.0%	61.8%	32.8%	52.0%	17.5%	43.3%
%H		61.8%	21.0%	59.9%	42.1%	17.8%	94.0%
DVDR	30	15	3	24	13	11	26
%V	0.4%	0.5%	0.3%	0.4%	0.5%	0.3%	0.4%
%H		50.0%	10.0%	80.0%	43.3%	36.7%	86.7%
VCR	25	8	2	20	5	15	16
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.5%	0.2%
%H		32.0%	8.0%	80.0%	20.0%	60.0%	64.0%
Any recorder	3249	1997	677	1956	1360	596	3048
%V	41.5%	61.2%	61.9%	33.3%	52.1%	18.2%	43.6%
%H		61.5%	20.8%	60.2%	41.9%	18.3%	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	7833	3263	1094	5882	2608	3274	6989
%H		41.7%	14.0%	75.1%	33.3%	41.8%	89.2%
Receives HDTV (via STB or built-in reception)	4436	2113	752	3265	1661	1604	4147
%V	56.6%	64.8%	68.7%	55.5%	63.7%	49.0%	59.3%
%H		47.6%	17.0%	73.6%	37.4%	36.2%	93.5%
DVD/Blu-ray player or recorder	3177	1272	472	2407	1064	1343	2856
%V	40.6%	39.0%	43.1%	40.9%	40.8%	41.0%	40.9%
%H		40.0%	14.9%	75.8%	33.5%	42.3%	89.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3892	1433	502	2833	1031	1802	3317
%H		36.8%	12.9%	72.8%	26.5%	46.3%	85.2%
Under 20"	23	2	2	20	2	18	14
%V	0.6%	0.1%	0.4%	0.7%	0.2%	1.0%	0.4%
%H		8.7%	8.7%	87.0%	8.7%	78.3%	60.9%
20" - 29"	197	38	11	169	29	140	141
%V	5.1%	2.7%	2.2%	6.0%	2.8%	7.8%	4.3%
%H		19.3%	5.6%	85.8%	14.7%	71.1%	71.6%
30" - 39"	861	236	101	667	173	494	689
%V	22.1%	16.5%	20.1%	23.5%	16.8%	27.4%	20.8%
%H		27.4%	11.7%	77.5%	20.1%	57.4%	80.0%
40" - 49"	1591	615	232	1111	430	681	1387
%V	40.9%	42.9%	46.2%	39.2%	41.7%	37.8%	41.8%
%H		38.7%	14.6%	69.8%	27.0%	42.8%	87.2%
50" - 59"	796	400	117	527	281	247	755
%V	20.5%	27.9%	23.3%	18.6%	27.3%	13.7%	22.8%
%H		50.3%	14.7%	66.2%	35.3%	31.0%	94.8%
60"+	112	61	16	71	37	34	107
%V	2.9%	4.3%	3.2%	2.5%	3.6%	1.9%	3.2%
%H		54.5%	14.3%	63.4%	33.0%	30.4%	95.5%
Don't know	312	82	23	268	80	188	224
%V	8.0%	5.7%	4.6%	9.5%	7.8%	10.4%	6.8%
%H		26.3%	7.4%	85.9%	25.6%	60.3%	71.8%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3892	1433	502	2833	1031	1802	3317
%H		36.8%	12.9%	72.8%	26.5%	46.3%	85.2%
PVR	2211	1271	468	1417	931	486	2054
%V	56.8%	88.7%	93.2%	50.0%	90.3%	27.0%	61.9%
%H		57.5%	21.2%	64.1%	42.1%	22.0%	92.9%
DVDR	21	9	2	17	8	9	17
%V	0.5%	0.6%	0.4%	0.6%	0.8%	0.5%	0.5%
%H		42.9%	9.5%	81.0%	38.1%	42.9%	81.0%
VCR	19	7	2	14	5	9	10
%V	0.5%	0.5%	0.4%	0.5%	0.5%	0.5%	0.3%
%H		36.8%	10.5%	73.7%	26.3%	47.4%	52.6%
Any recorder	2230	1275	468	1435	934	501	2065
%V	57.3%	89.0%	93.2%	50.7%	90.6%	27.8%	62.3%
%H		57.2%	21.0%	64.3%	41.9%	22.5%	92.6%

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	3892	1433	502	2833	1031	1802	3317
%H		36.8%	12.9%	72.8%	26.5%	46.3%	85.2%
Receives HDTV (via STB or built-in reception)	2623	1162	455	1902	879	1023	2409
%V	67.4%	81.1%	90.6%	67.1%	85.3%	56.8%	72.6%
%H		44.3%	17.3%	72.5%	33.5%	39.0%	91.8%
DVD/Blu-ray player or recorder	2031	731	264	1541	579	963	1773
%V	52.2%	51.0%	52.6%	54.4%	56.2%	53.4%	53.5%
%H		36.0%	13.0%	75.9%	28.5%	47.4%	87.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3941	1829	592	3049	1577	1472	3672
%H		46.4%	15.0%	77.4%	40.0%	37.4%	93.2%
Under 20"	388	151	59	336	160	176	338
%V	9.8%	8.3%	10.0%	11.0%	10.1%	12.0%	9.2%
%H		38.9%	15.2%	86.6%	41.2%	45.4%	87.1%
20" - 29"	1001	411	134	819	378	442	895
%V	25.4%	22.5%	22.6%	26.9%	24.0%	30.0%	24.4%
%H		41.1%	13.4%	81.8%	37.8%	44.2%	89.4%
30" - 39"	1251	605	200	920	492	429	1199
%V	31.7%	33.1%	33.8%	30.2%	31.2%	29.1%	32.7%
%H		48.4%	16.0%	73.5%	39.3%	34.3%	95.8%
40" - 49"	747	392	130	525	306	219	720
%V	19.0%	21.4%	22.0%	17.2%	19.4%	14.9%	19.6%
%H		52.5%	17.4%	70.3%	41.0%	29.3%	96.4%
50" - 59"	209	112	38	145	86	59	204
%V	5.3%	6.1%	6.4%	4.8%	5.5%	4.0%	5.6%
%H		53.6%	18.2%	69.4%	41.1%	28.2%	97.6%
60"+	21	16	1	12	8	4	21
%V	0.5%	0.9%	0.2%	0.4%	0.5%	0.3%	0.6%
%H		76.2%	4.8%	57.1%	38.1%	19.0%	100.0%
Don't know	324	142	30	291	149	142	295
%V	8.2%	7.8%	5.1%	9.5%	9.4%	9.6%	8.0%
%H		43.8%	9.3%	89.8%	46.0%	43.8%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3941	1829	592	3049	1577	1472	3672
%H		46.4%	15.0%	77.4%	40.0%	37.4%	93.2%
PVR	1009	720	208	511	423	88	973
%V	25.6%	39.4%	35.1%	16.8%	26.8%	6.0%	26.5%
%H		71.4%	20.6%	50.6%	41.9%	8.7%	96.4%
DVDR	9	6	1	7	5	2	9
%V	0.2%	0.3%	0.2%	0.2%	0.3%	0.1%	0.2%
%H		66.7%	11.1%	77.8%	55.6%	22.2%	100.0%
VCR	6	1	0	6	0	6	6
%V	0.2%	0.1%	0.0%	0.2%	0.0%	0.4%	0.2%
%H		16.7%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	1020	723	209	521	425	95	984
%V	25.9%	39.5%	35.3%	17.1%	26.9%	6.5%	26.8%
%H		70.9%	20.5%	51.1%	41.7%	9.3%	96.5%

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	3941	1829	592	3049	1577	1472	3672
%H		46.4%	15.0%	77.4%	40.0%	37.4%	93.2%
Receives HDTV (via STB or built-in reception)	1814	951	298	1363	782	581	1738
%V	46.0%	52.0%	50.3%	44.7%	49.6%	39.5%	47.3%
%H		52.4%	16.4%	75.1%	43.1%	32.0%	95.8%
DVD/Blu-ray player or recorder	1146	541	207	866	485	380	1083
%V	29.1%	29.6%	35.0%	28.4%	30.8%	25.8%	29.5%
%H		47.2%	18.1%	75.6%	42.3%	33.2%	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

Oct 2018 - Sep 2019

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	9148	8879	3593	1296	6163	2589	3573	8363
%H		97.1%	39.3%	14.2%	67.4%	28.3%	39.1%	91.4%
Total Children	1740	1709	721	272	1052	469	582	1709
%V	19.0%	19.2%	20.1%	21.0%	17.1%	18.1%	16.3%	20.4%
%H		98.2%	41.4%	15.6%	60.5%	27.0%	33.4%	98.2%
0 - 3	404	393	162	49	229	85	144	399
%V	4.4%	4.4%	4.5%	3.8%	3.7%	3.3%	4.0%	4.8%
%H		97.3%	40.1%	12.1%	56.7%	21.0%	35.6%	98.8%
4 - 15	1336	1315	559	223	823	385	438	1310
%V	14.6%	14.8%	15.6%	17.2%	13.4%	14.9%	12.3%	15.7%
%H		98.4%	41.8%	16.7%	61.6%	28.8%	32.8%	98.1%
4 - 9	680	668	283	109	407	193	214	665
%V	7.4%	7.5%	7.9%	8.4%	6.6%	7.5%	6.0%	8.0%
%H		98.2%	41.6%	16.0%	59.9%	28.4%	31.5%	97.8%
10 - 15	656	647	276	114	416	191	224	645
%V	7.2%	7.3%	7.7%	8.8%	6.7%	7.4%	6.3%	7.7%
%H		98.6%	42.1%	17.4%	63.4%	29.1%	34.1%	98.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	9148	8879	3593	1296	6163	2589	3573	8363
%H		97.1%	39.3%	14.2%	67.4%	28.3%	39.1%	91.4%
Total Adults (16+)	7408	7170	2872	1024	5111	2120	2991	6653
%V	81.0%	80.8%	79.9%	79.0%	82.9%	81.9%	83.7%	79.6%
%H		96.8%	38.8%	13.8%	69.0%	28.6%	40.4%	89.8%
16 - 19	367	342	158	67	233	132	101	363
%V	4.0%	3.9%	4.4%	5.2%	3.8%	5.1%	2.8%	4.3%
%H		93.2%	43.1%	18.3%	63.5%	36.0%	27.5%	98.9%
20 - 24	564	510	179	88	337	146	191	556
%V	6.2%	5.7%	5.0%	6.8%	5.5%	5.6%	5.3%	6.6%
%H		90.4%	31.7%	15.6%	59.8%	25.9%	33.9%	98.6%
25 - 34	1174	1105	457	148	655	272	383	1144
%V	12.8%	12.4%	12.7%	11.4%	10.6%	10.5%	10.7%	13.7%
%H		94.1%	38.9%	12.6%	55.8%	23.2%	32.6%	97.4%
35 - 44	1071	1029	453	169	657	317	340	1049
%V	11.7%	11.6%	12.6%	13.0%	10.7%	12.2%	9.5%	12.5%
%H		96.1%	42.3%	15.8%	61.3%	29.6%	31.7%	97.9%
45 - 54	1235	1214	542	221	844	418	426	1183
%V	13.5%	13.7%	15.1%	17.1%	13.7%	16.1%	11.9%	14.1%
%H		98.3%	43.9%	17.9%	68.3%	33.8%	34.5%	95.8%
55 - 64	1198	1186	511	150	911	394	517	1119
%V	13.1%	13.4%	14.2%	11.6%	14.8%	15.2%	14.5%	13.4%
%H		99.0%	42.7%	12.5%	76.0%	32.9%	43.2%	93.4%
65+	1799	1783	571	180	1473	440	1033	1240
%V	19.7%	20.1%	15.9%	13.9%	23.9%	17.0%	28.9%	14.8%
%H		99.1%	31.7%	10.0%	81.9%	24.5%	57.4%	68.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

ITV Yorkshire / North East Macro

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+)	7408	7170	2872	1024	5111	2120	2991	6653
%H		96.8%	38.8%	13.8%	69.0%	28.6%	40.4%	89.8%
AB	1659	1626	695	238	1161	522	639	1611
%V	22.4%	22.7%	24.2%	23.2%	22.7%	24.6%	21.4%	24.2%
%H		98.0%	41.9%	14.3%	70.0%	31.5%	38.5%	97.1%
C1	2097	2006	832	325	1408	617	791	1977
%V	28.3%	28.0%	29.0%	31.7%	27.5%	29.1%	26.4%	29.7%
%H		95.7%	39.7%	15.5%	67.1%	29.4%	37.7%	94.3%
C2	1713	1672	725	233	1168	521	647	1542
%V	23.1%	23.3%	25.2%	22.8%	22.9%	24.6%	21.6%	23.2%
%H		97.6%	42.3%	13.6%	68.2%	30.4%	37.8%	90.0%
D	1221	1175	442	161	841	339	502	1064
%V	16.5%	16.4%	15.4%	15.7%	16.5%	16.0%	16.8%	16.0%
%H		96.2%	36.2%	13.2%	68.9%	27.8%	41.1%	87.1%
E	717	692	177	68	533	121	412	459
%V	9.7%	9.7%	6.2%	6.6%	10.4%	5.7%	13.8%	6.9%
%H		96.5%	24.7%	9.5%	74.3%	16.9%	57.5%	64.0%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	7408	7170	2872	1024	5111	2120	2991	6653
%H		96.8%	38.8%	13.8%	69.0%	28.6%	40.4%	89.8%
Working full time	3290	3196	1446	507	2114	1019	1095	3219
%V	44.4%	44.6%	50.3%	49.5%	41.4%	48.1%	36.6%	48.4%
%H		97.1%	44.0%	15.4%	64.3%	31.0%	33.3%	97.8%
Working part time	751	727	305	122	508	233	274	731
%V	10.1%	10.1%	10.6%	11.9%	9.9%	11.0%	9.2%	11.0%
%H		96.8%	40.6%	16.2%	67.6%	31.0%	36.5%	97.3%
Not working	3367	3247	1121	395	2490	868	1622	2704
%V	45.5%	45.3%	39.0%	38.6%	48.7%	40.9%	54.2%	40.6%
%H		96.4%	33.3%	11.7%	74.0%	25.8%	48.2%	80.3%
Houseperson	4029	3895	1433	502	2834	1031	1804	3431
%V	54.4%	54.3%	49.9%	49.0%	55.4%	48.6%	60.3%	51.6%
%H		96.7%	35.6%	12.5%	70.3%	25.6%	44.8%	85.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3612	3476	1434	492	2450	1046	1404	3276
%H		96.2%	39.7%	13.6%	67.8%	29.0%	38.9%	90.7%
16 - 19	191	178	87	35	122	72	50	188
%V	5.3%	5.1%	6.1%	7.1%	5.0%	6.9%	3.6%	5.7%
%H		93.2%	45.5%	18.3%	63.9%	37.7%	26.2%	98.4%
20 - 24	287	253	87	42	164	70	94	281
%V	7.9%	7.3%	6.1%	8.5%	6.7%	6.7%	6.7%	8.6%
%H		88.2%	30.3%	14.6%	57.1%	24.4%	32.8%	97.9%
25 - 34	581	546	221	76	325	138	188	566
%V	16.1%	15.7%	15.4%	15.4%	13.3%	13.2%	13.4%	17.3%
%H		94.0%	38.0%	13.1%	55.9%	23.8%	32.4%	97.4%
35 - 44	523	499	228	77	320	156	163	510
%V	14.5%	14.4%	15.9%	15.7%	13.1%	14.9%	11.6%	15.6%
%H		95.4%	43.6%	14.7%	61.2%	29.8%	31.2%	97.5%
45 - 54	611	596	259	109	410	197	213	581
%V	16.9%	17.1%	18.1%	22.2%	16.7%	18.8%	15.2%	17.7%
%H		97.5%	42.4%	17.8%	67.1%	32.2%	34.9%	95.1%
55 - 64	585	578	261	69	441	197	244	537
%V	16.2%	16.6%	18.2%	14.0%	18.0%	18.8%	17.4%	16.4%
%H		98.8%	44.6%	11.8%	75.4%	33.7%	41.7%	91.8%
65+	834	826	291	84	667	215	452	611
%V	23.1%	23.8%	20.3%	17.1%	27.2%	20.6%	32.2%	18.7%
%H		99.0%	34.9%	10.1%	80.0%	25.8%	54.2%	73.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3612	3476	1434	492	2450	1046	1404	3276
%H		96.2%	39.7%	13.6%	67.8%	29.0%	38.9%	90.7%
AB	826	810	349	115	572	257	315	806
%V	22.9%	23.3%	24.3%	23.4%	23.3%	24.6%	22.4%	24.6%
%H		98.1%	42.3%	13.9%	69.2%	31.1%	38.1%	97.6%
C1	983	933	406	148	641	294	347	939
%V	27.2%	26.8%	28.3%	30.1%	26.2%	28.1%	24.7%	28.7%
%H		94.9%	41.3%	15.1%	65.2%	29.9%	35.3%	95.5%
C2	929	894	393	124	625	285	340	833
%V	25.7%	25.7%	27.4%	25.2%	25.5%	27.2%	24.2%	25.4%
%H		96.2%	42.3%	13.3%	67.3%	30.7%	36.6%	89.7%
D	569	543	213	76	384	160	223	500
%V	15.8%	15.6%	14.9%	15.4%	15.7%	15.3%	15.9%	15.3%
%H		95.4%	37.4%	13.4%	67.5%	28.1%	39.2%	87.9%
E	305	296	73	28	228	49	179	198
%V	8.4%	8.5%	5.1%	5.7%	9.3%	4.7%	12.7%	6.0%
%H		97.0%	23.9%	9.2%	74.8%	16.1%	58.7%	64.9%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3612	3476	1434	492	2450	1046	1404	3276
%H		96.2%	39.7%	13.6%	67.8%	29.0%	38.9%	90.7%
Working full time	1989	1925	883	297	1258	614	644	1943
%V	55.1%	55.4%	61.6%	60.4%	51.3%	58.7%	45.9%	59.3%
%H		96.8%	44.4%	14.9%	63.2%	30.9%	32.4%	97.7%
Working part time	164	147	53	27	109	47	62	157
%V	4.5%	4.2%	3.7%	5.5%	4.4%	4.5%	4.4%	4.8%
%H		89.6%	32.3%	16.5%	66.5%	28.7%	37.8%	95.7%
Not working	1459	1404	499	168	1082	385	697	1176
%V	40.4%	40.4%	34.8%	34.1%	44.2%	36.8%	49.6%	35.9%
%H		96.2%	34.2%	11.5%	74.2%	26.4%	47.8%	80.6%
Houseperson	946	886	288	85	659	201	459	734
%V	26.2%	25.5%	20.1%	17.3%	26.9%	19.2%	32.7%	22.4%
%H		93.7%	30.4%	9.0%	69.7%	21.2%	48.5%	77.6%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3796	3694	1438	532	2661	1074	1587	3377
%H		97.3%	37.9%	14.0%	70.1%	28.3%	41.8%	89.0%
16 - 19	176	164	71	32	111	60	51	175
%V	4.6%	4.4%	4.9%	6.0%	4.2%	5.6%	3.2%	5.2%
%H		93.2%	40.3%	18.2%	63.1%	34.1%	29.0%	99.4%
20 - 24	277	257	92	46	172	76	97	275
%V	7.3%	7.0%	6.4%	8.6%	6.5%	7.1%	6.1%	8.1%
%H		92.8%	33.2%	16.6%	62.1%	27.4%	35.0%	99.3%
25 - 34	593	559	236	72	330	134	196	578
%V	15.6%	15.1%	16.4%	13.5%	12.4%	12.5%	12.4%	17.1%
%H		94.3%	39.8%	12.1%	55.6%	22.6%	33.1%	97.5%
35 - 44	548	530	225	92	338	161	177	539
%V	14.4%	14.3%	15.6%	17.3%	12.7%	15.0%	11.2%	16.0%
%H		96.7%	41.1%	16.8%	61.7%	29.4%	32.3%	98.4%
45 - 54	625	618	284	113	435	222	213	601
%V	16.5%	16.7%	19.7%	21.2%	16.3%	20.7%	13.4%	17.8%
%H		98.9%	45.4%	18.1%	69.6%	35.5%	34.1%	96.2%
55 - 64	614	608	250	81	470	198	273	582
%V	16.2%	16.5%	17.4%	15.2%	17.7%	18.4%	17.2%	17.2%
%H		99.0%	40.7%	13.2%	76.5%	32.2%	44.5%	94.8%
65+	964	957	281	96	806	225	581	629
%V	25.4%	25.9%	19.5%	18.0%	30.3%	20.9%	36.6%	18.6%
%H		99.3%	29.1%	10.0%	83.6%	23.3%	60.3%	65.2%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3796	3694	1438	532	2661	1074	1587	3377
%H		97.3%	37.9%	14.0%	70.1%	28.3%	41.8%	89.0%
AB	833	816	345	122	589	265	324	804
%V	21.9%	22.1%	24.0%	22.9%	22.1%	24.7%	20.4%	23.8%
%H		98.0%	41.4%	14.6%	70.7%	31.8%	38.9%	96.5%
C1	1114	1073	426	176	767	324	444	1038
%V	29.3%	29.0%	29.6%	33.1%	28.8%	30.2%	28.0%	30.7%
%H		96.3%	38.2%	15.8%	68.9%	29.1%	39.9%	93.2%
C2	784	778	333	109	543	235	307	709
%V	20.7%	21.1%	23.2%	20.5%	20.4%	21.9%	19.3%	21.0%
%H		99.2%	42.5%	13.9%	69.3%	30.0%	39.2%	90.4%
D	653	632	230	85	457	179	279	564
%V	17.2%	17.1%	16.0%	16.0%	17.2%	16.7%	17.6%	16.7%
%H		96.8%	35.2%	13.0%	70.0%	27.4%	42.7%	86.4%
E	412	396	104	39	305	72	233	261
%V	10.9%	10.7%	7.2%	7.3%	11.5%	6.7%	14.7%	7.7%
%H		96.1%	25.2%	9.5%	74.0%	17.5%	56.6%	63.3%

Base: ITV Yorkshire / North East Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3796	3694	1438	532	2661	1074	1587	3377
%H		97.3%	37.9%	14.0%	70.1%	28.3%	41.8%	89.0%
Working full time	1302	1271	563	210	855	405	450	1276
%V	34.3%	34.4%	39.2%	39.5%	32.1%	37.7%	28.4%	37.8%
%H		97.6%	43.2%	16.1%	65.7%	31.1%	34.6%	98.0%
Working part time	586	580	252	95	398	186	212	574
%V	15.4%	15.7%	17.5%	17.9%	15.0%	17.3%	13.4%	17.0%
%H		99.0%	43.0%	16.2%	67.9%	31.7%	36.2%	98.0%
Not working	1908	1843	622	227	1408	483	925	1527
%V	50.3%	49.9%	43.3%	42.7%	52.9%	45.0%	58.3%	45.2%
%H		96.6%	32.6%	11.9%	73.8%	25.3%	48.5%	80.0%
Houseperson	3083	3010	1145	417	2175	830	1345	2696
%V	81.2%	81.5%	79.6%	78.4%	81.7%	77.3%	84.8%	79.8%
%H		97.6%	37.1%	13.5%	70.5%	26.9%	43.6%	87.4%

Base: ITV Yorkshire / North East Macro - 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

Oct 2018 - Sep 2019

ITV North West / Border Macro

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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
AB	658	640	271	80	415	155	260	639
%V	19.5%	19.8%	22.7%	17.4%	19.6%	22.4%	18.2%	22.1%
%H (All HH)		97.3%	41.2%	12.2%	63.1%	23.6%	39.5%	97.1%
%H (TV HH)			42.3%	12.5%	64.8%	24.2%	40.6%	
C1	898	857	337	130	553	206	347	829
%V	26.6%	26.5%	28.2%	28.2%	26.1%	29.8%	24.3%	28.7%
%H (All HH)		95.4%	37.5%	14.5%	61.6%	22.9%	38.6%	92.3%
%H (TV HH)			39.3%	15.2%	64.5%	24.0%	40.5%	
C2	626	603	241	106	385	152	232	554
%V	18.6%	18.7%	20.2%	23.0%	18.2%	22.0%	16.2%	19.2%
%H (All HH)		96.3%	38.5%	16.9%	61.5%	24.3%	37.1%	88.5%
%H (TV HH)			40.0%	17.6%	63.8%	25.2%	38.5%	
D	552	528	191	69	335	95	239	452
%V	16.4%	16.3%	16.0%	15.0%	15.8%	13.7%	16.7%	15.7%
%H (All HH)		95.7%	34.6%	12.5%	60.7%	17.2%	43.3%	81.9%
%H (TV HH)			36.2%	13.1%	63.4%	18.0%	45.3%	
E	638	605	156	77	433	83	350	415
%V	18.9%	18.7%	13.1%	16.7%	20.4%	12.0%	24.5%	14.4%
%H (All HH)		94.8%	24.5%	12.1%	67.9%	13.0%	54.9%	65.0%
%H (TV HH)			25.8%	12.7%	71.6%	13.7%	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
Oct 2018 - Sep 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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Under 25	134	119	22	20	68	12	55	126
%V	4.0%	3.7%	1.8%	4.3%	3.2%	1.7%	3.8%	4.4%
%H (All HH)		88.8%	16.4%	14.9%	50.7%	9.0%	41.0%	94.0%
%H (TV HH)			18.5%	16.8%	57.1%	10.1%	46.2%	
25 - 34	510	462	179	58	232	74	158	490
%V	15.1%	14.3%	15.0%	12.6%	10.9%	10.7%	11.1%	17.0%
%H (All HH)		90.6%	35.1%	11.4%	45.5%	14.5%	31.0%	96.1%
%H (TV HH)			38.7%	12.6%	50.2%	16.0%	34.2%	
35 - 44	517	483	205	78	270	104	167	497
%V	15.3%	14.9%	17.2%	16.9%	12.7%	15.1%	11.7%	17.2%
%H (All HH)		93.4%	39.7%	15.1%	52.2%	20.1%	32.3%	96.1%
%H (TV HH)			42.4%	16.1%	55.9%	21.5%	34.6%	
45 - 54	635	618	271	101	396	172	224	600
%V	18.8%	19.1%	22.7%	21.9%	18.7%	24.9%	15.7%	20.8%
%H (All HH)		97.3%	42.7%	15.9%	62.4%	27.1%	35.3%	94.5%
%H (TV HH)			43.9%	16.3%	64.1%	27.8%	36.2%	
55 - 64	598	582	225	99	397	143	255	538
%V	17.7%	18.0%	18.8%	21.5%	18.7%	20.7%	17.8%	18.6%
%H (All HH)		97.3%	37.6%	16.6%	66.4%	23.9%	42.6%	90.0%
%H (TV HH)			38.7%	17.0%	68.2%	24.6%	43.8%	
65 +	978	969	293	104	758	188	570	637
%V	29.0%	30.0%	24.5%	22.6%	35.7%	27.2%	39.9%	22.1%
%H (All HH)		99.1%	30.0%	10.6%	77.5%	19.2%	58.3%	65.1%
%H (TV HH)			30.2%	10.7%	78.2%	19.4%	58.8%	

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
Oct 2018 - Sep 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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
1	1090	1023	284	95	739	132	607	740
%V	32.3%	31.6%	23.8%	20.6%	34.8%	19.1%	42.5%	25.6%
%H (All HH)		93.9%	26.1%	8.7%	67.8%	12.1%	55.7%	67.9%
%H (TV HH)			27.8%	9.3%	72.2%	12.9%	59.3%	
2	1169	1133	415	172	763	266	497	1059
%V	34.7%	35.0%	34.7%	37.3%	36.0%	38.5%	34.8%	36.7%
%H (All HH)		96.9%	35.5%	14.7%	65.3%	22.8%	42.5%	90.6%
%H (TV HH)			36.6%	15.2%	67.3%	23.5%	43.9%	
3	504	489	218	88	289	130	159	485
%V	14.9%	15.1%	18.2%	19.1%	13.6%	18.8%	11.1%	16.8%
%H (All HH)		97.0%	43.3%	17.5%	57.3%	25.8%	31.5%	96.2%
%H (TV HH)			44.6%	18.0%	59.1%	26.6%	32.5%	
4	414	400	188	71	238	117	121	410
%V	12.3%	12.4%	15.7%	15.4%	11.2%	16.9%	8.5%	14.2%
%H (All HH)		96.6%	45.4%	17.1%	57.5%	28.3%	29.2%	99.0%
%H (TV HH)			47.0%	17.8%	59.5%	29.3%	30.3%	
5+	196	187	91	33	93	47	46	193
%V	5.8%	5.8%	7.6%	7.2%	4.4%	6.8%	3.2%	6.7%
%H (All HH)		95.4%	46.4%	16.8%	47.4%	24.0%	23.5%	98.5%
%H (TV HH)			48.7%	17.6%	49.7%	25.1%	24.6%	
Average HH size	2.27	2.28	2.52	2.55	2.16	2.56	1.97	2.43

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

Oct 2018 - Sep 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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Without	2536	2423	832	330	1664	491	1173	2071
%V	75.2%	74.9%	69.6%	71.6%	78.5%	71.1%	82.1%	71.7%
%H (All HH)		95.5%	32.8%	13.0%	65.6%	19.4%	46.3%	81.7%
%H (TV HH)			34.3%	13.6%	68.7%	20.3%	48.4%	
With	835	810	363	130	457	201	256	817
%V	24.8%	25.1%	30.4%	28.2%	21.5%	29.1%	17.9%	28.3%
%H (All HH)		97.0%	43.5%	15.6%	54.7%	24.1%	30.7%	97.8%
%H (TV HH)			44.8%	16.0%	56.4%	24.8%	31.6%	
0 - 3	304	290	124	43	151	57	94	292
%V	9.0%	9.0%	10.4%	9.3%	7.1%	8.2%	6.6%	10.1%
%H (All HH)		95.4%	40.8%	14.1%	49.7%	18.8%	30.9%	96.1%
%H (TV HH)			42.8%	14.8%	52.1%	19.7%	32.4%	
4 - 9	443	426	194	65	237	106	132	435
%V	13.1%	13.2%	16.2%	14.1%	11.2%	15.3%	9.2%	15.1%
%H (All HH)		96.2%	43.8%	14.7%	53.5%	23.9%	29.8%	98.2%
%H (TV HH)			45.5%	15.3%	55.6%	24.9%	31.0%	
10 - 15	411	400	182	76	232	114	117	405
%V	12.2%	12.4%	15.2%	16.5%	10.9%	16.5%	8.2%	14.0%
%H (All HH)		97.3%	44.3%	18.5%	56.4%	27.7%	28.5%	98.5%
%H (TV HH)			45.5%	19.0%	58.0%	28.5%	29.3%	

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

Oct 2018 - Sep 2019

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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
1	1288	1288	364	137	767	87	679	995
%V	38.2%	39.8%	30.5%	29.7%	36.2%	12.6%	47.5%	34.5%
%H (All HH)		100.0%	28.3%	10.6%	59.5%	6.8%	52.7%	77.3%
%H (TV HH)			28.3%	10.6%	59.5%	6.8%	52.7%	
2	1103	1103	437	166	735	268	467	971
%V	32.7%	34.1%	36.6%	36.0%	34.7%	38.8%	32.7%	33.6%
%H (All HH)		100.0%	39.6%	15.0%	66.6%	24.3%	42.3%	88.0%
%H (TV HH)			39.6%	15.0%	66.6%	24.3%	42.3%	
3	546	546	244	97	391	191	200	522
%V	16.2%	16.9%	20.4%	21.0%	18.4%	27.6%	14.0%	18.1%
%H (All HH)		100.0%	44.7%	17.8%	71.6%	35.0%	36.6%	95.6%
%H (TV HH)			44.7%	17.8%	71.6%	35.0%	36.6%	
4	202	202	101	41	150	92	58	199
%V	6.0%	6.2%	8.5%	8.9%	7.1%	13.3%	4.1%	6.9%
%H (All HH)		100.0%	50.0%	20.3%	74.3%	45.5%	28.7%	98.5%
%H (TV HH)			50.0%	20.3%	74.3%	45.5%	28.7%	
5+	94	94	50	20	79	53	26	94
%V	2.8%	2.9%	4.2%	4.3%	3.7%	7.7%	1.8%	3.3%
%H (All HH)		100.0%	53.2%	21.3%	84.0%	56.4%	27.7%	100.0%
%H (TV HH)			53.2%	21.3%	84.0%	56.4%	27.7%	

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

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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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Under 20"	209	209	78	27	172	74	97	188
%V	6.2%	6.5%	6.5%	5.9%	8.1%	10.7%	6.8%	6.5%
%H (All HH)		100.0%	37.3%	12.9%	82.3%	35.4%	46.4%	90.0%
%H (TV HH)			37.3%	12.9%	82.3%	35.4%	46.4%	
20" - 29"	783	783	278	112	606	235	371	674
%V	23.2%	24.2%	23.3%	24.3%	28.6%	34.0%	26.0%	23.3%
%H (All HH)		100.0%	35.5%	14.3%	77.4%	30.0%	47.4%	86.1%
%H (TV HH)			35.5%	14.3%	77.4%	30.0%	47.4%	
30" - 39"	1715	1715	621	255	1193	411	782	1472
%V	50.9%	53.0%	52.0%	55.3%	56.2%	59.5%	54.7%	51.0%
%H (All HH)		100.0%	36.2%	14.9%	69.6%	24.0%	45.6%	85.8%
%H (TV HH)			36.2%	14.9%	69.6%	24.0%	45.6%	
40" - 49"	1537	1537	670	246	980	417	563	1416
%V	45.6%	47.5%	56.1%	53.4%	46.2%	60.3%	39.4%	49.0%
%H (All HH)		100.0%	43.6%	16.0%	63.8%	27.1%	36.6%	92.1%
%H (TV HH)			43.6%	16.0%	63.8%	27.1%	36.6%	
50" - 59"	623	623	289	105	375	179	196	593
%V	18.5%	19.3%	24.2%	22.8%	17.7%	25.9%	13.7%	20.5%
%H (All HH)		100.0%	46.4%	16.9%	60.2%	28.7%	31.5%	95.2%
%H (TV HH)			46.4%	16.9%	60.2%	28.7%	31.5%	
60"+	78	78	44	13	44	26	19	76
%V	2.3%	2.4%	3.7%	2.8%	2.1%	3.8%	1.3%	2.6%
%H (All HH)		100.0%	56.4%	16.7%	56.4%	33.3%	24.4%	97.4%
%H (TV HH)			56.4%	16.7%	56.4%	33.3%	24.4%	

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

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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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Main living room	3209	3209	1189	460	2108	690	1419	2762
%V	95.2%	99.3%	99.5%	99.8%	99.4%	99.9%	99.3%	95.6%
%H (All HH)		100.0%	37.1%	14.3%	65.7%	21.5%	44.2%	86.1%
%H (TV HH)			37.1%	14.3%	65.7%	21.5%	44.2%	
Kitchen	270	270	120	36	213	101	112	250
%V	8.0%	8.4%	10.0%	7.8%	10.0%	14.6%	7.8%	8.7%
%H (All HH)		100.0%	44.4%	13.3%	78.9%	37.4%	41.5%	92.6%
%H (TV HH)			44.4%	13.3%	78.9%	37.4%	41.5%	
Adult's bedroom	1525	1525	639	268	1066	481	586	1401
%V	45.2%	47.2%	53.5%	58.1%	50.3%	69.6%	41.0%	48.5%
%H (All HH)		100.0%	41.9%	17.6%	69.9%	31.5%	38.4%	91.9%
%H (TV HH)			41.9%	17.6%	69.9%	31.5%	38.4%	
Child's bedroom	262	262	125	47	175	98	77	257
%V	7.8%	8.1%	10.5%	10.2%	8.3%	14.2%	5.4%	8.9%
%H (All HH)		100.0%	47.7%	17.9%	66.8%	37.4%	29.4%	98.1%
%H (TV HH)			47.7%	17.9%	66.8%	37.4%	29.4%	
Other bedroom	223	223	105	47	155	84	71	214
%V	6.6%	6.9%	8.8%	10.2%	7.3%	12.2%	5.0%	7.4%
%H (All HH)		100.0%	47.1%	21.1%	69.5%	37.7%	31.8%	96.0%
%H (TV HH)			47.1%	21.1%	69.5%	37.7%	31.8%	
Second living/dining room	395	395	182	66	297	152	145	373
%V	11.7%	12.2%	15.2%	14.3%	14.0%	22.0%	10.1%	12.9%
%H (All HH)		100.0%	46.1%	16.7%	75.2%	38.5%	36.7%	94.4%
%H (TV HH)			46.1%	16.7%	75.2%	38.5%	36.7%	
Study/office	29	29	16	2	23	12	11	29
%V	0.9%	0.9%	1.3%	0.4%	1.1%	1.7%	0.8%	1.0%
%H (All HH)		100.0%	55.2%	6.9%	79.3%	41.4%	37.9%	100.0%
%H (TV HH)			55.2%	6.9%	79.3%	41.4%	37.9%	
TV room	20	20	10	3	12	6	6	19
%V	0.6%	0.6%	0.8%	0.7%	0.6%	0.9%	0.4%	0.7%
%H (All HH)		100.0%	50.0%	15.0%	60.0%	30.0%	30.0%	95.0%
%H (TV HH)			50.0%	15.0%	60.0%	30.0%	30.0%	
Conservatory	70	70	36	10	56	31	25	67
%V	2.1%	2.2%	3.0%	2.2%	2.6%	4.5%	1.7%	2.3%
%H (All HH)		100.0%	51.4%	14.3%	80.0%	44.3%	35.7%	95.7%
%H (TV HH)			51.4%	14.3%	80.0%	44.3%	35.7%	
Attic or loft room	4	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.2%	0.0%	0.1%	0.3%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	75.0%	50.0%	50.0%	
No specific location	1	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.1%	0.0%	0.0%	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	17	17	10	1	12	7	5	16
%V	0.5%	0.5%	0.8%	0.2%	0.6%	1.0%	0.3%	0.6%
%H (All HH)		100.0%	58.8%	5.9%	70.6%	41.2%	29.4%	94.1%
%H (TV HH)			58.8%	5.9%	70.6%	41.2%	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

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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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Any DSAT provider	1195	1195	1195	12	504	504	0	1108
%V	35.4%	37.0%	100.0%	2.6%	23.8%	72.9%	0.0%	38.4%
%H (All HH)			100.0%	1.0%	42.2%	42.2%	0.0%	92.7%
%H (TV HH)			100.0%	1.0%	42.2%	42.2%	0.0%	
Sky with subscription	1075	1075	1075	7	447	447	0	1004
%V	31.9%	33.3%	90.0%	1.5%	21.1%	64.7%	0.0%	34.8%
%H (All HH)			100.0%	0.7%	41.6%	41.6%	0.0%	93.4%
%H (TV HH)			100.0%	0.7%	41.6%	41.6%	0.0%	
Sky without subscription	36	36	36	2	14	14	0	28
%V	1.1%	1.1%	3.0%	0.4%	0.7%	2.0%	0.0%	1.0%
%H (All HH)			100.0%	5.6%	38.9%	38.9%	0.0%	77.8%
%H (TV HH)			100.0%	5.6%	38.9%	38.9%	0.0%	
Freesat	79	79	79	3	43	43	0	74
%V	2.3%	2.4%	6.6%	0.7%	2.0%	6.2%	0.0%	2.6%
%H (All HH)			100.0%	3.8%	54.4%	54.4%	0.0%	93.7%
%H (TV HH)			100.0%	3.8%	54.4%	54.4%	0.0%	
Other satellite provider	40	40	40	3	22	22	0	36
%V	1.2%	1.2%	3.3%	0.7%	1.0%	3.2%	0.0%	1.2%
%H (All HH)			100.0%	7.5%	55.0%	55.0%	0.0%	90.0%
%H (TV HH)			100.0%	7.5%	55.0%	55.0%	0.0%	
DCAB	461	461	12	461	192	192	0	437
%V	13.7%	14.3%	1.0%	100.0%	9.1%	27.8%	0.0%	15.1%
%H (All HH)			2.6%	100.0%	41.6%	41.6%	0.0%	94.8%
%H (TV HH)			2.6%	100.0%	41.6%	41.6%	0.0%	
DTT	2121	2121	504	192	2121	691	1429	1742
%V	62.9%	65.6%	42.2%	41.6%	100.0%	100.0%	100.0%	60.3%
%H (All HH)		100.0%	23.8%	9.1%	100.0%	32.6%	67.4%	82.1%
%H (TV HH)			23.8%	9.1%	100.0%	32.6%	67.4%	

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

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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	3372	3233	1195	461	2121	691	1429	2888
%H (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
PVR	1896	1896	1109	446	996	648	348	1770
%V	56.2%	58.6%	92.8%	96.7%	47.0%	93.8%	24.4%	61.3%
%H (All HH)		100.0%	58.5%	23.5%	52.5%	34.2%	18.4%	93.4%
%H (TV HH)			58.5%	23.5%	52.5%	34.2%	18.4%	
DVDR	36	36	16	5	29	13	16	33
%V	1.1%	1.1%	1.3%	1.1%	1.4%	1.9%	1.1%	1.1%
%H (All HH)		100.0%	44.4%	13.9%	80.6%	36.1%	44.4%	91.7%
%H (TV HH)			44.4%	13.9%	80.6%	36.1%	44.4%	
VCR	14	14	5	1	12	4	8	8
%V	0.4%	0.4%	0.4%	0.2%	0.6%	0.6%	0.6%	0.3%
%H (All HH)		100.0%	35.7%	7.1%	85.7%	28.6%	57.1%	57.1%
%H (TV HH)			35.7%	7.1%	85.7%	28.6%	57.1%	
Any recorder	1915	1915	1110	446	1013	649	365	1784
%V	56.8%	59.2%	92.9%	96.7%	47.8%	93.9%	25.5%	61.8%
%H (All HH)		100.0%	58.0%	23.3%	52.9%	33.9%	19.1%	93.2%
%H (TV HH)			58.0%	23.3%	52.9%	33.9%	19.1%	
Receives HDTV (via STB or built-in reception)	2215	2215	1069	355	1421	618	803	2026
%V	65.7%	68.5%	89.5%	77.0%	67.0%	89.4%	56.2%	70.2%
%H (All HH)		100.0%	48.3%	16.0%	64.2%	27.9%	36.3%	91.5%
%H (TV HH)			48.3%	16.0%	64.2%	27.9%	36.3%	
DVD/Blu-ray player or recorder	1680	1680	644	253	1145	433	712	1497
%V	49.8%	52.0%	53.9%	54.9%	54.0%	62.7%	49.8%	51.8%
%H (All HH)		100.0%	38.3%	15.1%	68.2%	25.8%	42.4%	89.1%
%H (TV HH)			38.3%	15.1%	68.2%	25.8%	42.4%	

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

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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	3372	3233	1195	461	2121	691	1429	2888
%V (All HH)		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%
%H (TV HH)			37.0%	14.3%	65.6%	21.4%	44.2%	
Has broadband internet	2888	2781	1108	437	1742	650	1092	2888
%V	85.6%	86.0%	92.7%	94.8%	82.1%	94.1%	76.4%	100.0%
%H (All HH)		96.3%	38.4%	15.1%	60.3%	22.5%	37.8%	100.0%
%H (TV HH)			39.8%	15.7%	62.6%	23.4%	39.3%	
Number of computers (PCs and laptops)								
0	762	708	174	68	512	72	439	310
%V	22.6%	21.9%	14.6%	14.8%	24.1%	10.4%	30.7%	10.7%
%H (All HH)		92.9%	22.8%	8.9%	67.2%	9.4%	57.6%	40.7%
%H (TV HH)			24.6%	9.6%	72.3%	10.2%	62.0%	
1	1014	968	340	140	610	174	436	985
%V	30.1%	29.9%	28.5%	30.4%	28.8%	25.2%	30.5%	34.1%
%H (All HH)		95.5%	33.5%	13.8%	60.2%	17.2%	43.0%	97.1%
%H (TV HH)			35.1%	14.5%	63.0%	18.0%	45.0%	
2	822	802	331	124	510	195	315	822
%V	24.4%	24.8%	27.7%	26.9%	24.0%	28.2%	22.0%	28.5%
%H (All HH)		97.6%	40.3%	15.1%	62.0%	23.7%	38.3%	100.0%
%H (TV HH)			41.3%	15.5%	63.6%	24.3%	39.3%	
3	380	369	167	61	235	113	122	379
%V	11.3%	11.4%	14.0%	13.2%	11.1%	16.4%	8.5%	13.1%
%H (All HH)		97.1%	43.9%	16.1%	61.8%	29.7%	32.1%	99.7%
%H (TV HH)			45.3%	16.5%	63.7%	30.6%	33.1%	
4	206	202	100	33	132	71	61	206
%V	6.1%	6.2%	8.4%	7.2%	6.2%	10.3%	4.3%	7.1%
%H (All HH)		98.1%	48.5%	16.0%	64.1%	34.5%	29.6%	100.0%
%H (TV HH)			49.5%	16.3%	65.3%	35.1%	30.2%	
5+	187	184	83	36	123	67	56	186
%V	5.5%	5.7%	6.9%	7.8%	5.8%	9.7%	3.9%	6.4%
%H (All HH)		98.4%	44.4%	19.3%	65.8%	35.8%	29.9%	99.5%
%H (TV HH)			45.1%	19.6%	66.8%	36.4%	30.4%	

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

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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	6445	2640	1027	4432	1850	2582	5804
%H		41.0%	15.9%	68.8%	28.7%	40.1%	90.1%
Under 20"	257	98	34	216	96	120	233
%V	4.0%	3.7%	3.3%	4.9%	5.2%	4.6%	4.0%
%H		38.1%	13.2%	84.0%	37.4%	46.7%	90.7%
20" - 29"	984	360	147	771	319	453	856
%V	15.3%	13.6%	14.3%	17.4%	17.2%	17.5%	14.7%
%H		36.6%	14.9%	78.4%	32.4%	46.0%	87.0%
30" - 39"	2269	856	352	1592	598	994	1995
%V	35.2%	32.4%	34.3%	35.9%	32.3%	38.5%	34.4%
%H		37.7%	15.5%	70.2%	26.4%	43.8%	87.9%
40" - 49"	1897	859	322	1214	555	659	1766
%V	29.4%	32.5%	31.4%	27.4%	30.0%	25.5%	30.4%
%H		45.3%	17.0%	64.0%	29.3%	34.7%	93.1%
50" - 59"	710	338	122	430	214	216	679
%V	11.0%	12.8%	11.9%	9.7%	11.6%	8.4%	11.7%
%H		47.6%	17.2%	60.6%	30.1%	30.4%	95.6%
60"+	81	47	13	47	28	19	80
%V	1.3%	1.8%	1.3%	1.1%	1.5%	0.7%	1.4%
%H		58.0%	16.0%	58.0%	34.6%	23.5%	98.8%
Don't know	246	81	37	162	40	121	195
%V	3.8%	3.1%	3.6%	3.7%	2.2%	4.7%	3.4%
%H		32.9%	15.0%	65.9%	16.3%	49.2%	79.3%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	6445	2640	1027	4432	1850	2582	5804
%H		41.0%	15.9%	68.8%	28.7%	40.1%	90.1%
Main living room	3237	1199	465	2128	696	1431	2787
%V	50.2%	45.4%	45.3%	48.0%	37.6%	55.4%	48.0%
%H		37.0%	14.4%	65.7%	21.5%	44.2%	86.1%
Kitchen	271	120	36	214	102	112	251
%V	4.2%	4.5%	3.5%	4.8%	5.5%	4.3%	4.3%
%H		44.3%	13.3%	79.0%	37.6%	41.3%	92.6%
Adult's bedroom	1809	778	324	1279	609	669	1679
%V	28.1%	29.5%	31.5%	28.9%	32.9%	25.9%	28.9%
%H		43.0%	17.9%	70.7%	33.7%	37.0%	92.8%
Child's bedroom	324	156	60	221	130	92	318
%V	5.0%	5.9%	5.8%	5.0%	7.0%	3.6%	5.5%
%H		48.1%	18.5%	68.2%	40.1%	28.4%	98.1%
Other bedroom	263	123	59	182	100	83	254
%V	4.1%	4.7%	5.7%	4.1%	5.4%	3.2%	4.4%
%H		46.8%	22.4%	69.2%	38.0%	31.6%	96.6%
Second living/dining room	397	184	66	299	153	146	376
%V	6.2%	7.0%	6.4%	6.7%	8.3%	5.7%	6.5%
%H		46.3%	16.6%	75.3%	38.5%	36.8%	94.7%
Study/office	31	18	2	24	13	11	31
%V	0.5%	0.7%	0.2%	0.5%	0.7%	0.4%	0.5%
%H		58.1%	6.5%	77.4%	41.9%	35.5%	100.0%
TV room	20	10	3	12	6	6	20
%V	0.3%	0.4%	0.3%	0.3%	0.3%	0.2%	0.3%
%H		50.0%	15.0%	60.0%	30.0%	30.0%	100.0%
Conservatory	70	36	10	56	31	25	67
%V	1.1%	1.4%	1.0%	1.3%	1.7%	1.0%	1.2%
%H		51.4%	14.3%	80.0%	44.3%	35.7%	95.7%
Attic or loft room	4	2	0	3	2	2	4
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	0.0%	75.0%	50.0%	50.0%	100.0%
No specific location	1	1	0	1	1	0	1
%V	0.0%	0.0%	0.0%	0.0%	0.1%	0.0%	0.0%
%H		100.0%	0.0%	100.0%	100.0%	0.0%	100.0%
Other	17	11	1	13	7	5	17
%V	0.3%	0.4%	0.1%	0.3%	0.4%	0.2%	0.3%
%H		64.7%	5.9%	76.5%	41.2%	29.4%	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

Oct 2018 - Sep 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	6445	2640	1027	4432	1850	2582	5804
%H		41.0%	15.9%	68.8%	28.7%	40.1%	90.1%
PVR	2870	1782	690	1365	948	416	2717
%V	44.5%	67.5%	67.2%	30.8%	51.2%	16.1%	46.8%
%H		62.1%	24.0%	47.6%	33.0%	14.5%	94.7%
DVDR	42	17	6	34	14	20	38
%V	0.7%	0.6%	0.6%	0.8%	0.8%	0.8%	0.7%
%H		40.5%	14.3%	81.0%	33.3%	47.6%	90.5%
VCR	14	5	1	12	4	8	8
%V	0.2%	0.2%	0.1%	0.3%	0.2%	0.3%	0.1%
%H		35.7%	7.1%	85.7%	28.6%	57.1%	57.1%
Any recorder	2898	1785	692	1391	951	439	2740
%V	45.0%	67.6%	67.4%	31.4%	51.4%	17.0%	47.2%
%H		61.6%	23.9%	48.0%	32.8%	15.1%	94.5%

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	6445	2640	1027	4432	1850	2582	5804
%H		41.0%	15.9%	68.8%	28.7%	40.1%	90.1%
Receives HDTV (via STB or built-in reception)	3597	1857	610	2269	1114	1156	3357
%V	55.8%	70.3%	59.4%	51.2%	60.2%	44.8%	57.8%
%H		51.6%	17.0%	63.1%	31.0%	32.1%	93.3%
DVD/Blu-ray player or recorder	2310	929	372	1610	687	923	2102
%V	35.8%	35.2%	36.2%	36.3%	37.1%	35.7%	36.2%
%H		40.2%	16.1%	69.7%	29.7%	40.0%	91.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3232	1195	461	2121	691	1429	2780
%H		37.0%	14.3%	65.6%	21.4%	44.2%	86.0%
Under 20"	13	2	1	9	1	8	8
%V	0.4%	0.2%	0.2%	0.4%	0.1%	0.6%	0.3%
%H		15.4%	7.7%	69.2%	7.7%	61.5%	61.5%
20" - 29"	156	21	12	123	13	110	102
%V	4.8%	1.8%	2.6%	5.8%	1.9%	7.7%	3.7%
%H		13.5%	7.7%	78.8%	8.3%	70.5%	65.4%
30" - 39"	1019	302	126	714	160	554	810
%V	31.5%	25.3%	27.3%	33.7%	23.2%	38.8%	29.1%
%H		29.6%	12.4%	70.1%	15.7%	54.4%	79.5%
40" - 49"	1289	541	200	817	326	492	1173
%V	39.9%	45.3%	43.4%	38.5%	47.2%	34.4%	42.2%
%H		42.0%	15.5%	63.4%	25.3%	38.2%	91.0%
50" - 59"	569	261	98	338	159	179	540
%V	17.6%	21.8%	21.3%	15.9%	23.0%	12.5%	19.4%
%H		45.9%	17.2%	59.4%	27.9%	31.5%	94.9%
60"+	65	36	11	36	21	15	63
%V	2.0%	3.0%	2.4%	1.7%	3.0%	1.0%	2.3%
%H		55.4%	16.9%	55.4%	32.3%	23.1%	96.9%
Don't know	121	33	13	83	13	70	85
%V	3.7%	2.8%	2.8%	3.9%	1.9%	4.9%	3.1%
%H		27.3%	10.7%	68.6%	10.7%	57.9%	70.2%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3232	1195	461	2121	691	1429	2780
%H		37.0%	14.3%	65.6%	21.4%	44.2%	86.0%
PVR	1862	1094	443	967	635	332	1738
%V	57.6%	91.5%	96.1%	45.6%	91.9%	23.2%	62.5%
%H		58.8%	23.8%	51.9%	34.1%	17.8%	93.3%
DVDR	32	14	4	25	11	14	29
%V	1.0%	1.2%	0.9%	1.2%	1.6%	1.0%	1.0%
%H		43.8%	12.5%	78.1%	34.4%	43.8%	90.6%
VCR	10	3	1	9	2	6	5
%V	0.3%	0.3%	0.2%	0.4%	0.3%	0.4%	0.2%
%H		30.0%	10.0%	90.0%	20.0%	60.0%	50.0%
Any recorder	1880	1095	443	983	635	348	1752
%V	58.2%	91.6%	96.1%	46.3%	91.9%	24.4%	63.0%
%H		58.2%	23.6%	52.3%	33.8%	18.5%	93.2%

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 24.17: 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	3232	1195	461	2121	691	1429	2780
%H		37.0%	14.3%	65.6%	21.4%	44.2%	86.0%
Receives HDTV (via STB or built-in reception)	2178	1055	352	1388	604	784	1991
%V	67.4%	88.3%	76.4%	65.4%	87.4%	54.9%	71.6%
%H		48.4%	16.2%	63.7%	27.7%	36.0%	91.4%
DVD/Blu-ray player or recorder	1438	531	212	974	346	628	1266
%V	44.5%	44.4%	46.0%	45.9%	50.1%	43.9%	45.5%
%H		36.9%	14.7%	67.7%	24.1%	43.7%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	3213	1445	567	2311	1159	1153	3023
%H		45.0%	17.6%	71.9%	36.1%	35.9%	94.1%
Under 20"	244	96	33	207	95	111	225
%V	7.6%	6.6%	5.8%	9.0%	8.2%	9.6%	7.4%
%H		39.3%	13.5%	84.8%	38.9%	45.5%	92.2%
20" - 29"	827	339	135	648	305	343	754
%V	25.7%	23.5%	23.8%	28.0%	26.3%	29.7%	24.9%
%H		41.0%	16.3%	78.4%	36.9%	41.5%	91.2%
30" - 39"	1250	555	226	878	438	440	1184
%V	38.9%	38.4%	39.9%	38.0%	37.8%	38.2%	39.2%
%H		44.4%	18.1%	70.2%	35.0%	35.2%	94.7%
40" - 49"	608	318	122	397	229	167	594
%V	18.9%	22.0%	21.5%	17.2%	19.8%	14.5%	19.6%
%H		52.3%	20.1%	65.3%	37.7%	27.5%	97.7%
50" - 59"	142	78	24	93	56	37	140
%V	4.4%	5.4%	4.2%	4.0%	4.8%	3.2%	4.6%
%H		54.9%	16.9%	65.5%	39.4%	26.1%	98.6%
60"+	17	11	2	11	7	4	17
%V	0.5%	0.8%	0.4%	0.5%	0.6%	0.3%	0.6%
%H		64.7%	11.8%	64.7%	41.2%	23.5%	100.0%
Don't know	125	48	25	79	28	51	110
%V	3.9%	3.3%	4.4%	3.4%	2.4%	4.4%	3.6%
%H		38.4%	20.0%	63.2%	22.4%	40.8%	88.0%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	3213	1445	567	2311	1159	1153	3023
%H		45.0%	17.6%	71.9%	36.1%	35.9%	94.1%
PVR	1008	688	247	398	313	84	980
%V	31.4%	47.6%	43.6%	17.2%	27.0%	7.3%	32.4%
%H		68.3%	24.5%	39.5%	31.1%	8.3%	97.2%
DVDR	10	3	1	8	3	6	9
%V	0.3%	0.2%	0.2%	0.3%	0.3%	0.5%	0.3%
%H		30.0%	10.0%	80.0%	30.0%	60.0%	90.0%
VCR	4	2	1	4	1	2	3
%V	0.1%	0.1%	0.2%	0.2%	0.1%	0.2%	0.1%
%H		50.0%	25.0%	100.0%	25.0%	50.0%	75.0%
Any recorder	1018	690	249	407	316	91	988
%V	31.7%	47.8%	43.9%	17.6%	27.3%	7.9%	32.7%
%H		67.8%	24.5%	40.0%	31.0%	8.9%	97.1%

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	3213	1445	567	2311	1159	1153	3023
%H		45.0%	17.6%	71.9%	36.1%	35.9%	94.1%
Receives HDTV (via STB or built-in reception)	1418	802	259	881	509	372	1366
%V	44.1%	55.5%	45.7%	38.1%	43.9%	32.3%	45.2%
%H		56.6%	18.3%	62.1%	35.9%	26.2%	96.3%
DVD/Blu-ray player or recorder	872	397	159	635	341	294	836
%V	27.1%	27.5%	28.0%	27.5%	29.4%	25.5%	27.7%
%H		45.5%	18.2%	72.8%	39.1%	33.7%	95.9%

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

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	7664	7379	3014	1174	4580	1771	2809	7009
%H		96.3%	39.3%	15.3%	59.8%	23.1%	36.7%	91.5%
Total Children	1478	1426	649	234	775	348	427	1444
%V	19.3%	19.3%	21.5%	19.9%	16.9%	19.6%	15.2%	20.6%
%H		96.5%	43.9%	15.8%	52.4%	23.5%	28.9%	97.7%
0 - 3	356	341	147	50	175	67	108	342
%V	4.6%	4.6%	4.9%	4.3%	3.8%	3.8%	3.8%	4.9%
%H		95.8%	41.3%	14.0%	49.2%	18.8%	30.3%	96.1%
4 - 15	1122	1085	502	184	600	281	319	1102
%V	14.6%	14.7%	16.7%	15.7%	13.1%	15.9%	11.4%	15.7%
%H		96.7%	44.7%	16.4%	53.5%	25.0%	28.4%	98.2%
4-9	579	556	255	84	305	135	170	567
%V	7.6%	7.5%	8.5%	7.2%	6.7%	7.6%	6.1%	8.1%
%H		96.0%	44.0%	14.5%	52.7%	23.3%	29.4%	97.9%
10 - 15	543	530	247	100	295	145	149	536
%V	7.1%	7.2%	8.2%	8.5%	6.4%	8.2%	5.3%	7.6%
%H		97.6%	45.5%	18.4%	54.3%	26.7%	27.4%	98.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	7664	7379	3014	1174	4580	1771	2809	7009
%H		96.3%	39.3%	15.3%	59.8%	23.1%	36.7%	91.5%
Total Adults (16+)	6186	5953	2365	940	3805	1423	2383	5565
%V	80.7%	80.7%	78.5%	80.1%	83.1%	80.4%	84.8%	79.4%
%H		96.2%	38.2%	15.2%	61.5%	23.0%	38.5%	90.0%
16 - 19	299	291	131	50	173	76	97	296
%V	3.9%	3.9%	4.3%	4.3%	3.8%	4.3%	3.5%	4.2%
%H		97.3%	43.8%	16.7%	57.9%	25.4%	32.4%	99.0%
20 - 24	462	428	149	84	249	101	149	449
%V	6.0%	5.8%	4.9%	7.2%	5.4%	5.7%	5.3%	6.4%
%H		92.6%	32.3%	18.2%	53.9%	21.9%	32.3%	97.2%
25 - 34	1017	938	373	141	485	173	313	983
%V	13.3%	12.7%	12.4%	12.0%	10.6%	9.8%	11.1%	14.0%
%H		92.2%	36.7%	13.9%	47.7%	17.0%	30.8%	96.7%
35 - 44	929	872	377	150	487	196	292	897
%V	12.1%	11.8%	12.5%	12.8%	10.6%	11.1%	10.4%	12.8%
%H		93.9%	40.6%	16.1%	52.4%	21.1%	31.4%	96.6%
45 - 54	1049	1024	467	175	649	296	353	1003
%V	13.7%	13.9%	15.5%	14.9%	14.2%	16.7%	12.6%	14.3%
%H		97.6%	44.5%	16.7%	61.9%	28.2%	33.7%	95.6%
55 - 64	990	971	401	169	650	257	393	912
%V	12.9%	13.2%	13.3%	14.4%	14.2%	14.5%	14.0%	13.0%
%H		98.1%	40.5%	17.1%	65.7%	26.0%	39.7%	92.1%
65+	1440	1429	467	173	1111	324	787	1026
%V	18.8%	19.4%	15.5%	14.7%	24.3%	18.3%	28.0%	14.6%
%H		99.2%	32.4%	12.0%	77.2%	22.5%	54.7%	71.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 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+)	6186	5953	2365	940	3805	1423	2383	5565
%H		96.2%	38.2%	15.2%	61.5%	23.0%	38.5%	90.0%
AB	1287	1258	558	167	807	327	480	1261
%V	20.8%	21.1%	23.6%	17.8%	21.2%	23.0%	20.1%	22.7%
%H		97.7%	43.4%	13.0%	62.7%	25.4%	37.3%	98.0%
C1	1727	1651	667	277	1052	432	620	1638
%V	27.9%	27.7%	28.2%	29.5%	27.6%	30.4%	26.0%	29.4%
%H		95.6%	38.6%	16.0%	60.9%	25.0%	35.9%	94.8%
C2	1217	1177	499	223	732	316	416	1117
%V	19.7%	19.8%	21.1%	23.7%	19.2%	22.2%	17.5%	20.1%
%H		96.7%	41.0%	18.3%	60.1%	26.0%	34.2%	91.8%
D	1033	993	399	143	600	204	396	901
%V	16.7%	16.7%	16.9%	15.2%	15.8%	14.3%	16.6%	16.2%
%H		96.1%	38.6%	13.8%	58.1%	19.7%	38.3%	87.2%
E	923	874	242	130	613	143	470	649
%V	14.9%	14.7%	10.2%	13.8%	16.1%	10.0%	19.7%	11.7%
%H		94.7%	26.2%	14.1%	66.4%	15.5%	50.9%	70.3%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6186	5953	2365	940	3805	1423	2383	5565
%H		96.2%	38.2%	15.2%	61.5%	23.0%	38.5%	90.0%
Working full time	3025	2913	1281	508	1698	730	968	2942
%V	48.9%	48.9%	54.2%	54.0%	44.6%	51.3%	40.6%	52.9%
%H		96.3%	42.3%	16.8%	56.1%	24.1%	32.0%	97.3%
Working part time	504	488	196	77	322	129	193	483
%V	8.1%	8.2%	8.3%	8.2%	8.5%	9.1%	8.1%	8.7%
%H		96.8%	38.9%	15.3%	63.9%	25.6%	38.3%	95.8%
Not working	2657	2552	888	355	1785	564	1221	2140
%V	43.0%	42.9%	37.5%	37.8%	46.9%	39.6%	51.2%	38.5%
%H		96.0%	33.4%	13.4%	67.2%	21.2%	46.0%	80.5%
Houseperson	3372	3233	1195	461	2121	691	1429	2888
%V	54.5%	54.3%	50.5%	49.0%	55.7%	48.6%	60.0%	51.9%
%H		95.9%	35.4%	13.7%	62.9%	20.5%	42.4%	85.6%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3022	2877	1153	480	1809	701	1108	2735
%H		95.2%	38.2%	15.9%	59.9%	23.2%	36.7%	90.5%
16 - 19	158	152	70	30	88	41	47	157
%V	5.2%	5.3%	6.1%	6.3%	4.9%	5.8%	4.2%	5.7%
%H		96.2%	44.3%	19.0%	55.7%	25.9%	29.7%	99.4%
20 - 24	232	213	77	44	120	52	68	225
%V	7.7%	7.4%	6.7%	9.2%	6.6%	7.4%	6.1%	8.2%
%H		91.8%	33.2%	19.0%	51.7%	22.4%	29.3%	97.0%
25 - 34	508	464	181	76	235	86	149	489
%V	16.8%	16.1%	15.7%	15.8%	13.0%	12.3%	13.4%	17.9%
%H		91.3%	35.6%	15.0%	46.3%	16.9%	29.3%	96.3%
35 - 44	456	418	176	71	234	94	140	437
%V	15.1%	14.5%	15.3%	14.8%	12.9%	13.4%	12.6%	16.0%
%H		91.7%	38.6%	15.6%	51.3%	20.6%	30.7%	95.8%
45 - 54	513	498	228	86	308	137	171	487
%V	17.0%	17.3%	19.8%	17.9%	17.0%	19.5%	15.4%	17.8%
%H		97.1%	44.4%	16.8%	60.0%	26.7%	33.3%	94.9%
55 - 64	483	470	196	83	308	121	187	440
%V	16.0%	16.3%	17.0%	17.3%	17.0%	17.3%	16.9%	16.1%
%H		97.3%	40.6%	17.2%	63.8%	25.1%	38.7%	91.1%
65+	672	663	226	89	516	169	347	500
%V	22.2%	23.0%	19.6%	18.5%	28.5%	24.1%	31.3%	18.3%
%H		98.7%	33.6%	13.2%	76.8%	25.1%	51.6%	74.4%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3022	2877	1153	480	1809	701	1108	2735
%H		95.2%	38.2%	15.9%	59.9%	23.2%	36.7%	90.5%
AB	643	625	277	88	397	163	234	630
%V	21.3%	21.7%	24.0%	18.3%	21.9%	23.3%	21.1%	23.0%
%H		97.2%	43.1%	13.7%	61.7%	25.3%	36.4%	98.0%
C1	810	770	315	137	477	206	271	776
%V	26.8%	26.8%	27.3%	28.5%	26.4%	29.4%	24.5%	28.4%
%H		95.1%	38.9%	16.9%	58.9%	25.4%	33.5%	95.8%
C2	650	624	260	118	394	167	227	589
%V	21.5%	21.7%	22.5%	24.6%	21.8%	23.8%	20.5%	21.5%
%H		96.0%	40.0%	18.2%	60.6%	25.7%	34.9%	90.6%
D	505	476	197	73	274	98	176	446
%V	16.7%	16.5%	17.1%	15.2%	15.1%	14.0%	15.9%	16.3%
%H		94.3%	39.0%	14.5%	54.3%	19.4%	34.9%	88.3%
E	414	382	103	64	267	66	201	294
%V	13.7%	13.3%	8.9%	13.3%	14.8%	9.4%	18.1%	10.7%
%H		92.3%	24.9%	15.5%	64.5%	15.9%	48.6%	71.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	3022	2877	1153	480	1809	701	1108	2735
%H		95.2%	38.2%	15.9%	59.9%	23.2%	36.7%	90.5%
Working full time	1734	1649	734	291	945	411	534	1675
%V	57.4%	57.3%	63.7%	60.6%	52.2%	58.6%	48.2%	61.2%
%H		95.1%	42.3%	16.8%	54.5%	23.7%	30.8%	96.6%
Working part time	127	121	47	18	82	30	52	119
%V	4.2%	4.2%	4.1%	3.8%	4.5%	4.3%	4.7%	4.4%
%H		95.3%	37.0%	14.2%	64.6%	23.6%	40.9%	93.7%
Not working	1162	1106	372	171	782	259	523	942
%V	38.5%	38.4%	32.3%	35.6%	43.2%	36.9%	47.2%	34.4%
%H		95.2%	32.0%	14.7%	67.3%	22.3%	45.0%	81.1%
Houseperson	945	868	276	121	558	140	418	756
%V	31.3%	30.2%	23.9%	25.2%	30.8%	20.0%	37.7%	27.6%
%H		91.9%	29.2%	12.8%	59.0%	14.8%	44.2%	80.0%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3164	3076	1212	460	1997	722	1275	2829
%H		97.2%	38.3%	14.5%	63.1%	22.8%	40.3%	89.4%
16 - 19	141	140	61	20	85	35	50	139
%V	4.5%	4.6%	5.0%	4.3%	4.3%	4.8%	3.9%	4.9%
%H		99.3%	43.3%	14.2%	60.3%	24.8%	35.5%	98.6%
20 - 24	230	215	72	40	130	49	81	223
%V	7.3%	7.0%	5.9%	8.7%	6.5%	6.8%	6.4%	7.9%
%H		93.5%	31.3%	17.4%	56.5%	21.3%	35.2%	97.0%
25 - 34	508	475	193	65	250	86	164	494
%V	16.1%	15.4%	15.9%	14.1%	12.5%	11.9%	12.9%	17.5%
%H		93.5%	38.0%	12.8%	49.2%	16.9%	32.3%	97.2%
35 - 44	473	454	201	79	253	102	152	460
%V	14.9%	14.8%	16.6%	17.2%	12.7%	14.1%	11.9%	16.3%
%H		96.0%	42.5%	16.7%	53.5%	21.6%	32.1%	97.3%
45 - 54	536	526	239	88	341	159	182	516
%V	16.9%	17.1%	19.7%	19.1%	17.1%	22.0%	14.3%	18.2%
%H		98.1%	44.6%	16.4%	63.6%	29.7%	34.0%	96.3%
55 - 64	507	501	205	86	342	136	206	472
%V	16.0%	16.3%	16.9%	18.7%	17.1%	18.8%	16.2%	16.7%
%H		98.8%	40.4%	17.0%	67.5%	26.8%	40.6%	93.1%
65+	768	766	241	84	595	155	440	526
%V	24.3%	24.9%	19.9%	18.3%	29.8%	21.5%	34.5%	18.6%
%H		99.7%	31.4%	10.9%	77.5%	20.2%	57.3%	68.5%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	3164	3076	1212	460	1997	722	1275	2829
%H		97.2%	38.3%	14.5%	63.1%	22.8%	40.3%	89.4%
AB	644	633	281	79	410	164	247	630
%V	20.4%	20.6%	23.2%	17.2%	20.5%	22.7%	19.4%	22.3%
%H		98.3%	43.6%	12.3%	63.7%	25.5%	38.4%	97.8%
C1	917	881	351	140	576	226	350	862
%V	29.0%	28.6%	29.0%	30.4%	28.8%	31.3%	27.5%	30.5%
%H		96.1%	38.3%	15.3%	62.8%	24.6%	38.2%	94.0%
C2	566	553	239	105	338	149	189	527
%V	17.9%	18.0%	19.7%	22.8%	16.9%	20.6%	14.8%	18.6%
%H		97.7%	42.2%	18.6%	59.7%	26.3%	33.4%	93.1%
D	528	517	202	70	327	106	220	455
%V	16.7%	16.8%	16.7%	15.2%	16.4%	14.7%	17.3%	16.1%
%H		97.9%	38.3%	13.3%	61.9%	20.1%	41.7%	86.2%
E	509	492	139	66	346	77	269	355
%V	16.1%	16.0%	11.5%	14.3%	17.3%	10.7%	21.1%	12.5%
%H		96.7%	27.3%	13.0%	68.0%	15.1%	52.8%	69.7%

Base: ITV North West / Border Macro - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	3164	3076	1212	460	1997	722	1275	2829
%H		97.2%	38.3%	14.5%	63.1%	22.8%	40.3%	89.4%
Working full time	1292	1263	547	217	753	319	434	1267
%V	40.8%	41.1%	45.1%	47.2%	37.7%	44.2%	34.0%	44.8%
%H		97.8%	42.3%	16.8%	58.3%	24.7%	33.6%	98.1%
Working part time	377	367	149	59	240	98	142	364
%V	11.9%	11.9%	12.3%	12.8%	12.0%	13.6%	11.1%	12.9%
%H		97.3%	39.5%	15.6%	63.7%	26.0%	37.7%	96.6%
Not working	1495	1446	516	184	1004	305	699	1198
%V	47.3%	47.0%	42.6%	40.0%	50.3%	42.2%	54.8%	42.3%
%H		96.7%	34.5%	12.3%	67.2%	20.4%	46.8%	80.1%
Houseperson	2427	2365	919	340	1563	552	1011	2132
%V	76.7%	76.9%	75.8%	73.9%	78.3%	76.5%	79.3%	75.4%
%H		97.4%	37.9%	14.0%	64.4%	22.7%	41.7%	87.8%

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

Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
AB	290	284	141	27	174	67	108	278
%V	21.2%	21.4%	21.7%	22.9%	21.8%	22.0%	21.8%	23.5%
%H (All HH)		97.9%	48.6%	9.3%	60.0%	23.1%	37.2%	95.9%
%H (TV HH)			49.6%	9.5%	61.3%	23.6%	38.0%	
C1	364	351	172	34	208	81	128	333
%V	26.6%	26.5%	26.4%	28.8%	26.0%	26.6%	25.8%	28.2%
%H (All HH)		96.4%	47.3%	9.3%	57.1%	22.3%	35.2%	91.5%
%H (TV HH)			49.0%	9.7%	59.3%	23.1%	36.5%	
C2	331	324	169	28	203	89	114	287
%V	24.2%	24.4%	26.0%	23.7%	25.4%	29.3%	23.0%	24.3%
%H (All HH)		97.9%	51.1%	8.5%	61.3%	26.9%	34.4%	86.7%
%H (TV HH)			52.2%	8.6%	62.7%	27.5%	35.2%	
D	240	230	112	20	132	48	84	189
%V	17.5%	17.3%	17.2%	16.9%	16.5%	15.8%	16.9%	16.0%
%H (All HH)		95.8%	46.7%	8.3%	55.0%	20.0%	35.0%	78.8%
%H (TV HH)			48.7%	8.7%	57.4%	20.9%	36.5%	
E	143	139	58	9	83	21	62	95
%V	10.4%	10.5%	8.9%	7.6%	10.4%	6.9%	12.5%	8.0%
%H (All HH)		97.2%	40.6%	6.3%	58.0%	14.7%	43.4%	66.4%
%H (TV HH)			41.7%	6.5%	59.7%	15.1%	44.6%	

Base: 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
Oct 2018 - Sep 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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Under 25	53	45	15	4	20	6	14	52
%V	3.9%	3.4%	2.3%	3.4%	2.5%	2.0%	2.8%	4.4%
%H (All HH)		84.9%	28.3%	7.5%	37.7%	11.3%	26.4%	98.1%
%H (TV HH)			33.3%	8.9%	44.4%	13.3%	31.1%	
25 - 34	192	180	77	14	93	29	64	188
%V	14.0%	13.6%	11.8%	11.9%	11.6%	9.5%	12.9%	15.9%
%H (All HH)		93.8%	40.1%	7.3%	48.4%	15.1%	33.3%	97.9%
%H (TV HH)			42.8%	7.8%	51.7%	16.1%	35.6%	
35 - 44	197	192	101	19	99	41	58	191
%V	14.4%	14.5%	15.5%	16.1%	12.4%	13.5%	11.7%	16.2%
%H (All HH)		97.5%	51.3%	9.6%	50.3%	20.8%	29.4%	97.0%
%H (TV HH)			52.6%	9.9%	51.6%	21.4%	30.2%	
45 - 54	244	239	129	28	135	61	74	235
%V	17.8%	18.0%	19.8%	23.7%	16.9%	20.1%	14.9%	19.9%
%H (All HH)		98.0%	52.9%	11.5%	55.3%	25.0%	30.3%	96.3%
%H (TV HH)			54.0%	11.7%	56.5%	25.5%	31.0%	
55 - 64	250	246	132	22	154	67	88	226
%V	18.3%	18.5%	20.3%	18.6%	19.3%	22.0%	17.7%	19.1%
%H (All HH)		98.4%	52.8%	8.8%	61.6%	26.8%	35.2%	90.4%
%H (TV HH)			53.7%	8.9%	62.6%	27.2%	35.8%	
65 +	432	425	197	30	299	101	198	290
%V	31.6%	32.0%	30.3%	25.4%	37.4%	33.2%	39.9%	24.6%
%H (All HH)		98.4%	45.6%	6.9%	69.2%	23.4%	45.8%	67.1%
%H (TV HH)			46.4%	7.1%	70.4%	23.8%	46.6%	

Base: 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 25.3: Size of Household

Platforms available in household

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

Base: 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 25.4: Presence of Children

Platforms available in household

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

Base: 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 25.5: Number of TV sets in household

Platforms available in household

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

Base: 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 25.6: Screen size

Platforms available in household

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

Base: 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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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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Main living room	1309	1309	646	116	791	303	488	1131
%V	95.6%	98.6%	99.2%	98.3%	98.9%	99.7%	98.4%	95.8%
%H (All HH)		100.0%	49.4%	8.9%	60.4%	23.1%	37.3%	86.4%
%H (TV HH)			49.4%	8.9%	60.4%	23.1%	37.3%	
Kitchen	180	180	101	13	136	72	64	158
%V	13.1%	13.6%	15.5%	11.0%	17.0%	23.7%	12.9%	13.4%
%H (All HH)		100.0%	56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
%H (TV HH)			56.1%	7.2%	75.6%	40.0%	35.6%	
Adult's bedroom	594	594	342	56	387	205	182	546
%V	43.4%	44.8%	52.5%	47.5%	48.4%	67.4%	36.7%	46.2%
%H (All HH)		100.0%	57.6%	9.4%	65.2%	34.5%	30.6%	91.9%
%H (TV HH)			57.6%	9.4%	65.2%	34.5%	30.6%	
Child's bedroom	139	139	86	11	80	46	34	137
%V	10.2%	10.5%	13.2%	9.3%	10.0%	15.1%	6.9%	11.6%
%H (All HH)		100.0%	61.9%	7.9%	57.6%	33.1%	24.5%	98.6%
%H (TV HH)			61.9%	7.9%	57.6%	33.1%	24.5%	
Other bedroom	107	107	73	6	69	42	26	104
%V	7.8%	8.1%	11.2%	5.1%	8.6%	13.8%	5.2%	8.8%
%H (All HH)		100.0%	68.2%	5.6%	64.5%	39.3%	24.3%	97.2%
%H (TV HH)			68.2%	5.6%	64.5%	39.3%	24.3%	
Second living/dining room	172	172	94	20	122	63	58	156
%V	12.6%	13.0%	14.4%	16.9%	15.3%	20.7%	11.7%	13.2%
%H (All HH)		100.0%	54.7%	11.6%	70.9%	36.6%	33.7%	90.7%
%H (TV HH)			54.7%	11.6%	70.9%	36.6%	33.7%	
Study/office	16	16	8	2	12	6	6	15
%V	1.2%	1.2%	1.2%	1.7%	1.5%	2.0%	1.2%	1.3%
%H (All HH)		100.0%	50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
%H (TV HH)			50.0%	12.5%	75.0%	37.5%	37.5%	
TV room	8	8	5	1	4	3	2	8
%V	0.6%	0.6%	0.8%	0.8%	0.5%	1.0%	0.4%	0.7%
%H (All HH)		100.0%	62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
%H (TV HH)			62.5%	12.5%	50.0%	37.5%	25.0%	
Conservatory	33	33	20	2	25	14	11	32
%V	2.4%	2.5%	3.1%	1.7%	3.1%	4.6%	2.2%	2.7%
%H (All HH)		100.0%	60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
%H (TV HH)			60.6%	6.1%	75.8%	42.4%	33.3%	
Attic or loft room	4	4	2	1	2	1	1	4
%V	0.3%	0.3%	0.3%	0.8%	0.3%	0.3%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
%H (TV HH)			50.0%	25.0%	50.0%	25.0%	25.0%	
No specific location	1	1	0	0	1	0	1	1
%V	0.1%	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H (All HH)		100.0%	0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
%H (TV HH)			0.0%	0.0%	100.0%	0.0%	100.0%	
Other	9	9	5	1	7	3	4	9
%V	0.7%	0.7%	0.8%	0.8%	0.9%	1.0%	0.8%	0.8%
%H (All HH)		100.0%	55.6%	11.1%	77.8%	33.3%	44.4%	100.0%
%H (TV HH)			55.6%	11.1%	77.8%	33.3%	44.4%	

Base: 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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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	1369	1327	651	118	800	304	496	1181
%V (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
Any DSAT provider	651	651	651	3	263	263	0	587
%V	47.6%	49.1%	100.0%	2.5%	32.9%	86.5%	0.0%	49.7%
%H (All HH)			100.0%	0.5%	40.4%	40.4%	0.0%	90.2%
%H (TV HH)			100.0%	0.5%	40.4%	40.4%	0.0%	
Sky with subscription	518	518	518	1	210	210	0	479
%V	37.8%	39.0%	79.6%	0.8%	26.3%	69.1%	0.0%	40.6%
%H (All HH)			100.0%	0.2%	40.5%	40.5%	0.0%	92.5%
%H (TV HH)			100.0%	0.2%	40.5%	40.5%	0.0%	
Sky without subscription	53	53	53	1	19	19	0	41
%V	3.9%	4.0%	8.1%	0.8%	2.4%	6.3%	0.0%	3.5%
%H (All HH)			100.0%	1.9%	35.8%	35.8%	0.0%	77.4%
%H (TV HH)			100.0%	1.9%	35.8%	35.8%	0.0%	
Freesat	73	73	73	1	32	32	0	63
%V	5.3%	5.5%	11.2%	0.8%	4.0%	10.5%	0.0%	5.3%
%H (All HH)			100.0%	1.4%	43.8%	43.8%	0.0%	86.3%
%H (TV HH)			100.0%	1.4%	43.8%	43.8%	0.0%	
Other satellite provider	26	26	26	0	10	10	0	22
%V	1.9%	2.0%	4.0%	0.0%	1.3%	3.3%	0.0%	1.9%
%H (All HH)			100.0%	0.0%	38.5%	38.5%	0.0%	84.6%
%H (TV HH)			100.0%	0.0%	38.5%	38.5%	0.0%	
DCAB	118	118	3	118	43	43	0	107
%V	8.6%	8.9%	0.5%	100.0%	5.4%	14.1%	0.0%	9.1%
%H (All HH)			2.5%	100.0%	36.4%	36.4%	0.0%	90.7%
%H (TV HH)			2.5%	100.0%	36.4%	36.4%	0.0%	
DTT	800	800	263	43	800	304	496	669
%V	58.4%	60.3%	40.4%	36.4%	100.0%	100.0%	100.0%	56.6%
%H (All HH)		100.0%	32.9%	5.4%	100.0%	38.0%	62.0%	83.6%
%H (TV HH)			32.9%	5.4%	100.0%	38.0%	62.0%	

Base: 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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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	1369	1327	651	118	800	304	496	1181
%H (All HH)		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%
%H (TV HH)			49.1%	8.9%	60.3%	22.9%	37.4%	
PVR	832	832	575	112	427	280	147	762
%V	60.8%	62.7%	88.3%	94.9%	53.4%	92.1%	29.6%	64.5%
%H (All HH)		100.0%	69.1%	13.5%	51.3%	33.7%	17.7%	91.6%
%H (TV HH)			69.1%	13.5%	51.3%	33.7%	17.7%	
DVDR	8	8	5	0	6	3	3	7
%V	0.6%	0.6%	0.8%	0.0%	0.8%	1.0%	0.6%	0.6%
%H (All HH)		100.0%	62.5%	0.0%	75.0%	37.5%	37.5%	87.5%
%H (TV HH)			62.5%	0.0%	75.0%	37.5%	37.5%	
VCR	6	6	1	1	5	1	4	4
%V	0.4%	0.5%	0.2%	0.8%	0.6%	0.3%	0.8%	0.3%
%H (All HH)		100.0%	16.7%	16.7%	83.3%	16.7%	66.7%	66.7%
%H (TV HH)			16.7%	16.7%	83.3%	16.7%	66.7%	
Any recorder	839	839	576	112	432	280	152	768
%V	61.3%	63.2%	88.5%	94.9%	54.0%	92.1%	30.6%	65.0%
%H (All HH)		100.0%	68.7%	13.3%	51.5%	33.4%	18.1%	91.5%
%H (TV HH)			68.7%	13.3%	51.5%	33.4%	18.1%	
Receives HDTV (via STB or built-in reception)	931	931	514	102	577	259	317	845
%V	68.0%	70.2%	79.0%	86.4%	72.1%	85.2%	63.9%	71.5%
%H (All HH)		100.0%	55.2%	11.0%	62.0%	27.8%	34.0%	90.8%
%H (TV HH)			55.2%	11.0%	62.0%	27.8%	34.0%	
DVD/Blu-ray player or recorder	802	802	411	71	491	203	288	712
%V	58.6%	60.4%	63.1%	60.2%	61.4%	66.8%	58.1%	60.3%
%H (All HH)		100.0%	51.2%	8.9%	61.2%	25.3%	35.9%	88.8%
%H (TV HH)			51.2%	8.9%	61.2%	25.3%	35.9%	

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

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

Base: 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	2733	1485	244	1745	828	917	2459
%H		54.3%	8.9%	63.8%	30.3%	33.6%	90.0%
Main living room	1313	649	116	794	304	490	1136
%V	48.0%	43.7%	47.5%	45.5%	36.7%	53.4%	46.2%
%H		49.4%	8.8%	60.5%	23.2%	37.3%	86.5%
Kitchen	180	101	13	136	72	64	158
%V	6.6%	6.8%	5.3%	7.8%	8.7%	7.0%	6.4%
%H		56.1%	7.2%	75.6%	40.0%	35.6%	87.8%
Adult's bedroom	688	401	67	453	248	205	637
%V	25.2%	27.0%	27.5%	26.0%	30.0%	22.4%	25.9%
%H		58.3%	9.7%	65.8%	36.0%	29.8%	92.6%
Child's bedroom	174	108	14	102	59	43	173
%V	6.4%	7.3%	5.7%	5.8%	7.1%	4.7%	7.0%
%H		62.1%	8.0%	58.6%	33.9%	24.7%	99.4%
Other bedroom	131	91	7	84	53	31	128
%V	4.8%	6.1%	2.9%	4.8%	6.4%	3.4%	5.2%
%H		69.5%	5.3%	64.1%	40.5%	23.7%	97.7%
Second living/dining room	175	96	20	124	65	59	159
%V	6.4%	6.5%	8.2%	7.1%	7.9%	6.4%	6.5%
%H		54.9%	11.4%	70.9%	37.1%	33.7%	90.9%
Study/office	16	8	2	12	6	6	15
%V	0.6%	0.5%	0.8%	0.7%	0.7%	0.7%	0.6%
%H		50.0%	12.5%	75.0%	37.5%	37.5%	93.8%
TV room	8	5	1	4	3	2	8
%V	0.3%	0.3%	0.4%	0.2%	0.4%	0.2%	0.3%
%H		62.5%	12.5%	50.0%	37.5%	25.0%	100.0%
Conservatory	33	20	2	25	14	11	32
%V	1.2%	1.3%	0.8%	1.4%	1.7%	1.2%	1.3%
%H		60.6%	6.1%	75.8%	42.4%	33.3%	97.0%
Attic or loft room	4	2	1	2	1	1	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.1%	0.2%
%H		50.0%	25.0%	50.0%	25.0%	25.0%	100.0%
No specific location	1	0	0	1	0	1	1
%V	0.0%	0.0%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Other	9	5	1	7	3	4	9
%V	0.3%	0.3%	0.4%	0.4%	0.4%	0.4%	0.4%
%H		55.6%	11.1%	77.8%	33.3%	44.4%	100.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.13: Recorders

Platforms available in Household

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

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

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.15: Main Set Screen Size

Platforms available in Household

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

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

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

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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Set level data

Table 25.18: Other Sets (non-Main Set) Screen Size

Platforms available in Household

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

Base: 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 25.19: Other Set (non-Main Set) Recorders

Platforms available in Household

	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH
Total Other Sets	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
PVR	390	318	45	151	121	30	375
%V	27.7%	38.1%	35.7%	16.0%	23.1%	7.1%	28.5%
%H		81.5%	11.5%	38.7%	31.0%	7.7%	96.2%
DVDR	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.0%	0.2%	0.2%	0.2%	0.2%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
VCR	1	0	0	1	0	1	1
%V	0.1%	0.0%	0.0%	0.1%	0.0%	0.2%	0.1%
%H		0.0%	0.0%	100.0%	0.0%	100.0%	100.0%
Any recorder	393	319	45	154	122	32	378
%V	28.0%	38.2%	35.7%	16.3%	23.3%	7.6%	28.8%
%H		81.2%	11.5%	39.2%	31.0%	8.1%	96.2%

Base: 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	1406	834	126	945	524	421	1314
%H		59.3%	9.0%	67.2%	37.3%	29.9%	93.5%
Receives HDTV (via STB or built-in reception)	622	400	70	408	253	155	594
%V	44.2%	48.0%	55.6%	43.2%	48.3%	36.8%	45.2%
%H		64.3%	11.3%	65.6%	40.7%	24.9%	95.5%
DVD/Blu-ray player or recorder	499	299	43	323	178	145	474
%V	35.5%	35.9%	34.1%	34.2%	34.0%	34.4%	36.1%
%H		59.9%	8.6%	64.7%	35.7%	29.1%	95.0%

Base: S4C - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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S4C

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

Base: 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 25.22: Adults - Age

Platforms available in household

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

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

Base: S4C - 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 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+)	2531	2460	1271	239	1458	627	831	2297
%H		97.2%	50.2%	9.4%	57.6%	24.8%	32.8%	90.8%
Working full time	1144	1117	611	116	629	298	331	1119
%V	45.2%	45.4%	48.1%	48.5%	43.1%	47.5%	39.8%	48.7%
%H		97.6%	53.4%	10.1%	55.0%	26.0%	28.9%	97.8%
Working part time	249	240	127	23	138	59	79	237
%V	9.8%	9.8%	10.0%	9.6%	9.5%	9.4%	9.5%	10.3%
%H		96.4%	51.0%	9.2%	55.4%	23.7%	31.7%	95.2%
Not working	1138	1102	534	100	690	270	420	942
%V	45.0%	44.8%	42.0%	41.8%	47.3%	43.1%	50.5%	41.0%
%H		96.8%	46.9%	8.8%	60.6%	23.7%	36.9%	82.8%
Houseperson	1369	1327	651	118	800	304	496	1181
%V	54.1%	53.9%	51.2%	49.4%	54.9%	48.5%	59.7%	51.4%
%H		96.9%	47.6%	8.6%	58.4%	22.2%	36.2%	86.3%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

Base: 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 25.27: Working Status (Males 16+)

Platforms available in household

	All	TV	DSat	Cable	DTT	DTT + Cab/DSat	DTT only	Broadband
	HH	HH	HH	HH	HH	HH	HH	HH
Total Males (16+)	1240	1201	633	119	702	314	388	1139
%H		96.9%	51.0%	9.6%	56.6%	25.3%	31.3%	91.9%
Working full time	683	665	368	67	371	178	193	666
%V	55.1%	55.4%	58.1%	56.3%	52.8%	56.7%	49.7%	58.5%
%H		97.4%	53.9%	9.8%	54.3%	26.1%	28.3%	97.5%
Working part time	60	56	28	5	32	13	19	56
%V	4.8%	4.7%	4.4%	4.2%	4.6%	4.1%	4.9%	4.9%
%H		93.3%	46.7%	8.3%	53.3%	21.7%	31.7%	93.3%
Not working	498	480	237	47	299	123	175	418
%V	40.2%	40.0%	37.4%	39.5%	42.6%	39.2%	45.1%	36.7%
%H		96.4%	47.6%	9.4%	60.0%	24.7%	35.1%	83.9%
Houseperson	283	267	120	21	160	50	110	220
%V	22.8%	22.2%	19.0%	17.6%	22.8%	15.9%	28.4%	19.3%
%H		94.3%	42.4%	7.4%	56.5%	17.7%	38.9%	77.7%

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

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

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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

Base: S4C - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
AB	2273	2192	912	245	1470	515	956	2194
%V	26.7%	26.7%	27.6%	26.9%	27.2%	28.9%	26.3%	29.0%
%H (All HH)		96.4%	40.1%	10.8%	64.7%	22.7%	42.1%	96.5%
%H (TV HH)			41.6%	11.2%	67.1%	23.5%	43.6%	
C1	2627	2521	1014	303	1666	565	1101	2396
%V	30.8%	30.8%	30.7%	33.2%	30.8%	31.7%	30.3%	31.7%
%H (All HH)		96.0%	38.6%	11.5%	63.4%	21.5%	41.9%	91.2%
%H (TV HH)			40.2%	12.0%	66.1%	22.4%	43.7%	
C2	1813	1764	749	205	1153	405	748	1596
%V	21.3%	21.5%	22.7%	22.5%	21.3%	22.7%	20.6%	21.1%
%H (All HH)		97.3%	41.3%	11.3%	63.6%	22.3%	41.3%	88.0%
%H (TV HH)			42.5%	11.6%	65.4%	23.0%	42.4%	
D	1163	1106	425	121	693	209	484	944
%V	13.6%	13.5%	12.9%	13.3%	12.8%	11.7%	13.3%	12.5%
%H (All HH)		95.1%	36.5%	10.4%	59.6%	18.0%	41.6%	81.2%
%H (TV HH)			38.4%	10.9%	62.7%	18.9%	43.8%	
E	652	612	206	37	431	89	342	426
%V	7.6%	7.5%	6.2%	4.1%	8.0%	5.0%	9.4%	5.6%
%H (All HH)		93.9%	31.6%	5.7%	66.1%	13.7%	52.5%	65.3%
%H (TV HH)			33.7%	6.0%	70.4%	14.5%	55.9%	

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 26.2: 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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Under 25	302	245	67	26	133	36	97	296
%V	3.5%	3.0%	2.0%	2.9%	2.5%	2.0%	2.7%	3.9%
%H (All HH)		81.1%	22.2%	8.6%	44.0%	11.9%	32.1%	98.0%
%H (TV HH)			27.3%	10.6%	54.3%	14.7%	39.6%	
25 - 34	1161	1083	415	129	549	158	391	1139
%V	13.6%	13.2%	12.6%	14.1%	10.1%	8.9%	10.8%	15.1%
%H (All HH)		93.3%	35.7%	11.1%	47.3%	13.6%	33.7%	98.1%
%H (TV HH)			38.3%	11.9%	50.7%	14.6%	36.1%	
35 - 44	1285	1215	528	158	682	235	446	1262
%V	15.1%	14.8%	16.0%	17.3%	12.6%	13.2%	12.3%	16.7%
%H (All HH)		94.6%	41.1%	12.3%	53.1%	18.3%	34.7%	98.2%
%H (TV HH)			43.5%	13.0%	56.1%	19.3%	36.7%	
45 - 54	1551	1505	698	223	935	393	542	1511
%V	18.2%	18.4%	21.1%	24.5%	17.3%	22.0%	14.9%	20.0%
%H (All HH)		97.0%	45.0%	14.4%	60.3%	25.3%	34.9%	97.4%
%H (TV HH)			46.4%	14.8%	62.1%	26.1%	36.0%	
55 - 64	1544	1513	679	163	1052	395	656	1454
%V	18.1%	18.5%	20.5%	17.9%	19.4%	22.2%	18.1%	19.2%
%H (All HH)		98.0%	44.0%	10.6%	68.1%	25.6%	42.5%	94.2%
%H (TV HH)			44.9%	10.8%	69.5%	26.1%	43.4%	
65 +	2684	2635	920	214	2064	566	1498	1893
%V	31.5%	32.2%	27.8%	23.5%	38.1%	31.7%	41.3%	25.1%
%H (All HH)		98.2%	34.3%	8.0%	76.9%	21.1%	55.8%	70.5%
%H (TV HH)			34.9%	8.1%	78.3%	21.5%	56.9%	

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

Oct 2018 - Sep 2019

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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
1	2576	2411	690	172	1810	342	1468	1836
%V	30.2%	29.4%	20.9%	18.9%	33.4%	19.2%	40.4%	24.3%
%H (All HH)		93.6%	26.8%	6.7%	70.3%	13.3%	57.0%	71.3%
%H (TV HH)			28.6%	7.1%	75.1%	14.2%	60.9%	
2	2999	2915	1248	319	1970	725	1245	2807
%V	35.2%	35.6%	37.8%	35.0%	36.4%	40.7%	34.3%	37.1%
%H (All HH)		97.2%	41.6%	10.6%	65.7%	24.2%	41.5%	93.6%
%H (TV HH)			42.8%	10.9%	67.6%	24.9%	42.7%	
3	1274	1237	578	172	739	321	418	1247
%V	14.9%	15.1%	17.5%	18.9%	13.6%	18.0%	11.5%	16.5%
%H (All HH)		97.1%	45.4%	13.5%	58.0%	25.2%	32.8%	97.9%
%H (TV HH)			46.7%	13.9%	59.7%	25.9%	33.8%	
4	1181	1150	543	168	641	272	370	1173
%V	13.8%	14.0%	16.4%	18.4%	11.8%	15.3%	10.2%	15.5%
%H (All HH)		97.4%	46.0%	14.2%	54.3%	23.0%	31.3%	99.3%
%H (TV HH)			47.2%	14.6%	55.7%	23.7%	32.2%	
5+	497	482	246	82	254	124	130	493
%V	5.8%	5.9%	7.4%	9.0%	4.7%	7.0%	3.6%	6.5%
%H (All HH)		97.0%	49.5%	16.5%	51.1%	24.9%	26.2%	99.2%
%H (TV HH)			51.0%	17.0%	52.7%	25.7%	27.0%	
Average HH size	2.32	2.33	2.54	2.67	2.19	2.52	2.03	2.45

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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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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Without	6395	6123	2358	640	4275	1342	2933	5447
%V	75.0%	74.7%	71.3%	70.2%	79.0%	75.3%	80.8%	72.1%
%H (All HH)		95.7%	36.9%	10.0%	66.8%	21.0%	45.9%	85.2%
%H (TV HH)			38.5%	10.5%	69.8%	21.9%	47.9%	
With	2132	2072	948	272	1139	441	698	2108
%V	25.0%	25.3%	28.7%	29.8%	21.0%	24.7%	19.2%	27.9%
%H (All HH)		97.2%	44.5%	12.8%	53.4%	20.7%	32.7%	98.9%
%H (TV HH)			45.8%	13.1%	55.0%	21.3%	33.7%	
0 - 3	744	719	310	85	374	131	244	736
%V	8.7%	8.8%	9.4%	9.3%	6.9%	7.3%	6.7%	9.7%
%H (All HH)		96.6%	41.7%	11.4%	50.3%	17.6%	32.8%	98.9%
%H (TV HH)			43.1%	11.8%	52.0%	18.2%	33.9%	
4 - 9	1122	1091	490	142	591	215	376	1108
%V	13.2%	13.3%	14.8%	15.6%	10.9%	12.1%	10.4%	14.7%
%H (All HH)		97.2%	43.7%	12.7%	52.7%	19.2%	33.5%	98.8%
%H (TV HH)			44.9%	13.0%	54.2%	19.7%	34.5%	
10 - 15	1040	1019	506	148	566	245	321	1031
%V	12.2%	12.4%	15.3%	16.2%	10.5%	13.7%	8.8%	13.6%
%H (All HH)		98.0%	48.7%	14.2%	54.4%	23.6%	30.9%	99.1%
%H (TV HH)			49.7%	14.5%	55.5%	24.0%	31.5%	

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

Oct 2018 - Sep 2019

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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
1	3426	3426	1023	344	2073	279	1794	2846
%V	40.2%	41.8%	31.0%	37.7%	38.3%	15.6%	49.4%	37.7%
%H (All HH)		100.0%	29.9%	10.0%	60.5%	8.1%	52.4%	83.1%
%H (TV HH)			29.9%	10.0%	60.5%	8.1%	52.4%	
2	2723	2723	1182	303	1852	681	1171	2447
%V	31.9%	33.2%	35.8%	33.2%	34.2%	38.2%	32.3%	32.4%
%H (All HH)		100.0%	43.4%	11.1%	68.0%	25.0%	43.0%	89.9%
%H (TV HH)			43.4%	11.1%	68.0%	25.0%	43.0%	
3	1236	1236	636	155	904	468	435	1181
%V	14.5%	15.1%	19.2%	17.0%	16.7%	26.2%	12.0%	15.6%
%H (All HH)		100.0%	51.5%	12.5%	73.1%	37.9%	35.2%	95.6%
%H (TV HH)			51.5%	12.5%	73.1%	37.9%	35.2%	
4	534	534	292	75	377	213	164	523
%V	6.3%	6.5%	8.8%	8.2%	7.0%	11.9%	4.5%	6.9%
%H (All HH)		100.0%	54.7%	14.0%	70.6%	39.9%	30.7%	97.9%
%H (TV HH)			54.7%	14.0%	70.6%	39.9%	30.7%	
5+	276	276	173	35	209	142	67	273
%V	3.2%	3.4%	5.2%	3.8%	3.9%	8.0%	1.8%	3.6%
%H (All HH)		100.0%	62.7%	12.7%	75.7%	51.4%	24.3%	98.9%
%H (TV HH)			62.7%	12.7%	75.7%	51.4%	24.3%	

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

Oct 2018 - Sep 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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Under 20"	916	916	406	73	751	328	423	801
%V	10.7%	11.2%	12.3%	8.0%	13.9%	18.4%	11.6%	10.6%
%H (All HH)		100.0%	44.3%	8.0%	82.0%	35.8%	46.2%	87.4%
%H (TV HH)			44.3%	8.0%	82.0%	35.8%	46.2%	
20" - 29"	2205	2205	907	235	1679	647	1032	1928
%V	25.9%	26.9%	27.4%	25.8%	31.0%	36.3%	28.4%	25.5%
%H (All HH)		100.0%	41.1%	10.7%	76.1%	29.3%	46.8%	87.4%
%H (TV HH)			41.1%	10.7%	76.1%	29.3%	46.8%	
30" - 39"	3819	3819	1515	431	2674	917	1757	3375
%V	44.8%	46.6%	45.8%	47.3%	49.4%	51.4%	48.4%	44.7%
%H (All HH)		100.0%	39.7%	11.3%	70.0%	24.0%	46.0%	88.4%
%H (TV HH)			39.7%	11.3%	70.0%	24.0%	46.0%	
40" - 49"	3889	3889	1803	496	2482	1034	1449	3644
%V	45.6%	47.5%	54.6%	54.4%	45.8%	58.0%	39.9%	48.2%
%H (All HH)		100.0%	46.4%	12.8%	63.8%	26.6%	37.3%	93.7%
%H (TV HH)			46.4%	12.8%	63.8%	26.6%	37.3%	
50" - 59"	1558	1558	843	201	899	457	442	1510
%V	18.3%	19.0%	25.5%	22.0%	16.6%	25.6%	12.2%	20.0%
%H (All HH)		100.0%	54.1%	12.9%	57.7%	29.3%	28.4%	96.9%
%H (TV HH)			54.1%	12.9%	57.7%	29.3%	28.4%	
60"+	218	218	139	28	106	65	41	214
%V	2.6%	2.7%	4.2%	3.1%	2.0%	3.6%	1.1%	2.8%
%H (All HH)		100.0%	63.8%	12.8%	48.6%	29.8%	18.8%	98.2%
%H (TV HH)			63.8%	12.8%	48.6%	29.8%	18.8%	

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

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Main living room	8100	8100	3288	904	5356	1778	3577	7193
%V	95.0%	98.8%	99.5%	99.1%	98.9%	99.7%	98.5%	95.2%
%H (All HH)		100.0%	40.6%	11.2%	66.1%	22.0%	44.2%	88.8%
%H (TV HH)			40.6%	11.2%	66.1%	22.0%	44.2%	
Kitchen	995	995	499	92	811	406	406	908
%V	11.7%	12.1%	15.1%	10.1%	15.0%	22.8%	11.2%	12.0%
%H (All HH)		100.0%	50.2%	9.2%	81.5%	40.8%	40.8%	91.3%
%H (TV HH)			50.2%	9.2%	81.5%	40.8%	40.8%	
Adult's bedroom	3580	3580	1726	443	2517	1176	1341	3326
%V	42.0%	43.7%	52.2%	48.6%	46.5%	66.0%	36.9%	44.0%
%H (All HH)		100.0%	48.2%	12.4%	70.3%	32.8%	37.5%	92.9%
%H (TV HH)			48.2%	12.4%	70.3%	32.8%	37.5%	
Child's bedroom	678	678	378	94	381	207	174	672
%V	8.0%	8.3%	11.4%	10.3%	7.0%	11.6%	4.8%	8.9%
%H (All HH)		100.0%	55.8%	13.9%	56.2%	30.5%	25.7%	99.1%
%H (TV HH)			55.8%	13.9%	56.2%	30.5%	25.7%	
Other bedroom	521	521	299	52	387	220	167	505
%V	6.1%	6.4%	9.0%	5.7%	7.1%	12.3%	4.6%	6.7%
%H (All HH)		100.0%	57.4%	10.0%	74.3%	42.2%	32.1%	96.9%
%H (TV HH)			57.4%	10.0%	74.3%	42.2%	32.1%	
Second living/dining room	818	818	392	107	594	273	321	769
%V	9.6%	10.0%	11.9%	11.7%	11.0%	15.3%	8.8%	10.2%
%H (All HH)		100.0%	47.9%	13.1%	72.6%	33.4%	39.2%	94.0%
%H (TV HH)			47.9%	13.1%	72.6%	33.4%	39.2%	
Study/office	150	150	78	16	116	60	56	148
%V	1.8%	1.8%	2.4%	1.8%	2.1%	3.4%	1.5%	2.0%
%H (All HH)		100.0%	52.0%	10.7%	77.3%	40.0%	37.3%	98.7%
%H (TV HH)			52.0%	10.7%	77.3%	40.0%	37.3%	
TV room	61	61	38	4	40	19	21	60
%V	0.7%	0.7%	1.1%	0.4%	0.7%	1.1%	0.6%	0.8%
%H (All HH)		100.0%	62.3%	6.6%	65.6%	31.1%	34.4%	98.4%
%H (TV HH)			62.3%	6.6%	65.6%	31.1%	34.4%	
Conservatory	176	176	92	22	142	79	63	171
%V	2.1%	2.1%	2.8%	2.4%	2.6%	4.4%	1.7%	2.3%
%H (All HH)		100.0%	52.3%	12.5%	80.7%	44.9%	35.8%	97.2%
%H (TV HH)			52.3%	12.5%	80.7%	44.9%	35.8%	
Attic or loft room	17	17	7	1	13	5	8	17
%V	0.2%	0.2%	0.2%	0.1%	0.2%	0.3%	0.2%	0.2%
%H (All HH)		100.0%	41.2%	5.9%	76.5%	29.4%	47.1%	100.0%
%H (TV HH)			41.2%	5.9%	76.5%	29.4%	47.1%	
No specific location	12	12	5	1	9	4	5	11
%V	0.1%	0.1%	0.2%	0.1%	0.2%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	41.7%	8.3%	75.0%	33.3%	41.7%	91.7%
%H (TV HH)			41.7%	8.3%	75.0%	33.3%	41.7%	
Other	102	102	58	13	76	45	30	98
%V	1.2%	1.2%	1.8%	1.4%	1.4%	2.5%	0.8%	1.3%
%H (All HH)		100.0%	56.9%	12.7%	74.5%	44.1%	29.4%	96.1%
%H (TV HH)			56.9%	12.7%	74.5%	44.1%	29.4%	

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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Any DSAT provider	3305	3305	3305	39	1462	1462	0	3095
%V	38.8%	40.3%	100.0%	4.3%	27.0%	82.0%	0.0%	41.0%
%H (All HH)			100.0%	1.2%	44.2%	44.2%	0.0%	93.6%
%H (TV HH)			100.0%	1.2%	44.2%	44.2%	0.0%	
Sky with subscription	2658	2658	2658	16	1155	1155	0	2519
%V	31.2%	32.4%	80.4%	1.8%	21.3%	64.8%	0.0%	33.3%
%H (All HH)			100.0%	0.6%	43.5%	43.5%	0.0%	94.8%
%H (TV HH)			100.0%	0.6%	43.5%	43.5%	0.0%	
Sky without subscription	142	142	142	4	65	65	0	120
%V	1.7%	1.7%	4.3%	0.4%	1.2%	3.6%	0.0%	1.6%
%H (All HH)			100.0%	2.8%	45.8%	45.8%	0.0%	84.5%
%H (TV HH)			100.0%	2.8%	45.8%	45.8%	0.0%	
Freesat	451	451	451	11	215	215	0	405
%V	5.3%	5.5%	13.6%	1.2%	4.0%	12.1%	0.0%	5.4%
%H (All HH)			100.0%	2.4%	47.7%	47.7%	0.0%	89.8%
%H (TV HH)			100.0%	2.4%	47.7%	47.7%	0.0%	
Other satellite provider	169	169	169	9	82	82	0	162
%V	2.0%	2.1%	5.1%	1.0%	1.5%	4.6%	0.0%	2.1%
%H (All HH)			100.0%	5.3%	48.5%	48.5%	0.0%	95.9%
%H (TV HH)			100.0%	5.3%	48.5%	48.5%	0.0%	
DCAB	912	912	39	912	345	345	0	876
%V	10.7%	11.1%	1.2%	100.0%	6.4%	19.3%	0.0%	11.6%
%H (All HH)			4.3%	100.0%	37.8%	37.8%	0.0%	96.1%
%H (TV HH)			4.3%	100.0%	37.8%	37.8%	0.0%	
DTT	5414	5414	1462	345	5414	1783	3631	4646
%V	63.5%	66.1%	44.2%	37.8%	100.0%	100.0%	100.0%	61.5%
%H (All HH)		100.0%	27.0%	6.4%	100.0%	32.9%	67.1%	85.8%
%H (TV HH)			27.0%	6.4%	100.0%	32.9%	67.1%	

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 26.9: 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	8528	8195	3305	912	5414	1783	3631	7556
%H (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
PVR	5099	5099	2967	870	2920	1634	1286	4779
%V	59.8%	62.2%	89.8%	95.4%	53.9%	91.6%	35.4%	63.2%
%H (All HH)		100.0%	58.2%	17.1%	57.3%	32.0%	25.2%	93.7%
%H (TV HH)			58.2%	17.1%	57.3%	32.0%	25.2%	
DVDR	110	110	48	16	86	38	48	94
%V	1.3%	1.3%	1.5%	1.8%	1.6%	2.1%	1.3%	1.2%
%H (All HH)		100.0%	43.6%	14.5%	78.2%	34.5%	43.6%	85.5%
%H (TV HH)			43.6%	14.5%	78.2%	34.5%	43.6%	
VCR	47	47	19	4	42	17	25	33
%V	0.6%	0.6%	0.6%	0.4%	0.8%	1.0%	0.7%	0.4%
%H (All HH)		100.0%	40.4%	8.5%	89.4%	36.2%	53.2%	70.2%
%H (TV HH)			40.4%	8.5%	89.4%	36.2%	53.2%	
Any recorder	5156	5156	2978	871	2971	1640	1331	4820
%V	60.5%	62.9%	90.1%	95.5%	54.9%	92.0%	36.7%	63.8%
%H (All HH)		100.0%	57.8%	16.9%	57.6%	31.8%	25.8%	93.5%
%H (TV HH)			57.8%	16.9%	57.6%	31.8%	25.8%	
Receives HDTV (via STB or built-in reception)	6196	6196	2875	827	4155	1624	2530	5737
%V	72.7%	75.6%	87.0%	90.7%	76.7%	91.1%	69.7%	75.9%
%H (All HH)		100.0%	46.4%	13.3%	67.1%	26.2%	40.8%	92.6%
%H (TV HH)			46.4%	13.3%	67.1%	26.2%	40.8%	
DVD/Blu-ray player or recorder	5369	5369	2238	611	3646	1323	2323	4916
%V	63.0%	65.5%	67.7%	67.0%	67.3%	74.2%	64.0%	65.1%
%H (All HH)		100.0%	41.7%	11.4%	67.9%	24.6%	43.3%	91.6%
%H (TV HH)			41.7%	11.4%	67.9%	24.6%	43.3%	

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	8528	8195	3305	912	5414	1783	3631	7556
%V (All HH)		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%
%H (TV HH)			40.3%	11.1%	66.1%	21.8%	44.3%	
Has broadband internet	7556	7269	3095	876	4646	1685	2961	7556
%V	88.6%	88.7%	93.6%	96.1%	85.8%	94.5%	81.5%	100.0%
%H (All HH)		96.2%	41.0%	11.6%	61.5%	22.3%	39.2%	100.0%
%H (TV HH)			42.6%	12.1%	63.9%	23.2%	40.7%	
Number of computers (PCs and laptops)								
0	1333	1264	355	65	951	150	801	427
%V	15.6%	15.4%	10.7%	7.1%	17.6%	8.4%	22.1%	5.7%
%H (All HH)		94.8%	26.6%	4.9%	71.3%	11.3%	60.1%	32.0%
%H (TV HH)			28.1%	5.1%	75.2%	11.9%	63.4%	
1	2130	2024	765	195	1326	373	953	2081
%V	25.0%	24.7%	23.1%	21.4%	24.5%	20.9%	26.2%	27.5%
%H (All HH)		95.0%	35.9%	9.2%	62.3%	17.5%	44.7%	97.7%
%H (TV HH)			37.8%	9.6%	65.5%	18.4%	47.1%	
2	2141	2061	858	249	1368	497	871	2129
%V	25.1%	25.1%	26.0%	27.3%	25.3%	27.9%	24.0%	28.2%
%H (All HH)		96.3%	40.1%	11.6%	63.9%	23.2%	40.7%	99.4%
%H (TV HH)			41.6%	12.1%	66.4%	24.1%	42.3%	
3	1300	1264	564	159	794	306	488	1297
%V	15.2%	15.4%	17.1%	17.4%	14.7%	17.2%	13.4%	17.2%
%H (All HH)		97.2%	43.4%	12.2%	61.1%	23.5%	37.5%	99.8%
%H (TV HH)			44.6%	12.6%	62.8%	24.2%	38.6%	
4	784	761	359	101	480	206	274	784
%V	9.2%	9.3%	10.9%	11.1%	8.9%	11.6%	7.5%	10.4%
%H (All HH)		97.1%	45.8%	12.9%	61.2%	26.3%	34.9%	100.0%
%H (TV HH)			47.2%	13.3%	63.1%	27.1%	36.0%	
5+	840	821	404	143	496	252	244	838
%V	9.8%	10.0%	12.2%	15.7%	9.2%	14.1%	6.7%	11.1%
%H (All HH)		97.7%	48.1%	17.0%	59.0%	30.0%	29.0%	99.8%
%H (TV HH)			49.2%	17.4%	60.4%	30.7%	29.7%	

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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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	16221	7401	1909	11144	4683	6461	14864
%H		45.6%	11.8%	68.7%	28.9%	39.8%	91.6%
Under 20"	1116	502	90	920	413	506	985
%V	6.9%	6.8%	4.7%	8.3%	8.8%	7.8%	6.6%
%H		45.0%	8.1%	82.4%	37.0%	45.3%	88.3%
20" - 29"	2817	1201	304	2174	898	1276	2502
%V	17.4%	16.2%	15.9%	19.5%	19.2%	19.7%	16.8%
%H		42.6%	10.8%	77.2%	31.9%	45.3%	88.8%
30" - 39"	4803	2014	561	3361	1257	2104	4309
%V	29.6%	27.2%	29.4%	30.2%	26.8%	32.6%	29.0%
%H		41.9%	11.7%	70.0%	26.2%	43.8%	89.7%
40" - 49"	4674	2251	607	2970	1314	1655	4405
%V	28.8%	30.4%	31.8%	26.7%	28.1%	25.6%	29.6%
%H		48.2%	13.0%	63.5%	28.1%	35.4%	94.2%
50" - 59"	1728	948	224	995	516	479	1678
%V	10.7%	12.8%	11.7%	8.9%	11.0%	7.4%	11.3%
%H		54.9%	13.0%	57.6%	29.9%	27.7%	97.1%
60"+	238	153	30	118	74	44	234
%V	1.5%	2.1%	1.6%	1.1%	1.6%	0.7%	1.6%
%H		64.3%	12.6%	49.6%	31.1%	18.5%	98.3%
Don't know	844	334	93	607	210	396	751
%V	5.2%	4.5%	4.9%	5.4%	4.5%	6.1%	5.1%
%H		39.6%	11.0%	71.9%	24.9%	46.9%	89.0%

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	16221	7401	1909	11144	4683	6461	14864
%H		45.6%	11.8%	68.7%	28.9%	39.8%	91.6%
Main living room	8131	3301	907	5375	1787	3588	7221
%V	50.1%	44.6%	47.5%	48.2%	38.2%	55.5%	48.6%
%H		40.6%	11.2%	66.1%	22.0%	44.1%	88.8%
Kitchen	998	500	93	814	407	407	911
%V	6.2%	6.8%	4.9%	7.3%	8.7%	6.3%	6.1%
%H		50.1%	9.3%	81.6%	40.8%	40.8%	91.3%
Adult's bedroom	4219	2062	547	2981	1442	1539	3945
%V	26.0%	27.9%	28.7%	26.7%	30.8%	23.8%	26.5%
%H		48.9%	13.0%	70.7%	34.2%	36.5%	93.5%
Child's bedroom	900	506	132	510	288	222	894
%V	5.5%	6.8%	6.9%	4.6%	6.1%	3.4%	6.0%
%H		56.2%	14.7%	56.7%	32.0%	24.7%	99.3%
Other bedroom	605	347	63	451	259	192	589
%V	3.7%	4.7%	3.3%	4.0%	5.5%	3.0%	4.0%
%H		57.4%	10.4%	74.5%	42.8%	31.7%	97.4%
Second living/dining room	835	400	110	607	280	327	785
%V	5.1%	5.4%	5.8%	5.4%	6.0%	5.1%	5.3%
%H		47.9%	13.2%	72.7%	33.5%	39.2%	94.0%
Study/office	154	81	16	120	63	57	152
%V	0.9%	1.1%	0.8%	1.1%	1.3%	0.9%	1.0%
%H		52.6%	10.4%	77.9%	40.9%	37.0%	98.7%
TV room	62	39	4	40	19	21	61
%V	0.4%	0.5%	0.2%	0.4%	0.4%	0.3%	0.4%
%H		62.9%	6.5%	64.5%	30.6%	33.9%	98.4%
Conservatory	176	92	22	142	79	63	171
%V	1.1%	1.2%	1.2%	1.3%	1.7%	1.0%	1.2%
%H		52.3%	12.5%	80.7%	44.9%	35.8%	97.2%
Attic or loft room	17	7	1	13	5	8	17
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		41.2%	5.9%	76.5%	29.4%	47.1%	100.0%
No specific location	13	5	1	10	5	5	12
%V	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%	0.1%
%H		38.5%	7.7%	76.9%	38.5%	38.5%	92.3%
Other	111	61	13	82	49	33	107
%V	0.7%	0.8%	0.7%	0.7%	1.0%	0.5%	0.7%
%H		55.0%	11.7%	73.9%	44.1%	29.7%	96.4%

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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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	16221	7401	1909	11144	4683	6461	14864
%H		45.6%	11.8%	68.7%	28.9%	39.8%	91.6%
PVR	7297	4645	1260	3821	2380	1441	6933
%V	45.0%	62.8%	66.0%	34.3%	50.8%	22.3%	46.6%
%H		63.7%	17.3%	52.4%	32.6%	19.7%	95.0%
DVDR	120	52	19	94	41	53	101
%V	0.7%	0.7%	1.0%	0.8%	0.9%	0.8%	0.7%
%H		43.3%	15.8%	78.3%	34.2%	44.2%	84.2%
VCR	49	20	4	43	17	26	34
%V	0.3%	0.3%	0.2%	0.4%	0.4%	0.4%	0.2%
%H		40.8%	8.2%	87.8%	34.7%	53.1%	69.4%
Any recorder	7381	4665	1268	3896	2398	1498	6996
%V	45.5%	63.0%	66.4%	35.0%	51.2%	23.2%	47.1%
%H		63.2%	17.2%	52.8%	32.5%	20.3%	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	16221	7401	1909	11144	4683	6461	14864
%H		45.6%	11.8%	68.7%	28.9%	39.8%	91.6%
Receives HDTV (via STB or built-in reception)	9822	5047	1309	6606	3069	3537	9236
%V	60.6%	68.2%	68.6%	59.3%	65.5%	54.7%	62.1%
%H		51.4%	13.3%	67.3%	31.2%	36.0%	94.0%
DVD/Blu-ray player or recorder	7572	3386	916	5161	2135	3026	7044
%V	46.7%	45.8%	48.0%	46.3%	45.6%	46.8%	47.4%
%H		44.7%	12.1%	68.2%	28.2%	40.0%	93.0%

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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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	8193	3305	912	5412	1783	3629	7268
%H		40.3%	11.1%	66.1%	21.8%	44.3%	88.7%
Under 20"	57	11	4	43	4	39	39
%V	0.7%	0.3%	0.4%	0.8%	0.2%	1.1%	0.5%
%H		19.3%	7.0%	75.4%	7.0%	68.4%	68.4%
20" - 29"	568	127	43	451	73	379	402
%V	6.9%	3.8%	4.7%	8.3%	4.1%	10.4%	5.5%
%H		22.4%	7.6%	79.4%	12.9%	66.7%	70.8%
30" - 39"	2259	688	208	1621	360	1261	1864
%V	27.6%	20.8%	22.8%	30.0%	20.2%	34.7%	25.6%
%H		30.5%	9.2%	71.8%	15.9%	55.8%	82.5%
40" - 49"	3288	1461	413	2106	821	1285	3054
%V	40.1%	44.2%	45.3%	38.9%	46.0%	35.4%	42.0%
%H		44.4%	12.6%	64.1%	25.0%	39.1%	92.9%
50" - 59"	1412	759	180	814	409	405	1369
%V	17.2%	23.0%	19.7%	15.0%	22.9%	11.2%	18.8%
%H		53.8%	12.7%	57.6%	29.0%	28.7%	97.0%
60"+	195	124	23	93	55	38	191
%V	2.4%	3.8%	2.5%	1.7%	3.1%	1.0%	2.6%
%H		63.6%	11.8%	47.7%	28.2%	19.5%	97.9%
Don't know	413	134	40	284	61	222	350
%V	5.0%	4.1%	4.4%	5.2%	3.4%	6.1%	4.8%
%H		32.4%	9.7%	68.8%	14.8%	53.8%	84.7%

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	8193	3305	912	5412	1783	3629	7268
%H		40.3%	11.1%	66.1%	21.8%	44.3%	88.7%
PVR	5011	2929	860	2844	1600	1245	4696
%V	61.2%	88.6%	94.3%	52.5%	89.7%	34.3%	64.6%
%H		58.5%	17.2%	56.8%	31.9%	24.8%	93.7%
DVDR	92	39	14	70	28	43	78
%V	1.1%	1.2%	1.5%	1.3%	1.6%	1.2%	1.1%
%H		42.4%	15.2%	76.1%	30.4%	46.7%	84.8%
VCR	35	13	3	30	11	20	23
%V	0.4%	0.4%	0.3%	0.6%	0.6%	0.6%	0.3%
%H		37.1%	8.6%	85.7%	31.4%	57.1%	65.7%
Any recorder	5063	2939	861	2889	1605	1284	4732
%V	61.8%	88.9%	94.4%	53.4%	90.0%	35.4%	65.1%
%H		58.0%	17.0%	57.1%	31.7%	25.4%	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	8193	3305	912	5412	1783	3629	7268
%H		40.3%	11.1%	66.1%	21.8%	44.3%	88.7%
Receives HDTV (via STB or built-in reception)	6076	2821	817	4049	1575	2474	5628
%V	74.2%	85.4%	89.6%	74.8%	88.3%	68.2%	77.4%
%H		46.4%	13.4%	66.6%	25.9%	40.7%	92.6%
DVD/Blu-ray player or recorder	4691	1903	531	3181	1108	2073	4273
%V	57.3%	57.6%	58.2%	58.8%	62.1%	57.1%	58.8%
%H		40.6%	11.3%	67.8%	23.6%	44.2%	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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C4/Five - South Macro Region

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	8028	4097	997	5732	2900	2832	7596
%H		51.0%	12.4%	71.4%	36.1%	35.3%	94.6%
Under 20"	1059	491	86	877	410	467	946
%V	13.2%	12.0%	8.6%	15.3%	14.1%	16.5%	12.5%
%H		46.4%	8.1%	82.8%	38.7%	44.1%	89.3%
20" - 29"	2250	1073	261	1723	825	898	2100
%V	28.0%	26.2%	26.2%	30.1%	28.4%	31.7%	27.6%
%H		47.7%	11.6%	76.6%	36.7%	39.9%	93.3%
30" - 39"	2544	1325	352	1739	897	842	2446
%V	31.7%	32.3%	35.3%	30.3%	30.9%	29.7%	32.2%
%H		52.1%	13.8%	68.4%	35.3%	33.1%	96.1%
40" - 49"	1385	790	194	864	493	370	1352
%V	17.3%	19.3%	19.5%	15.1%	17.0%	13.1%	17.8%
%H		57.0%	14.0%	62.4%	35.6%	26.7%	97.6%
50" - 59"	316	189	44	181	107	75	309
%V	3.9%	4.6%	4.4%	3.2%	3.7%	2.6%	4.1%
%H		59.8%	13.9%	57.3%	33.9%	23.7%	97.8%
60"+	43	29	7	25	19	6	43
%V	0.5%	0.7%	0.7%	0.4%	0.7%	0.2%	0.6%
%H		67.4%	16.3%	58.1%	44.2%	14.0%	100.0%
Don't know	431	200	54	323	149	174	401
%V	5.4%	4.9%	5.4%	5.6%	5.1%	6.1%	5.3%
%H		46.4%	12.5%	74.9%	34.6%	40.4%	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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C4/Five - South Macro Region

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	8028	4097	997	5732	2900	2832	7596
%H		51.0%	12.4%	71.4%	36.1%	35.3%	94.6%
PVR	2286	1716	400	977	780	197	2237
%V	28.5%	41.9%	40.1%	17.0%	26.9%	7.0%	29.4%
%H		75.1%	17.5%	42.7%	34.1%	8.6%	97.9%
DVDR	28	13	5	24	13	10	24
%V	0.3%	0.3%	0.5%	0.4%	0.4%	0.4%	0.3%
%H		46.4%	17.9%	85.7%	46.4%	35.7%	85.7%
VCR	13	6	1	13	7	6	11
%V	0.2%	0.1%	0.1%	0.2%	0.2%	0.2%	0.1%
%H		46.2%	7.7%	100.0%	53.8%	46.2%	84.6%
Any recorder	2318	1725	406	1007	793	214	2264
%V	28.9%	42.1%	40.7%	17.6%	27.3%	7.6%	29.8%
%H		74.4%	17.5%	43.4%	34.2%	9.2%	97.7%

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	8028	4097	997	5732	2900	2832	7596
%H		51.0%	12.4%	71.4%	36.1%	35.3%	94.6%
Receives HDTV (via STB or built-in reception)	3746	2227	493	2557	1494	1063	3608
%V	46.7%	54.4%	49.4%	44.6%	51.5%	37.5%	47.5%
%H		59.5%	13.2%	68.3%	39.9%	28.4%	96.3%
DVD/Blu-ray player or recorder	2881	1483	385	1980	1027	953	2771
%V	35.9%	36.2%	38.6%	34.5%	35.4%	33.7%	36.5%
%H		51.5%	13.4%	68.7%	35.6%	33.1%	96.2%

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

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	19787	19131	8403	2436	11879	4498	7381	18527
%H		96.7%	42.5%	12.3%	60.0%	22.7%	37.3%	93.6%
Total Children	3721	3627	1674	499	1954	760	1194	3683
%V	18.8%	19.0%	19.9%	20.5%	16.4%	16.9%	16.2%	19.9%
%H		97.5%	45.0%	13.4%	52.5%	20.4%	32.1%	99.0%
0 - 3	872	844	369	101	436	152	284	863
%V	4.4%	4.4%	4.4%	4.1%	3.7%	3.4%	3.8%	4.7%
%H		96.8%	42.3%	11.6%	50.0%	17.4%	32.6%	99.0%
4 - 15	2850	2783	1305	398	1518	608	910	2821
%V	14.4%	14.5%	15.5%	16.3%	12.8%	13.5%	12.3%	15.2%
%H		97.6%	45.8%	14.0%	53.3%	21.3%	31.9%	99.0%
4 - 9	1469	1430	646	192	762	279	482	1452
%V	7.4%	7.5%	7.7%	7.9%	6.4%	6.2%	6.5%	7.8%
%H		97.3%	44.0%	13.1%	51.9%	19.0%	32.8%	98.8%
10 - 15	1381	1353	660	206	756	328	428	1369
%V	7.0%	7.1%	7.9%	8.5%	6.4%	7.3%	5.8%	7.4%
%H		98.0%	47.8%	14.9%	54.7%	23.8%	31.0%	99.1%

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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C4/Five - South Macro Region

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	19787	19131	8403	2436	11879	4498	7381	18527
%H		96.7%	42.5%	12.3%	60.0%	22.7%	37.3%	93.6%
Total Adults (16+)	16065	15505	6729	1937	9925	3738	6187	14843
%V	81.2%	81.0%	80.1%	79.5%	83.6%	83.1%	83.8%	80.1%
%H		96.5%	41.9%	12.1%	61.8%	23.3%	38.5%	92.4%
16 - 19	780	750	371	121	445	212	233	771
%V	3.9%	3.9%	4.4%	5.0%	3.7%	4.7%	3.2%	4.2%
%H		96.2%	47.6%	15.5%	57.1%	27.2%	29.9%	98.8%
20 - 24	1119	996	415	162	555	253	302	1105
%V	5.7%	5.2%	4.9%	6.7%	4.7%	5.6%	4.1%	6.0%
%H		89.0%	37.1%	14.5%	49.6%	22.6%	27.0%	98.7%
25 - 34	2408	2274	905	303	1192	403	789	2372
%V	12.2%	11.9%	10.8%	12.4%	10.0%	9.0%	10.7%	12.8%
%H		94.4%	37.6%	12.6%	49.5%	16.7%	32.8%	98.5%
35 - 44	2374	2263	1023	298	1239	446	793	2330
%V	12.0%	11.8%	12.2%	12.2%	10.4%	9.9%	10.7%	12.6%
%H		95.3%	43.1%	12.6%	52.2%	18.8%	33.4%	98.1%
45 - 54	2729	2664	1300	400	1637	733	903	2674
%V	13.8%	13.9%	15.5%	16.4%	13.8%	16.3%	12.2%	14.4%
%H		97.6%	47.6%	14.7%	60.0%	26.9%	33.1%	98.0%
55 - 64	2570	2532	1191	284	1740	702	1038	2459
%V	13.0%	13.2%	14.2%	11.7%	14.6%	15.6%	14.1%	13.3%
%H		98.5%	46.3%	11.1%	67.7%	27.3%	40.4%	95.7%
65+	4086	4026	1524	370	3117	988	2129	3132
%V	20.6%	21.0%	18.1%	15.2%	26.2%	22.0%	28.8%	16.9%
%H		98.5%	37.3%	9.1%	76.3%	24.2%	52.1%	76.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
C4/Five - South Macro Region
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+)	16065	15505	6729	1937	9925	3738	6187	14843
%H		96.5%	41.9%	12.1%	61.8%	23.3%	38.5%	92.4%
AB	4482	4347	1899	536	2869	1100	1769	4380
%V	27.9%	28.0%	28.2%	27.7%	28.9%	29.4%	28.6%	29.5%
%H		97.0%	42.4%	12.0%	64.0%	24.5%	39.5%	97.7%
C1	4969	4776	2076	645	3040	1195	1845	4682
%V	30.9%	30.8%	30.9%	33.3%	30.6%	32.0%	29.8%	31.5%
%H		96.1%	41.8%	13.0%	61.2%	24.0%	37.1%	94.2%
C2	3593	3522	1615	445	2234	889	1345	3289
%V	22.4%	22.7%	24.0%	23.0%	22.5%	23.8%	21.7%	22.2%
%H		98.0%	44.9%	12.4%	62.2%	24.7%	37.4%	91.5%
D	2135	2022	833	251	1217	420	797	1859
%V	13.3%	13.0%	12.4%	13.0%	12.3%	11.2%	12.9%	12.5%
%H		94.7%	39.0%	11.8%	57.0%	19.7%	37.3%	87.1%
E	887	839	306	61	565	134	431	632
%V	5.5%	5.4%	4.5%	3.1%	5.7%	3.6%	7.0%	4.3%
%H		94.6%	34.5%	6.9%	63.7%	15.1%	48.6%	71.3%

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

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C4/Five - South Macro Region

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+)	16065	15505	6729	1937	9925	3738	6187	14843
%H		96.5%	41.9%	12.1%	61.8%	23.3%	38.5%	92.4%
Working full time	7596	7327	3347	1019	4319	1748	2570	7456
%V	47.3%	47.3%	49.7%	52.6%	43.5%	46.8%	41.5%	50.2%
%H		96.5%	44.1%	13.4%	56.9%	23.0%	33.8%	98.2%
Working part time	1821	1763	795	217	1116	444	672	1770
%V	11.3%	11.4%	11.8%	11.2%	11.2%	11.9%	10.9%	11.9%
%H		96.8%	43.7%	11.9%	61.3%	24.4%	36.9%	97.2%
Not working	6648	6415	2587	701	4490	1546	2944	5617
%V	41.4%	41.4%	38.4%	36.2%	45.2%	41.4%	47.6%	37.8%
%H		96.5%	38.9%	10.5%	67.5%	23.3%	44.3%	84.5%
Houseperson	8528	8195	3305	912	5414	1783	3631	7556
%V	53.1%	52.9%	49.1%	47.1%	54.5%	47.7%	58.7%	50.9%
%H		96.1%	38.8%	10.7%	63.5%	20.9%	42.6%	88.6%

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 26.25: 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+)	7851	7525	3340	959	4722	1845	2878	7325
%H		95.8%	42.5%	12.2%	60.1%	23.5%	36.7%	93.3%
16 - 19	409	396	199	63	223	107	115	403
%V	5.2%	5.3%	6.0%	6.6%	4.7%	5.8%	4.0%	5.5%
%H		96.8%	48.7%	15.4%	54.5%	26.2%	28.1%	98.5%
20 - 24	566	498	222	83	261	130	131	557
%V	7.2%	6.6%	6.6%	8.7%	5.5%	7.0%	4.6%	7.6%
%H		88.0%	39.2%	14.7%	46.1%	23.0%	23.1%	98.4%
25 - 34	1213	1131	446	152	597	209	388	1197
%V	15.5%	15.0%	13.4%	15.8%	12.6%	11.3%	13.5%	16.3%
%H		93.2%	36.8%	12.5%	49.2%	17.2%	32.0%	98.7%
35 - 44	1182	1119	495	150	599	207	392	1157
%V	15.1%	14.9%	14.8%	15.6%	12.7%	11.2%	13.6%	15.8%
%H		94.7%	41.9%	12.7%	50.7%	17.5%	33.2%	97.9%
45 - 54	1329	1290	629	191	790	347	443	1295
%V	16.9%	17.1%	18.8%	19.9%	16.7%	18.8%	15.4%	17.7%
%H		97.1%	47.3%	14.4%	59.4%	26.1%	33.3%	97.4%
55 - 64	1252	1230	580	135	842	338	504	1189
%V	15.9%	16.3%	17.4%	14.1%	17.8%	18.3%	17.5%	16.2%
%H		98.2%	46.3%	10.8%	67.3%	27.0%	40.3%	95.0%
65+	1900	1861	769	185	1410	507	904	1527
%V	24.2%	24.7%	23.0%	19.3%	29.9%	27.5%	31.4%	20.8%
%H		97.9%	40.5%	9.7%	74.2%	26.7%	47.6%	80.4%

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 26.26: 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+)	7851	7525	3340	959	4722	1845	2878	7325
%H		95.8%	42.5%	12.2%	60.1%	23.5%	36.7%	93.3%
AB	2248	2168	965	269	1412	558	854	2207
%V	28.6%	28.8%	28.9%	28.1%	29.9%	30.2%	29.7%	30.1%
%H		96.4%	42.9%	12.0%	62.8%	24.8%	38.0%	98.2%
C1	2331	2229	1004	310	1372	574	798	2226
%V	29.7%	29.6%	30.1%	32.3%	29.1%	31.1%	27.7%	30.4%
%H		95.6%	43.1%	13.3%	58.9%	24.6%	34.2%	95.5%
C2	1908	1861	853	238	1176	468	708	1745
%V	24.3%	24.7%	25.5%	24.8%	24.9%	25.4%	24.6%	23.8%
%H		97.5%	44.7%	12.5%	61.6%	24.5%	37.1%	91.5%
D	981	916	391	117	533	195	338	874
%V	12.5%	12.2%	11.7%	12.2%	11.3%	10.6%	11.7%	11.9%
%H		93.4%	39.9%	11.9%	54.3%	19.9%	34.5%	89.1%
E	383	352	127	26	230	50	179	272
%V	4.9%	4.7%	3.8%	2.7%	4.9%	2.7%	6.2%	3.7%
%H		91.9%	33.2%	6.8%	60.1%	13.1%	46.7%	71.0%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	7851	7525	3340	959	4722	1845	2878	7325
%H		95.8%	42.5%	12.2%	60.1%	23.5%	36.7%	93.3%
Working full time	4616	4428	2045	613	2587	1058	1530	4524
%V	58.8%	58.8%	61.2%	63.9%	54.8%	57.3%	53.2%	61.8%
%H		95.9%	44.3%	13.3%	56.0%	22.9%	33.1%	98.0%
Working part time	381	365	157	39	239	91	147	361
%V	4.9%	4.9%	4.7%	4.1%	5.1%	4.9%	5.1%	4.9%
%H		95.8%	41.2%	10.2%	62.7%	23.9%	38.6%	94.8%
Not working	2853	2732	1137	307	1896	696	1200	2440
%V	36.3%	36.3%	34.0%	32.0%	40.2%	37.7%	41.7%	33.3%
%H		95.8%	39.9%	10.8%	66.5%	24.4%	42.1%	85.5%
Houseperson	1731	1579	580	151	1062	303	759	1415
%V	22.0%	21.0%	17.4%	15.7%	22.5%	16.4%	26.4%	19.3%
%H		91.2%	33.5%	8.7%	61.4%	17.5%	43.8%	81.7%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	8215	7980	3389	978	5203	1893	3309	7518
%H		97.1%	41.3%	11.9%	63.3%	23.0%	40.3%	91.5%
16 - 19	370	353	172	58	222	105	118	368
%V	4.5%	4.4%	5.1%	5.9%	4.3%	5.5%	3.6%	4.9%
%H		95.4%	46.5%	15.7%	60.0%	28.4%	31.9%	99.5%
20 - 24	553	498	194	79	294	124	170	548
%V	6.7%	6.2%	5.7%	8.1%	5.7%	6.6%	5.1%	7.3%
%H		90.1%	35.1%	14.3%	53.2%	22.4%	30.7%	99.1%
25 - 34	1195	1144	459	151	595	194	401	1175
%V	14.5%	14.3%	13.5%	15.4%	11.4%	10.2%	12.1%	15.6%
%H		95.7%	38.4%	12.6%	49.8%	16.2%	33.6%	98.3%
35 - 44	1192	1144	528	148	640	239	401	1172
%V	14.5%	14.3%	15.6%	15.1%	12.3%	12.6%	12.1%	15.6%
%H		96.0%	44.3%	12.4%	53.7%	20.1%	33.6%	98.3%
45 - 54	1400	1374	670	210	847	386	460	1379
%V	17.0%	17.2%	19.8%	21.5%	16.3%	20.4%	13.9%	18.3%
%H		98.1%	47.9%	15.0%	60.5%	27.6%	32.9%	98.5%
55 - 64	1318	1301	611	149	898	364	534	1270
%V	16.0%	16.3%	18.0%	15.2%	17.3%	19.2%	16.1%	16.9%
%H		98.7%	46.4%	11.3%	68.1%	27.6%	40.5%	96.4%
65+	2186	2166	755	184	1706	481	1225	1605
%V	26.6%	27.1%	22.3%	18.8%	32.8%	25.4%	37.0%	21.3%
%H		99.1%	34.5%	8.4%	78.0%	22.0%	56.0%	73.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	8215	7980	3389	978	5203	1893	3309	7518
%H		97.1%	41.3%	11.9%	63.3%	23.0%	40.3%	91.5%
AB	2234	2179	934	266	1457	542	915	2173
%V	27.2%	27.3%	27.6%	27.2%	28.0%	28.6%	27.7%	28.9%
%H		97.5%	41.8%	11.9%	65.2%	24.3%	41.0%	97.3%
C1	2638	2548	1072	335	1668	621	1047	2456
%V	32.1%	31.9%	31.6%	34.3%	32.1%	32.8%	31.6%	32.7%
%H		96.6%	40.6%	12.7%	63.2%	23.5%	39.7%	93.1%
C2	1685	1661	762	207	1058	421	637	1544
%V	20.5%	20.8%	22.5%	21.2%	20.3%	22.2%	19.3%	20.5%
%H		98.6%	45.2%	12.3%	62.8%	25.0%	37.8%	91.6%
D	1155	1106	443	134	684	225	459	985
%V	14.1%	13.9%	13.1%	13.7%	13.1%	11.9%	13.9%	13.1%
%H		95.8%	38.4%	11.6%	59.2%	19.5%	39.7%	85.3%
E	504	486	179	34	335	84	251	360
%V	6.1%	6.1%	5.3%	3.5%	6.4%	4.4%	7.6%	4.8%
%H		96.4%	35.5%	6.7%	66.5%	16.7%	49.8%	71.4%

Base: C4/Five - South Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	8215	7980	3389	978	5203	1893	3309	7518
%H		97.1%	41.3%	11.9%	63.3%	23.0%	40.3%	91.5%
Working full time	2980	2899	1302	406	1731	691	1041	2932
%V	36.3%	36.3%	38.4%	41.5%	33.3%	36.5%	31.5%	39.0%
%H		97.3%	43.7%	13.6%	58.1%	23.2%	34.9%	98.4%
Working part time	1439	1398	638	178	877	352	525	1409
%V	17.5%	17.5%	18.8%	18.2%	16.9%	18.6%	15.9%	18.7%
%H		97.2%	44.3%	12.4%	60.9%	24.5%	36.5%	97.9%
Not working	3795	3683	1449	394	2594	850	1744	3177
%V	46.2%	46.2%	42.8%	40.3%	49.9%	44.9%	52.7%	42.3%
%H		97.0%	38.2%	10.4%	68.4%	22.4%	46.0%	83.7%
Houseperson	6797	6616	2726	761	4352	1480	2872	6140
%V	82.7%	82.9%	80.4%	77.8%	83.6%	78.2%	86.8%	81.7%
%H		97.3%	40.1%	11.2%	64.0%	21.8%	42.3%	90.3%

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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
AB	1439	1407	569	192	975	384	591	1387
%V	20.2%	20.6%	22.9%	20.1%	20.4%	23.1%	18.9%	22.8%
%H (All HH)		97.8%	39.5%	13.3%	67.8%	26.7%	41.1%	96.4%
%H (TV HH)			40.4%	13.6%	69.3%	27.3%	42.0%	
C1	1937	1857	716	288	1265	490	775	1779
%V	27.2%	27.1%	28.9%	30.1%	26.5%	29.5%	24.8%	29.3%
%H (All HH)		95.9%	37.0%	14.9%	65.3%	25.3%	40.0%	91.8%
%H (TV HH)			38.6%	15.5%	68.1%	26.4%	41.7%	
C2	1440	1392	558	210	957	384	574	1247
%V	20.3%	20.3%	22.5%	21.9%	20.0%	23.1%	18.4%	20.5%
%H (All HH)		96.7%	38.8%	14.6%	66.5%	26.7%	39.9%	86.6%
%H (TV HH)			40.1%	15.1%	68.8%	27.6%	41.2%	
D	1177	1122	389	147	775	251	524	966
%V	16.6%	16.4%	15.7%	15.4%	16.2%	15.1%	16.8%	15.9%
%H (All HH)		95.3%	33.1%	12.5%	65.8%	21.3%	44.5%	82.1%
%H (TV HH)			34.7%	13.1%	69.1%	22.4%	46.7%	
E	1116	1067	248	119	807	152	655	692
%V	15.7%	15.6%	10.0%	12.4%	16.9%	9.2%	21.0%	11.4%
%H (All HH)		95.6%	22.2%	10.7%	72.3%	13.6%	58.7%	62.0%
%H (TV HH)			23.2%	11.2%	75.6%	14.2%	61.4%	

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
Oct 2018 - Sep 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	7109	6846	2480	957	4779	1660	3119	6071
%V (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Under 25	285	247	54	37	142	33	109	273
%V	4.0%	3.6%	2.2%	3.9%	3.0%	2.0%	3.5%	4.5%
%H (All HH)		86.7%	18.9%	13.0%	49.8%	11.6%	38.2%	95.8%
%H (TV HH)			21.9%	15.0%	57.5%	13.4%	44.1%	
25 - 34	1068	979	381	126	533	186	347	1030
%V	15.0%	14.3%	15.4%	13.2%	11.2%	11.2%	11.1%	17.0%
%H (All HH)		91.7%	35.7%	11.8%	49.9%	17.4%	32.5%	96.4%
%H (TV HH)			38.9%	12.9%	54.4%	19.0%	35.4%	
35 - 44	1091	1028	431	172	623	270	353	1057
%V	15.3%	15.0%	17.4%	18.0%	13.0%	16.3%	11.3%	17.4%
%H (All HH)		94.2%	39.5%	15.8%	57.1%	24.7%	32.4%	96.9%
%H (TV HH)			41.9%	16.7%	60.6%	26.3%	34.3%	
45 - 54	1320	1290	555	225	870	395	476	1252
%V	18.6%	18.8%	22.4%	23.5%	18.2%	23.8%	15.3%	20.6%
%H (All HH)		97.7%	42.0%	17.0%	65.9%	29.9%	36.1%	94.8%
%H (TV HH)			43.0%	17.4%	67.4%	30.6%	36.9%	
55 - 64	1248	1227	463	181	915	342	573	1128
%V	17.6%	17.9%	18.7%	18.9%	19.1%	20.6%	18.4%	18.6%
%H (All HH)		98.3%	37.1%	14.5%	73.3%	27.4%	45.9%	90.4%
%H (TV HH)			37.7%	14.8%	74.6%	27.9%	46.7%	
65 +	2096	2075	595	217	1696	435	1261	1332
%V	29.5%	30.3%	24.0%	22.7%	35.5%	26.2%	40.4%	21.9%
%H (All HH)		99.0%	28.4%	10.4%	80.9%	20.8%	60.2%	63.5%
%H (TV HH)			28.7%	10.5%	81.7%	21.0%	60.8%	

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
Oct 2018 - Sep 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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
1	2260	2134	529	202	1655	320	1335	1496
%V	31.8%	31.2%	21.3%	21.1%	34.6%	19.3%	42.8%	24.6%
%H (All HH)		94.4%	23.4%	8.9%	73.2%	14.2%	59.1%	66.2%
%H (TV HH)			24.8%	9.5%	77.6%	15.0%	62.6%	
2	2521	2455	949	350	1731	668	1063	2292
%V	35.5%	35.9%	38.3%	36.6%	36.2%	40.2%	34.1%	37.8%
%H (All HH)		97.4%	37.6%	13.9%	68.7%	26.5%	42.2%	90.9%
%H (TV HH)			38.7%	14.3%	70.5%	27.2%	43.3%	
3	1040	1011	434	180	640	298	342	1009
%V	14.6%	14.8%	17.5%	18.8%	13.4%	18.0%	11.0%	16.6%
%H (All HH)		97.2%	41.7%	17.3%	61.5%	28.7%	32.9%	97.0%
%H (TV HH)			42.9%	17.8%	63.3%	29.5%	33.8%	
4	863	837	376	151	527	257	270	859
%V	12.1%	12.2%	15.2%	15.8%	11.0%	15.5%	8.7%	14.1%
%H (All HH)		97.0%	43.6%	17.5%	61.1%	29.8%	31.3%	99.5%
%H (TV HH)			44.9%	18.0%	63.0%	30.7%	32.3%	
5+	424	409	192	74	226	116	110	416
%V	6.0%	6.0%	7.7%	7.7%	4.7%	7.0%	3.5%	6.9%
%H (All HH)		96.5%	45.3%	17.5%	53.3%	27.4%	25.9%	98.1%
%H (TV HH)			46.9%	18.1%	55.3%	28.4%	26.9%	
Average HH size	2.28	2.29	2.53	2.57	2.17	2.54	1.98	2.44

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

Oct 2018 - Sep 2019

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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Without	5347	5129	1735	676	3751	1199	2552	4341
%V	75.2%	74.9%	70.0%	70.6%	78.5%	72.2%	81.8%	71.5%
%H (All HH)		95.9%	32.4%	12.6%	70.2%	22.4%	47.7%	81.2%
%H (TV HH)			33.8%	13.2%	73.1%	23.4%	49.8%	
With	1762	1716	745	281	1028	461	567	1731
%V	24.8%	25.1%	30.0%	29.4%	21.5%	27.8%	18.2%	28.5%
%H (All HH)		97.4%	42.3%	15.9%	58.3%	26.2%	32.2%	98.2%
%H (TV HH)			43.4%	16.4%	59.9%	26.9%	33.0%	
0 - 3	620	598	257	81	328	127	201	605
%V	8.7%	8.7%	10.4%	8.5%	6.9%	7.7%	6.4%	10.0%
%H (All HH)		96.5%	41.5%	13.1%	52.9%	20.5%	32.4%	97.6%
%H (TV HH)			43.0%	13.5%	54.8%	21.2%	33.6%	
4 - 9	933	906	397	145	534	246	288	915
%V	13.1%	13.2%	16.0%	15.2%	11.2%	14.8%	9.2%	15.1%
%H (All HH)		97.1%	42.6%	15.5%	57.2%	26.4%	30.9%	98.1%
%H (TV HH)			43.8%	16.0%	58.9%	27.2%	31.8%	
10 - 15	874	856	379	162	526	254	272	860
%V	12.3%	12.5%	15.3%	16.9%	11.0%	15.3%	8.7%	14.2%
%H (All HH)		97.9%	43.4%	18.5%	60.2%	29.1%	31.1%	98.4%
%H (TV HH)			44.3%	18.9%	61.4%	29.7%	31.8%	

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

Oct 2018 - Sep 2019

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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
1	2744	2744	733	296	1769	272	1497	2108
%V	38.6%	40.1%	29.6%	30.9%	37.0%	16.4%	48.0%	34.7%
%H (All HH)		100.0%	26.7%	10.8%	64.5%	9.9%	54.6%	76.8%
%H (TV HH)			26.7%	10.8%	64.5%	9.9%	54.6%	
2	2300	2300	906	349	1626	638	988	2027
%V	32.4%	33.6%	36.5%	36.5%	34.0%	38.4%	31.7%	33.4%
%H (All HH)		100.0%	39.4%	15.2%	70.7%	27.7%	43.0%	88.1%
%H (TV HH)			39.4%	15.2%	70.7%	27.7%	43.0%	
3	1143	1143	512	190	868	437	431	1081
%V	16.1%	16.7%	20.6%	19.9%	18.2%	26.3%	13.8%	17.8%
%H (All HH)		100.0%	44.8%	16.6%	75.9%	38.2%	37.7%	94.6%
%H (TV HH)			44.8%	16.6%	75.9%	38.2%	37.7%	
4	442	442	205	81	343	191	152	430
%V	6.2%	6.5%	8.3%	8.5%	7.2%	11.5%	4.9%	7.1%
%H (All HH)		100.0%	46.4%	18.3%	77.6%	43.2%	34.4%	97.3%
%H (TV HH)			46.4%	18.3%	77.6%	43.2%	34.4%	
5+	217	217	124	42	172	122	50	215
%V	3.1%	3.2%	5.0%	4.4%	3.6%	7.3%	1.6%	3.5%
%H (All HH)		100.0%	57.1%	19.4%	79.3%	56.2%	23.0%	99.1%
%H (TV HH)			57.1%	19.4%	79.3%	56.2%	23.0%	

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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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	7109	6846	2480	957	4779	1660	3119	6071
%V (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Under 20"	521	521	190	73	442	193	249	446
%V	7.3%	7.6%	7.7%	7.6%	9.2%	11.6%	8.0%	7.3%
%H (All HH)		100.0%	36.5%	14.0%	84.8%	37.0%	47.8%	85.6%
%H (TV HH)			36.5%	14.0%	84.8%	37.0%	47.8%	
20" - 29"	1668	1668	599	233	1338	535	803	1435
%V	23.5%	24.4%	24.2%	24.3%	28.0%	32.2%	25.7%	23.6%
%H (All HH)		100.0%	35.9%	14.0%	80.2%	32.1%	48.1%	86.0%
%H (TV HH)			35.9%	14.0%	80.2%	32.1%	48.1%	
30" - 39"	3237	3237	1171	485	2345	860	1484	2817
%V	45.5%	47.3%	47.2%	50.7%	49.1%	51.8%	47.6%	46.4%
%H (All HH)		100.0%	36.2%	15.0%	72.4%	26.6%	45.8%	87.0%
%H (TV HH)			36.2%	15.0%	72.4%	26.6%	45.8%	
40" - 49"	3323	3323	1369	539	2237	939	1298	3002
%V	46.7%	48.5%	55.2%	56.3%	46.8%	56.6%	41.6%	49.4%
%H (All HH)		100.0%	41.2%	16.2%	67.3%	28.3%	39.1%	90.3%
%H (TV HH)			41.2%	16.2%	67.3%	28.3%	39.1%	
50" - 59"	1444	1444	695	236	928	478	450	1376
%V	20.3%	21.1%	28.0%	24.7%	19.4%	28.8%	14.4%	22.7%
%H (All HH)		100.0%	48.1%	16.3%	64.3%	33.1%	31.2%	95.3%
%H (TV HH)			48.1%	16.3%	64.3%	33.1%	31.2%	
60"+	196	196	111	29	119	65	54	190
%V	2.8%	2.9%	4.5%	3.0%	2.5%	3.9%	1.7%	3.1%
%H (All HH)		100.0%	56.6%	14.8%	60.7%	33.2%	27.6%	96.9%
%H (TV HH)			56.6%	14.8%	60.7%	33.2%	27.6%	

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 27.7: 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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Main living room	6779	6779	2467	954	4741	1655	3085	5806
%V	95.4%	99.0%	99.5%	99.7%	99.2%	99.7%	98.9%	95.6%
%H (All HH)		100.0%	36.4%	14.1%	69.9%	24.4%	45.5%	85.6%
%H (TV HH)			36.4%	14.1%	69.9%	24.4%	45.5%	
Kitchen	646	646	280	87	536	261	275	581
%V	9.1%	9.4%	11.3%	9.1%	11.2%	15.7%	8.8%	9.6%
%H (All HH)		100.0%	43.3%	13.5%	83.0%	40.4%	42.6%	89.9%
%H (TV HH)			43.3%	13.5%	83.0%	40.4%	42.6%	
Adult's bedroom	3124	3124	1341	519	2305	1094	1210	2875
%V	43.9%	45.6%	54.1%	54.2%	48.2%	65.9%	38.8%	47.4%
%H (All HH)		100.0%	42.9%	16.6%	73.8%	35.0%	38.7%	92.0%
%H (TV HH)			42.9%	16.6%	73.8%	35.0%	38.7%	
Child's bedroom	612	612	294	107	413	226	187	601
%V	8.6%	8.9%	11.9%	11.2%	8.6%	13.6%	6.0%	9.9%
%H (All HH)		100.0%	48.0%	17.5%	67.5%	36.9%	30.6%	98.2%
%H (TV HH)			48.0%	17.5%	67.5%	36.9%	30.6%	
Other bedroom	532	532	245	101	397	211	186	506
%V	7.5%	7.8%	9.9%	10.6%	8.3%	12.7%	6.0%	8.3%
%H (All HH)		100.0%	46.1%	19.0%	74.6%	39.7%	35.0%	95.1%
%H (TV HH)			46.1%	19.0%	74.6%	39.7%	35.0%	
Second living/dining room	786	786	351	134	595	299	296	727
%V	11.1%	11.5%	14.2%	14.0%	12.5%	18.0%	9.5%	12.0%
%H (All HH)		100.0%	44.7%	17.0%	75.7%	38.0%	37.7%	92.5%
%H (TV HH)			44.7%	17.0%	75.7%	38.0%	37.7%	
Study/office	90	90	40	8	71	29	41	89
%V	1.3%	1.3%	1.6%	0.8%	1.5%	1.7%	1.3%	1.5%
%H (All HH)		100.0%	44.4%	8.9%	78.9%	32.2%	45.6%	98.9%
%H (TV HH)			44.4%	8.9%	78.9%	32.2%	45.6%	
TV room	29	29	14	3	21	10	11	28
%V	0.4%	0.4%	0.6%	0.3%	0.4%	0.6%	0.4%	0.5%
%H (All HH)		100.0%	48.3%	10.3%	72.4%	34.5%	37.9%	96.6%
%H (TV HH)			48.3%	10.3%	72.4%	34.5%	37.9%	
Conservatory	173	173	79	32	147	85	62	163
%V	2.4%	2.5%	3.2%	3.3%	3.1%	5.1%	2.0%	2.7%
%H (All HH)		100.0%	45.7%	18.5%	85.0%	49.1%	35.8%	94.2%
%H (TV HH)			45.7%	18.5%	85.0%	49.1%	35.8%	
Attic or loft room	16	16	8	3	14	9	5	16
%V	0.2%	0.2%	0.3%	0.3%	0.3%	0.5%	0.2%	0.3%
%H (All HH)		100.0%	50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
%H (TV HH)			50.0%	18.8%	87.5%	56.3%	31.3%	
No specific location	12	12	5	1	10	5	5	10
%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%	83.3%	41.7%	41.7%	83.3%
%H (TV HH)			41.7%	8.3%	83.3%	41.7%	41.7%	
Other	59	59	33	1	47	23	23	57
%V	0.8%	0.9%	1.3%	0.1%	1.0%	1.4%	0.7%	0.9%
%H (All HH)		100.0%	55.9%	1.7%	79.7%	39.0%	39.0%	96.6%
%H (TV HH)			55.9%	1.7%	79.7%	39.0%	39.0%	

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 27.8: 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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Any DSAT provider	2480	2480	2480	27	1231	1231	0	2328
%V	34.9%	36.2%	100.0%	2.8%	25.8%	74.2%	0.0%	38.3%
%H (All HH)			100.0%	1.1%	49.6%	49.6%	0.0%	93.9%
%H (TV HH)			100.0%	1.1%	49.6%	49.6%	0.0%	
Sky with subcription	2167	2167	2167	11	1068	1068	0	2048
%V	30.5%	31.7%	87.4%	1.1%	22.3%	64.3%	0.0%	33.7%
%H (All HH)			100.0%	0.5%	49.3%	49.3%	0.0%	94.5%
%H (TV HH)			100.0%	0.5%	49.3%	49.3%	0.0%	
Sky without subscription	100	100	100	5	44	44	0	86
%V	1.4%	1.5%	4.0%	0.5%	0.9%	2.7%	0.0%	1.4%
%H (All HH)			100.0%	5.0%	44.0%	44.0%	0.0%	86.0%
%H (TV HH)			100.0%	5.0%	44.0%	44.0%	0.0%	
Freesat	193	193	193	8	114	114	0	177
%V	2.7%	2.8%	7.8%	0.8%	2.4%	6.9%	0.0%	2.9%
%H (All HH)			100.0%	4.1%	59.1%	59.1%	0.0%	91.7%
%H (TV HH)			100.0%	4.1%	59.1%	59.1%	0.0%	
Other satellite provider	117	117	117	8	57	57	0	110
%V	1.6%	1.7%	4.7%	0.8%	1.2%	3.4%	0.0%	1.8%
%H (All HH)			100.0%	6.8%	48.7%	48.7%	0.0%	94.0%
%H (TV HH)			100.0%	6.8%	48.7%	48.7%	0.0%	
DCAB	957	957	27	957	443	443	0	910
%V	13.5%	14.0%	1.1%	100.0%	9.3%	26.7%	0.0%	15.0%
%H (All HH)			2.8%	100.0%	46.3%	46.3%	0.0%	95.1%
%H (TV HH)			2.8%	100.0%	46.3%	46.3%	0.0%	
DTT	4779	4779	1231	443	4779	1660	3119	3917
%V	67.2%	69.8%	49.6%	46.3%	100.0%	100.0%	100.0%	64.5%
%H (All HH)		100.0%	25.8%	9.3%	100.0%	34.7%	65.3%	82.0%
%H (TV HH)			25.8%	9.3%	100.0%	34.7%	65.3%	

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 27.9: 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	7109	6846	2480	957	4779	1660	3119	6071
%H (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
PVR	3975	3975	2263	916	2358	1542	816	3700
%V	55.9%	58.1%	91.3%	95.7%	49.3%	92.9%	26.2%	60.9%
%H (All HH)		100.0%	56.9%	23.0%	59.3%	38.8%	20.5%	93.1%
%H (TV HH)			56.9%	23.0%	59.3%	38.8%	20.5%	
DVDR	63	63	30	8	50	24	26	56
%V	0.9%	0.9%	1.2%	0.8%	1.0%	1.4%	0.8%	0.9%
%H (All HH)		100.0%	47.6%	12.7%	79.4%	38.1%	41.3%	88.9%
%H (TV HH)			47.6%	12.7%	79.4%	38.1%	41.3%	
VCR	36	36	11	4	30	9	21	21
%V	0.5%	0.5%	0.4%	0.4%	0.6%	0.5%	0.7%	0.3%
%H (All HH)		100.0%	30.6%	11.1%	83.3%	25.0%	58.3%	58.3%
%H (TV HH)			30.6%	11.1%	83.3%	25.0%	58.3%	
Any recorder	4013	4013	2266	916	2394	1545	850	3726
%V	56.4%	58.6%	91.4%	95.7%	50.1%	93.1%	27.3%	61.4%
%H (All HH)		100.0%	56.5%	22.8%	59.7%	38.5%	21.2%	92.8%
%H (TV HH)			56.5%	22.8%	59.7%	38.5%	21.2%	
Receives HDTV (via STB or built-in reception)	4711	4711	2130	811	3261	1465	1796	4311
%V	66.3%	68.8%	85.9%	84.7%	68.2%	88.3%	57.6%	71.0%
%H (All HH)		100.0%	45.2%	17.2%	69.2%	31.1%	38.1%	91.5%
%H (TV HH)			45.2%	17.2%	69.2%	31.1%	38.1%	
DVD/Blu-ray player or recorder	3862	3862	1438	570	2806	1094	1712	3420
%V	54.3%	56.4%	58.0%	59.6%	58.7%	65.9%	54.9%	56.3%
%H (All HH)		100.0%	37.2%	14.8%	72.7%	28.3%	44.3%	88.6%
%H (TV HH)			37.2%	14.8%	72.7%	28.3%	44.3%	

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 27.10: 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	7109	6846	2480	957	4779	1660	3119	6071
%V (All HH)		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%
%H (TV HH)			36.2%	14.0%	69.8%	24.2%	45.6%	
Has broadband internet	6071	5862	2328	910	3917	1572	2345	6071
%V	85.4%	85.6%	93.9%	95.1%	82.0%	94.7%	75.2%	100.0%
%H (All HH)		96.6%	38.3%	15.0%	64.5%	25.9%	38.6%	100.0%
%H (TV HH)			39.7%	15.5%	66.8%	26.8%	40.0%	
Number of computers (PCs and laptops)								
0	1625	1521	343	120	1175	177	998	642
%V	22.9%	22.2%	13.8%	12.5%	24.6%	10.7%	32.0%	10.6%
%H (All HH)		93.6%	21.1%	7.4%	72.3%	10.9%	61.4%	39.5%
%H (TV HH)			22.6%	7.9%	77.3%	11.6%	65.6%	
1	2030	1948	682	264	1330	417	913	1980
%V	28.6%	28.5%	27.5%	27.6%	27.8%	25.1%	29.3%	32.6%
%H (All HH)		96.0%	33.6%	13.0%	65.5%	20.5%	45.0%	97.5%
%H (TV HH)			35.0%	13.6%	68.3%	21.4%	46.9%	
2	1649	1610	658	248	1092	455	637	1647
%V	23.2%	23.5%	26.5%	25.9%	22.8%	27.4%	20.4%	27.1%
%H (All HH)		97.6%	39.9%	15.0%	66.2%	27.6%	38.6%	99.9%
%H (TV HH)			40.9%	15.4%	67.8%	28.3%	39.6%	
3	867	848	376	143	560	273	287	864
%V	12.2%	12.4%	15.2%	14.9%	11.7%	16.4%	9.2%	14.2%
%H (All HH)		97.8%	43.4%	16.5%	64.6%	31.5%	33.1%	99.7%
%H (TV HH)			44.3%	16.9%	66.0%	32.2%	33.8%	
4	473	466	220	90	311	170	141	473
%V	6.7%	6.8%	8.9%	9.4%	6.5%	10.2%	4.5%	7.8%
%H (All HH)		98.5%	46.5%	19.0%	65.8%	35.9%	29.8%	100.0%
%H (TV HH)			47.2%	19.3%	66.7%	36.5%	30.3%	
5+	466	454	201	91	311	168	143	465
%V	6.6%	6.6%	8.1%	9.5%	6.5%	10.1%	4.6%	7.7%
%H (All HH)		97.4%	43.1%	19.5%	66.7%	36.1%	30.7%	99.8%
%H (TV HH)			44.3%	20.0%	68.5%	37.0%	31.5%	

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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Set level data

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	13712	5578	2106	9933	4286	5646	12287
%H		40.7%	15.4%	72.4%	31.3%	41.2%	89.6%
Under 20"	633	234	94	542	245	297	553
%V	4.6%	4.2%	4.5%	5.5%	5.7%	5.3%	4.5%
%H		37.0%	14.8%	85.6%	38.7%	46.9%	87.4%
20" - 29"	2101	766	292	1695	697	998	1819
%V	15.3%	13.7%	13.9%	17.1%	16.3%	17.7%	14.8%
%H		36.5%	13.9%	80.7%	33.2%	47.5%	86.6%
30" - 39"	4199	1603	648	3059	1219	1840	3731
%V	30.6%	28.7%	30.8%	30.8%	28.4%	32.6%	30.4%
%H		38.2%	15.4%	72.9%	29.0%	43.8%	88.9%
40" - 49"	4052	1746	679	2734	1227	1507	3703
%V	29.6%	31.3%	32.2%	27.5%	28.6%	26.7%	30.1%
%H		43.1%	16.8%	67.5%	30.3%	37.2%	91.4%
50" - 59"	1647	810	274	1060	559	501	1574
%V	12.0%	14.5%	13.0%	10.7%	13.0%	8.9%	12.8%
%H		49.2%	16.6%	64.4%	33.9%	30.4%	95.6%
60"+	206	119	30	125	70	55	199
%V	1.5%	2.1%	1.4%	1.3%	1.6%	1.0%	1.6%
%H		57.8%	14.6%	60.7%	34.0%	26.7%	96.6%
Don't know	874	301	89	716	268	448	706
%V	6.4%	5.4%	4.2%	7.2%	6.3%	7.9%	5.7%
%H		34.4%	10.2%	81.9%	30.7%	51.3%	80.8%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
C4/Five - North Macro Region
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	13712	5578	2106	9933	4286	5646	12287
%H		40.7%	15.4%	72.4%	31.3%	41.2%	89.6%
Main living room	6828	2488	961	4776	1671	3105	5848
%V	49.8%	44.6%	45.6%	48.1%	39.0%	55.0%	47.6%
%H		36.4%	14.1%	69.9%	24.5%	45.5%	85.6%
Kitchen	648	282	87	538	262	275	583
%V	4.7%	5.1%	4.1%	5.4%	6.1%	4.9%	4.7%
%H		43.5%	13.4%	83.0%	40.4%	42.4%	90.0%
Adult's bedroom	3647	1595	617	2702	1334	1368	3383
%V	26.6%	28.6%	29.3%	27.2%	31.1%	24.2%	27.5%
%H		43.7%	16.9%	74.1%	36.6%	37.5%	92.8%
Child's bedroom	774	378	135	525	292	233	760
%V	5.6%	6.8%	6.4%	5.3%	6.8%	4.1%	6.2%
%H		48.8%	17.4%	67.8%	37.7%	30.1%	98.2%
Other bedroom	635	295	123	475	257	218	608
%V	4.6%	5.3%	5.8%	4.8%	6.0%	3.9%	4.9%
%H		46.5%	19.4%	74.8%	40.5%	34.3%	95.7%
Second living/dining room	795	358	135	603	306	298	736
%V	5.8%	6.4%	6.4%	6.1%	7.1%	5.3%	6.0%
%H		45.0%	17.0%	75.8%	38.5%	37.5%	92.6%
Study/office	93	41	8	73	30	42	92
%V	0.7%	0.7%	0.4%	0.7%	0.7%	0.7%	0.7%
%H		44.1%	8.6%	78.5%	32.3%	45.2%	98.9%
TV room	29	14	3	21	10	11	29
%V	0.2%	0.3%	0.1%	0.2%	0.2%	0.2%	0.2%
%H		48.3%	10.3%	72.4%	34.5%	37.9%	100.0%
Conservatory	173	79	32	147	85	62	163
%V	1.3%	1.4%	1.5%	1.5%	2.0%	1.1%	1.3%
%H		45.7%	18.5%	85.0%	49.1%	35.8%	94.2%
Attic or loft room	16	8	3	14	9	5	16
%V	0.1%	0.1%	0.1%	0.1%	0.2%	0.1%	0.1%
%H		50.0%	18.8%	87.5%	56.3%	31.3%	100.0%
No specific location	12	6	1	11	6	5	11
%V	0.1%	0.1%	0.0%	0.1%	0.1%	0.1%	0.1%
%H		50.0%	8.3%	91.7%	50.0%	41.7%	91.7%
Other	61	35	1	48	24	23	59
%V	0.4%	0.6%	0.0%	0.5%	0.6%	0.4%	0.5%
%H		57.4%	1.6%	78.7%	39.3%	37.7%	96.7%

Base: C4/Five - North 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 - North Macro Region

Set level data

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	13712	5578	2106	9933	4286	5646	12287
%H		40.7%	15.4%	72.4%	31.3%	41.2%	89.6%
PVR	5841	3576	1356	3165	2221	944	5518
%V	42.6%	64.1%	64.4%	31.9%	51.8%	16.7%	44.9%
%H		61.2%	23.2%	54.2%	38.0%	16.2%	94.5%
DVDR	69	32	9	56	26	30	62
%V	0.5%	0.6%	0.4%	0.6%	0.6%	0.5%	0.5%
%H		46.4%	13.0%	81.2%	37.7%	43.5%	89.9%
VCR	38	11	4	32	9	23	24
%V	0.3%	0.2%	0.2%	0.3%	0.2%	0.4%	0.2%
%H		28.9%	10.5%	84.2%	23.7%	60.5%	63.2%
Any recorder	5895	3583	1358	3217	2229	988	5559
%V	43.0%	64.2%	64.5%	32.4%	52.0%	17.5%	45.2%
%H		60.8%	23.0%	54.6%	37.8%	16.8%	94.3%

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	13712	5578	2106	9933	4286	5646	12287
%H		40.7%	15.4%	72.4%	31.3%	41.2%	89.6%
Receives HDTV (via STB or built-in reception)	7751	3769	1352	5359	2677	2682	7242
%V	56.5%	67.6%	64.2%	54.0%	62.5%	47.5%	58.9%
%H		48.6%	17.4%	69.1%	34.5%	34.6%	93.4%
DVD/Blu-ray player or recorder	5251	2070	835	3855	1684	2171	4748
%V	38.3%	37.1%	39.6%	38.8%	39.3%	38.5%	38.6%
%H		39.4%	15.9%	73.4%	32.1%	41.3%	90.4%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL
Oct 2018 - Sep 2019
C4/Five - North Macro Region
Set level data
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	6842	2480	957	4777	1660	3117	5858
%H		36.2%	14.0%	69.8%	24.3%	45.6%	85.6%
Under 20"	35	4	3	26	3	24	20
%V	0.5%	0.2%	0.3%	0.5%	0.2%	0.8%	0.3%
%H		11.4%	8.6%	74.3%	8.6%	68.6%	57.1%
20" - 29"	340	55	23	283	41	242	232
%V	5.0%	2.2%	2.4%	5.9%	2.5%	7.8%	4.0%
%H		16.2%	6.8%	83.2%	12.1%	71.2%	68.2%
30" - 39"	1793	500	226	1323	321	1003	1434
%V	26.2%	20.2%	23.6%	27.7%	19.3%	32.2%	24.5%
%H		27.9%	12.6%	73.8%	17.9%	55.9%	80.0%
40" - 49"	2764	1084	429	1861	723	1138	2456
%V	40.4%	43.7%	44.8%	39.0%	43.6%	36.5%	41.9%
%H		39.2%	15.5%	67.3%	26.2%	41.2%	88.9%
50" - 59"	1312	631	213	832	425	407	1247
%V	19.2%	25.4%	22.3%	17.4%	25.6%	13.1%	21.3%
%H		48.1%	16.2%	63.4%	32.4%	31.0%	95.0%
60"+	170	93	27	103	55	48	164
%V	2.5%	3.8%	2.8%	2.2%	3.3%	1.5%	2.8%
%H		54.7%	15.9%	60.6%	32.4%	28.2%	96.5%
Don't know	429	113	36	349	92	257	305
%V	6.3%	4.6%	3.8%	7.3%	5.5%	8.2%	5.2%
%H		26.3%	8.4%	81.4%	21.4%	59.9%	71.1%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

C4/Five - North Macro Region

Set level data

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	6842	2480	957	4777	1660	3117	5858
%H		36.2%	14.0%	69.8%	24.3%	45.6%	85.6%
PVR	3900	2233	906	2293	1511	782	3638
%V	57.0%	90.0%	94.7%	48.0%	91.0%	25.1%	62.1%
%H		57.3%	23.2%	58.8%	38.7%	20.1%	93.3%
DVDR	53	23	7	42	19	23	45
%V	0.8%	0.9%	0.7%	0.9%	1.1%	0.7%	0.8%
%H		43.4%	13.2%	79.2%	35.8%	43.4%	84.9%
VCR	28	10	3	23	7	16	16
%V	0.4%	0.4%	0.3%	0.5%	0.4%	0.5%	0.3%
%H		35.7%	10.7%	82.1%	25.0%	57.1%	57.1%
Any recorder	3936	2237	906	2327	1514	813	3662
%V	57.5%	90.2%	94.7%	48.7%	91.2%	26.1%	62.5%
%H		56.8%	23.0%	59.1%	38.5%	20.7%	93.0%

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 27.17: 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	6842	2480	957	4777	1660	3117	5858
%H		36.2%	14.0%	69.8%	24.3%	45.6%	85.6%
Receives HDTV (via STB or built-in reception)	4619	2093	801	3179	1429	1750	4236
%V	67.5%	84.4%	83.7%	66.5%	86.1%	56.1%	72.3%
%H		45.3%	17.3%	68.8%	30.9%	37.9%	91.7%
DVD/Blu-ray player or recorder	3329	1189	474	2426	893	1533	2919
%V	48.7%	47.9%	49.5%	50.8%	53.8%	49.2%	49.8%
%H		35.7%	14.2%	72.9%	26.8%	46.0%	87.7%

Base: C4/Five - North Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

C4/Five - North Macro Region

Set level data

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	6869	3098	1148	5156	2627	2529	6429
%H		45.1%	16.7%	75.1%	38.2%	36.8%	93.6%
Under 20"	598	229	91	516	243	273	533
%V	8.7%	7.4%	7.9%	10.0%	9.3%	10.8%	8.3%
%H		38.3%	15.2%	86.3%	40.6%	45.7%	89.1%
20" - 29"	1761	711	269	1412	656	756	1587
%V	25.6%	23.0%	23.4%	27.4%	25.0%	29.9%	24.7%
%H		40.4%	15.3%	80.2%	37.3%	42.9%	90.1%
30" - 39"	2406	1102	422	1736	898	838	2297
%V	35.0%	35.6%	36.8%	33.7%	34.2%	33.1%	35.7%
%H		45.8%	17.5%	72.2%	37.3%	34.8%	95.5%
40" - 49"	1288	663	249	873	505	369	1247
%V	18.8%	21.4%	21.7%	16.9%	19.2%	14.6%	19.4%
%H		51.5%	19.3%	67.8%	39.2%	28.6%	96.8%
50" - 59"	335	179	61	228	134	94	328
%V	4.9%	5.8%	5.3%	4.4%	5.1%	3.7%	5.1%
%H		53.4%	18.2%	68.1%	40.0%	28.1%	97.9%
60"+	36	26	3	22	14	7	36
%V	0.5%	0.8%	0.3%	0.4%	0.5%	0.3%	0.6%
%H		72.2%	8.3%	61.1%	38.9%	19.4%	100.0%
Don't know	445	188	54	368	176	191	401
%V	6.5%	6.1%	4.7%	7.1%	6.7%	7.6%	6.2%
%H		42.2%	12.1%	82.7%	39.6%	42.9%	90.1%

Base: C4/Five - North 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 - North Macro Region

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	6869	3098	1148	5156	2627	2529	6429
%H		45.1%	16.7%	75.1%	38.2%	36.8%	93.6%
PVR	1940	1344	450	872	710	162	1880
%V	28.2%	43.4%	39.2%	16.9%	27.0%	6.4%	29.2%
%H		69.3%	23.2%	44.9%	36.6%	8.4%	96.9%
DVDR	17	8	2	14	7	7	17
%V	0.2%	0.3%	0.2%	0.3%	0.3%	0.3%	0.3%
%H		47.1%	11.8%	82.4%	41.2%	41.2%	100.0%
VCR	10	2	1	9	1	8	8
%V	0.1%	0.1%	0.1%	0.2%	0.0%	0.3%	0.1%
%H		20.0%	10.0%	90.0%	10.0%	80.0%	80.0%
Any recorder	1959	1347	453	890	715	176	1897
%V	28.5%	43.5%	39.5%	17.3%	27.2%	7.0%	29.5%
%H		68.8%	23.1%	45.4%	36.5%	9.0%	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	6869	3098	1148	5156	2627	2529	6429
%H		45.1%	16.7%	75.1%	38.2%	36.8%	93.6%
Receives HDTV (via STB or built-in reception)	3132	1677	551	2181	1249	932	3007
%V	45.6%	54.1%	48.0%	42.3%	47.5%	36.9%	46.8%
%H		53.5%	17.6%	69.6%	39.9%	29.8%	96.0%
DVD/Blu-ray player or recorder	1922	881	361	1429	791	639	1830
%V	28.0%	28.4%	31.4%	27.7%	30.1%	25.3%	28.5%
%H		45.8%	18.8%	74.3%	41.2%	33.2%	95.2%

Base: C4/Five - North 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 - North Macro Region

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	16202	15662	6277	2456	10376	4207	6168	14820
%H		96.7%	38.7%	15.2%	64.0%	26.0%	38.1%	91.5%
Total Children	3122	3039	1315	503	1770	790	980	3059
%V	19.3%	19.4%	20.9%	20.5%	17.1%	18.8%	15.9%	20.6%
%H		97.3%	42.1%	16.1%	56.7%	25.3%	31.4%	98.0%
0 - 3	739	714	300	99	392	148	245	721
%V	4.6%	4.6%	4.8%	4.0%	3.8%	3.5%	4.0%	4.9%
%H		96.6%	40.6%	13.4%	53.0%	20.0%	33.2%	97.6%
4 - 15	2382	2326	1015	404	1378	642	736	2338
%V	14.7%	14.9%	16.2%	16.4%	13.3%	15.3%	11.9%	15.8%
%H		97.6%	42.6%	17.0%	57.9%	27.0%	30.9%	98.2%
4 - 9	1217	1182	513	191	686	315	370	1191
%V	7.5%	7.5%	8.2%	7.8%	6.6%	7.5%	6.0%	8.0%
%H		97.1%	42.2%	15.7%	56.4%	25.9%	30.4%	97.9%
10 - 15	1165	1144	502	213	692	327	365	1147
%V	7.2%	7.3%	8.0%	8.7%	6.7%	7.8%	5.9%	7.7%
%H		98.2%	43.1%	18.3%	59.4%	28.1%	31.3%	98.5%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

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C4/Five - North Macro Region

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	16202	15662	6277	2456	10376	4207	6168	14820
%H		96.7%	38.7%	15.2%	64.0%	26.0%	38.1%	91.5%
Total Adults (16+)	13081	12623	4962	1953	8605	3417	5188	11761
%V	80.7%	80.6%	79.1%	79.5%	82.9%	81.2%	84.1%	79.4%
%H		96.5%	37.9%	14.9%	65.8%	26.1%	39.7%	89.9%
16 - 19	641	609	273	115	393	200	192	633
%V	4.0%	3.9%	4.3%	4.7%	3.8%	4.8%	3.1%	4.3%
%H		95.0%	42.6%	17.9%	61.3%	31.2%	30.0%	98.8%
20 - 24	1001	914	320	171	571	240	331	980
%V	6.2%	5.8%	5.1%	7.0%	5.5%	5.7%	5.4%	6.6%
%H		91.3%	32.0%	17.1%	57.0%	24.0%	33.1%	97.9%
25 - 34	2109	1967	789	287	1097	426	671	2048
%V	13.0%	12.6%	12.6%	11.7%	10.6%	10.1%	10.9%	13.8%
%H		93.3%	37.4%	13.6%	52.0%	20.2%	31.8%	97.1%
35 - 44	1946	1850	806	317	1114	502	612	1894
%V	12.0%	11.8%	12.8%	12.9%	10.7%	11.9%	9.9%	12.8%
%H		95.1%	41.4%	16.3%	57.2%	25.8%	31.4%	97.3%
45 - 54	2202	2157	957	395	1443	687	756	2107
%V	13.6%	13.8%	15.2%	16.1%	13.9%	16.3%	12.3%	14.2%
%H		98.0%	43.5%	17.9%	65.5%	31.2%	34.3%	95.7%
55 - 64	2083	2053	850	316	1501	630	871	1936
%V	12.9%	13.1%	13.5%	12.9%	14.5%	15.0%	14.1%	13.1%
%H		98.6%	40.8%	15.2%	72.1%	30.2%	41.8%	92.9%
65+	3098	3073	968	352	2486	733	1753	2164
%V	19.1%	19.6%	15.4%	14.3%	24.0%	17.4%	28.4%	14.6%
%H		99.2%	31.2%	11.4%	80.2%	23.7%	56.6%	69.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)		13081	12623	4962	1953	8605	3417	5188	11761
	%H		96.5%	37.9%	14.9%	65.8%	26.1%	39.7%	89.9%
AB		2823	2766	1190	402	1897	823	1073	2753
	%V	21.6%	21.9%	24.0%	20.6%	22.0%	24.1%	20.7%	23.4%
	%H		98.0%	42.2%	14.2%	67.2%	29.2%	38.0%	97.5%
C1		3704	3539	1434	597	2387	1017	1369	3501
	%V	28.3%	28.0%	28.9%	30.6%	27.7%	29.8%	26.4%	29.8%
	%H		95.5%	38.7%	16.1%	64.4%	27.5%	37.0%	94.5%
C2		2804	2724	1150	454	1821	802	1019	2544
	%V	21.4%	21.6%	23.2%	23.2%	21.2%	23.5%	19.6%	21.6%
	%H		97.1%	41.0%	16.2%	64.9%	28.6%	36.3%	90.7%
D		2161	2075	791	302	1384	519	864	1888
	%V	16.5%	16.4%	15.9%	15.5%	16.1%	15.2%	16.7%	16.1%
	%H		96.0%	36.6%	14.0%	64.0%	24.0%	40.0%	87.4%
E		1589	1518	397	197	1117	256	862	1075
	%V	12.1%	12.0%	8.0%	10.1%	13.0%	7.5%	16.6%	9.1%
	%H		95.5%	25.0%	12.4%	70.3%	16.1%	54.2%	67.7%

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
Oct 2018 - Sep 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+)	13081	12623	4962	1953	8605	3417	5188	11761
%H		96.5%	37.9%	14.9%	65.8%	26.1%	39.7%	89.9%
Working full time	6082	5881	2597	1008	3674	1685	1989	5934
%V	46.5%	46.6%	52.3%	51.6%	42.7%	49.3%	38.3%	50.5%
%H		96.7%	42.7%	16.6%	60.4%	27.7%	32.7%	97.6%
Working part time	1192	1153	466	198	792	346	445	1157
%V	9.1%	9.1%	9.4%	10.1%	9.2%	10.1%	8.6%	9.8%
%H		96.7%	39.1%	16.6%	66.4%	29.0%	37.3%	97.1%
Not working	5807	5588	1900	747	4139	1386	2753	4670
%V	44.4%	44.3%	38.3%	38.2%	48.1%	40.6%	53.1%	39.7%
%H		96.2%	32.7%	12.9%	71.3%	23.9%	47.4%	80.4%
Houseperson	7109	6846	2480	957	4779	1660	3119	6071
%V	54.3%	54.2%	50.0%	49.0%	55.5%	48.6%	60.1%	51.6%
%H		96.3%	34.9%	13.5%	67.2%	23.4%	43.9%	85.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6389	6116	2458	966	4111	1688	2423	5794
%H		95.7%	38.5%	15.1%	64.3%	26.4%	37.9%	90.7%
16 - 19	335	317	147	64	204	110	94	332
%V	5.2%	5.2%	6.0%	6.6%	5.0%	6.5%	3.9%	5.7%
%H		94.6%	43.9%	19.1%	60.9%	32.8%	28.1%	99.1%
20 - 24	506	453	160	86	277	120	158	494
%V	7.9%	7.4%	6.5%	8.9%	6.7%	7.1%	6.5%	8.5%
%H		89.5%	31.6%	17.0%	54.7%	23.7%	31.2%	97.6%
25 - 34	1049	974	385	151	540	216	323	1016
%V	16.4%	15.9%	15.7%	15.6%	13.1%	12.8%	13.3%	17.5%
%H		92.9%	36.7%	14.4%	51.5%	20.6%	30.8%	96.9%
35 - 44	952	891	392	148	537	244	293	923
%V	14.9%	14.6%	15.9%	15.3%	13.1%	14.5%	12.1%	15.9%
%H		93.6%	41.2%	15.5%	56.4%	25.6%	30.8%	97.0%
45 - 54	1087	1056	464	195	695	322	373	1032
%V	17.0%	17.3%	18.9%	20.2%	16.9%	19.1%	15.4%	17.8%
%H		97.1%	42.7%	17.9%	63.9%	29.6%	34.3%	94.9%
55 - 64	1020	1000	429	150	722	309	413	934
%V	16.0%	16.4%	17.5%	15.5%	17.6%	18.3%	17.0%	16.1%
%H		98.0%	42.1%	14.7%	70.8%	30.3%	40.5%	91.6%
65+	1440	1424	481	173	1137	368	769	1063
%V	22.5%	23.3%	19.6%	17.9%	27.7%	21.8%	31.7%	18.3%
%H		98.9%	33.4%	12.0%	79.0%	25.6%	53.4%	73.8%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6389	6116	2458	966	4111	1688	2423	5794
%H		95.7%	38.5%	15.1%	64.3%	26.4%	37.9%	90.7%
AB	1407	1378	596	202	934	407	526	1378
%V	22.0%	22.5%	24.2%	20.9%	22.7%	24.1%	21.7%	23.8%
%H		97.9%	42.4%	14.4%	66.4%	28.9%	37.4%	97.9%
C1	1737	1649	692	283	1085	486	599	1661
%V	27.2%	27.0%	28.2%	29.3%	26.4%	28.8%	24.7%	28.7%
%H		94.9%	39.8%	16.3%	62.5%	28.0%	34.5%	95.6%
C2	1512	1451	614	242	977	435	542	1362
%V	23.7%	23.7%	25.0%	25.1%	23.8%	25.8%	22.4%	23.5%
%H		96.0%	40.6%	16.0%	64.6%	28.8%	35.8%	90.1%
D	1033	979	387	148	632	247	384	913
%V	16.2%	16.0%	15.7%	15.3%	15.4%	14.6%	15.8%	15.8%
%H		94.8%	37.5%	14.3%	61.2%	23.9%	37.2%	88.4%
E	699	659	169	92	484	112	372	480
%V	10.9%	10.8%	6.9%	9.5%	11.8%	6.6%	15.4%	8.3%
%H		94.3%	24.2%	13.2%	69.2%	16.0%	53.2%	68.7%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6389	6116	2458	966	4111	1688	2423	5794
%H		95.7%	38.5%	15.1%	64.3%	26.4%	37.9%	90.7%
Working full time	3584	3443	1542	584	2125	991	1134	3485
%V	56.1%	56.3%	62.7%	60.5%	51.7%	58.7%	46.8%	60.1%
%H		96.1%	43.0%	16.3%	59.3%	27.7%	31.6%	97.2%
Working part time	277	255	93	45	181	74	107	265
%V	4.3%	4.2%	3.8%	4.7%	4.4%	4.4%	4.4%	4.6%
%H		92.1%	33.6%	16.2%	65.3%	26.7%	38.6%	95.7%
Not working	2528	2419	823	338	1805	623	1181	2044
%V	39.6%	39.6%	33.5%	35.0%	43.9%	36.9%	48.7%	35.3%
%H		95.7%	32.6%	13.4%	71.4%	24.6%	46.7%	80.9%
Houseperson	1822	1689	535	205	1178	331	847	1438
%V	28.5%	27.6%	21.8%	21.2%	28.7%	19.6%	35.0%	24.8%
%H		92.7%	29.4%	11.3%	64.7%	18.2%	46.5%	78.9%

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

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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+)	6691	6506	2504	986	4494	1729	2765	5967
%H		97.2%	37.4%	14.7%	67.2%	25.8%	41.3%	89.2%
16 - 19	305	292	126	52	189	91	98	301
%V	4.6%	4.5%	5.0%	5.3%	4.2%	5.3%	3.5%	5.0%
%H		95.7%	41.3%	17.0%	62.0%	29.8%	32.1%	98.7%
20 - 24	495	460	160	84	294	120	174	486
%V	7.4%	7.1%	6.4%	8.5%	6.5%	6.9%	6.3%	8.1%
%H		92.9%	32.3%	17.0%	59.4%	24.2%	35.2%	98.2%
25 - 34	1060	993	403	136	558	210	348	1031
%V	15.8%	15.3%	16.1%	13.8%	12.4%	12.1%	12.6%	17.3%
%H		93.7%	38.0%	12.8%	52.6%	19.8%	32.8%	97.3%
35 - 44	994	959	413	169	577	257	319	972
%V	14.9%	14.7%	16.5%	17.1%	12.8%	14.9%	11.5%	16.3%
%H		96.5%	41.5%	17.0%	58.0%	25.9%	32.1%	97.8%
45 - 54	1115	1100	494	200	749	366	383	1074
%V	16.7%	16.9%	19.7%	20.3%	16.7%	21.2%	13.9%	18.0%
%H		98.7%	44.3%	17.9%	67.2%	32.8%	34.3%	96.3%
55 - 64	1063	1053	421	166	779	321	458	1002
%V	15.9%	16.2%	16.8%	16.8%	17.3%	18.6%	16.6%	16.8%
%H		99.1%	39.6%	15.6%	73.3%	30.2%	43.1%	94.3%
65+	1659	1649	487	179	1349	365	984	1101
%V	24.8%	25.3%	19.4%	18.2%	30.0%	21.1%	35.6%	18.5%
%H		99.4%	29.4%	10.8%	81.3%	22.0%	59.3%	66.4%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6691	6506	2504	986	4494	1729	2765	5967
%H		97.2%	37.4%	14.7%	67.2%	25.8%	41.3%	89.2%
AB	1415	1388	595	200	963	416	547	1375
%V	21.1%	21.3%	23.8%	20.3%	21.4%	24.1%	19.8%	23.0%
%H		98.1%	42.0%	14.1%	68.1%	29.4%	38.7%	97.2%
C1	1967	1890	742	314	1302	531	771	1840
%V	29.4%	29.1%	29.6%	31.8%	29.0%	30.7%	27.9%	30.8%
%H		96.1%	37.7%	16.0%	66.2%	27.0%	39.2%	93.5%
C2	1292	1273	536	213	845	367	478	1182
%V	19.3%	19.6%	21.4%	21.6%	18.8%	21.2%	17.3%	19.8%
%H		98.5%	41.5%	16.5%	65.4%	28.4%	37.0%	91.5%
D	1128	1096	403	154	752	272	480	975
%V	16.9%	16.8%	16.1%	15.6%	16.7%	15.7%	17.4%	16.3%
%H		97.2%	35.7%	13.7%	66.7%	24.1%	42.6%	86.4%
E	890	859	228	105	633	144	489	595
%V	13.3%	13.2%	9.1%	10.6%	14.1%	8.3%	17.7%	10.0%
%H		96.5%	25.6%	11.8%	71.1%	16.2%	54.9%	66.9%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	6691	6506	2504	986	4494	1729	2765	5967
%H		97.2%	37.4%	14.7%	67.2%	25.8%	41.3%	89.2%
Working full time	2497	2438	1055	424	1549	694	855	2449
%V	37.3%	37.5%	42.1%	43.0%	34.5%	40.1%	30.9%	41.0%
%H		97.6%	42.3%	17.0%	62.0%	27.8%	34.2%	98.1%
Working part time	915	898	373	153	610	272	338	892
%V	13.7%	13.8%	14.9%	15.5%	13.6%	15.7%	12.2%	14.9%
%H		98.1%	40.8%	16.7%	66.7%	29.7%	36.9%	97.5%
Not working	3279	3169	1077	409	2334	763	1572	2625
%V	49.0%	48.7%	43.0%	41.5%	51.9%	44.1%	56.9%	44.0%
%H		96.6%	32.8%	12.5%	71.2%	23.3%	47.9%	80.1%
Houseperson	5288	5157	1945	753	3601	1329	2272	4634
%V	79.0%	79.3%	77.7%	76.4%	80.1%	76.9%	82.2%	77.7%
%H		97.5%	36.8%	14.2%	68.1%	25.1%	43.0%	87.6%

Base: C4/Five - North Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

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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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
AB	605	572	246	97	347	146	201	584
%V	22.6%	22.6%	23.7%	26.5%	21.9%	23.7%	20.7%	25.4%
%H (All HH)		94.5%	40.7%	16.0%	57.4%	24.1%	33.2%	96.5%
%H (TV HH)			43.0%	17.0%	60.7%	25.5%	35.1%	
C1	732	682	294	106	421	180	240	672
%V	27.4%	26.9%	28.3%	29.0%	26.6%	29.3%	24.7%	29.2%
%H (All HH)		93.2%	40.2%	14.5%	57.5%	24.6%	32.8%	91.8%
%H (TV HH)			43.1%	15.5%	61.7%	26.4%	35.2%	
C2	548	530	244	75	322	142	180	480
%V	20.5%	20.9%	23.5%	20.5%	20.3%	23.1%	18.5%	20.8%
%H (All HH)		96.7%	44.5%	13.7%	58.8%	25.9%	32.8%	87.6%
%H (TV HH)			46.0%	14.2%	60.8%	26.8%	34.0%	
D	476	453	171	61	286	100	186	372
%V	17.8%	17.9%	16.5%	16.7%	18.0%	16.3%	19.2%	16.2%
%H (All HH)		95.2%	35.9%	12.8%	60.1%	21.0%	39.1%	78.2%
%H (TV HH)			37.7%	13.5%	63.1%	22.1%	41.1%	
E	313	295	84	28	210	47	163	194
%V	11.7%	11.7%	8.1%	7.7%	13.2%	7.6%	16.8%	8.4%
%H (All HH)		94.2%	26.8%	8.9%	67.1%	15.0%	52.1%	62.0%
%H (TV HH)			28.5%	9.5%	71.2%	15.9%	55.3%	

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

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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	2674	2532	1039	366	1585	615	971	2303
%V (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Under 25	111	86	21	10	39	11	28	108
%V	4.2%	3.4%	2.0%	2.7%	2.5%	1.8%	2.9%	4.7%
%H (All HH)		77.5%	18.9%	9.0%	35.1%	9.9%	25.2%	97.3%
%H (TV HH)			24.4%	11.6%	45.3%	12.8%	32.6%	
25 - 34	424	378	155	47	170	65	105	411
%V	15.9%	14.9%	14.9%	12.8%	10.7%	10.6%	10.8%	17.8%
%H (All HH)		89.2%	36.6%	11.1%	40.1%	15.3%	24.8%	96.9%
%H (TV HH)			41.0%	12.4%	45.0%	17.2%	27.8%	
35 - 44	405	379	166	61	210	95	115	389
%V	15.1%	15.0%	16.0%	16.7%	13.2%	15.4%	11.8%	16.9%
%H (All HH)		93.6%	41.0%	15.1%	51.9%	23.5%	28.4%	96.0%
%H (TV HH)			43.8%	16.1%	55.4%	25.1%	30.3%	
45 - 54	492	471	220	79	296	138	158	464
%V	18.4%	18.6%	21.2%	21.6%	18.7%	22.4%	16.3%	20.1%
%H (All HH)		95.7%	44.7%	16.1%	60.2%	28.0%	32.1%	94.3%
%H (TV HH)			46.7%	16.8%	62.8%	29.3%	33.5%	
55 - 64	498	484	223	77	314	136	178	453
%V	18.6%	19.1%	21.5%	21.0%	19.8%	22.1%	18.3%	19.7%
%H (All HH)		97.2%	44.8%	15.5%	63.1%	27.3%	35.7%	91.0%
%H (TV HH)			46.1%	15.9%	64.9%	28.1%	36.8%	
65 +	744	734	254	91	556	169	387	479
%V	27.8%	29.0%	24.4%	24.9%	35.1%	27.5%	39.9%	20.8%
%H (All HH)		98.7%	34.1%	12.2%	74.7%	22.7%	52.0%	64.4%
%H (TV HH)			34.6%	12.4%	75.7%	23.0%	52.7%	

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 28.3: 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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
1	972	900	272	107	620	146	474	675
%V	36.4%	35.5%	26.2%	29.2%	39.1%	23.7%	48.8%	29.3%
%H (All HH)		92.6%	28.0%	11.0%	63.8%	15.0%	48.8%	69.4%
%H (TV HH)			30.2%	11.9%	68.9%	16.2%	52.7%	
2	902	861	377	127	537	238	299	837
%V	33.7%	34.0%	36.3%	34.7%	33.9%	38.7%	30.8%	36.3%
%H (All HH)		95.5%	41.8%	14.1%	59.5%	26.4%	33.1%	92.8%
%H (TV HH)			43.8%	14.8%	62.4%	27.6%	34.7%	
3	388	372	180	63	210	105	105	380
%V	14.5%	14.7%	17.3%	17.2%	13.2%	17.1%	10.8%	16.5%
%H (All HH)		95.9%	46.4%	16.2%	54.1%	27.1%	27.1%	97.9%
%H (TV HH)			48.4%	16.9%	56.5%	28.2%	28.2%	
4	304	296	157	57	159	93	66	303
%V	11.4%	11.7%	15.1%	15.6%	10.0%	15.1%	6.8%	13.2%
%H (All HH)		97.4%	51.6%	18.8%	52.3%	30.6%	21.7%	99.7%
%H (TV HH)			53.0%	19.3%	53.7%	31.4%	22.3%	
5+	108	103	52	14	60	33	28	108
%V	4.0%	4.1%	5.0%	3.8%	3.8%	5.4%	2.9%	4.7%
%H (All HH)		95.4%	48.1%	13.0%	55.6%	30.6%	25.9%	100.0%
%H (TV HH)			50.5%	13.6%	58.3%	32.0%	27.2%	
Average HH size	2.15	2.16	2.38	2.31	2.07	2.41	1.85	2.29

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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Without	2079	1958	760	271	1282	462	820	1716
%V	77.7%	77.3%	73.1%	74.0%	80.9%	75.1%	84.4%	74.5%
%H (All HH)		94.2%	36.6%	13.0%	61.7%	22.2%	39.4%	82.5%
%H (TV HH)			38.8%	13.8%	65.5%	23.6%	41.9%	
With	595	574	279	96	304	153	151	586
%V	22.3%	22.7%	26.9%	26.2%	19.2%	24.9%	15.6%	25.4%
%H (All HH)		96.5%	46.9%	16.1%	51.1%	25.7%	25.4%	98.5%
%H (TV HH)			48.6%	16.7%	53.0%	26.7%	26.3%	
0 - 3	208	197	95	27	97	43	54	203
%V	7.8%	7.8%	9.1%	7.4%	6.1%	7.0%	5.6%	8.8%
%H (All HH)		94.7%	45.7%	13.0%	46.6%	20.7%	26.0%	97.6%
%H (TV HH)			48.2%	13.7%	49.2%	21.8%	27.4%	
4 - 9	298	288	140	47	146	72	74	294
%V	11.1%	11.4%	13.5%	12.8%	9.2%	11.7%	7.6%	12.8%
%H (All HH)		96.6%	47.0%	15.8%	49.0%	24.2%	24.8%	98.7%
%H (TV HH)			48.6%	16.3%	50.7%	25.0%	25.7%	
10 - 15	284	277	141	50	150	83	67	282
%V	10.6%	10.9%	13.6%	13.7%	9.5%	13.5%	6.9%	12.2%
%H (All HH)		97.5%	49.6%	17.6%	52.8%	29.2%	23.6%	99.3%
%H (TV HH)			50.9%	18.1%	54.2%	30.0%	24.2%	

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

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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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
1	1027	1027	310	119	564	87	477	815
%V	38.4%	40.6%	29.8%	32.5%	35.6%	14.1%	49.1%	35.4%
%H (All HH)		100.0%	30.2%	11.6%	54.9%	8.5%	46.4%	79.4%
%H (TV HH)			30.2%	11.6%	54.9%	8.5%	46.4%	
2	843	843	370	126	552	237	315	730
%V	31.5%	33.3%	35.6%	34.4%	34.8%	38.5%	32.4%	31.7%
%H (All HH)		100.0%	43.9%	14.9%	65.5%	28.1%	37.4%	86.6%
%H (TV HH)			43.9%	14.9%	65.5%	28.1%	37.4%	
3	416	416	213	76	293	168	125	398
%V	15.6%	16.4%	20.5%	20.8%	18.5%	27.3%	12.9%	17.3%
%H (All HH)		100.0%	51.2%	18.3%	70.4%	40.4%	30.0%	95.7%
%H (TV HH)			51.2%	18.3%	70.4%	40.4%	30.0%	
4	170	170	98	31	121	81	39	168
%V	6.4%	6.7%	9.4%	8.5%	7.6%	13.2%	4.0%	7.3%
%H (All HH)		100.0%	57.6%	18.2%	71.2%	47.6%	22.9%	98.8%
%H (TV HH)			57.6%	18.2%	71.2%	47.6%	22.9%	
5+	76	76	47	15	56	41	15	75
%V	2.8%	3.0%	4.5%	4.1%	3.5%	6.7%	1.5%	3.3%
%H (All HH)		100.0%	61.8%	19.7%	73.7%	53.9%	19.7%	98.7%
%H (TV HH)			61.8%	19.7%	73.7%	53.9%	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

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C4/Five - Scotland Macro Region

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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Under 20"	161	161	71	23	127	61	66	133
%V	6.0%	6.4%	6.8%	6.3%	8.0%	9.9%	6.8%	5.8%
%H (All HH)		100.0%	44.1%	14.3%	78.9%	37.9%	41.0%	82.6%
%H (TV HH)			44.1%	14.3%	78.9%	37.9%	41.0%	
20" - 29"	555	555	226	80	423	187	236	471
%V	20.8%	21.9%	21.8%	21.9%	26.7%	30.4%	24.3%	20.5%
%H (All HH)		100.0%	40.7%	14.4%	76.2%	33.7%	42.5%	84.9%
%H (TV HH)			40.7%	14.4%	76.2%	33.7%	42.5%	
30" - 39"	1245	1245	513	173	838	339	500	1062
%V	46.6%	49.2%	49.4%	47.3%	52.9%	55.1%	51.5%	46.1%
%H (All HH)		100.0%	41.2%	13.9%	67.3%	27.2%	40.2%	85.3%
%H (TV HH)			41.2%	13.9%	67.3%	27.2%	40.2%	
40" - 49"	1278	1278	591	215	786	374	412	1178
%V	47.8%	50.5%	56.9%	58.7%	49.6%	60.8%	42.4%	51.2%
%H (All HH)		100.0%	46.2%	16.8%	61.5%	29.3%	32.2%	92.2%
%H (TV HH)			46.2%	16.8%	61.5%	29.3%	32.2%	
50" - 59"	576	576	296	106	337	190	147	546
%V	21.5%	22.7%	28.5%	29.0%	21.3%	30.9%	15.1%	23.7%
%H (All HH)		100.0%	51.4%	18.4%	58.5%	33.0%	25.5%	94.8%
%H (TV HH)			51.4%	18.4%	58.5%	33.0%	25.5%	
60"+	86	86	54	14	45	29	16	83
%V	3.2%	3.4%	5.2%	3.8%	2.8%	4.7%	1.6%	3.6%
%H (All HH)		100.0%	62.8%	16.3%	52.3%	33.7%	18.6%	96.5%
%H (TV HH)			62.8%	16.3%	52.3%	33.7%	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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Household level data

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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Main living room	2501	2501	1031	364	1570	611	959	2159
%V	93.5%	98.8%	99.2%	99.5%	99.1%	99.3%	98.8%	93.7%
%H (All HH)		100.0%	41.2%	14.6%	62.8%	24.4%	38.3%	86.3%
%H (TV HH)			41.2%	14.6%	62.8%	24.4%	38.3%	
Kitchen	283	283	148	35	224	125	99	262
%V	10.6%	11.2%	14.2%	9.6%	14.1%	20.3%	10.2%	11.4%
%H (All HH)		100.0%	52.3%	12.4%	79.2%	44.2%	35.0%	92.6%
%H (TV HH)			52.3%	12.4%	79.2%	44.2%	35.0%	
Adult's bedroom	1155	1155	563	197	786	420	366	1046
%V	43.2%	45.6%	54.2%	53.8%	49.6%	68.3%	37.7%	45.4%
%H (All HH)		100.0%	48.7%	17.1%	68.1%	36.4%	31.7%	90.6%
%H (TV HH)			48.7%	17.1%	68.1%	36.4%	31.7%	
Child's bedroom	256	256	136	51	150	92	58	252
%V	9.6%	10.1%	13.1%	13.9%	9.5%	15.0%	6.0%	10.9%
%H (All HH)		100.0%	53.1%	19.9%	58.6%	35.9%	22.7%	98.4%
%H (TV HH)			53.1%	19.9%	58.6%	35.9%	22.7%	
Other bedroom	115	115	54	22	92	53	39	109
%V	4.3%	4.5%	5.2%	6.0%	5.8%	8.6%	4.0%	4.7%
%H (All HH)		100.0%	47.0%	19.1%	80.0%	46.1%	33.9%	94.8%
%H (TV HH)			47.0%	19.1%	80.0%	46.1%	33.9%	
Second living/dining room	204	204	113	36	141	84	57	196
%V	7.6%	8.1%	10.9%	9.8%	8.9%	13.7%	5.9%	8.5%
%H (All HH)		100.0%	55.4%	17.6%	69.1%	41.2%	27.9%	96.1%
%H (TV HH)			55.4%	17.6%	69.1%	41.2%	27.9%	
Study/office	35	35	20	5	23	13	10	34
%V	1.3%	1.4%	1.9%	1.4%	1.5%	2.1%	1.0%	1.5%
%H (All HH)		100.0%	57.1%	14.3%	65.7%	37.1%	28.6%	97.1%
%H (TV HH)			57.1%	14.3%	65.7%	37.1%	28.6%	
TV room	41	41	22	6	28	15	13	39
%V	1.5%	1.6%	2.1%	1.6%	1.8%	2.4%	1.3%	1.7%
%H (All HH)		100.0%	53.7%	14.6%	68.3%	36.6%	31.7%	95.1%
%H (TV HH)			53.7%	14.6%	68.3%	36.6%	31.7%	
Conservatory	43	43	22	8	31	17	14	41
%V	1.6%	1.7%	2.1%	2.2%	2.0%	2.8%	1.4%	1.8%
%H (All HH)		100.0%	51.2%	18.6%	72.1%	39.5%	32.6%	95.3%
%H (TV HH)			51.2%	18.6%	72.1%	39.5%	32.6%	
Attic or loft room	4	4	2	3	2	2	0	4
%V	0.1%	0.2%	0.2%	0.8%	0.1%	0.3%	0.0%	0.2%
%H (All HH)		100.0%	50.0%	75.0%	50.0%	50.0%	0.0%	100.0%
%H (TV HH)			50.0%	75.0%	50.0%	50.0%	0.0%	
No specific location	2	2	1	0	2	1	1	2
%V	0.1%	0.1%	0.1%	0.0%	0.1%	0.2%	0.1%	0.1%
%H (All HH)		100.0%	50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
%H (TV HH)			50.0%	0.0%	100.0%	50.0%	50.0%	
Other	21	21	14	4	13	9	5	21
%V	0.8%	0.8%	1.3%	1.1%	0.8%	1.5%	0.5%	0.9%
%H (All HH)		100.0%	66.7%	19.0%	61.9%	42.9%	23.8%	100.0%
%H (TV HH)			66.7%	19.0%	61.9%	42.9%	23.8%	

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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Any DSAT provider	1039	1039	1039	15	461	461	0	968
%V	38.9%	41.0%	100.0%	4.1%	29.1%	75.0%	0.0%	42.0%
%H (All HH)			100.0%	1.4%	44.4%	44.4%	0.0%	93.2%
%H (TV HH)			100.0%	1.4%	44.4%	44.4%	0.0%	
Sky with subscription	868	868	868	7	385	385	0	816
%V	32.5%	34.3%	83.5%	1.9%	24.3%	62.6%	0.0%	35.4%
%H (All HH)			100.0%	0.8%	44.4%	44.4%	0.0%	94.0%
%H (TV HH)			100.0%	0.8%	44.4%	44.4%	0.0%	
Sky without subscription	55	55	55	1	26	26	0	47
%V	2.1%	2.2%	5.3%	0.3%	1.6%	4.2%	0.0%	2.0%
%H (All HH)			100.0%	1.8%	47.3%	47.3%	0.0%	85.5%
%H (TV HH)			100.0%	1.8%	47.3%	47.3%	0.0%	
Freesat	98	98	98	5	45	45	0	89
%V	3.7%	3.9%	9.4%	1.4%	2.8%	7.3%	0.0%	3.9%
%H (All HH)			100.0%	5.1%	45.9%	45.9%	0.0%	90.8%
%H (TV HH)			100.0%	5.1%	45.9%	45.9%	0.0%	
Other satellite provider	62	62	62	4	27	27	0	58
%V	2.3%	2.4%	6.0%	1.1%	1.7%	4.4%	0.0%	2.5%
%H (All HH)			100.0%	6.5%	43.5%	43.5%	0.0%	93.5%
%H (TV HH)			100.0%	6.5%	43.5%	43.5%	0.0%	
DCAB	366	366	15	366	162	162	0	348
%V	13.7%	14.5%	1.4%	100.0%	10.2%	26.3%	0.0%	15.1%
%H (All HH)			4.1%	100.0%	44.3%	44.3%	0.0%	95.1%
%H (TV HH)			4.1%	100.0%	44.3%	44.3%	0.0%	
DTT	1585	1585	461	162	1585	615	971	1294
%V	59.3%	62.6%	44.4%	44.3%	100.0%	100.0%	100.0%	56.2%
%H (All HH)		100.0%	29.1%	10.2%	100.0%	38.8%	61.3%	81.6%
%H (TV HH)			29.1%	10.2%	100.0%	38.8%	61.3%	

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

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

C4/Five - Scotland Macro Region

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	2674	2532	1039	366	1585	615	971	2303
%H (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
PVR	1563	1563	938	351	856	571	285	1452
%V	58.5%	61.7%	90.3%	95.9%	54.0%	92.8%	29.4%	63.0%
%H (All HH)		100.0%	60.0%	22.5%	54.8%	36.5%	18.2%	92.9%
%H (TV HH)			60.0%	22.5%	54.8%	36.5%	18.2%	
DVDR	26	26	16	2	16	8	8	22
%V	1.0%	1.0%	1.5%	0.5%	1.0%	1.3%	0.8%	1.0%
%H (All HH)		100.0%	61.5%	7.7%	61.5%	30.8%	30.8%	84.6%
%H (TV HH)			61.5%	7.7%	61.5%	30.8%	30.8%	
VCR	7	7	3	0	5	1	4	4
%V	0.3%	0.3%	0.3%	0.0%	0.3%	0.2%	0.4%	0.2%
%H (All HH)		100.0%	42.9%	0.0%	71.4%	14.3%	57.1%	57.1%
%H (TV HH)			42.9%	0.0%	71.4%	14.3%	57.1%	
Any recorder	1576	1576	940	352	868	573	295	1461
%V	58.9%	62.2%	90.5%	96.2%	54.8%	93.2%	30.4%	63.4%
%H (All HH)		100.0%	59.6%	22.3%	55.1%	36.4%	18.7%	92.7%
%H (TV HH)			59.6%	22.3%	55.1%	36.4%	18.7%	
Receives HDTV (via STB or built-in reception)	1755	1755	869	339	1115	554	561	1603
%V	65.6%	69.3%	83.6%	92.6%	70.3%	90.1%	57.8%	69.6%
%H (All HH)		100.0%	49.5%	19.3%	63.5%	31.6%	32.0%	91.3%
%H (TV HH)			49.5%	19.3%	63.5%	31.6%	32.0%	
DVD/Blu-ray player or recorder	1543	1543	659	233	984	414	570	1364
%V	57.7%	60.9%	63.4%	63.7%	62.1%	67.3%	58.7%	59.2%
%H (All HH)		100.0%	42.7%	15.1%	63.8%	26.8%	36.9%	88.4%
%H (TV HH)			42.7%	15.1%	63.8%	26.8%	36.9%	

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 28.10: 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	2674	2532	1039	366	1585	615	971	2303
%V (All HH)		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%
%H (TV HH)			41.0%	14.5%	62.6%	24.3%	38.3%	
Has broadband internet	2303	2185	968	348	1294	577	717	2303
%V	86.1%	86.3%	93.2%	95.1%	81.6%	93.8%	73.8%	100.0%
%H (All HH)		94.9%	42.0%	15.1%	56.2%	25.1%	31.1%	100.0%
%H (TV HH)			44.3%	15.9%	59.2%	26.4%	32.8%	
Number of computers (PCs and laptops)								
0	557	524	129	40	392	66	327	208
%V	20.8%	20.7%	12.4%	10.9%	24.7%	10.7%	33.7%	9.0%
%H (All HH)		94.1%	23.2%	7.2%	70.4%	11.8%	58.7%	37.3%
%H (TV HH)			24.6%	7.6%	74.8%	12.6%	62.4%	
1	696	650	248	104	403	150	254	677
%V	26.0%	25.7%	23.9%	28.4%	25.4%	24.4%	26.2%	29.4%
%H (All HH)		93.4%	35.6%	14.9%	57.9%	21.6%	36.5%	97.3%
%H (TV HH)			38.2%	16.0%	62.0%	23.1%	39.1%	
2	647	618	274	97	365	158	207	645
%V	24.2%	24.4%	26.4%	26.5%	23.0%	25.7%	21.3%	28.0%
%H (All HH)		95.5%	42.3%	15.0%	56.4%	24.4%	32.0%	99.7%
%H (TV HH)			44.3%	15.7%	59.1%	25.6%	33.5%	
3	377	357	180	57	210	115	95	376
%V	14.1%	14.1%	17.3%	15.6%	13.2%	18.7%	9.8%	16.3%
%H (All HH)		94.7%	47.7%	15.1%	55.7%	30.5%	25.2%	99.7%
%H (TV HH)			50.4%	16.0%	58.8%	32.2%	26.6%	
4	193	185	97	27	107	55	53	193
%V	7.2%	7.3%	9.3%	7.4%	6.8%	8.9%	5.5%	8.4%
%H (All HH)		95.9%	50.3%	14.0%	55.4%	28.5%	27.5%	100.0%
%H (TV HH)			52.4%	14.6%	57.8%	29.7%	28.6%	
5+	205	199	111	42	108	71	36	205
%V	7.7%	7.9%	10.7%	11.5%	6.8%	11.5%	3.7%	8.9%
%H (All HH)		97.1%	54.1%	20.5%	52.7%	34.6%	17.6%	100.0%
%H (TV HH)			55.8%	21.1%	54.3%	35.7%	18.1%	

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

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

C4/Five - Scotland Macro Region

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	5047	2337	803	3332	1613	1719	4541
%H		46.3%	15.9%	66.0%	32.0%	34.1%	90.0%
Under 20"	195	90	29	157	79	78	164
%V	3.9%	3.9%	3.6%	4.7%	4.9%	4.5%	3.6%
%H		46.2%	14.9%	80.5%	40.5%	40.0%	84.1%
20" - 29"	687	282	99	538	245	293	591
%V	13.6%	12.1%	12.3%	16.1%	15.2%	17.0%	13.0%
%H		41.0%	14.4%	78.3%	35.7%	42.6%	86.0%
30" - 39"	1591	691	231	1082	477	605	1387
%V	31.5%	29.6%	28.8%	32.5%	29.6%	35.2%	30.5%
%H		43.4%	14.5%	68.0%	30.0%	38.0%	87.2%
40" - 49"	1580	766	277	969	499	470	1474
%V	31.3%	32.8%	34.5%	29.1%	30.9%	27.3%	32.5%
%H		48.5%	17.5%	61.3%	31.6%	29.7%	93.3%
50" - 59"	649	338	122	378	219	159	619
%V	12.9%	14.5%	15.2%	11.3%	13.6%	9.2%	13.6%
%H		52.1%	18.8%	58.2%	33.7%	24.5%	95.4%
60"+	91	57	14	48	31	18	88
%V	1.8%	2.4%	1.7%	1.4%	1.9%	1.0%	1.9%
%H		62.6%	15.4%	52.7%	34.1%	19.8%	96.7%
Don't know	254	113	30	159	63	96	218
%V	5.0%	4.8%	3.7%	4.8%	3.9%	5.6%	4.8%
%H		44.5%	11.8%	62.6%	24.8%	37.8%	85.8%

Base: C4/Five - Scotland 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 - Scotland Macro Region

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	5047	2337	803	3332	1613	1719	4541
%H		46.3%	15.9%	66.0%	32.0%	34.1%	90.0%
Main living room	2514	1035	366	1581	615	966	2172
%V	49.8%	44.3%	45.6%	47.4%	38.1%	56.2%	47.8%
%H		41.2%	14.6%	62.9%	24.5%	38.4%	86.4%
Kitchen	284	149	35	225	125	100	263
%V	5.6%	6.4%	4.4%	6.8%	7.7%	5.8%	5.8%
%H		52.5%	12.3%	79.2%	44.0%	35.2%	92.6%
Adult's bedroom	1418	707	246	975	541	434	1303
%V	28.1%	30.3%	30.6%	29.3%	33.5%	25.2%	28.7%
%H		49.9%	17.3%	68.8%	38.2%	30.6%	91.9%
Child's bedroom	340	183	68	202	125	77	335
%V	6.7%	7.8%	8.5%	6.1%	7.7%	4.5%	7.4%
%H		53.8%	20.0%	59.4%	36.8%	22.6%	98.5%
Other bedroom	132	66	25	106	64	42	126
%V	2.6%	2.8%	3.1%	3.2%	4.0%	2.4%	2.8%
%H		50.0%	18.9%	80.3%	48.5%	31.8%	95.5%
Second living/dining room	206	114	37	143	86	57	199
%V	4.1%	4.9%	4.6%	4.3%	5.3%	3.3%	4.4%
%H		55.3%	18.0%	69.4%	41.7%	27.7%	96.6%
Study/office	35	20	5	23	13	10	34
%V	0.7%	0.9%	0.6%	0.7%	0.8%	0.6%	0.7%
%H		57.1%	14.3%	65.7%	37.1%	28.6%	97.1%
TV room	43	23	6	29	16	13	42
%V	0.9%	1.0%	0.7%	0.9%	1.0%	0.8%	0.9%
%H		53.5%	14.0%	67.4%	37.2%	30.2%	97.7%
Conservatory	44	22	8	31	17	15	41
%V	0.9%	0.9%	1.0%	0.9%	1.1%	0.9%	0.9%
%H		50.0%	18.2%	70.5%	38.6%	34.1%	93.2%
Attic or loft room	5	2	3	2	2	0	4
%V	0.1%	0.1%	0.4%	0.1%	0.1%	0.0%	0.1%
%H		40.0%	60.0%	40.0%	40.0%	0.0%	80.0%
No specific location	2	1	0	2	1	1	2
%V	0.0%	0.0%	0.0%	0.1%	0.1%	0.1%	0.0%
%H		50.0%	0.0%	100.0%	50.0%	50.0%	100.0%
Other	23	15	5	14	9	5	22
%V	0.5%	0.6%	0.6%	0.4%	0.6%	0.3%	0.5%
%H		65.2%	21.7%	60.9%	39.1%	21.7%	95.7%

Base: C4/Five - Scotland 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 - Scotland Macro Region

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	5047	2337	803	3332	1613	1719	4541
%H		46.3%	15.9%	66.0%	32.0%	34.1%	90.0%
PVR	2259	1448	512	1149	825	324	2131
%V	44.8%	62.0%	63.8%	34.5%	51.1%	18.8%	46.9%
%H		64.1%	22.7%	50.9%	36.5%	14.3%	94.3%
DVDR	28	17	2	17	8	9	24
%V	0.6%	0.7%	0.2%	0.5%	0.5%	0.5%	0.5%
%H		60.7%	7.1%	60.7%	28.6%	32.1%	85.7%
VCR	7	3	0	5	1	4	4
%V	0.1%	0.1%	0.0%	0.2%	0.1%	0.2%	0.1%
%H		42.9%	0.0%	71.4%	14.3%	57.1%	57.1%
Any recorder	2280	1455	513	1164	828	337	2148
%V	45.2%	62.3%	63.9%	34.9%	51.3%	19.6%	47.3%
%H		63.8%	22.5%	51.1%	36.3%	14.8%	94.2%

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 28.14: 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	5047	2337	803	3332	1613	1719	4541
%H		46.3%	15.9%	66.0%	32.0%	34.1%	90.0%
Receives HDTV (via STB or built-in reception)	2791	1481	543	1791	996	795	2601
%V	55.3%	63.4%	67.6%	53.8%	61.7%	46.2%	57.3%
%H		53.1%	19.5%	64.2%	35.7%	28.5%	93.2%
DVD/Blu-ray player or recorder	2191	997	362	1421	680	741	1989
%V	43.4%	42.7%	45.1%	42.6%	42.2%	43.1%	43.8%
%H		45.5%	16.5%	64.9%	31.0%	33.8%	90.8%

Base: C4/Five - Scotland 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 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	2531	1039	366	1585	615	971	2184
%H		41.1%	14.5%	62.6%	24.3%	38.4%	86.3%
Under 20"	13	1	0	9	0	9	8
%V	0.5%	0.1%	0.0%	0.6%	0.0%	0.9%	0.4%
%H		7.7%	0.0%	69.2%	0.0%	69.2%	61.5%
20" - 29"	120	26	10	90	13	77	80
%V	4.7%	2.5%	2.7%	5.7%	2.1%	7.9%	3.7%
%H		21.7%	8.3%	75.0%	10.8%	64.2%	66.7%
30" - 39"	628	187	68	427	99	329	472
%V	24.8%	18.0%	18.6%	26.9%	16.1%	33.9%	21.6%
%H		29.8%	10.8%	68.0%	15.8%	52.4%	75.2%
40" - 49"	1039	459	165	639	282	357	947
%V	41.1%	44.2%	45.1%	40.3%	45.9%	36.8%	43.4%
%H		44.2%	15.9%	61.5%	27.1%	34.4%	91.1%
50" - 59"	525	267	96	306	172	134	497
%V	20.7%	25.7%	26.2%	19.3%	28.0%	13.8%	22.8%
%H		50.9%	18.3%	58.3%	32.8%	25.5%	94.7%
60"+	78	49	13	42	27	15	75
%V	3.1%	4.7%	3.6%	2.6%	4.4%	1.5%	3.4%
%H		62.8%	16.7%	53.8%	34.6%	19.2%	96.2%
Don't know	126	50	14	72	22	50	106
%V	5.0%	4.8%	3.8%	4.5%	3.6%	5.1%	4.9%
%H		39.7%	11.1%	57.1%	17.5%	39.7%	84.1%

Base: C4/Five - Scotland 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 - Scotland Macro Region

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	2531	1039	366	1585	615	971	2184
%H		41.1%	14.5%	62.6%	24.3%	38.4%	86.3%
PVR	1529	925	347	828	560	268	1419
%V	60.4%	89.0%	94.8%	52.2%	91.1%	27.6%	65.0%
%H		60.5%	22.7%	54.2%	36.6%	17.5%	92.8%
DVDR	18	10	2	12	5	7	15
%V	0.7%	1.0%	0.5%	0.8%	0.8%	0.7%	0.7%
%H		55.6%	11.1%	66.7%	27.8%	38.9%	83.3%
VCR	5	2	0	4	1	4	3
%V	0.2%	0.2%	0.0%	0.3%	0.2%	0.4%	0.1%
%H		40.0%	0.0%	80.0%	20.0%	80.0%	60.0%
Any recorder	1541	927	347	839	562	277	1429
%V	60.9%	89.2%	94.8%	52.9%	91.4%	28.5%	65.4%
%H		60.2%	22.5%	54.4%	36.5%	18.0%	92.7%

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	2531	1039	366	1585	615	971	2184
%H		41.1%	14.5%	62.6%	24.3%	38.4%	86.3%
Receives HDTV (via STB or built-in reception)	1719	852	335	1086	540	546	1570
%V	67.9%	82.0%	91.5%	68.5%	87.8%	56.2%	71.9%
%H		49.6%	19.5%	63.2%	31.4%	31.8%	91.3%
DVD/Blu-ray player or recorder	1305	541	191	826	328	498	1135
%V	51.6%	52.1%	52.2%	52.1%	53.3%	51.3%	52.0%
%H		41.5%	14.6%	63.3%	25.1%	38.2%	87.0%

Base: C4/Five - Scotland 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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DATA PERIOD: ANNUAL

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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	2516	1298	437	1747	998	748	2357
%H		51.6%	17.4%	69.4%	39.7%	29.7%	93.7%
Under 20"	182	88	29	148	79	70	156
%V	7.2%	6.8%	6.6%	8.5%	7.9%	9.4%	6.6%
%H		48.4%	15.9%	81.3%	43.4%	38.5%	85.7%
20" - 29"	567	257	90	448	232	215	511
%V	22.5%	19.8%	20.6%	25.6%	23.2%	28.7%	21.7%
%H		45.3%	15.9%	79.0%	40.9%	37.9%	90.1%
30" - 39"	963	504	162	654	378	276	915
%V	38.3%	38.8%	37.1%	37.4%	37.9%	36.9%	38.8%
%H		52.3%	16.8%	67.9%	39.3%	28.7%	95.0%
40" - 49"	540	307	112	330	217	113	528
%V	21.5%	23.7%	25.6%	18.9%	21.7%	15.1%	22.4%
%H		56.9%	20.7%	61.1%	40.2%	20.9%	97.8%
50" - 59"	124	71	26	72	47	25	122
%V	4.9%	5.5%	5.9%	4.1%	4.7%	3.3%	5.2%
%H		57.3%	21.0%	58.1%	37.9%	20.2%	98.4%
60"+	13	8	1	7	4	2	13
%V	0.5%	0.6%	0.2%	0.4%	0.4%	0.3%	0.6%
%H		61.5%	7.7%	53.8%	30.8%	15.4%	100.0%
Don't know	128	63	16	87	41	46	112
%V	5.1%	4.9%	3.7%	5.0%	4.1%	6.1%	4.8%
%H		49.2%	12.5%	68.0%	32.0%	35.9%	87.5%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	2516	1298	437	1747	998	748	2357
%H		51.6%	17.4%	69.4%	39.7%	29.7%	93.7%
PVR	730	523	166	320	264	56	711
%V	29.0%	40.3%	38.0%	18.3%	26.5%	7.5%	30.2%
%H		71.6%	22.7%	43.8%	36.2%	7.7%	97.4%
DVDR	9	7	0	5	3	2	8
%V	0.4%	0.5%	0.0%	0.3%	0.3%	0.3%	0.3%
%H		77.8%	0.0%	55.6%	33.3%	22.2%	88.9%
VCR	2	2	0	1	0	1	1
%V	0.1%	0.2%	0.0%	0.1%	0.0%	0.1%	0.0%
%H		100.0%	0.0%	50.0%	0.0%	50.0%	50.0%
Any recorder	739	528	166	325	266	60	718
%V	29.4%	40.7%	38.0%	18.6%	26.7%	8.0%	30.5%
%H		71.4%	22.5%	44.0%	36.0%	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	2516	1298	437	1747	998	748	2357
%H		51.6%	17.4%	69.4%	39.7%	29.7%	93.7%
Receives HDTV (via STB or built-in reception)	1072	629	208	705	456	249	1031
%V	42.6%	48.5%	47.6%	40.4%	45.7%	33.3%	43.7%
%H		58.7%	19.4%	65.8%	42.5%	23.2%	96.2%
DVD/Blu-ray player or recorder	886	456	172	595	351	243	854
%V	35.2%	35.1%	39.4%	34.1%	35.2%	32.5%	36.2%
%H		51.5%	19.4%	67.2%	39.6%	27.4%	96.4%

Base: C4/Five - Scotland Macro Region - BARB Defined Working Sets (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	5737	5476	2473	848	3278	1480	1798	5278
%H		95.5%	43.1%	14.8%	57.1%	25.8%	31.3%	92.0%
Total Children	988	953	463	150	495	244	251	976
%V	17.2%	17.4%	18.7%	17.7%	15.1%	16.5%	14.0%	18.5%
%H		96.5%	46.9%	15.2%	50.1%	24.7%	25.4%	98.8%
0 - 3	234	221	103	29	111	47	64	228
%V	4.1%	4.0%	4.2%	3.4%	3.4%	3.2%	3.6%	4.3%
%H		94.4%	44.0%	12.4%	47.4%	20.1%	27.4%	97.4%
4 - 15	755	732	360	121	384	197	187	748
%V	13.2%	13.4%	14.6%	14.3%	11.7%	13.3%	10.4%	14.2%
%H		97.0%	47.7%	16.0%	50.9%	26.1%	24.8%	99.1%
4 - 9	387	374	179	59	193	95	99	383
%V	6.7%	6.8%	7.2%	7.0%	5.9%	6.4%	5.5%	7.3%
%H		96.6%	46.3%	15.2%	49.9%	24.5%	25.6%	99.0%
10 - 15	367	359	181	62	190	102	88	365
%V	6.4%	6.6%	7.3%	7.3%	5.8%	6.9%	4.9%	6.9%
%H		97.8%	49.3%	16.9%	51.8%	27.8%	24.0%	99.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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	5737	5476	2473	848	3278	1480	1798	5278
%H		95.5%	43.1%	14.8%	57.1%	25.8%	31.3%	92.0%
Total Adults (16+)	4749	4523	2011	698	2783	1236	1548	4302
%V	82.8%	82.6%	81.3%	82.3%	84.9%	83.5%	86.1%	81.5%
%H		95.2%	42.3%	14.7%	58.6%	26.0%	32.6%	90.6%
16 - 19	227	213	102	39	134	72	62	225
%V	4.0%	3.9%	4.1%	4.6%	4.1%	4.9%	3.4%	4.3%
%H		93.8%	44.9%	17.2%	59.0%	31.7%	27.3%	99.1%
20 - 24	337	289	120	43	157	83	74	333
%V	5.9%	5.3%	4.9%	5.1%	4.8%	5.6%	4.1%	6.3%
%H		85.8%	35.6%	12.8%	46.6%	24.6%	22.0%	98.8%
25 - 34	796	726	303	102	350	144	206	776
%V	13.9%	13.3%	12.3%	12.0%	10.7%	9.7%	11.5%	14.7%
%H		91.2%	38.1%	12.8%	44.0%	18.1%	25.9%	97.5%
35 - 44	697	657	315	105	350	171	180	676
%V	12.1%	12.0%	12.7%	12.4%	10.7%	11.6%	10.0%	12.8%
%H		94.3%	45.2%	15.1%	50.2%	24.5%	25.8%	97.0%
45 - 54	803	778	382	133	481	242	239	769
%V	14.0%	14.2%	15.4%	15.7%	14.7%	16.4%	13.3%	14.6%
%H		96.9%	47.6%	16.6%	59.9%	30.1%	29.8%	95.8%
55 - 64	799	783	379	132	504	238	266	748
%V	13.9%	14.3%	15.3%	15.6%	15.4%	16.1%	14.8%	14.2%
%H		98.0%	47.4%	16.5%	63.1%	29.8%	33.3%	93.6%
65+	1090	1076	409	144	806	285	520	775
%V	19.0%	19.6%	16.5%	17.0%	24.6%	19.3%	28.9%	14.7%
%H		98.7%	37.5%	13.2%	73.9%	26.1%	47.7%	71.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 2019

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+)	4749	4523	2011	698	2783	1236	1548	4302
%H		95.2%	42.3%	14.7%	58.6%	26.0%	32.6%	90.6%
AB	1184	1132	519	193	682	315	366	1159
%V	24.9%	25.0%	25.8%	27.7%	24.5%	25.5%	23.6%	26.9%
%H		95.6%	43.8%	16.3%	57.6%	26.6%	30.9%	97.9%
C1	1331	1238	573	195	754	363	392	1257
%V	28.0%	27.4%	28.5%	27.9%	27.1%	29.4%	25.3%	29.2%
%H		93.0%	43.1%	14.7%	56.6%	27.3%	29.5%	94.4%
C2	1039	1011	490	155	610	298	312	951
%V	21.9%	22.4%	24.4%	22.2%	21.9%	24.1%	20.2%	22.1%
%H		97.3%	47.2%	14.9%	58.7%	28.7%	30.0%	91.5%
D	792	760	315	111	470	190	280	661
%V	16.7%	16.8%	15.7%	15.9%	16.9%	15.4%	18.1%	15.4%
%H		96.0%	39.8%	14.0%	59.3%	24.0%	35.4%	83.5%
E	403	382	114	44	267	69	198	273
%V	8.5%	8.4%	5.7%	6.3%	9.6%	5.6%	12.8%	6.3%
%H		94.8%	28.3%	10.9%	66.3%	17.1%	49.1%	67.7%

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

Oct 2018 - Sep 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+)	4749	4523	2011	698	2783	1236	1548	4302
%H		95.2%	42.3%	14.7%	58.6%	26.0%	32.6%	90.6%
Working full time	2215	2112	1031	357	1188	610	579	2159
%V	46.6%	46.7%	51.3%	51.1%	42.7%	49.4%	37.4%	50.2%
%H		95.3%	46.5%	16.1%	53.6%	27.5%	26.1%	97.5%
Working part time	479	460	210	66	275	126	149	457
%V	10.1%	10.2%	10.4%	9.5%	9.9%	10.2%	9.6%	10.6%
%H		96.0%	43.8%	13.8%	57.4%	26.3%	31.1%	95.4%
Not working	2055	1951	769	275	1320	500	820	1685
%V	43.3%	43.1%	38.2%	39.4%	47.4%	40.5%	53.0%	39.2%
%H		94.9%	37.4%	13.4%	64.2%	24.3%	39.9%	82.0%
Houseperson	2674	2532	1039	366	1585	615	971	2303
%V	56.3%	56.0%	51.7%	52.4%	57.0%	49.8%	62.7%	53.5%
%H		94.7%	38.9%	13.7%	59.3%	23.0%	36.3%	86.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2293	2167	972	344	1315	604	711	2099
%H		94.5%	42.4%	15.0%	57.3%	26.3%	31.0%	91.5%
16 - 19	118	111	54	21	70	41	30	117
%V	5.1%	5.1%	5.6%	6.1%	5.3%	6.8%	4.2%	5.6%
%H		94.1%	45.8%	17.8%	59.3%	34.7%	25.4%	99.2%
20 - 24	169	146	62	21	77	39	38	166
%V	7.4%	6.7%	6.4%	6.1%	5.9%	6.5%	5.3%	7.9%
%H		86.4%	36.7%	12.4%	45.6%	23.1%	22.5%	98.2%
25 - 34	395	355	142	49	176	71	104	385
%V	17.2%	16.4%	14.6%	14.2%	13.4%	11.8%	14.6%	18.3%
%H		89.9%	35.9%	12.4%	44.6%	18.0%	26.3%	97.5%
35 - 44	341	318	153	51	164	80	84	328
%V	14.9%	14.7%	15.7%	14.8%	12.5%	13.2%	11.8%	15.6%
%H		93.3%	44.9%	15.0%	48.1%	23.5%	24.6%	96.2%
45 - 54	387	374	177	65	232	115	117	370
%V	16.9%	17.3%	18.2%	18.9%	17.6%	19.0%	16.5%	17.6%
%H		96.6%	45.7%	16.8%	59.9%	29.7%	30.2%	95.6%
55 - 64	384	374	185	64	239	115	124	360
%V	16.7%	17.3%	19.0%	18.6%	18.2%	19.0%	17.4%	17.2%
%H		97.4%	48.2%	16.7%	62.2%	29.9%	32.3%	93.8%
65+	500	489	200	72	357	143	215	373
%V	21.8%	22.6%	20.6%	20.9%	27.1%	23.7%	30.2%	17.8%
%H		97.8%	40.0%	14.4%	71.4%	28.6%	43.0%	74.6%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2293	2167	972	344	1315	604	711	2099
%H		94.5%	42.4%	15.0%	57.3%	26.3%	31.0%	91.5%
AB	587	558	257	96	335	157	178	575
%V	25.6%	25.7%	26.4%	27.9%	25.5%	26.0%	25.0%	27.4%
%H		95.1%	43.8%	16.4%	57.1%	26.7%	30.3%	98.0%
C1	606	558	266	89	333	169	164	586
%V	26.4%	25.7%	27.4%	25.9%	25.3%	28.0%	23.1%	27.9%
%H		92.1%	43.9%	14.7%	55.0%	27.9%	27.1%	96.7%
C2	568	548	257	86	332	159	174	509
%V	24.8%	25.3%	26.4%	25.0%	25.2%	26.3%	24.5%	24.2%
%H		96.5%	45.2%	15.1%	58.5%	28.0%	30.6%	89.6%
D	361	344	147	52	209	90	119	309
%V	15.7%	15.9%	15.1%	15.1%	15.9%	14.9%	16.7%	14.7%
%H		95.3%	40.7%	14.4%	57.9%	24.9%	33.0%	85.6%
E	171	159	44	22	105	29	76	121
%V	7.5%	7.3%	4.5%	6.4%	8.0%	4.8%	10.7%	5.8%
%H		93.0%	25.7%	12.9%	61.4%	17.0%	44.4%	70.8%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2293	2167	972	344	1315	604	711	2099
%H		94.5%	42.4%	15.0%	57.3%	26.3%	31.0%	91.5%
Working full time	1315	1253	617	206	699	356	343	1282
%V	57.3%	57.8%	63.5%	59.9%	53.2%	58.9%	48.2%	61.1%
%H		95.3%	46.9%	15.7%	53.2%	27.1%	26.1%	97.5%
Working part time	104	95	37	13	60	25	35	95
%V	4.5%	4.4%	3.8%	3.8%	4.6%	4.1%	4.9%	4.5%
%H		91.3%	35.6%	12.5%	57.7%	24.0%	33.7%	91.3%
Not working	874	819	319	125	555	222	333	722
%V	38.1%	37.8%	32.8%	36.3%	42.2%	36.8%	46.8%	34.4%
%H		93.7%	36.5%	14.3%	63.5%	25.4%	38.1%	82.6%
Houseperson	626	564	190	78	354	109	246	496
%V	27.3%	26.0%	19.5%	22.7%	26.9%	18.0%	34.6%	23.6%
%H		90.1%	30.4%	12.5%	56.5%	17.4%	39.3%	79.2%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2455	2356	1039	353	1468	632	836	2203
%H		96.0%	42.3%	14.4%	59.8%	25.7%	34.1%	89.7%
16 - 19	109	102	48	17	64	32	33	108
%V	4.4%	4.3%	4.6%	4.8%	4.4%	5.1%	3.9%	4.9%
%H		93.6%	44.0%	15.6%	58.7%	29.4%	30.3%	99.1%
20 - 24	168	143	58	22	80	43	37	167
%V	6.8%	6.1%	5.6%	6.2%	5.4%	6.8%	4.4%	7.6%
%H		85.1%	34.5%	13.1%	47.6%	25.6%	22.0%	99.4%
25 - 34	401	371	161	53	174	73	102	391
%V	16.3%	15.7%	15.5%	15.0%	11.9%	11.6%	12.2%	17.7%
%H		92.5%	40.1%	13.2%	43.4%	18.2%	25.4%	97.5%
35 - 44	356	339	162	54	186	90	96	348
%V	14.5%	14.4%	15.6%	15.3%	12.7%	14.2%	11.5%	15.8%
%H		95.2%	45.5%	15.2%	52.2%	25.3%	27.0%	97.8%
45 - 54	416	404	206	68	250	128	122	399
%V	16.9%	17.1%	19.8%	19.3%	17.0%	20.3%	14.6%	18.1%
%H		97.1%	49.5%	16.3%	60.1%	30.8%	29.3%	95.9%
55 - 64	415	409	194	68	265	123	142	388
%V	16.9%	17.4%	18.7%	19.3%	18.1%	19.5%	17.0%	17.6%
%H		98.6%	46.7%	16.4%	63.9%	29.6%	34.2%	93.5%
65+	590	587	209	71	448	143	305	402
%V	24.0%	24.9%	20.1%	20.1%	30.5%	22.6%	36.5%	18.2%
%H		99.5%	35.4%	12.0%	75.9%	24.2%	51.7%	68.1%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2455	2356	1039	353	1468	632	836	2203
%H		96.0%	42.3%	14.4%	59.8%	25.7%	34.1%	89.7%
AB	597	574	262	97	347	159	188	584
%V	24.3%	24.4%	25.2%	27.5%	23.6%	25.2%	22.5%	26.5%
%H		96.1%	43.9%	16.2%	58.1%	26.6%	31.5%	97.8%
C1	725	680	307	106	421	193	228	671
%V	29.5%	28.9%	29.5%	30.0%	28.7%	30.5%	27.3%	30.5%
%H		93.8%	42.3%	14.6%	58.1%	26.6%	31.4%	92.6%
C2	471	463	232	69	278	140	138	442
%V	19.2%	19.7%	22.3%	19.5%	18.9%	22.2%	16.5%	20.1%
%H		98.3%	49.3%	14.6%	59.0%	29.7%	29.3%	93.8%
D	431	416	168	59	260	100	160	352
%V	17.6%	17.7%	16.2%	16.7%	17.7%	15.8%	19.1%	16.0%
%H		96.5%	39.0%	13.7%	60.3%	23.2%	37.1%	81.7%
E	232	223	69	22	162	40	122	152
%V	9.5%	9.5%	6.6%	6.2%	11.0%	6.3%	14.6%	6.9%
%H		96.1%	29.7%	9.5%	69.8%	17.2%	52.6%	65.5%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total

DATA PERIOD: ANNUAL

Oct 2018 - Sep 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+)	2455	2356	1039	353	1468	632	836	2203
%H		96.0%	42.3%	14.4%	59.8%	25.7%	34.1%	89.7%
Working full time	900	859	415	151	489	253	236	878
%V	36.7%	36.5%	39.9%	42.8%	33.3%	40.0%	28.2%	39.9%
%H		95.4%	46.1%	16.8%	54.3%	28.1%	26.2%	97.6%
Working part time	375	365	174	53	214	101	114	363
%V	15.3%	15.5%	16.7%	15.0%	14.6%	16.0%	13.6%	16.5%
%H		97.3%	46.4%	14.1%	57.1%	26.9%	30.4%	96.8%
Not working	1181	1131	450	149	765	278	487	962
%V	48.1%	48.0%	43.3%	42.2%	52.1%	44.0%	58.3%	43.7%
%H		95.8%	38.1%	12.6%	64.8%	23.5%	41.2%	81.5%
Houseperson	2048	1968	849	288	1231	506	725	1807
%V	83.4%	83.5%	81.7%	81.6%	83.9%	80.1%	86.7%	82.0%
%H		96.1%	41.5%	14.1%	60.1%	24.7%	35.4%	88.2%

Base: C4/Five - Scotland Macro Region - Individuals (000s)

%V = percentage of vertical total

%H = percentage of horizontal total